

DECEMBER 2022 NEWSLETTER



This December's Market

WHY SELLERS CAN GET STRONG OFFERS

Thinking about selling, but not sure if the timing is right? You should consider putting a sign in your yard right now! Here are a couple reasons why!

Buyers are highly motivated: Cold weather filters out those buyers that aren't serious. A motivated buyer means they are bringing their A-game and ready to make a strong offer!

Low Competition: Winter helps take advantage of the lowest inventory of the year. Less competition means more buyers looking at your home.

Homes show better: Holiday homes are always pleasing to look at. They are often set up for comfort and coziness and helps the buyer feel at home.

Included in this Month's Issue:

PLAN FOR THE HOLIDAY

Preparation tips to get you through the holidays

MARKET UPDATE

Look back at last month's statistics

SNICKERDOODLE COOKIE RECIPE

A simple recipe for a classic dessert!

Snickerdoodle Cookie Recipe

MADE SIMPLE AND EASY

PREP: 15 MINS | COOK: 25 MINS | TOTAL: 40 MINS | SERVINGS: 24 COOKIES

INGREDIENTS

- 2 tsp ground cinnamon
- 1 cup butter, softened
- 2 tsp vanilla extract
- 1 cup sugar
- 1/3 cup brown sugar
- 2 eggs
- 3 cups flour
- 2 tsp cream of tartar
- 2 tsp baking soda
- 1/2 tsp salt



DIRECTIONS

Prepare - Preheat oven to 375°F (190°C).

Mix - In a small bowl, mix together the ingredients for the cinnamon sugar mix until evenly incorporated. Set aside. Now make the cookie dough, in a large mixing bowl, whip the butter with vanilla until light and fluffy. Add the sugar and brown sugar and mix until well incorporated. Add the eggs and stir until thoroughly incorporated. Using a sift add the flour, cream of tartar, cinnamon, baking soda, and salt and sift into the dough. Combine until evenly mixed.

Bake - Using your hands roll dough into ping pong sized balls. Dip the dough into cinnamon sugar mixture and roll around covering the dough ball completely. Place cookie dough on parchment paper-lined baking sheet and bake for 10-12 minutes.



Seasons Greetings!

HAVE A HAPPY HOLIDAY!

The Cheng Real Estate Group sends our best wishes for a happy, safe, and warm Holiday season!

Thank you to all of our clients for helping us wrap up a great year! We appreciate the continued support. See you next year!



December Home Maintenance Tips

Prepare a winter storm kit with batteries, food, and water

Inspect and add insulation if needed

Check basement for leaks during thaws

Replace furnace air filter

Complete deep dusting

Holiday Lights: Spectacular Shows in Wisconsin

Rotary Holiday Lights - La Crosse: A staggering 3 million lights in all their Christmas glory can be viewed at Riverside Park, where your family can also take part in ice-skating and carriage rides.

Holiday Light Show at Rotary Botanical Gardens – Janesville: You and your little ones will marvel at an astounding 750,000 lights, making the trees and greenery in the gardens sparkle. Be sure to buy your tickets ahead of time!

Making Spirits Bright – Sheboygan: Drive a mile through Sheboygan's Evergreen Park, where you won't believe the colorful lights covering the trees during the Making Spirits Bright event. Bring a food donation to benefit local pantries and your family's letters to drop off in Santa's mailbox!

WPS Garden of Lights – Green Bay: Visitors can travel through the enchanted icicle forest, a dazzling 60-foot walk through caterpillar, butterflies in motion and new additions that are added each year. For extra family fun, take a ride on the horse-drawn carriage and make a new picture-perfect holiday memory.

Market Update

FOR THE LOCAL NEIGHBOURHOOD

449

Sold Homes

321

New Listings

26

AVG Days on Market

\$420K

AVG Sale Price

\$423K

AVG Listing Price

99%

Sales Price Ratio

Community Events

DEC 3

The Crafty Fair |
10am, Goodman Community Center

DEC 10

12 Bars of Christmas |
12pm, Downtown Madison

DEC 17

The Nutcracker |
Overture Center for the Arts

DEC 20

Evening on the Ice |
6pm, Monona Bank RiverRink

DEC 21

Winter Solstice 20th Anniversary |
04:30pm, Olbrich Park

Donation Centers

With the cold weather coming in, there are plenty of those in need of clothing and household items to keep them going throughout the holidays. Here is a list of wonderful organizations that can help distribute to those in need.

- Society of Saint Vincent de Paul
- Journey Mental Health Center
- Middleton Outreach Ministry
- Dane County Clothing Center
- Moms in Need
- Porchlight
- The Beacon
- Community Action Coalition
- Luke's Closet

Join in our local events!

How to decorate your home **DURING THE HOLIDAYS**

When it comes to decorations, less is more!

Here are some top tips to make your home stand out during the holiday season!



BRING IN ALL THINGS WARM & COZY

Replace your lightweight linens with chunky textures, such as knits and velvets, and gather fleece throw blankets to keep guests warm. Consider rearranging your furniture to face your Christmas tree or fireplace to create a warm and welcoming gathering spot for winter entertaining.



STICK TO A SIMPLE BUT FESTIVE COLOR PALETTE

For a consistent and cohesive look, choose one or two festive accent colors (or two shades in the same color family, such as red and pink) and find simple ways to tie them in with your existing decor. You can accomplish this with ribbons, winter flowers, scented candles, patterned pillows, cozy blankets and Christmas stockings.



INCORPORATE NATURAL & SEASONAL FRAGRANCES

The smell of the outdoors always sets a festive, wintry mood. Consider adorning your holiday table with a variety of boxwood cuttings, evergreen sprigs and fresh-cut white hydrangeas to add texture, color and fragrance. You can also attach fresh holly and magnolia leaves to napkin rings or place cards for a green and sophisticated touch.




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Whether you're looking to buy or sell a home, our team of highly acclaimed realtors has over 50 years of experience in helping clients all around the Greater Madison Area achieve their goals. Our agents are fierce negotiators with a wealth of real estate market knowledge and the latest and greatest marketing and research tools at their disposal. What does that mean for you? When you work with the Cheng Real Estate Group, you know you're in good hands.

INTERESTED IN WHAT YOUR HOME IS WORTH?

CONTACT US TODAY!

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