



# Gizelle & John Sipin

The Sereno Group Real Estate  
30 years as Negotiation Specialist in every market.  
Helping our clients get what they want!

*Clients For Life*  
November 2017

**Happy Thanks-Giving!!!**



**Be thankful that you don't already have everything you desire.  
If you did, what would there be to look forward to?  
Be thankful when you don't know something,  
for it gives you the opportunity to learn.**

**Be thankful for the difficult times. During those times you grow.  
Be thankful for your limitations,  
because they give you opportunities for improvement.  
Be thankful for each new challenge,  
because it will build your strength and character.**

**Be thankful for your mistakes. They will teach you valuable  
lessons.**

**Be thankful when you're tired and weary,  
because it means you've made a difference.**

**It's easy to be thankful for the good things.  
A life of rich fulfillment comes to those who  
are also thankful for the setbacks.  
Gratitude can turn a negative into a positive.  
Find a way to be thankful for your troubles,  
and they can become your blessings.**

**Author unknown.**



# On Gizelle's Mind

Dear Friends and Family,

Thanksgiving 2017 is right around the corner and I am so thankful for the blessings in my life. I am thankful for my Mom living minutes away and our time spent together. I know we annoy some people when we have lunch at Dominican Oaks. I'm sure they are thinking what in the heck can be so funny and do we really have to laugh so loud? I'm not sure if my Mom was always funny or has become funny. Growing up I didn't think she was very funny but she was probably just trying to keep 6 kids marching in the right direction while my Dad was out running the family business and she'd perfected her Mom face. Mom was always happy, in fact when I was a teenager I thought she was a little too happy for reality. I thought she was a goody two shoes (where did that phrase come from:). Happy but not really funny. Well what I've learned is that she has a hilarious sense of humor that surprises me constantly. The things she says makes me crack up. They are things I never thought she would think or say as a "miss goody two shoes". She has a way of making common sense hilarious, dry and very witty. I know when she reads this she will be surprised, but come on Mom, you've got to know you're pretty darn funny when you're not being serious or a little too happy:-) Love you MOM!



My Mom popped into my head when I started writing this so it's a mom story. John makes me laugh too. He makes me laugh because he thinks I am the smartest person in the room. Now I know that is a major stretch but who doesn't like hearing that! And John's been telling me this since we met (married 39 years). What I know for sure is that John is the smartest person in the room. There are many reasons why I know this to be true but the one that stands out is his selfless ability to make me the best person I can be by always believing in me and what I do. The smartest person in the room knows how to bring the very best out in people and John has always done that for me, my Mom too. So today I am so thankful for Mom, John of course our girls and my family, friends and clients. You're all the smartest people in the ROOM!

Love,  
Gizelle



# According To Scientists, Visiting The Beach Can Change Your Brain In An Incredible Way

written by Alexandria Becker on April 21st, 2017

We all know that spending time outdoors is good for you on both a physical and mental level, but the benefits of spending time specifically at the beach have just been revealed. That incredible feeling of peace and calmness that you experience at the beach is now being referred to as “blue space.” That’s what scientists have dubbed the effect that the combination of soothing smells and sounds of water have on your brain. The blue space is enough to make you feel at ease in a hypnotic sort of way.

When you notice how relaxed you feel at the beach, it’s not just all in your head. Science says that it’s a change in the way your brain reacts to its environment leaving you feeling happy, relaxed and reenergized.

Overall, this blue space effects you in four different ways.

## 1. Going to the beach reduces stress.

Water is nature’s cure to life’s stressors. It’s full of naturally occurring positive ions that are known for having the ability to make you feel at ease. So whether you jump in for a swim or simply dip your toes in the water, you’re sure to experience a feeling of relaxation. That’s one instant mood booster we could all use from time to time!

## 2. The beach boosts your creativity.

Feeling like you’re in a creative rut? Well, scientists now believe that the solution to this is the beach. Being in blue space allows you to clear your head and approach problems or projects in a more creative way. Much like meditation, the beach triggers a feeling of calmness that allows you to tune everything else out and reflect on what it is you’ve been needing to focus on.

## 3. Going to the beach can help reduce feelings of depression.

Much like the effects that the beach has on feelings of stress and creative ruts, the beach also provides some relief to feelings of depression. The hypnotic sound of the waves in combination with the sight and smells of the beach can put you into a meditative space. In turn, you can clear your mind and reflect on life in a safe space away from the chaos of your daily life.

## 4. Overall, spending time at the beach will change your perspective on life.

And that perspective is going to change for the better! Nature in general has always been a factor in healthy happy lives, but the beach in particular is so good for the soul.

So grab the SPF and pack a picnic, because it’s time to head to the beach!

*As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.*

– By John F. Kennedy



# Alisha & Kamala's Corner...

NOVEMBER = THE MONTH OF THANKS! This month is the official kick off of the Holiday season, for me at least, I know some of you Halloween lovers are saying “WHHHAAATTT”... but yes cold weather, turkey and ham, and extra time off signals the start of the Holidays! This year has been a whirlwind of challenging work, engaging into real estate, and watching Marcus chase fire. I am thankful for the ability to work from home and spend so much quality time with family. From Friday nights at Hulas with my parents and hubby, to random dinner nights with Marcus’ parents, living in Santa Cruz has its family advantages. I love being able to join family fun on a whim.

October and November have been incredibly busy for us, although my parents keep reminding us that it seems like “busy” is the norm for us – which is true. Somehow, although I took a new position in March, I have yet to be relieved of my previous position duties, so for the past 9 months I have been working two full time jobs... some days I am sane and somedays I am frantic. What has kept me going is all the amazing things happening around me. Andy and Kam’s baby shower at my parents, Bobby and Violet (good friends of ours) and David and Bri (Marcus’ little brother) got hitched, and Marcus got real life experience battling a fire in Santa Rosa.

I am looking forward to Thanksgiving stuffing and visiting Kamala in VA to welcome Aishian! Trying to remember to count my blessings everyday. Happy Thanksgiving everyone... gobble gobble!

XOXO Alisha



I write this in my third trimester of pregnancy and so much of life is in transition, my body, our home, Andy’s deployment... We are so excited and feel blessed with all that is moving around us. My body has really started to feel the effects of third trimester pregnancy from a loose left jaw joint to hands that randomly fall asleep, not to mention I’m getting big (all symptoms doctor has verified are normal)! My family has been vital in encouraging and supporting us as we approach the holidays. Deployment alone is hard enough, add a pregnancy on top and all the texts, calls and emails help keep a smile on my face. As the Dec 29 due date approaches I’ve been reflecting on all the things I do that don’t involve a baby from random travel trips, to sleeping in on the weekends and the quiet home. Being in a deployment pregnancy gives you so much alone time to look at things from a quiet place not many are afforded. Im thankful for the peace God has brought us during this transition. I’m thankful for Winston’s snuggs during this deployment. The next time I write a newsletter article I’ll be a mommy!!! So exciting.

XO - Kamala





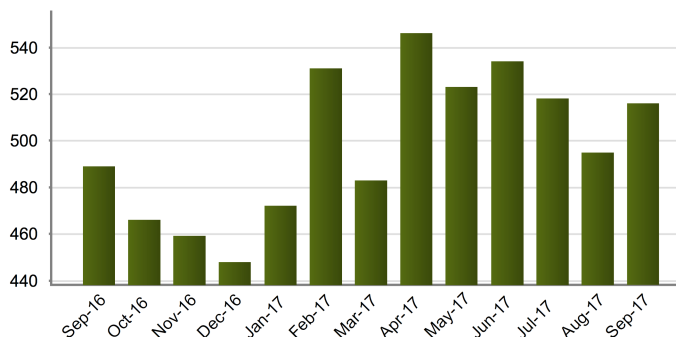


# Santa Cruz County Market Report

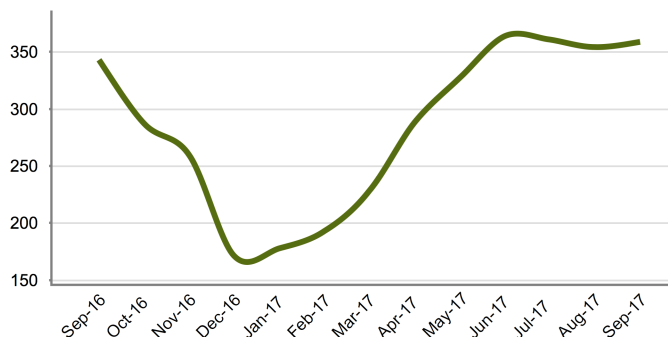
	MED. SALES PRICE	CLOSED SALES	AVG. DOM	% LP REC'D	MO. TO SELL
SEP 2017	\$845K	178	43	100%	3.2
SEP 2016	\$770K	167	41	100%	3

QUARTILE	SOLD	MED SALE PRICE	MED DOM	AVG DOM	SQ.FT.	AVG. \$ SQ.FT.	LOT SQ.FT.
Top	45	\$1,300,000	36	60	2,512	\$605	53,704
Second	45	\$919,500	24	34	1,883	\$497	47,204
Third	44	\$755,000	14	34	1,642	\$456	25,297
Bottom	44	\$511,500	25	42	1,169	\$437	19,796

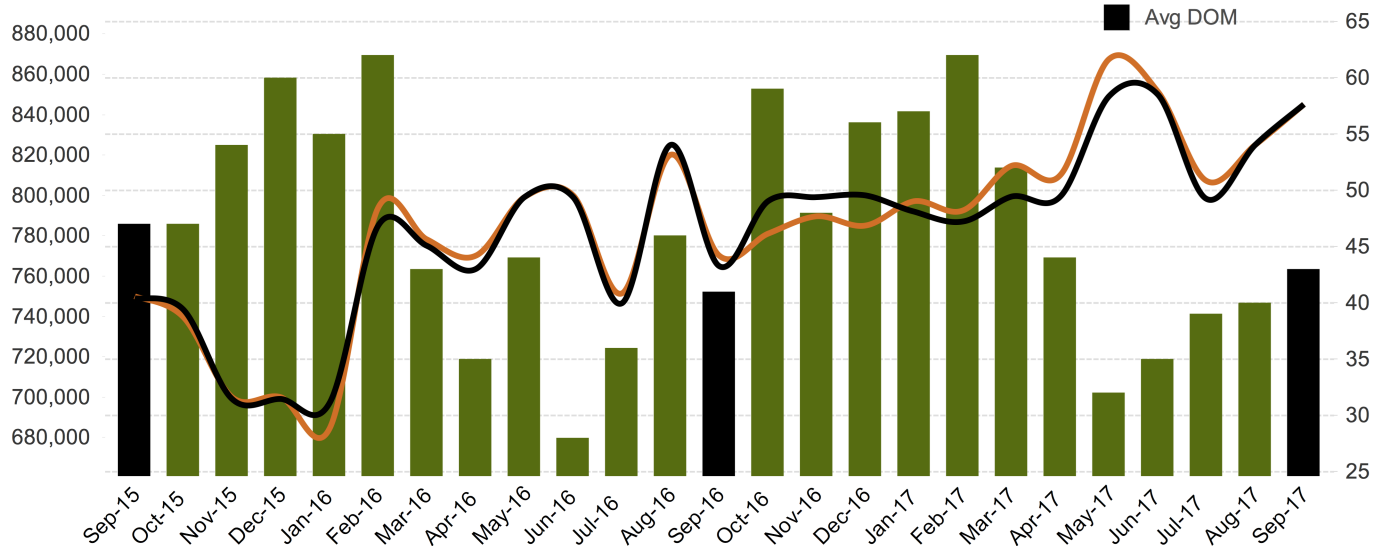
AVG. \$ PER SQ. FT. - 12 MONTHS



ACTIVE INVENTORY - 12 MONTHS



MED LIST PRICE & MED SALE PRICE VS. AVG DOM - ROLLING 24 MONTHS



# *John's dropping a line*

Thanksgiving already? It was just 100 degrees just a few weeks ago. This year Gizelle and I are going to be grandparents around Christmas time, Kamala our youngest girl is due around Christmas and we plan to be there. When I grew up I didn't have grandparents to influence me as a child. My mom's parents lived in Fayette, Arkansas. They drove out to visit us when I was maybe 4 years old. The only thing I remember from that visit is what I found in the back seat of my grandparents car, what looked like a candy bar I had never seen before, bit into it like any 4 year old would and spit it out just as fast as I found out my grandpa chewed tobacco and it wasn't candy! We drove across country to Fayette Arkansas the next year to visit them and the only thing I remember from that trip is I must have pulled my pants down and sat in poison oak because I remember the calamine lotion doses all the way back to California. Don't remember interacting with them at all, I was just too young and there visit was too short. That was the only two times I saw them. My father's father came to the United States



maybe when I was 6 years old and I think he was maybe 80 plus. I remember him because he paid me to pluck the grey hairs out of his eyebrows. He didn't speak English and he lived with one of my aunts. I never met my grandmother on my father's side because she had passed away in the Philippines. Our two girls got a fill of their grandparents on both our sides, Alice and Michael Ponza and Johnny and Ethel Sipin. My parents had a swimming pool and the girls loved to go to Johnny and Ethel's house, as did their cousin Chris. Alisha and Kamala tell us stories of my mom playing baseball with them out in the street and it cracks me up because I didn't do that with my girls. Both grandparents followed all of the families children in school plays, church christenings, all the sports all the kids played. The girls have a lot of stories of when Johnny and Ethel showed up at the games and the bag of goodies treats they always brought for the girls.

Now it's Gizelle and my turn to spoil our first grandchild and all the grandkids to follow. The only problem is our first is going to be born in Norfolk, Virginia and that's clear across the United States...so the pool thing is not going to work. As I am thinking this through I'm sure Gizelle has a plan and schedule on seeing Aishian. That's going to be his given his name, it's his father, Anderson's, middle name. Aishian is going to be invited to spend some time with us here in California too, probably in the summer. Funny, Kamala had a shower here a month ago and there was a poster to sign and write a little message on. I wrote "Aishian let's go fishing" and of course Gizelle wrote "let's go shopping!" I think I know who Aishian favorite grandparent is going to be...you do too!

Happy Thanksgiving to all our friends and to your families. Enjoy this great time of year and count all of our blessings.

John.

**A person  
who feels  
appreciated  
will always  
do more  
than what is  
expected.**

FEELING  
**GRATITUDE**  
AND NOT  
EXPRESSING IT  
IS LIKE  
**WRAPPING A  
PRESENT**  
AND NOT  
GIVING IT.

~WILLIAM ARTHUR WARD~

We want to THANK ALL OF YOU for your continued business and referring your friends and family to us.

Welcome new clients:

Dyana and Jonathan Fradkin referred by Michael LoMonaco

Denise Fraser referred by Kris Davis

Joan and Philip Chomak referred by Vlatka Bathgate

Kim Rodriguez referred by Jesse and Carla Cunha

Missy and Joe Rand

Sara and Michael Simons

November Quiz Question

What is the name of the new Square Downtown Santa Cruz?

**Text me (831) 212-9800** with your answer and we will have a drawing for a winner! The winner will receive a gift certificate to a **vendor in the Square.**

Congrats **Gilda Messmer** for winning the last quiz.  
Enjoy your ice cream from **The Penny Creamery.**



John and Gizelle Sipin  
The Sereno Group  
2407 Porter Street, Suite 16  
Soquel, CA 95073  
BRE #01029805  
BRE #01029806

## PLEASE FRIEND ME ON FACEBOOK

[www.facebook.com/GizelleandJohnSipin](http://www.facebook.com/GizelleandJohnSipin)

I post fun information about Santa Cruz local events!



Friends: Would you rather receive this electronically???

If so please email Alisha at: [alishahightower@gmail.com](mailto:alishahightower@gmail.com).

Call me with your real estate questions and check out our website.

**Gizelle at (831) 212-9800**

[gizelle@serenogroup.com](mailto:gizelle@serenogroup.com)

Find us at: [www.sipinrealestate.com](http://www.sipinrealestate.com)

Copyright John and Gizelle Sipin, 1979

This information is solely advisory, and should not be substituted for legal, financial or tax advice. Any and all financial decisions and actions must be done through the advice and counsel of a qualified attorney, financial advisor and/or CPA! We cannot be held responsible for actions you may take without proper financial, legal, or tax advice!