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DS MEDIA

# CENTRAL TEXAS HOMES

WINTER 2020 EDITION



The Home  
Experience

DS



**JB** NORTH TEAM  
**Goodwin**  
Debbie Stevenson, Broker Associate REALTORS®





# DS Central Texas Staging & Gallery

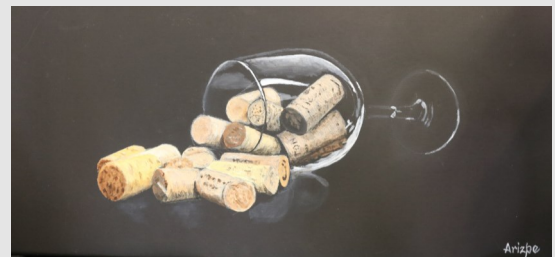
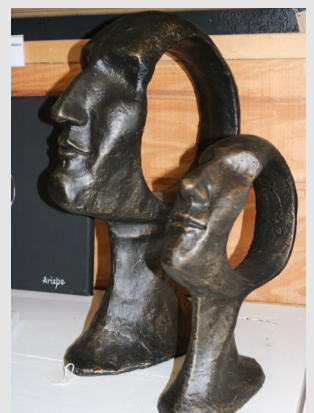
Salado, Texas

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**D**S Central Texas Staging & Gallery and JB Goodwin Realtors North Team have made Salado their home base. One visit to our charming village and you will understand why. From North to South, Main Street was part of the famed Chisholm Trail. Settled by Scottish immigrants, Salado was meant to be a “cultural and educational” stop. Its original school house was built south of Salado Creek where the ruins of the second college remain. The first structure burned and was rebuilt. When the second caught fire, the village rebuilt north of the creek. The structure, now known as the Salado Civic Center, continues as an office building, outdoor events center and houses the administrative offices of the Salado Independent School District.

Salado is home to many legends, from Sirena the Tonkawa mermaid, to stories of Sam Houston’s visits that included an anti-secession speech at the Shady Villa Hotel, which today is the Stagecoach Inn. Houston also is rumored to have stayed at the Barton Home (now the Barton House Restaurant). Tablerock Ampitheater, an outdoor locally written period musical that is one of two in the Library of Congress, goes on further to claim that the rumored assassination attempt in Belton actually took place in Salado by the village drunk. The annual musical, Salado Legends, is performed in July and is a must see for all Salado newcomers.

Salado’s Main Street mom and pop stores and restaurants also have their claims to fame. Salado was home to haute couture’s Grace Jones. Her name still sits atop her former retail stop on Royal Street. Jenna Bush’s wedding rehearsal shindig further down Royal at the Silver Spur Theater, now home to a craft brewery. That followed a luncheon at the trend-setting Inn on the Creek.

Be sure to book your room early for one of the first two weekends in December at one of Salado’s main quaint bed & breakfast locations or short-term rentals. That is when Salado’s retailers and entertainment venues go all out for the annual Christmas Stroll. Performances of Charles Dickens “A Christmas Carol” at the Tablerock Ampitheater. Musicians and street vendors set up along Main Street, which stays open late and decked for the holidays.





Fueled by record-low interest rates, the U.S. housing market has managed to defy a global pandemic, with sales soaring to heights not seen since before 2007.

An October report from the U.S. Commerce Department showed housing permits at a 13-year high, with 2020 home-building surging 14 percent in a year over year comparison.

Not that the surge didn't offer bumps along the way. Sales all but shriveled in the spring as lockdowns were implemented and sellers, worried about buyers brining imore into the home than just their wallets, hesitated about putting their homes on the market. The Northeast, led by New York, experienced the worst and longest sustaining slump, while the Midwest recovered and the South surged. The Texas housing market exploded, with sellers markets holding firm and bidding wars erupting across the price spectrum.

With a renewed focus on the home during the lockdowns, school closures and the sudden need for many to continue working from home, larger homes with more 'staycation' amenities returned to top billing for buyer wants and needs.

#### What was in in 2020

##### **Move-In Ready**

With supply lines disrupted and a desire to keep strangers out, buyers placed a premium on turnkey properties.

##### **Amenities**

The more the better. Swimming pools topped Texas buyer lists, with dedicated rooms for home theaters, home schooling and gym workouts rounding off the list.

##### **Yards**

The bigger the better, with views, no neighbors, outdoor kitchens, vegetable/herb gardens and entertainment areas.

#### What was out in 2020

##### **Urban Lifestyle**

With the ability to work from home and restaurants, bars and gyms shuttered, those who could, fled their cramped urban abodes.

##### **The Fixer Upper**

Probably the most inevitable victim of the pandemic and emerging stay-at-home culture. While home improvement soared with homeowners, homebuyers said no to endless days of teardown and rebuilding around children and pets.



# The Return of the ‘McMansion’

They were the ultimate sign of middle class affluence from the 1980s through the 1990s before falling victim to the 2006 housing crash.

Loosely defined as a cookie-cutter suburban home of between 3,000 and 5,000 square feet, “McMansions” suddenly found new appeal in 2020 as families found themselves in a long period of spring and summer lockdowns. Suddenly there was a need for space – and plenty of it, to work, play, educate and relax. The grand old manors that also sported large yards, views and swimming pools found themselves once again at the top of buyer wish lists.

The more rooms, amenities—the hotter the property. Buyers who were in the market also found their purchasing power increase as interest rates plunged to historic lows.

To compare—in 1980 when the McMansion made its debut, interest rates had fallen from 18 percent to a “mere” 12 percent. Things got even better in the 1990s when rates as low as 6 percent and no-document mortgage approvals moved into the main stream and opened the large-home market to even more buyers. It all came to screeching halt when the bubble burst in 2006. The grand old homes lost their appeal and became the sanctuary of the property investor, for pennies on the dollar.

Homes became smaller as a new generation of buyers sought to avoid the mistakes of their parents’ grand abodes. Opting instead to live in small spaces with community amenities.

Fast forward to 2020. Nationwide lockdowns shuttered gyms, restaurants and grounded travel. The average family of four had to find space to educate the children, create a work-from-home space for each adult, plus separate spaces to relax and find privacy.

Home improvement projects took on new urgency, with outdoor spaces created to serve as summer sanctuaries. Pools and outdoor kitchens topped the list of must haves. Outdoor playscapes sealed the bidding war deal homes on the market.

The largely unused formal dining rooms were converted to the second adult work



**T**he market is not being driven by people looking for massive homes, it's being driven by people looking for the right combination of functionality and price.

**Ken Perlman**  
managing principal

**John Burns Real Estate Consulting**

space or home-school rooms. If there was an upstairs landing large enough, that became the home-school room. Home theaters took on new looks, with outdated DVD players set aside for the most up-to-date streaming technology. Game rooms, once referred to as “man caves” became the family fun venues, with kid board games sharing the space with the pool table.

Still, housing insiders caution against up-sizing too much too soon.

Before the pandemic, the median size of an existing home purchased was 2,060 square feet, according to the National Association of Realtors’ 2020 Home Buy-

ers and Sellers Generational Trends Report. For new homes, the National Association of Home Builders reported that the median size sold in the first quarter of 2020 was 2,291 square feet.

Architects say they expect both of those numbers to rise over the next year. It may not be the 5,000-square-foot supersized homes that defined the suburbs in the 1980s and 1990s. The reason, despite low interest rates, higher home costs may keep square footage lower for some.

“The market is not being driven by people looking for massive homes,” Ken Perlman, managing principal at John Burns Real Estate Consulting, told realtor.com. “It’s being driven by people looking for the right combination of functionality and price.”

Many families, however, are needing more space to accommodate adult relatives who may have moved in because of the pandemic. Also, many college students and those in their 20s are returning home as universities have moved online and entry-level jobs were eliminated.

“We’re going to see another bump in multigenerational living,” Donna Butts, executive director of Generations United, a Washington, D.C.-based multigenerational advocacy organization, told realtor.com®. “By combining resources, they can afford a bigger house or a more comfortable lifestyle.”





**Family**

# Welcome Home

## JB Goodwin North Team Realtors Buyers & Sellers

Our real estate buyers and sellers receive automatic VIP Family status. Benefits include wholesale purchasing power with our many home décor and fine art distributors and emerging and local artists.

Our real estate network is local, regional and global. Affiliated with Leading Real Estate Companies of the World, we extend first-class service through top brokerages across the nation and around the world.

We also recognize the power of network referrals and the importance of acknowledging the contributions of our friends and valued partners. If you are a project partner or have referred us successful real estate closings, it is our pleasure to include you in our VIP Family.

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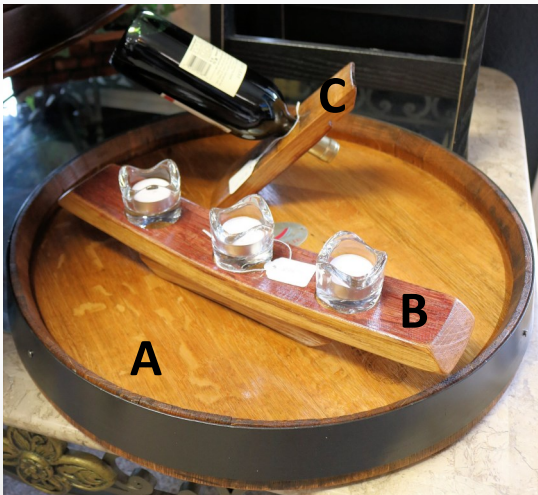
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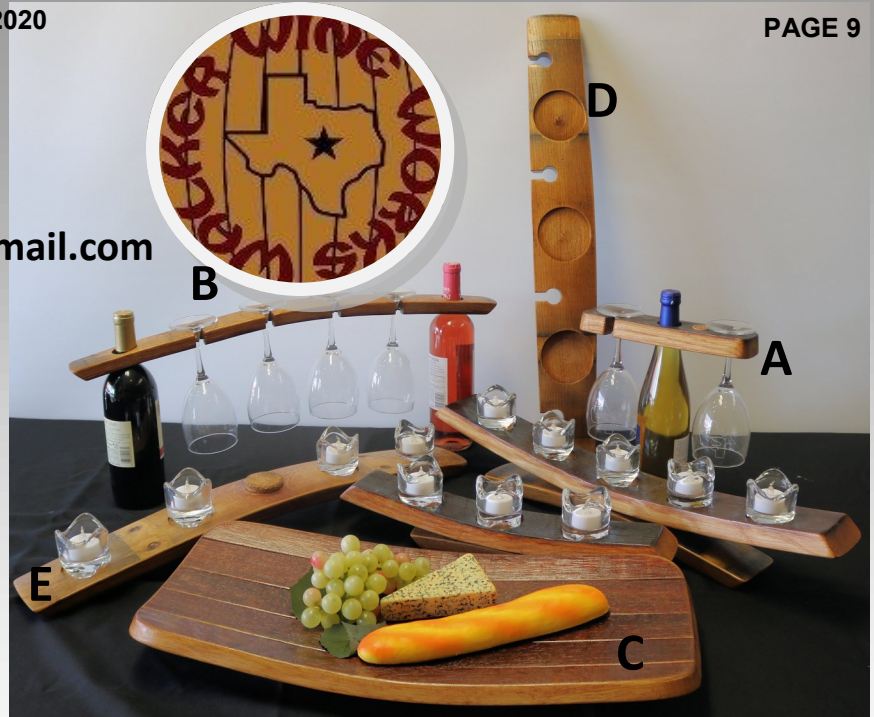
Prime Edition Lazy Susan Tray

Handmade from wine barrel

By Walker Wine Works \$275



WINE BUTLER



ABOVE Handmade from wine barrel

A. Wine Butler (Single bottle/2 glass) \$35.00

B. Wine Bridge (2bottle4/glass) \$55.00

C. Large Bowl \$70.00

Small Bowl (not shown ) \$55.00

D. Wine Shelf (with wall attachment hardware) \$85.00

E. Bung Hole Stave 4 candles (votives included) \$60.00

#### LEFT

A. Lazy Susan Tray—Regular Edition \$225.00

B. 3 candle holder \$55.00

C. Single Wine Bottle Holder \$35.00



ABOVE: Candleholders Handmade from wine barrel

By Walker Wine Works

3 candles (votives included) \$55.00

5 candles (votives included) \$70.00



# OUR JB GOODWIN NORTH TEAM AGENTS



LEADING REAL ESTATE  
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## **Debbie Stevenson—Broker Associate, Team Leader**

Debbie Stevenson is a longtime Central Texas resident. She was raised by her Canadian parents in Southern Africa and met her husband while completing her foreign language experience working for the U.S. Army in Germany. Debbie's studies are international, with a double major in foreign languages and economics. She spent two years in journalism before retiring to pursue her real estate career. Debbie's real estate designations and experience include, property investments, new construction, farm & ranch and is an accredited luxury Realtor. Debbie also is a certified luxury staging professional and designer. In 2006, she was awarded the Rotary International public relations award.

"My goal is to provide our clients and customers with the most comprehensive, responsive and satisfying experience as they transition from one residence to another. We are consistently ranked at the top and earn repeat relationships because we are here to be your real estate advisors not sales agents. With a regional and global network of top real estate professionals, we will ensure you have the best at your fingertips no matter your destination."

## **Cody Stevenson—Buyers Agent Regional**

Cody Stevenson offers a friendly, professional real estate experience. A Salado graduate and Marine Corps veteran, Cody offers a unique local knowledge of Central Texas coupled with experiences from around the world. This local Texas Marine has seen the nation from coast to coast, been an audience to South African history, and served his time in the Middle East. He heavily believes in the value of building trust and friendship with every client and giving the best service possible. He also has an Interdisciplinary Bachelors degree in Aviation Science and Behavioral Studies. Cody firmly believes that education is continuous and strives to implement all that he learns to provide the best service possible.

## **Latasha Cheatam, Buyers Agent—Killeen/Fort Hood area**

Tasha is the newest member of the JB Goodwin North Team. She brings to the table more than eight years of successful business operations management. "Operating my business allowed me the opportunity to work with numerous property managers and real estate agents," she said. "The experience I have working with them allowed me to see the importance of deadlines, accountability, trust and integrity. I am a strong believer in open communication. I like to acquire all the facts of any situation so that an intelligent and sound decision can be made. I am proud to say that hard work and dedication got me to the level of success that I have today and I will bring that same hard work and dedication with me on my real estate journey."

## **Oshin Were—Relocation and Marketing Agent**

Oshin Were offers an unrivaled real estate experience. She possesses a keen attention to detail acquired from her background in marketing, home decor, and investment property management. As a Jamaican native, Oshin has been afforded the opportunity to work with discerning clientele from around the globe. Her work has taken her to Canada, New York and Las Vegas. She believes strongly in honesty and integrity as the framework for every client relationship and has created and operated several successful businesses on that foundation. Oshin and her husband also strongly believe in creating generational wealth; they have six rental units and are working on building two more units. She also values the acquisition of knowledge and is pursuing several real estate designations.

Interested in becoming part of our team. Call 512-468-8210 or email [debbie-stevenson@jbgoodwin.com](mailto:debbie-stevenson@jbgoodwin.com)





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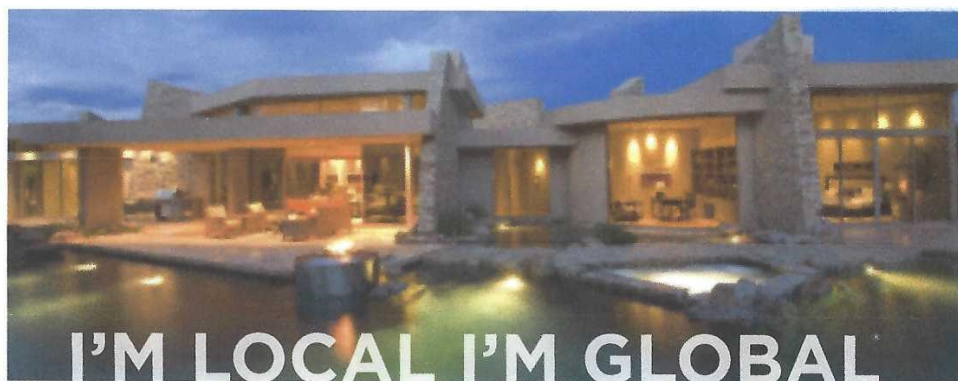
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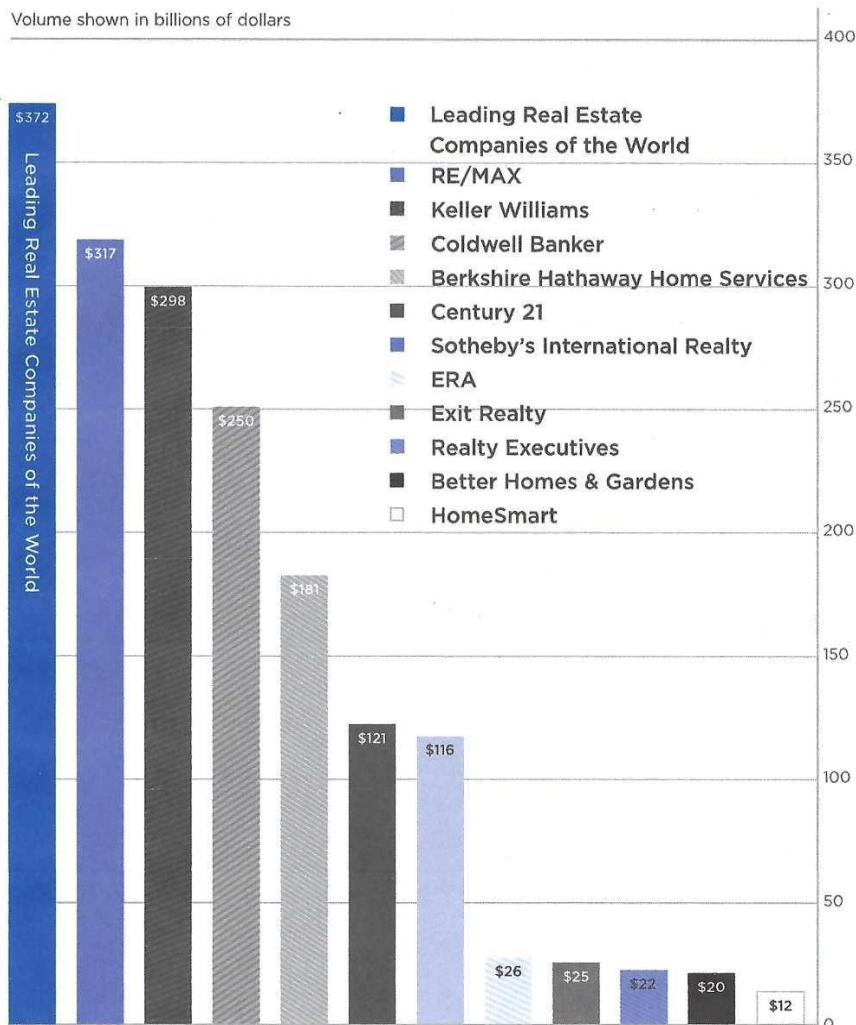
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**\$55 BILLION MORE U.S. HOME SALES VOLUME  
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Volume shown in billions of dollars



For informational purposes only. Based on available data for average sales units per agent and average sales prices per firm. In compiling this report, LeadingRE relies on third party sources including REAL Trends National Network 2018 Totals Final Report and REALTOR® Magazine 2017 Franchise Report. LeadingRE is not responsible for the accuracy of third party data.

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# Debbie Stevenson

## 512-468-8210

*debbie-stevenson@jbgoodwin.com*



**Debbie Stevenson**  
is a licensed  
**Broker in the state**  
**of Texas,**  
**affiliated with**  
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EDITOR/PUBLISHER Debbie Stevenson 512.468.8210 ddmediaservice@gmail.com

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