



lorenz
Team

Summer Newsletter

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FEATURED ARTICLE - by Chris Cartier, Real Estate Associate

Social Media and Real Estate

The need to have a strong presence on Social Media is stronger than ever. Technology is growing at a fast pace and many of us would like to see it all slow down. As a parent of teens, I am acutely in tune with this fact. But there are many good things about it, such as spreading positivity and inspiration quickly and effectively. Tipping the scales in the other directions is becoming more of a focus, a desire to help. As well, when executed properly, businesses can create a venue of opportunity for relationships to flourish. Businesses can utilize Social Media to give back to their community and ultimately promote wellness and change.



The LorenzTeam recognizes the importance of our presence on Social Media. We are always finding ways to create a more interactive experience. Home Videos for instance, have become a great way to showcase our client's homes in a personal way.

Instagram and Facebook are highly viewed and popular platforms that we utilize to share our featured listings, market trends, community events and giveaways. Most notably in April we held a draw for 3 Animal "Homes" after displaying them at our booth at the Great Canadian Trade Fair. We also had a Gift Basket contest for Mother's Day (Entries by "Liking" or "Sharing"). Stay tuned for our announcements on future events and contests!

Check us out on our website www.LorenzTeam.com, on Facebook @LorenzTeam and Instagram @thelorenzteam for up to date information on listings, events, fun stuff for the whole family and much more! We hope you have a joyful and bountiful summer!

-Chris

MaxWell

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UPDATED MARKET STATISTICS

April 2019	Edmonton		Sherwood Park	
	Condo.	Single Fam.	Condo.	Single Fam.
# of Listings	2365	3329	101	265
# of Sales	321	679	21	95
Average Sale Prices				
April 2019	\$220,926	\$431,524	\$317,576	\$460,718
March 2019	\$207,887	\$434,024	\$283,006	\$422,000
April 2018	\$241,316	\$433,928	\$294,659	\$459,397

Statistics collected from the Realtors® Association of Edmonton at <https://paragon.ereb.com/>

Summer Macaroni Salad Recipe

This classic pasta dish is easy and is the perfect comfort food to enjoy during the summertime! It is covered in vegetables in a creamy dressing.

Servings: 8

Total Time: 35 minutes

Ingredients:

- 8 oz. dry elbow macaroni
- 1/2 cup mayonnaise
- 1/2 plain Greek yogurt
- 1, 1/2 tbsp whitewine vinegar
- 2 tsp Dijon mustard
- 2 tsp honey salt and pepper
- 2 hard boiled eggs, chopped
- 1 cup diced red bell pepper
- 1 cup carrots, chopped
- 3/4 cup diced celery
- 1/4 cup diced red onion
- 1 tbsp minced fresh parsley

Instructions: Cook macaroni in salted water. Drain and rinse with cold water until pasta is cool. In a medium mixing bowl, combine mayo, yogurt, vinegar, mustard, honey, and salt and pepper. Add macaroni to the mixing bowl along with eggs, red pepper, carrots, celery and onion. Toss mixture to evenly coat and add in parsley. Serve immediately or store in refrigerator up to 1 day.

TRIVIA!



- 1) What is the most traditional August birthstone?
- 2) What is the most popular summer grilling meat?
- 3) The month of July was named after what historical figure?
- 4) Summer solstice occurs on what day in the Northern hemisphere?
- 5) What are the three summer Zodiac signs?

Answers: 1) Peridot 2) Hot dogs 3) Julius Caesar 4) June 21st 5) Cancer, Leo and Virgo

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