

# Gizelle & John Sipin



The Sereno Group Real Estate  
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Helping our clients get what they want!

*Clients For Life*  
February 2019

## A Lesson To Remember

A circus owner had become disenchanted with his star performer: a trained elephant who was starting to show his age. The circus owner accepted the fact that the elephant was no longer drawing the same large audiences, and he made the hard decision to take the elephant to auction, where he hoped that a zoo or sanctuary would purchase the beloved star and house him in his old age.

Word got out that the circus owner was going to sell the elephant. An auctioneer, recognizing his chance to turn a profit, offered the circus owner two thousand dollars in advance.

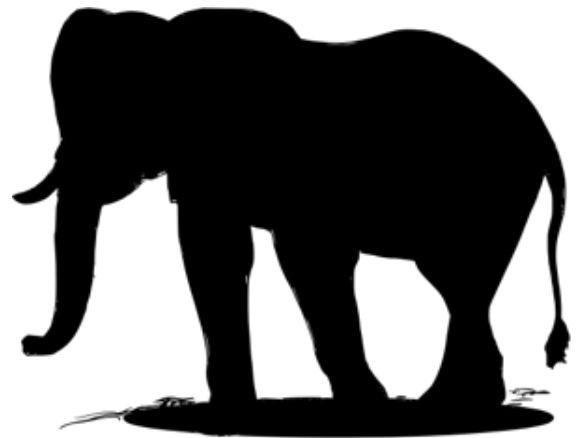
A few days later, the circus owner went to auction in the hopes of finding a young, new elephant to train and saw that the auctioneer was now taking bids for his old elephant. The auctioneer began to pitch the elephant: "Look at the strength in his muscles! This handsome beast will work tirelessly!" Upon hearing this, a man bid two thousand dollars. The

auctioneer continued his patter: "See the compassion in this animal's eyes? He would be perfect in a petting zoo, gentle with children and able to entertain people for hours!" Another man bid three thousand dollars.

The auctioneer continued with his praise and the bids started going higher and higher until, finally, a man bid ten thousand dollars. The auctioneer announced that the animal was "Sold!"

With tears in his eyes, the winning man— the same circus owner who'd earlier sold the elephant for two thousand dollars— walked up, gently stroked the elephant, and whispered to him: "I am going to take care of you for the rest of your life!"

As he led his old pal out of the auction, the circus owner stopped to thank the auctioneer for reminding him of an old lesson: true friendship and loyalty are priceless.



# On Gizelle's Mind

Dear Friends,

Happy 2019, we already have a month under our belt! The parking lot at InShape is getting easier to find parking. I can always tell it's the new year, new resolutions just by the parking situation at the gym in January. We drive around and drive around hoping for a parking space. All the new gym goers are in full force with hopes and dreams of that beachbody this summer. I've been a member of Spa Fitness and now InShape for 40 years, I joined in 1979. I joined when they used to have reciprocal gyms. I lived in Tokyo and the gym there was \$500 a month, I paid \$89.00 for the whole year at Spa Fitness and worked out at the Tokyo gym, good deal. The hope of a beachbody is a distant memory for me..... I go for mobility, strength, heart health, friendship (my spa buddies) and mental health. I call it mental health because when I am working out my brain shuts off from the million real estate puzzle pieces I'm working on and putting together. I come out refreshed with a few endorphins kicking in and who doesn't love an endorphin kick! I am truly amazed and in awe of the handicapped people who struggle daily to walk down the walkway just to get in the front door of the gym. Talk about commitment and getting past your excuses. They are truly an inspiration, they don't wait for January 1st to get inspired.

I love what I do and feel humbled and grateful for your friendships. It's so cool to be able to meet and work with people in all stages of life and help with next steps. The older I get the more understanding I have about the different stages of life and next steps. Growing up and through my mid years I never thought my parents would get old (let alone myself!). My friends would tell me their stories about their parents and for some reason I just didn't believe it could happen to my Mom and Dad. It did happen, my Dad passed away in 2011 and I miss him everyday. My Mom lives at Dominican Oaks now and I call her the unofficial Mayor. She calls Dominican Oaks "The Fountain of Youth". I'm grateful that Mom is doing so well but do understand the huge transitions she's made after losing my Father and the choice she made to embrace all that's good in life while still missing my Father greatly. She is definitely my hero and the person I channel when I feel I need a little extra power!

If you need some extra power, call me and I can help you or any of your friends and family thinking about buying or selling, It'll be fun! I don't have a crystal ball to tell you what our real estate market will do this year but I firmly believe that when you're ready, your ready and that time is RIGHT for you.

I want to thank all our friends and clients who have trusted us with your real estate along with sending us some awesome referrals of friends and family. The great thing about your referrals is that they are wonderful people just like you. As the saying goes "like attracts like" and it's so true. 2019 is shaping up to be an amazing year.

One last exciting note. We are opening a new Sereno office downtown on Front Street across from the Museum. We took over the old County Bank building. I will have an office at that location along with a spot in my current Soquel office. I plan on having office hours downtown and want you all to come visit me. We can walk over to Abbott's Square for coffee or a stroll on the mall. It's going to be a high energy spot and I'm really pumped to be there.

Wishing you all a very Happy Valentines Day.

Love, Gizelle



# Restfulness: The Secret To a Good Memory

One key to success is your memory. Being able to pick up and remember the fine details of what you've learned can help you move forward quickly. What's the best strategy for using your memory effectively? Sleep.

As an article on the Medical News Today website explains, sleep is essential for consolidating memories. Insufficient or poor sleep makes the synapses in your brain less effective, which interferes with your ability to learn new information.

Moreover, recent studies suggest that taking a quick nap, or even just resting quietly for 10 minutes or so, can help new information settle into your memory so you can access it more readily later.

After a training session or an important conversation, take a few minutes to sit back, close your eyes, and think of nothing. Even if you don't fall asleep, you'll have a better grasp of the information when you go back to work.

## Lead With Positive Attributes

The success of any team (not to mention your own family!) depends on the positive attitudes of its members and its leaders. Demonstrate—and reinforce—these important personal guidelines:

**Ego control.** Can you and the rest of your team put your group's priorities first? Push aside your individual ambitions and focus on the goals of the team.

**Admitting mistakes.** Be willing to honestly concede any errors that you make so that the team can recover and move on to larger success.

**Constructive disagreement.** Hiding your expertise to avoid conflict won't help the team achieve its goals. Everyone has to be willing to stand up for their ideas and to listen respectfully to other points of view.

**Positive spin.** Instead of saying, "You're being stubborn," say, "I notice you're very determined right now." You'll have better results trying to get things done.

**Accept responsibility.** Sometimes the situation is your fault. If you notice the same problems coming up repeatedly, ask yourself if there's something about *you* that's getting in the way here.



# Alisha & Kamala's Corner...

2019! The new year came and went as so many of the holidays do these days. Marcus and I have been enjoying our home and finally feel it coming together. Our favorite and only neighbor friends have decided to move to Austin for a great opportunity but we are sad to see them go. We have been using these last couple months traveling around. We went to visit Anderson and Kamala for Andy's birthday. We shared a room with Cupcake, as Gramma Shark calls him. We had a great time and missed them as soon as we left. This last weekend we adventured to Tahoe and had a great time with friends. I officially learned to snowboard and the mountain is already calling my name again. We were snowed in as the roads were blocked so I had to navigate cancelling a work trip and letting go of the fact that I was on vacation another couple days. I know, sounds terrible, but typically I would have been worried about what wasn't being done but this time I jumped into the moment, away from my phone and enjoyed every last memory. A great reminder to stay in the moment and to let go of what you cannot control. Which leads me to my New Years Resolution. This year I opted out of one as I was feeling pressured to make one and then dreading the inevitable of not meeting whatever unreal expectation of a forced promise I had made to myself. However in realizing the power of living in the moment and letting go of what I could not control I decided that would be my focus for 2019. So for this entire year I will work on being in the moment and not allowing things that I cannot control to control me! Happy 2019! LIVE IN THE MOMENT!  
XOXO Alisha



## REMIX: Anderson's Point of View

Currently as the days go by in 2019 it's the start of a new year. I've gotten the chance to enjoy being a husband to the world's most amazing and beautiful wife (Kam) who supports me 100% in any and everything I do. I've also enjoyed my time with our son Aish as Kam puts it. He's grown so much in one year and it's so amazing being in his presence and seeing how he grows day by day. It's a blessing from God to have such a great family. Two weeks into the new year going on my 17th year in the navy and I've started working at a new location in Williamsburg VA. Which is great, but now I have a 50 minute commute in the morning and after work. Lots of challenges that we're facing in the present and future but with God we are going to be just fine!



Anderson Liburd  
BMC in the US Navy



*"Let us always meet each other with a smile, the beginning of love."*

~Mother Teresa

*"When you are courting a nice girl, an hour seems like a second.  
When you sit on a red-hot cinder, a second seems like an hour.  
That's relativity." ~ Albert Einstein*

## **With Experience Comes Wisdom**

Lumbering is a dangerous occupation, but one instructor became famous for training novices to bring down the tallest pines with the fewest injuries.

One day a group of instructors arrived to learn his methods. He was willing to demonstrate and had everyone follow him to where the tall trees were being cut.

The instructor sent some novices high into the pines to trim branches before felling the trees. However, as soon as they all were high in the treetops, he surprised the observers by taking a nap while the class worked above him.

It was only when the rookies had worked their way down about 20 feet above ground that he awoke. He began to watch them very carefully and warn them to watch their footing, test their weight before venturing onto a branch, and so on. One of the observers asked him why he'd waited so long to stress safety.

The instructor said, "When the novices are high up, their fear makes them learn to watch every step. But when they've learned a little, accomplished a little, and descended to what they think is a safe height, they tend to get careless—and that's when they need extra warnings about caution."

He taught the observers what experienced leaders everywhere know — anticipate the dangers of expertise and overconfidence, as much as ignorance and fear.



# John's dropping a line

Valentines Day is a day to remind us all of the special loved ones in our life. Chocolate is the favorite bait...did I say bait no I meant edible gift that not too many would be disappointed in receiving besides you may get a sample if your loved one shares the treat...right? Gizelle and I are a month away from one of our 40th wedding anniversaries...yes we have more than one we have two. We got married in the American Embassy in Tokyo and then again in September in the Catholic Church in Roppongi, The Franciscan. Glad January is gone, it was a very rainy and cold month with all the storms that hit our coast it messed up my surf fishing a lot. During these storms with big waves the waves change to sandy beaches everywhere...one day your fishing this beach and a couple days later that beach lost 5-10 feet of sand. The surf perch and stripers end up dining elsewhere. Besides that the waves really create a mess with the kelp and you can't fish for at least a few more days till the beaches and sandbars clean themselves up. But this month is the turning of the the winter as far as landscaping our yard go's, clean up starts now with pruning and planting for this spring. One of things I like about winter though is I get a break from the gopher's and mowing the lawn...Gizelle and I usually love the walks on the beaches in the winter to see the great abundance of beautiful sunsets but this past winter with the rain and the cold we'd rather (as Gizelle says) head for the barn and get cozy. Well if its raining on Valentines Day we hope you guys head for the barn and on the way home make sure you don't forget the chocolates!



Happy Valentines...John

## Funny Beans

A teacher asked her students to use the word "beans" in a sentence. *"My father grows beans,"* said one eager girl. *"My mother cooks beans,"* said the boy sitting next to her. A third student calmly offered his view: *"We are all human beans."*

## A Hug Beats A Fight

The next time your small child throws a temper tantrum, try giving a hug instead of a lecture. You might be surprised at how effective a hug can be in quieting a child in the midst of a meltdown.

Hugs can defuse a child's hurt or anger, making it easier for him or her to listen to what you have to say.

Once calm, your child can take part in a larger discussion about the problem and his or her behavior. Children do better when they feel secure and loved, no matter what.



*Accept the things to which fate binds you and love the people with whom fate brings you together, but do so with all your heart. ~Marcus Aurelius*

### **Parenthood...**

Billy ran into the house shouting, "Mom! Mom! Come quick! I just knocked over the ladder!"

"I'm extremely busy," his mother said. "... go get your father."

"I can't!" Billy cried out: "He's hanging from the roof!"

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

### Welcome Clients:

Bill and Sharon Knight referred by Cindy Pinster  
Sam and Silvia Hamilton  
Tom Hanson

## *Recommendation Corner*



### **Kozy's K9s**

Holly Korzeniewski

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Organic, Wheat-Free Treats

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Website: [www.KozysK9s.com](http://www.KozysK9s.com)

Email: [Holly@KozysK9s.com](mailto:Holly@KozysK9s.com)



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

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[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)

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