

AUGUST 2015

CLIFTON PARK

AN EXCLUSIVE MONTHLY PUBLICATION FOR RESIDENTS

Living

Clifton Park EMT

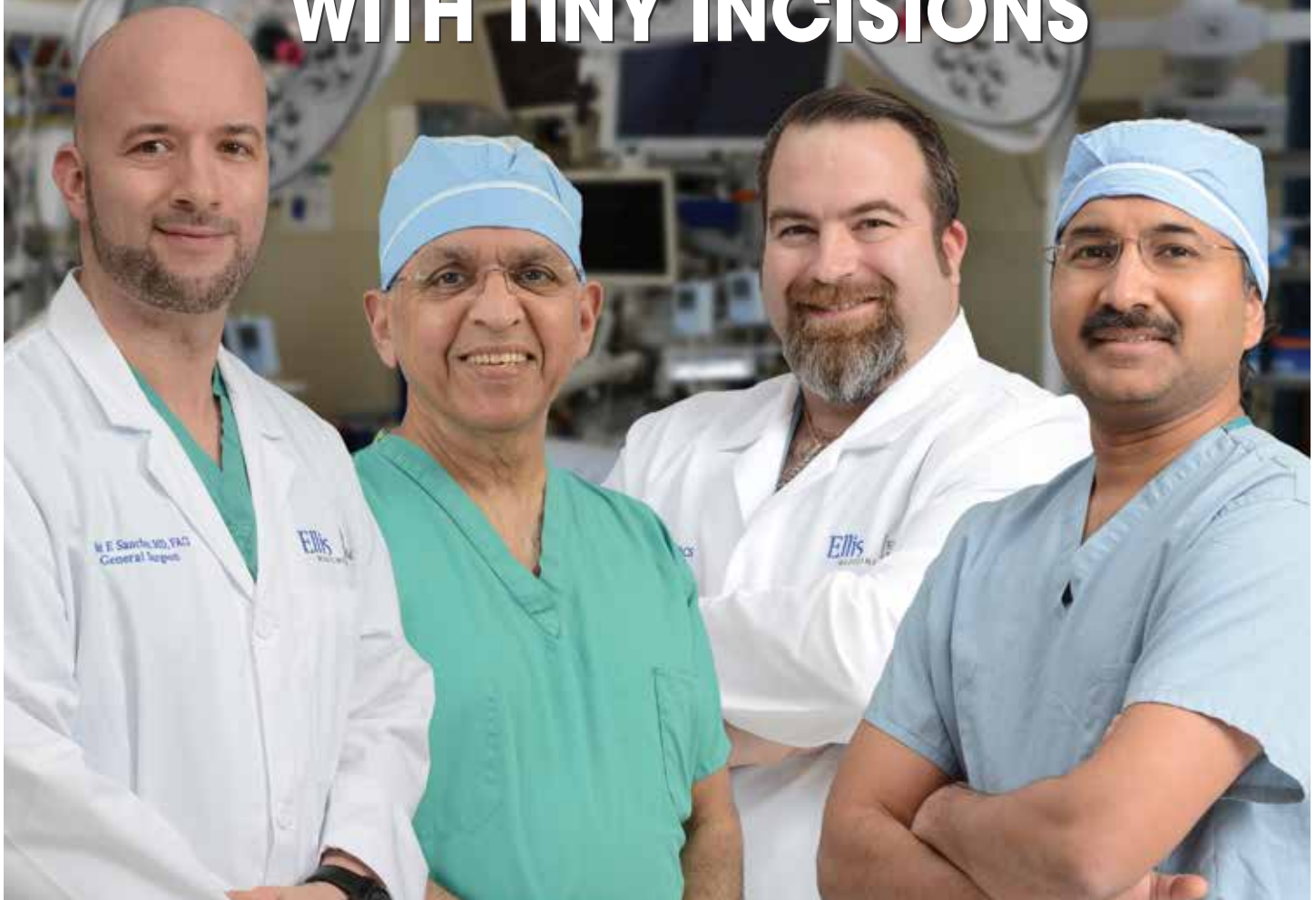


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MAGAZINE DEADLINES

Please submit your content by the 10th of each month.

Clifton Park Living will usually arrive in your mailbox within the first week of every month. Dates may vary depending on the post office.

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ON THE COVER

First Row (L-R) - Christopher C., Addison S., Jeremy T., Raymond C.
 Back Row (L-R) - Michael S., John J., Seaira F., Brian T., Kyle H., Leah F., Lisa C., Richard S., Christina F., Kim L., Joseph S., Cathie S., Eric H.

Dear CLIFTON PARK RESIDENTS

Summer is an exciting time for this area. As the track kicks into full swing, tourists pour into town to partake in our rich heritage and enjoy SPAC and all of the other many attractions and activities throughout the Capital District.

While the extra traffic and higher prices are quite annoying, I have learned to enjoy the benefits of being in a historical, touristy area. We are so lucky to live in a spot that has so much to offer! As our History section in this month's issue reminds us, the multiple bodies of water around the area have long been an attraction not only for tourists, but for residents as well. Providing sport, relaxation, beauty, stress relief, and some say even healing powers, the waters in Saratoga County have long been a major backdrop for the area. The resulting construction, businesses, and activities have paved the way for the many attractions in this area. Our children now grow up in a rich culture that offers a variety of experiences – arts, sports, farming, corporate businesses, advanced technology, a strong network of varied small businesses, nature, diversity – the list could go on and on.

I've always thought myself lucky to be living in this area, but as I have travelled around, and met more people from other locales, I have come to realize even more just how lucky we are. These other people are amazed by how much there is to do here!

So yes, I may growl at all the cars on the road, but I'm also proud. Proud that we have so much to offer that all these people choose to visit our little area. Proud of all our local business owners that benefit from the influx of people. Proud that the culture of our area continues to flourish. And especially proud that I get to be a part of that culture and have been able to come to know the community and the residents. I have so enjoyed hearing your stories and getting a glimpse into your lives so far, and I am looking forward to many more in the future. There are so many wonderful things going on in our community, so please keep the stories coming!

Jenna Caputo

CONTENT COORDINATOR



CREATIVE CORNER

Do you have something creative to share? We are looking for local submissions for original poetry, short stories, photography, quotes, recipes, original artwork – anything creative! Send submissions to jcaputo@bestversionmedia.com.



Photo by Emilie Nadler

IMPORTANT TOWN PHONE NUMBERS

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 Town Board Members.....371-6651
 Animal Control Officer.....371-6756
 Town Attorney *Tom McCarthy*.....371-6651
 Assessor *Walter Smead*.....371-6460
 Building & Development Director
Steve Myers.....371-6702
 Building & Grounds Director
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Jeff Vedder.....371-6669

If the person you wish to reach is not on the list above, please call 371-6651 to speak to a receptionist who will direct your call to the appropriate individual or department. The Town's office buildings are open from Monday through Friday, 9am to 5pm, excluding holidays. The Town Clerk's Office is open until 7pm every Thursday. The Building and Parks and Recreation Departments are open at 8am Monday through Friday.

Clifton Park's Waterfront

By John L. Scherer, Clifton Park Historian

It seems that people have always been attracted to water, whether it is the vastness of the ocean, the peacefulness of a lake or the ever flowing current of rivers and streams. Bodies of water are sources of recreation, transportation and industry. Clifton Park has no ocean, but its southern border is along the Mohawk River, providing almost 13 miles of waterfront. The northern borders of the town touch on two lakes: Ballston Lake in the west and Round Lake in the east. The Stony Creek Reservoir forms a large lake totally within the boundaries of the town. Numerous streams provided water power to a variety of mills that sawed lumber, produced flour, wool or cider.

As today, people were drawn to the river and the old Erie Canal for recreation. Descendants of the town's first settlers, John and Dorcas Van Vranken of Vischer Ferry, and their children and grandchildren, had a camp on the Mohawk River between Forts Ferry and Vischer Ferry. Photographs from the 1880s and 1890s show the family picnicking, boating and swimming at the river. Early photos of Vischer Ferry show children jumping off the

canal bridge into the canal at the end of Ferry Drive. They are all skinny-dipping.

The two canal locks at Rexford were popular gathering spots on a Sunday afternoon to watch the boats. Amusement Parks were often located on the waterfront because boating, swimming and picnicking could be included as part of the offerings. Luna Park opened on the Mohawk River at Rexford in 1906. People from Schenectady could ride the trolley to the park, and had a choice of various rides including a roller coaster, a merry-go-round and an airplane ride. The fun house was also a popular attraction.

Just over the town line to the north was Forrest Park, located on the southern end of Ballston Lake. It opened in 1904. A dance pavilion offered dancing with well-known bands, and a steamboat, the "Comanche," offered tours of the lake. You could also rent boats and ride the merry-go-round.

Across Ballston Lake on the Clifton Park side, summer camps were being constructed. The first to be built was the summer home of William Bliss Baker, a famous Hudson Valley artist, some of whose paintings feature views of Ballston Lake. His home, referred to as "The Castle," was built in 1885 and the driveway later became East Side Drive.

Round Lake became the focal point for a Methodist camp meeting beginning in 1868. Fishing, boating and swimming were all part of the perks of staying at camp. An excursion boat offered tours of the lake.

A large lake in the center of southern Clifton Park was created in 1952 when the Stony Creek was dammed. This large body of water was sold to the Town of Colonie as a back-up water supply. Although fishing, swimming, boating and ice skating are not allowed on the reservoir, I understand that the fishing is great. There are only a few houses near the reservoir; the rest of the surrounding land is wooded. Unfortunately, this fine body of water is off-limits to town residents – A shame when there is such recreational potential.

However, the Town of Clifton Park does maintain 600 acres of land along the Mohawk River, the Vischer Ferry Nature and Historic Preserve, which is enjoyed by an ever-increasing number of town residents. ■

The Van Vranken Family of Vischer Ferry boating on the Mohawk River, July 4, 1895.



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New York Going to Pot

By Phil Barrett, Clifton Park Town Hall Supervisor

New York State has approved the sale of Medical Marijuana beginning in January of 2016. The Compassionate Care Act has established regulations, which will allow companies to grow and distribute the drug. New York State will award five medical marijuana licenses and each company will be allowed to open four drug dispensaries.

The new law has provided a challenge to local municipalities concerned about the location of a dispensary in their community and the future of marijuana legalization laws. New York State has established that a dispensary cannot be within 1000 feet of a school or church. In Clifton Park, we decided to add medical marijuana dispensaries within our zoning code. This proactive step ensures a facility will be restricted to specific areas of the Town, just like any other business that legally operates in New York State. If we decided not to add the dispensaries to the Town's zoning code, a dispensary operator would simply need to follow the New York State guidelines of a permitted distance from a church or school. Clifton Park's code also includes a 1000 foot required buffer from a children's daycare.

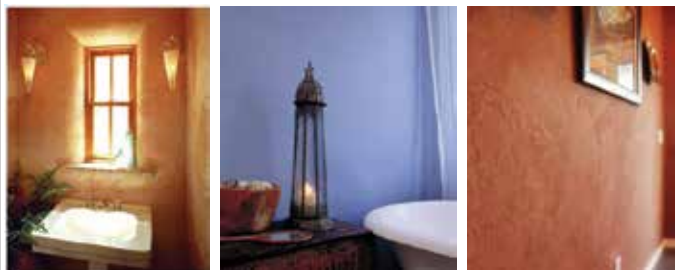
I am also concerned about the future of this industry.



Phil Barrett, Clifton Park Town Supervisor

Although current New York State regulations are stringent, I expect restrictions governing the sale of marijuana will lessen with time. I also expect the number of dispensaries allowed (20 currently) will grow exponentially in the next few years. How long will it be before the potent marijuana legalization lobby achieves victory to the delight of recreational drug users? A municipality may approve of a location selected by a medical marijuana dispensary under the restrictive regulations of 2016. However, local communities concerned with multiple dispensaries within their borders or a recreational drug store that was previously a medical marijuana shop should prepare for the future.

Recent studies regarding the marijuana industry's harmful effects on the environment (Dr. Evan Mills, Lawrence Berkeley National Laboratory), the advent of new pharmaceutical alternatives that may be more effective (Dr. Ed Gogek, Medical Pot Laws harmful, Philadelphia Inquirer) and other concerns about the pot industry provide useful information. ■



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well as a commitment to community partnerships and financial efficiencies.

For Executive Director Joseph Santiago, the vision is very clear. "As a community, you deserve, and should expect the highest level of patient focused care. We pride ourselves on our clinical quality and the satisfaction of patients we care for, but we want to deliver even more than that. We work just as hard to develop and implement educational programs that will directly impact the wellness of our community as a whole. And while successfully meeting both of those ends, we consistently work to achieve cost efficiencies."

When it comes to patient care, CPHM is right on the mark. This past month they were awarded the New York State EMS Council's Excellence in EMS Quality and Safety by the New York State Department of Health. It's a tremendous honor, and was achieved by staffing a full Clinical Services department headed by Clinical Director, Cathie Stevens. Cathie and her team of Clinical Development and Quality Managers review every single patient chart to insure that proper medical protocol is followed. The consistent feedback and educational opportunities ensures that providers are always on the forefront of premier pre-hospital medicine.

Additionally, CPHM has taken the initiative to implement a dynamic operating model so that they are able to respond to calls quicker than the industry average. With their headquarters on Crossing Blv. in Clifton Park, they also station and operate an ambulance in the Rexford community through a partnership with Rexford Fire Department. Additionally, by the time this article goes to print, they will have completed renovations of their Mechanicville station. [CPHM merged with Mechanicville's John H. Ahearn Rescue Squad (JARS) in 2014.] This design allows for timely service within their 100 square mile service area.

"CPHM is considered a leader on the County and Regional levels. Others look to CPHM for their unique solutions to staffing, system status management, non-emergency

Lisa C., Addison S., Richard S. at CPHM headquarters in Halfmoon.

COVER STORY

By Leah Ferone

Photos by Niki Rossi Photography

Clifton Park EMT

Get to Know the Clifton Park & Halfmoon Emergency Corps.

If you live in Clifton Park, Halfmoon or the surrounding area, you've certainly seen one of the navy and orange Clifton Park & Halfmoon Emergency Corps (CPHM) ambulances cruising about town. They've been a dedicated fixture in our community for sixty-five years, but few people know much about their organization beyond flashing ambulance lights in traffic.

Since their inception in 1950,

CPHM has greatly evolved. From their early roots as an all-volunteer emergency medical service, they've grown into an organization that responds to over 6,000 emergency requests for service a year and employs a staff of 90. Yet, they are still able to honor their legacy by offering some volunteer opportunities.

CPHM operates as a charitable 501 (c) 3 non-profit with extremely high standards of patient care, as

transports and quality assurance. They are also respected as an organization with a high level of clinical expertise and excellent community outreach," says Mike McEvoy, EMS Coordinator for Saratoga County.

The years of growth and innovation at CPHM has brought with it an abundance of opportunity and a deepened commitment to community engagement outside the ambulance. CPHM offers a variety of outreach programs designed to help educate the community on safety, wellness and heart health.

In just the last year, CPHM's American Heart Association Training Center (AHA) has conducted 95 classes with 956 students gaining certification. Course offerings range from healthcare provider courses such as Advanced Life Support to a more basic First Aid curriculum. CPHM has 20 certified instructors on staff and while they host many of their courses at the headquarters station, they often bring the instruction to different corporate groups and organizations at their own facilities.

"Creating a heart safe community is so important to us. Through our AHA Training Center and community classes, it's our goal to make sure that every single resident within our districts feels confident enough to jump into action and start CPR in the event of a cardiac arrest," said Eric Hanchett, Director of Administration and Finance, who also heads the AHA Training Center.

Sudden cardiac arrest (SCA) is one of the leading causes of death in the U.S. and over 350,000 people will suffer from SCA this year. An Automated External Defibrillator (AED) is the only effective treatment for restoring a regular heart rhythm and is an easy to operate device for someone with no medical background.

CPHM works hard to disperse (AED) units into the community. This past February alone, they gifted 11 AED units to the Saratoga County

Sheriff's department for their patrol units. With Saratoga County Sheriff patrol units equipped with an AED device, law enforcement will be able to administer life saving care until first responders arrive on the scene.

The younger populations in Clifton Park and Halfmoon also have a lot of CPHM's attention. They have a robust car seat installation program in partnership with Cornell Cooperative Extension of Saratoga County and Safe Kids Worldwide through which they educate and demonstrate how to properly install a child's car seat.

Steve Lohnes, a CPHM Paramedic and the Coordinator of the Child Passenger Safety program says that 8 out of 10 car seats are installed



The CPHM leadership team Eric H., Michael S., Cathie S., Leah F., Joseph S., John J.

incorrectly, meaning safety is being compromised. And there is more education needed past the installation basics. "One of the biggest problems we see is people purchasing or receiving hand-me-down car seats with an unknown history. We never let someone leave our station with a seat like that; we will help you replace it. Our ultimate goal is to have the child leaving with a safer passenger set-up than when they came in."

And when those children are moving onto seatbelts, there are still program opportunities available. CPHM offers the American Academy of Pediatrics accredited Babysitting Safety certification. The CPHM Outreach Department teaches teens between ages 12-18 about childcare and safety through basic first aid and age-appropriate activities.

They've recently partnered with Shenendehowa School District to offer the courses at the middle school and had over a thousand families interested in the program.

But it doesn't end there, once those Shen students are ready to graduate, they are eligible to apply for the CPHM academic scholarship. Each year CPHM gives away two \$2,500 scholarships to Shen seniors, one CP resident and one Halfmoon resident, who are looking to advance their education in healthcare.

As CPHM hones their provider care, and their impact on the community, it's talking about the staff that really lights up Santiago's face.

"They are awesome, I'm so lucky. I've worked in a lot of healthcare organizations, and these are some of the smartest, most hard-working and dedicated providers I've ever known," he says. "They are so patient focused and compassionate. It's truly a pleasure for me to serve those who serve others in the way that they do."

It's clear to anyone that the staff at CPHM is special. They go above and beyond what's expected of them. Whether it's going back to an elderly woman's home with dinner after they noticed an empty

refrigerator, or visiting an elementary school classroom to teach about summer safety – they will go that extra distance.

"What makes our team special is absolutely everyone's commitment to always doing the right thing for our patients, community and our organization," says Jose Zermeño, Senior Paramedic for CPHM.

With award-winning patient care, and a deep-rooted commitment to community, it's safe to say we are in pretty good hands with CPHM. ■

Do you know a neighbor who has a story to share? Nominate your neighbor to be featured in one of our upcoming issues! Contact us at jcaputo@bestversionmedia.com.

Relief from GERD or Constant Heartburn

By Satish B. Muthavarapu, M.D.

For many Americans, the painful, burning feeling in their chest after eating has become part of their daily routine. Heartburn affects nearly 60% of Americans at least once a month and 25 million Americans daily, according to the National Institute of Health. The causes of heartburn can be from many factors including, but not limited to, what food you eat (acidic foods can cause heartburn), caffeine or alcohol consumption, or when you eat.

Heartburn is often treated with over-the-counter medications to help symptoms go away. However, you should check with your provider before taking any medication as it could interact with other drugs.

Gastroesophageal Reflux Disease

Constant heartburn may be an indication of a more serious condition called gastroesophageal reflux disease or GERD.

GERD is the result of problems where the stomach and the esophagus meet. The muscle located there is called the lower esophagus sphincter (LES), and is designed to let food pass through to the stomach and keep it there. When the muscle is weakened or relaxed, it can let the contents of the stomach flow back into the esophagus. This results in the burning sensation we call heartburn.

GERD can result in serious conditions if it isn't treated. Esophagitis results from too much stomach acid in the esophagus and can mean bleeding and ulcers there. The chronic damage and scarring of the esophagus can result in a narrowing.

Treating GERD

Doctors will likely recommend lifestyle changes first, including changes in diet, to try to cut back the amount of reflux and the damage caused by the acid to the esophagus.

Some of the things you can do to control heartburn from GERD, are:

- Avoid such foods as fried or fatty food, alcohol, coffee, citrus fruit and juices and tomato products
- Lose weight if you are overweight
- Stop smoking
- Elevate the head of your bed by 6 inches to help keep the contents of your stomach in place
- Avoid lying down for 2 to 3 hours after eating, giving the stomach a chance to clear things out



Many times the above actions can help relieve the heartburn. If the problem persists, your doctor may recommend over-the-counter medications. You should discuss the benefits and risks of any medication with your doctor. When lifestyle changes and medications don't work, surgical treatment may be an option.

Nissen Fundoplication is the standard surgical treatment for GERD. During the procedure, the upper part of the stomach is wrapped around the LES to strengthen the sphincter, prevent acid reflux and to repair a hiatal hernia. This is a minimally

invasive procedure, requiring only small incisions in the abdomen.

If you suffer from heartburn, it's important to discuss your situation with your doctor. The good news is there are many options for treatment to help you find relief. ■



Satish B. Muthavarapu, M.D. is one of the most experienced surgeons in the Capital Region in performing Nissen Fundoplication and treating GERD. To schedule a consultation to see if you are a candidate for surgical treatment of GERD, please call Ellis General Surgery at 518.347.5537 or request an appointment online at ellismedicine.org.



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Celebrating Outstanding Character

By Rebecca Carmen, Shenendehowa Central Schools



The importance of one's character is woven into the fabric of the Shenendehowa environment. From the Mission Statement to the Profile of a Shen Graduate, commitment to fostering good character values in students is emphasized in all district documents.

The Shenendehowa District Character Education Committee has supported, encouraged and shared many programs centered in modeling a school community of respect, acceptance and civility. But character goes beyond just being nice. One of the outcomes of "The Profile of a Shen Grad" states: *Involved Citizens – who demonstrate the knowledge, skills, attitudes and values necessary for full participation in a democratic society that is part of a global community.* Being active in creating a better community is an important aspect to good character.

Understanding that there are many students, staff and community members in the district quietly helping the community in many diverse ways without acknowledgement, the Character Education Committee wanted to find a way to identify and recognize these individuals. Developing the "Celebrating Outstanding Character" program began as a way to recognize students, staff and community members.

The initiative defined "Outstanding Character" as those in the Shen community (students/employees/community members) who exhibit outstanding character by cultivating, fostering and demonstrating the virtues and skills of civic engagement and social responsibility. Candidates are self-motivated and often aren't recognized in any other venue.

Citizens are encouraged to nominate those within this community who embody exemplary character as demonstrated through their actions. Nominations are screened by a subcommittee of the Character Ed Team. They are reviewed for documented evidence of the nominee's positive contribution and the positive result of such contributions. Acknowledgement

occurs at three Board of Education meetings each school year.

Since its inception in November 2013, eight groups/individuals have been recognized. Listed below are the outstanding volunteers acknowledged for quietly making this

community a better place to live.

We look forward to future nominations. To nominate someone from the community, please visit www.shenet.org/CelebratingOutstandingCharacterpacket.pdf. ■

Student Recognition

Yumi Kageyama
Kathryn Moore
Amy Collazo-Schiavo

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Welcome to the Neighborhood

By Pete Bardunias, President/CEO, the Chamber of Southern Saratoga County

An example of the companies that have located facilities here to capitalize on the construction of GLOBALFOUNDRIES and the growth of the region in general, F.W. Webb has already expanded its showroom and warehouse facility on McCrea Hill Rd (off Route 50) in Ballston Spa. The company celebrated earlier this year with an open house and ribbon cutting celebration



featuring both of Saratoga County's large chambers of commerce. The Saratoga County Chamber's Vice President of Member Services Denise Romeo (far left) and Chamber of

Southern Saratoga County (CSSC) President/CEO Pete Bardunias (far right) flank a team of FW Webb representatives including Store Manager Mike Bifano (holding scissors), plus Al DeAprix representing Senator Hugh Farley, and CSSC Chairman Scott Rajeski of Latham Pool Products.



Site Solutions Worldwide recently completed its move to a new, state of the art Clifton Park facility with high tech equipment, conference rooms and more. The company has blossomed in recent years from a site selection company into a full service meeting planning company, coordinating marquee events throughout the Capital Region and beyond. A glimpse of their website (www.sitesolutionsworldwide.com) shows that they literally have a worldwide reach. Cutting the ribbon this past June were Nathalie Whitton, President and CEO (holding scissors), plus Clifton Park Town Supervisor Phil Barrett, Chamber of Southern Saratoga County (CSSC) President/CEO Pete Bardunias, the Site Solutions Worldwide staff, and volunteer members of the CSSC's Ambassador Team.

Meet other business neighbors at www.southernsaratoga.org.


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Tuesdays & Wednesdays through August REGAL SUMMER MOVIE EXPRESS

@Regal Cinemas, Clifton Park
Kid movies for \$1. Portion of the proceeds benefits the Will Rodgers Institute. Tickets available on a first come, first served basis. See <http://www.cliftonpark.com/event/regal-summer-movie-express-93887/> for movie schedule.

Time: 10am | Cost: \$1

Thursdays

CLIFTON PARK FARMERS MARKET

@912 Route 146, St. George's Church Parking Lot, Clifton Park
Local farms and producers sell a range of fresh food - including vegetables, fruit, meat, poultry, eggs, cheese, jam, baked goods and prepared foods, as well as garden plants.

518-260-8950

Time: 2-5pm | Cost: FREE

Friday-Saturday, August 7-8 BALLSTON SPA FILM FESTIVAL

@Ballston Spa High School Auditorium & Old Iron Spring Park
Whether you're film-maker or just a film-lover, mark your calendars for the 8th Annual Ballston Spa Film Festival. Enjoy short films up to 15 minutes long from local, national and international filmmakers! Schedule at bspafilm.org.
Cost: FREE

Saturday, August 8

FAMILY FUN DAY

@King of Kings Lutheran Church in Clifton Park

The event this year features a cookout lunch, 78 ft. inflatable obstacle course, pony rides, petting zoo, face painting, and more. Safety stations include Operation Safe Child and the Fire Prevention Bus. All activities are at the church at 1593 Crescent Road and are free of charge.

Time: 11-3 pm

Sunday, August 9 BIG SKY COUNTRY

@Clifton Common Stage, Clifton Park
A high energy modern country band, made up of the Capital Region's best musicians, all having a great time putting on a fun show for their fans.

Time: 7pm | Cost: FREE

Sunday, August 16

NEW YORK PLAYERS

@Clifton Common Stage, Clifton Park
Featuring outstanding vocals and a fabulous horn section, this dynamic ensemble of highly skilled performers offers an unmatched variety of musical styles ranging from big band to Hot Rockin' Top 40 to Motown to Country.

Time: 7pm

Cost: FREE

Saturday, September 5

INSANE INFLATABLE 5K RUN

@Ellms Family Farm, 468 Charlton

Road, Ballston Spa, NY

The Insane Inflatable 5K is coming to your neck of the woods! Get ready to experience the most fun, wild and insane obstacle run in the world. Get "pumped up" for a course filled with the world's largest and most extreme inflatable obstacles ever produced.

Time: 9am | Cost: \$49-\$100

Saturday, September 5 through Sunday, September 6 FINAL STRETCH MUSIC FESTIVAL WEEKEND

@Downtown Saratoga Springs
Labor Day weekend brings the 2015 Saratoga Springs racing meet to a close. But don't worry, there's plenty of fun planned for Final Stretch Weekend to keep your spirits up!

Time: 7pm-11pm

Cost: FREE

(518) 584-3255



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All "I's" on Your Walls

By Karen Totino, Green Conscience Living

As you may remember from chemistry class, ions have either a negative or positive charge and are floating in the air all around us. And when it comes to ions, negatives are good! A high proportion of negative ions in a space improves our ability to absorb and utilize oxygen, giving us more energy and leaving us feeling invigorated. Negative ions increase serotonin levels, helping to alleviate depression and stress, and boosting our feelings of well-being. On the other hand, too many positive ions cause lethargy, aches, and pains and are the source of a wide range of health problems.

Nature is full of negative ions – one reason you feel rejuvenated after a day of hiking, a day at the beach, or a weekend in the woods camping. But in the modern era, we are often indoors, surrounded by television, computer, and tablet screens. All of these electronic devices put off positive ions to the detriment of our health and well-being.

What does this have to do with my walls?

You can counter these positive ions with a plethora of indoor plants, an air purifier, or by disposing of all electronic equipment in your home. But if that isn't

possible, another option is

installing a wall covering that has the ability to emit negative ions as well as add a touch of unique and rich style to your home. American Clay Earth Plaster does just that.

Naturally occurring clay and lime plasters have been used to create beautiful and long-lasting interior and exterior finishes for thousands of years. American Clay Earth Plaster incorporates the benefits of nature's negative ions directly onto the walls of your favorite interior spaces. In addition to regulating ions, it also keeps your home's air clean and toxin-free. It repels dust, resists mold growth, and absorbs and releases moisture, moderating the temperature and humidity of your home – especially beneficial for those with asthma or allergies.

Most people are inside for a majority of their life, and your walls cover at least two-thirds of the interior surface area of your home. Keep in mind that what you put on those walls can impact your air quality as well as your overall quality of life! ■



(Top) Photo by Dave Amundson & Steve Gonzales (Right) Photo by Ben Tremper Photography



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Why Didn't My House Sell?

By Mary Diehl, Real Estate Salesperson

Often I am contacted by a seller who has been listed with another agent. The listing agreement is about to expire and the homeowner is upset their house hasn't sold.

My specialty is reintroducing an expired home back to market. To understand how I do this, first we need to understand how buyers in 2015 search for homes. 96% of all home searches begin online. The buyer types in the number of bedrooms, bathrooms, location and price. The buyer then looks at all the photos before reading a single word. Next, the buyer looks at the price. Do the pictures justify the price in comparison to photos and prices of the other homes in the search?

My unique marketing approach will get my client's home found on the Internet. If a home has a lot of online traffic but no physical showings, one of two things is to blame. The first is to ask the question, "Do the photos accurately portray the characteristics and lifestyle of the home?" If the answer is yes, then the remaining factor is the price. To the buyer, if the price is not in line with what the photos show, we say the market has rejected the price.

I offer my clients my expertise analyzing the market data so I can help them come to the correct list price. When the price matches the photos, the showings will happen. There is one other factor that comes into play, even when the photos and pricing are in line. It is what we as realtors call the absorption rate. Simply put, how many people are real buyers for a home at a particular price point in a particular area. I also help my clients analyze that data as well.

The final challenge is when there are a lot of showings, but no offers. Often this is a result of the photos making the home look "too good." This is usually a result of some deferred maintenance issues that have the buyer thinking the home may need too much work. This is a topic for a future article. Stay tuned. ■



Mary Diehl
Real Estate Salesperson
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mary.diehl@sothebysrealty.com



Recently Closed

- 48 Spruce St, Clifton Park - Sold for \$335,000
- 63 Sheldon Dr, Halfmoon - Sold for \$349,900
- 22 Leonardo, Clifton Park - Sold for \$567,500
- 152 Cary Rd, Halfmoon - Sold for \$740,000
- 19 Tipperary, Clifton Park - Sold for \$845,000
- 192 Moe Rd, Clifton Park - Sold for \$900,000
- 7 Taymor Tr, Clifton Park - Sold for \$1,825,000
- 13 Heavenly Way, Clifton Park - Sale Pending

- Local Agents
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