

JANUARY 2025

# HOUSE

THE JOHN RICE REALTOR NEWSLETTER



## MARKET UPDATE

What's the market like right now?

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## COZY IS THE THEME!

Winter Decorating Ideas You Can  
Keep Up All Season Long!

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## WHAT IS INVESTMENT REAL ESTATE?

You might be suprised!.

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## NEED A CONTRACTOR?

We can help!

John Rice | REALTOR  
Associate Broker | e-PRO®, CRS®,  
IREP®, SRES®, PSA®, MCNE®, ABR®

# HOUSING MARKET *report*

## KENT COUNTY

PROPERTIES  
LISTED  
TODAY

02

PROPERTIES  
SOLD THIS  
WEEK

63

## OTTAWA COUNTY

PROPERTIES  
LISTED  
TODAY

01

PROPERTIES  
SOLD THIS  
WEEK

24

## ALLEGAN COUNTY

PROPERTIES  
LISTED  
TODAY

01

PROPERTIES  
SOLD THIS  
WEEK

13

GET THE FULL  
REPORT  
NOW!

SCAN ME



## 2024 WRAP UP NUMBERS

AVERAGE  
SALE PRICE

+ 7.15%

AVERAGE  
NUMBER OF  
LISTINGS

+ 12.22%

NUMBER OF  
SALES

+ 1.43%

AVERAGE  
DAYS ON  
MARKET

+ 5.56%

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**BERKSHIRE  
HATHAWAY**  
HOMESERVICES

MICHIGAN  
REAL ESTATE

5136 CASCADE RD SE STE 1 GRAND RAPIDS MI 49546

FREQUENTLY ASKED QUESTIONS

“Hey, John do you have a recommendation for.....”

Looking for a great recommendation or need to talk through ideas?  
Reach out and we can refer you to our best!



Painter



General  
Handyman



Plumber



Electrician



Roofing  
or Gutters

*If you need a good contractor or other professional recommendation,  
reach out and we would be happy to refer you to one of our  
time tested professionals!*

HAPPY NEW YEAR

2025

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# Cozy Winter Decorating Ideas You Can Keep Up All Season Long

The landscape outside might look bleak and bitter during cold winter months, but your home doesn't have to. Incorporate plants into your winter decorating to make rooms appear livelier and more cheerful. Choose varieties with sculptural leaves, such as the popular fiddle leaf fig tree, for a naturally striking accent.



Avoid the winter blues by infusing your spaces with pops of cheery color. A bright throw or a few boldly patterned pillows will help ensure your neutral spaces don't look stark and cold like the space outside your windows. Brightly colored elements can also last into the spring and summer, so this winter decorating idea makes a savvy investment.



Give your bedroom a quick style update and prepare it for the cold-weather season by layering in textured bedding, throws, and pillows. Winter room decor, like this luxurious velvet throw and soft faux fur bed pillows, turn a bedroom into a cozy refuge from harsh winter winds. These small accents are easy to swap out again when temperatures start to warm up again.



Collect a display of snow-white dishware to bring a hint of winter style into your home. Here, crisp white items stand out against a black-painted background of built-in shelves. Wood accents scattered throughout add texture and dimension to the display.



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# SCHEDULE YOUR FREE *On-Site Review*

*Making the next step easy!*

OUR ON-SITE REVIEW HAS BEEN A VERY POPULAR FEATURE AMONG OUR CLIENTS. DURING OUR REVIEW WE COVER A TAILORED PROGRAM TO FIT YOUR NEEDS INCLUDING:

- WHAT NEEDS TO BE DONE: REVIEW THE CURRENT HOUSE/PROPERTY AND ANYTHING THAT NEEDS TO BE DONE BEFORE SELLING.
- TRANSITIONING: SUGGESTIONS ON HOW TO HANDLE THE TRANSITIONING INTO A NEW SPACE.
- THE NEW SPACE: WHAT ARE YOU LOOKING FOR IN YOUR NEW SPACE AND HOW CAN YOU OBTAIN THAT GOAL.
- TIMING: WHAT TIMING IS BEST TO FIT YOUR LIFE AND MAKE THE MOST OF MARKET.
- NUMBERS: HOW WILL THE MARKET RESPOND TO YOUR CURRENT SPACE AND WHAT DO THE NUMBERS LOOK LIKE BOTH FOR SELLING YOUR CURRENT SPACE AND FOR THE NEW SPACE?

*Reach out and we can get started!*



## What Is Investment Real Estate?

Real estate as an investment can be ANY type of real estate that appeals to you specifically for profit (or loss.) This includes those traditionally thought of as an "investment" such as multi-unit properties, long term rentals, short term rentals, fix and flip houses etc. Have you considered ALL aspects of real estate investing? This list is LONG and the opportunities are many. To name a few: vacant land (farm land, parking lots, land with outbuildings you can rent out), mobile home parks, commercial properties with a variety of tenant types and lease back arrangements, land contract offerings and more. The list goes on! It is not for everyone but learning more is as simple as reaching out. Want to know more? Let's talk!

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Thank you for the continued referrals  
and opportunities to assist!

A FEW OF OUR RECENT SELLER ASSISTED SALES:

- SELLER REFERRAL | TIME TO DOWNSIZE | \$715,000
- REPEAT CLIENT | NEEDING TO LIQUID INHERITED ASSETS | \$300,000
- SELLER REFERRAL | NEEDING TO LIQUID INHERITED ASSETS | \$250,000
- REPEAT INVESTOR CLIENT | NEW CONSTRUCTION VACANT LAND: \$104,000
- SELLER REFERRAL | OUT OF AREA REAL ESTATE AGENT CALLED ASKING TO HELP A LOCAL FAMILY MEMBER | \$200,000

A FEW OF OUR RECENT BUYER ASSISTED SALES:

- REPEAT CLIENT | TIME FOR A NEW LOCATION | \$480,000
- BUYER REFERRAL | MORE SPACE AND LESS COMMUTE | \$410,000
- BUYER REFERRAL | JOB RELOCATION INTO THE STATE | \$275,000
- BUYER REFERRAL | JOB RELOCATION INTO THE STATE | \$400,000
- BUYER REFERRAL | JOB RELOCATION INTO THE STATE | \$1,100,000
- BUYER REFERRAL | OUT OF AREA REAL ESTATE AGENT CALLED ASKING TO HELP A LOCAL FAMILY MEMBER | \$300,000

Watch the  
new video!



When you think Realty,  
think Rice!

CALL/TEXT: 616-951-4663  
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