



# the beat

by **reckling**  
PROPERTIES



Friends,

We hope you are having a wonderful summer! We just returned from our awesome family road trip to South Lake Tahoe, and while we miss the cool weather, we are happy to be home. In this issue of *The Beat*, you'll find out how to appeal to Millennials in the real estate market, learn about a new tiki-inspired bar in our neighborhood, and get introduced to our rockstar "Agent of the Moment," Ryan Martin! Make sure to click the link below for Sugahbeat's latest music video & philanthropy project... it's sure to make your tail wag! As always, we would love your feedback and suggestions for our next issue. Enjoy the rest of your summer and stay cool!

*Mark & Katherine*

## Ready to Downsize?

Downsizing is much easier said than done. Keeping up with your current home is more work than it's worth, but anything smaller feels cramped. You love your big backyard and pool, but you're too busy keeping it clean to enjoy it. You separate your belongings into needs and things you can live without, and all of the sudden, you have an emotional attachment to an old chair. **At the end of the day, it is important to remember that simplicity is key.** Have a yard sale or post your stuff on OfferUp, and you'll be too busy counting your cash to miss that tattered chair. Once you make the move, take full advantage of storage space (hang items or shelves inside closets for more storage), organize mementos and photos on tall bookshelves, and buy yourself a new chair. You can do it!

## Reckling Tip #491

**Your new home may not be your forever home.**

Be sure that what attracted you to the home is also going to be appealing to a large audience someday when it comes time to sell!

## Recktaclular House Flip

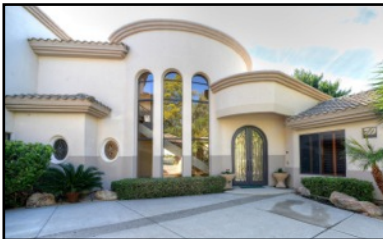


**Weldon Avenue, Downtown Phoenix**

**NEWLY LISTED!**



**Rancho Ventura**  
4126 E. Cambridge Ave.  
Phoenix, AZ 85008  
1,814 sq. ft.  
3 bed, 2 bath  
[Listing #5463276](#)



**Ocotillo**  
1480 W. Island Circle  
Chandler, AZ 85248  
4,075 sq. ft. w/ pool  
3 bed, 3.5 bath  
[Listing #5367453](#)

**COMING SOON!**



**Idylwilde**  
3738 N. 12th St.  
Phoenix, AZ 85014  
1,646 sq. ft.  
2 bed, 1 bath  
Guest house w/ 1 bed, 1 bath

**COMING SOON!**



**Arcadia**  
5501 E. Calle Tuberia  
Phoenix, AZ 85018  
3,650 sq. ft.  
4 bed, 4 bath, 3 car garage  
New construction



## -In Our Community-



Under Tow, Phoenix's first underground tiki bar, is now open beneath Sip Coffee & Beer Garage on 36th Street & Indian School!



Back to school at Hopi Elementary!



Arcadia Youth Basketball's Fall Registration is now open! Tryouts begin on Sunday, August 21.



Archway Classical Academy Veritas

Wallpaper is no longer just for your grandmother's house or child's nursery... this design trend is making a comeback! Bold prints keep it playful and attention-grabbing, with many colors and themes to choose from. A wallpaper accent wall would be perfect in the bedroom or in a bathroom, but try not to go overboard... this trend can overwhelm a space if not done in moderation!

## Appealing to Millennials

According to the National Association of Realtors, for the second year in a row, Millennials make up the largest group of recent buyers, with more than half of 18 to 34-year-olds desiring to buy a home in the next five years. Here's what we've found is important to this demographic.

### 1. Going Green

This generation values green living, so offering recycling bins, eco-friendly appliances, and water-saving plumbing options will appeal to them.

### 2. The Commute

Millennials are settling down later than older generations, so suburban living and good schools are not their main focus. They are more focused on their careers and getting to work easily, so offer bike routes, public transportation, and freeway access to potential buyers.

### 3. Get Social

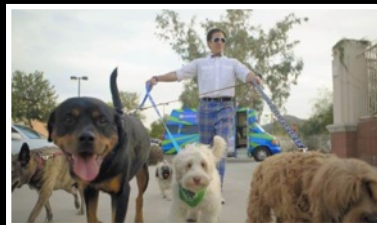
Though they often get the reputation of being buried in their smartphones, this generation is actually very social. Living near restaurants, shopping, and even hiking trails is ideal for Millennials, so be sure to play up your neighborhood's nearby attractions.



## Agent of the Moment Ryan Martin



Ryan Martin is a native Phoenician and Arcadian who continues to live in the Arcadia area today. Half of his deals take place within five miles of his childhood home, and he enjoys seeing the transformation of his neighborhood. He is a proud "double agent" of both Reckling Properties and his own brand, Homes By Ry. Ryan is a member of Gabriel's Angels Board of Young Professionals and cannot live without Chipotle, the gym, and coffee.



**Sugahbeat released their first professionally produced music video for "I Finally Feel It," a Sugahbeat original! Not only does the video feature some great local businesses, but it also benefits one of our favorite causes: animal welfare & adoptions! Buy the song here and 20% of your purchase will benefit the Arizona Humane Society!**

**PENDING!**



W. Rose Lane  
Phoenix, AZ 85013

**PENDING!**



N. 45th Place  
Phoenix, AZ 85018