

SPECIAL ADVERTISING FEATURE

Home *Guide*



2021 Home Resolutions

WRITTEN BY HEIDI BETHEL

As Reno-Tahoe residents embark upon a new year, several questions are top of mind in regard to our homes. Local experts spoke with us about some of the hot topics when it comes to renovations, buying, selling, and staying germ and virus free this winter.



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Home walk-around bar photo
courtesy of Toll Brothers

Raising the Bar

This issue of *edible* Reno-Tahoe focuses on drinks — a timely emphasis, says Caryn Pollock, marketing manager for the Reno division of Toll Brothers, because home bars and drink stations are all the rage right now. Pollock explains Toll Brothers has seen customers interested in full walk-around bars, similar to what you'd see in a restaurant.

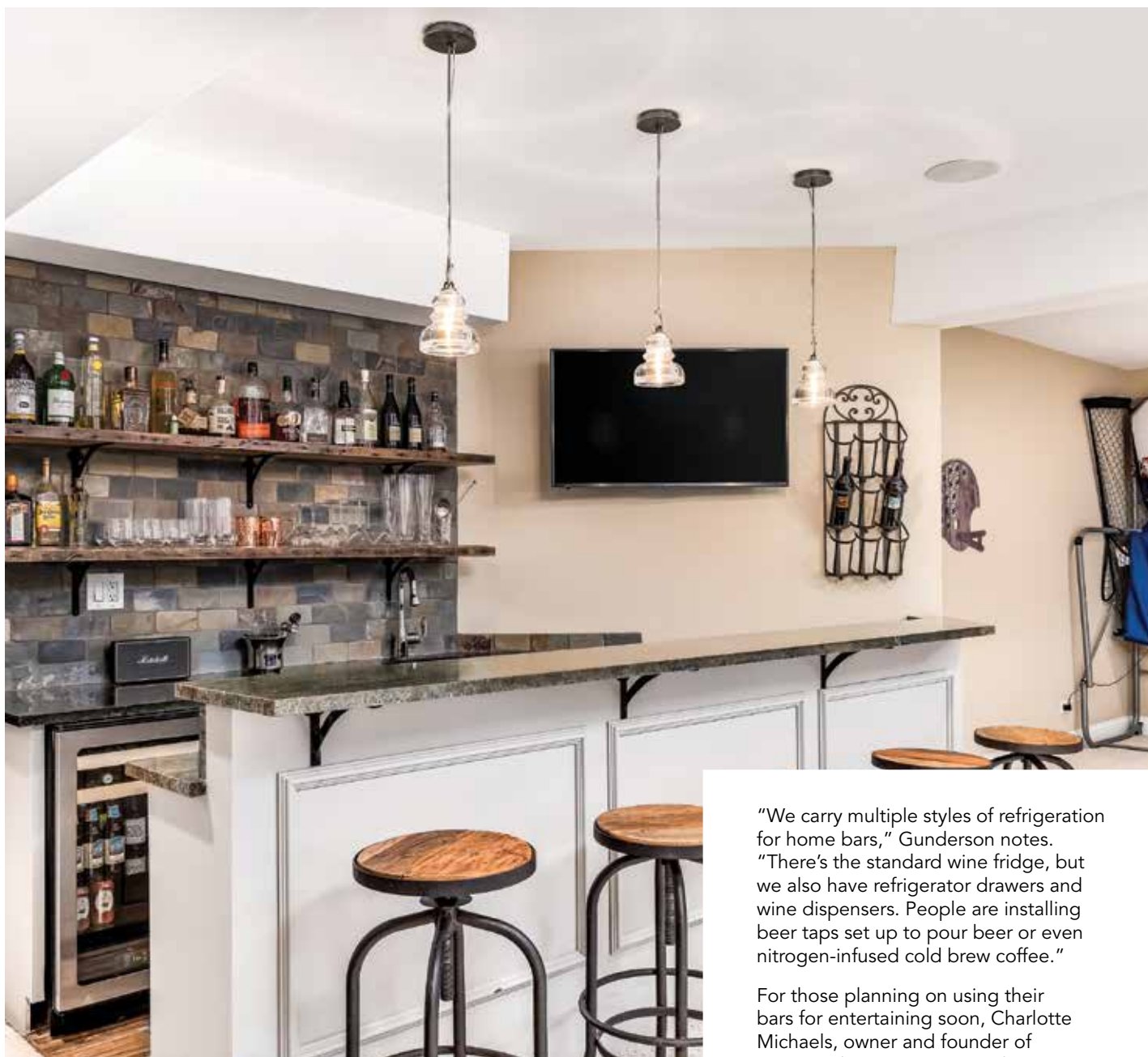
"At The Cliffs at Somerset and Latigo at Ranchero, we offer beautiful wet bars in our designs," she says. "People are entertaining at home more, and that trend is very likely to continue."

The folks at California Closets in Reno design custom wine bars with a nod to the local foodie scene. Dan Du Mond, design manager, remembers a time when wine tasting wasn't as convenient as it is now.

"There has been a rebirth for our region in food and drink," he says. "When you install one of our bars, you don't have to wait to go out for a wine tasting; you can have one in your home and enjoy local tastes with family and friends."

Keeping the whites and bubbles chilled shouldn't be a problem with an electronic chilling bucket that's set into the bar countertop. Steve Gunderson, kitchen designer for Czyz's Appliances in Reno, explains there are many options when it comes to outfitting a home bar with new appliances.





"We carry multiple styles of refrigeration for home bars," Gunderson notes. "There's the standard wine fridge, but we also have refrigerator drawers and wine dispensers. People are installing beer taps set up to pour beer or even nitrogen-infused cold brew coffee."

For those planning on using their bars for entertaining soon, Charlotte Michaels, owner and founder of Transcend Interiors in Reno, has a fun idea.

"Why wait for another holiday or special occasion to plan an event or gathering? Need a reason to invite a few friends together? Make a well-designed cocktail the reason," she says.

She encourages folks to give their drinks catchy names and fashion them with the designs of their gathering spaces in mind. If earth tones fill your living room, then invent or reinvent a drink of the brandy or whiskey variety, and garnish with your "pop of color."

She adds, "A well-designed cocktail can be the conversation starter of your gathering, and it will continue to break the ice well into the evening!"



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Painted Perfectly

Speaking of garnishes and a pop of color, when considering a revamp to your home during the winter months, a new layer of paint on the walls can make a dramatic difference.

"This time of year, most people are very interested in doing interior work rather than exterior work," explains Neil Medina, owner of NCM Painting in Reno. "We have a lot of requests for painting individual rooms and whole houses."

Medina suggests perusing the popular colors for the year, including earth tones, blues, and greens, but also taking personal tastes into account.



Housing Market Renewed

"The first of the year is typically when the market picks back up," explains Sam Olson, team lead/owner of The Olson Group of RE/MAX Realty Affiliates in Reno. "Since last year was a highly contentious election year, and we're now officially through the holidays, it'll pick up more. These first two months are going to set the tone for what we'll see locally, and I think they'll be pretty robust."

Olson and other area real estate professionals all agree that 2021 will continue to bring inventory to the Reno-Tahoe real estate market. For now, it remains a seller's market, laments Karen Walker Hill, residential specialist for Ferrari-Lund Real Estate in Reno.

"Being a buyer in this market would drive you to drink," she says. "It's tough because inventory hit record lows in 2020. We're hopeful that the first few months of 2021 will drive it to be more ample. We've been amazed at how the upper-end homes are going so quickly. Perhaps it's because of the amenities such as wet bars, outdoor entertainment areas, and man caves."

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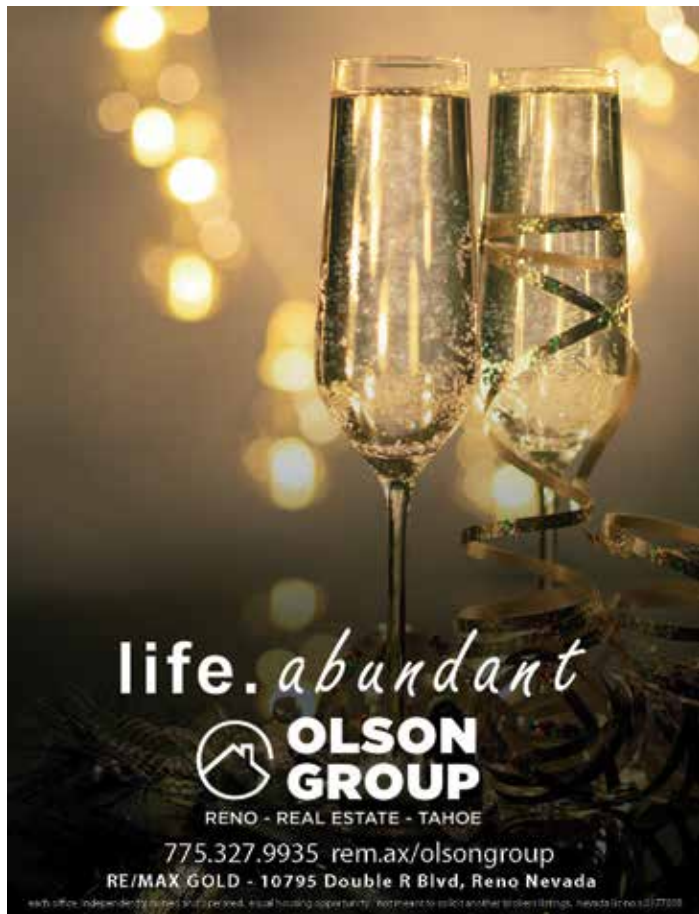
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For those looking to sell, Walker Hill recommends getting your house pre-inspected and completing repairs before placing the home on the market.

When it comes to staging, Betsy Caron, realtor with Berkshire Hathaway HomeServices Drysdale Properties in Sparks, suggests a simple approach with minimal personal items on display.

"You want a potential buyer to come in and picture their family photos and their mementos on the shelves," she adds. "Sellers want to keep it private, and potential buyers want to see their life story on the wall."

Shane Braninburg, mortgage consultant with Big Valley Mortgage in Reno, says now is the time for buyers to take a good look at their finances to determine whether purchasing a house is the right move.

"As we near tax season, part of the process is seeing if there are current opportunities," he says. "People should consider refinancing current properties, buying a new primary residence, or look at investment properties and the tax benefits that come with them. They need to know what's going to drive economic prosperity in their particular financial portfolio. An experienced lender can provide valuable insights, and a local professional will understand the area."



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Keep It Clean

Cold and flu season coupled with COVID-19 means it's more important than ever to be sanitary in your home. In addition to the many scrubs and wipes available at local grocers, new innovations to fight nasty bacteria and viruses are being offered by companies such as Just in Time Cleaning in Reno.

"We have a product system called Zoono, which uses nanotechnology to clean," explains co-owner Don Hanley. "You fog on the product, and it provides a protective barrier that lasts up to 60 days. There's no residue; it's completely organic and non-toxic."

Hanley and the team at Just in Time Cleaning use the product to disinfect surfaces in homes and offices. For indoor air quality, Rickey Hayes, marketing manager for Sierra Air Inc. in Reno, suggests installing whole-house humidifiers and UV purification into the ductwork.

"Our bodies need higher humidity for respiratory health," Hayes explains. "Our humidification systems are easy to control and benefit any natural wood in the house, too."

With Sierra Air Inc.'s UV purification system, the air passes by a light in the ductwork, killing up to 99.9 percent of bacteria and viruses, before passing through vents.

"Keep your family healthy and happy with less sick time," Hayes says. "Regardless of COVID-19 or not, flu and head colds aren't passed around in the house just as much. This gives people peace of mind to know their house is healthy and safe."



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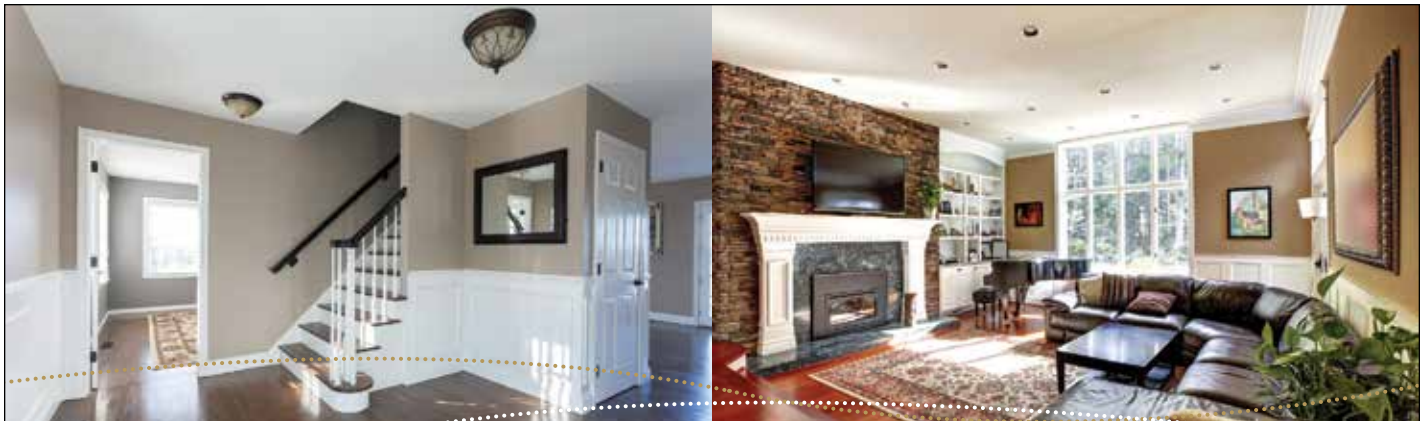
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