

MARCH 2024

Homes & Design

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Factors that make the current real estate market unique

Realtors and real estate agents have helped millions of people find homes over the years. Such real estate professionals wear many hats, not only helping people buy and sell homes, but also serving as sounding boards and calming influences when unforeseen, and sometimes frustrating, issues arise during the process of buying and selling a home.

The value of working with a trusted real estate professional is even greater in a fast-paced market when offers must be made, and are often accepted, quickly.

In these situations, an experienced professional can advocate for their clients, offer advice and even ease concerns buyers and sellers may have about a given transaction. Such scenarios have played out countless times in recent years, which has been a particularly unique period in real estate.

Numerous variables have combined to make the real estate market more challenging in recent years, and those factors underscore how valuable it can be for buyers and sellers to have an experienced professional in their corner.

Low inventory

Low inventory is among the more noticeable characteristics of the current real estate market.

Though inventory has increased since January 2022, when the National Association of Realtors reported that the supply of homes for sale represented a supply of just 1.6 months, marking a record low, it remained low enough at the start of 2024 (around 3.5 months) for industry professionals to characterize the market as unbalanced.

According to the online financial



Numerous variables – low inventory, high prices and quick-moving properties – have combined to make the real estate market more challenging in recent years.

METRO CREATIVE PHOTO Homes & Design

resource Bankrate, a five- or six-month supply of homes is usually needed to declare a balanced market.

Projections indicate an anticipated increase in single-family home construction, which should lead to greater inventory in the coming months and years.

High prices

Data from the U.S. Census Bureau and the U.S. Department of Housing and Urban Development indicates the median sales prices of houses sold in the United States in the fourth quarter of 2022 was \$479,500. In Canada, the median sale price for a home in 2022 was a little more than \$522,000 (nearly \$704,00 in Canadian dollars).

Median sales prices dropped considerably in 2023 (the average sale price in the third quarter of 2023 in the U.S. was \$431,000), but buyers can still expect to pay considerably more for a home in 2024 than they likely would have in the first quarter of 2019, when median sales prices

were \$313,000 in the U.S.

Quick-moving

A home is the most expensive purchase many people will ever make, which undoubtedly adds a little stress to the process of buying a home. That stress may be exacerbated by how quickly homes are selling in the current market.

Estimates vary depending on the source, but the NAR reported that homes sold in October 2023 spent an average of just 23 days on the market. By comparison, the online real estate listing service Zillow notes the average number of days a home spent on the market, including closing time, was 140 days in 2010.

Low inventory, high prices and quick-moving properties are characteristics of the current real estate market. Working with a trusted real estate professional can help both buyers and sellers navigate those variables more efficiently and effectively.

(METRO CREATIVE)

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How to create an outdoor living retreat

Al fresco entertaining has taken off in recent years. It's much more common today to find homeowners who want to extend living spaces to the outdoors in meaningful ways that go beyond a few lawn chairs and a stand-alone grill.

Dream backyard living rooms mirror similar spaces indoors and contain features like cozy corners, lush furniture and televisions or movie projectors. Plus, they often abut additional outdoor luxuries like fully functional kitchens.

Homeowners have various options when designing outdoor living spaces. Above all else, spaces should be created with the goal of encouraging people to get together. Here are some ideas.

Fireplace nook

Gathering around an outdoor fireplace or fire pit is a treat when the weather cools down. Mirror the look of the same setup indoors by arranging outdoor sofas so they flank the fireplace.

Add some ottomans or side tables for

stowing mulled cider or hot chocolate. A mantel above the fireplace can hold pots of greenery or candles that add to the ambiance.

Consider a custom banquette

Unused corners on a patio or rooftop retreat can utilize a custom-made banquette that provides the functionality of a sofa sectional outdoors.

Have a contractor design it to the exact specifications of the area and add a rug to ground the space.

Vary the flooring

Depending on the entertaining space, a balance of soft grass, pavers or other hardscape will be necessary.

Certain areas will need to be hard enough for chairs and other furniture, particularly for those who are including an outdoor dining table in the design.

Poolside retreat

Homeowners with pools and other water

features likely want this area to be the star of the entertaining space. Furniture will be more of the lounging variety, with comfortable chaises and spots to catch the sun.

If a swim-up bar isn't possible, a rolling bar cart can be stocked with essentials for cocktails or mocktails for the kids.

Furniture near the pool will be exposed to a lot of sun, so look for durable, sunlight-resistant fabrics.

Create some privacy

Some homeowners are lucky enough to have natural barriers that offer privacy in their entertaining spaces.

When there isn't enough, tall shrubs, inexpensive bamboo fencing or trellis can provide a blind that makes an outdoor living area more cozy and private. Consider placing tall, potted plants on rolling casters to improve privacy as the need arises.

Outdoor living spaces are all the rage, and they can add value and functionality to most any home.

(METRO CREATIVE)

Now more than ever, many homeowners desire to extend living spaces to the outdoors in meaningful ways. From cozy corners and lush furniture to televisions and functional kitchens there are numerous options available.

METRO CREATIVE PHOTO Homes & Design

The basics of home inspections



The process of buying a home involves a number of variables that present at various times throughout buyers' search for a home. For instance, real estate professionals typically advise buyers to receive a mortgage pre-approval prior to beginning their search for a new home.

Once such preliminary measures have been taken care of, buyers can then search for a home and ultimately make an offer.

One of the more critical steps buyers can take when making an offer is insisting that the offer is contingent upon a home inspection. Home inspections offer a measure of protection that can save buyers from investing in properties that may look nice to the naked eye but feature a host of costly problems beneath the surface.

Individuals new to home buying may not know what to expect of the inspection process.

In such instances, the following rundown can shed light on home inspections.

- Recognize inspection may be mandatory. Though it's not always the case, home inspections may be required by mortgage lenders. Lenders want to ensure borrowers can repay their loans, which

might prove difficult if a home is in need of considerable repairs. That's why home inspections tend to be mandated by lenders, even if they're paid for by buyers.

Estimates from Home Advisor indicate home inspections cost between \$279 and \$400 on average, but that cost is well worth the peace of mind of knowing you won't unknowingly be buying a money pit.

- You choose your own inspector. Buyers will choose their own home inspector, so it can pay dividends to start asking people you trust for recommendations even before you begin searching for a new home.

Realtors also may recommend inspectors they've worked with in the past. The International Association of Certified Home Inspectors (nachi.org) also can help buyers find a home inspector.

- You can, and should, attend a home inspection. It's wise for buyers to attend a home inspection. Doing so allows them to see potential issues firsthand.

Some seasoned home inspectors even prefer clients to attend an inspection so they can point out issues as they go through the house and answer questions directly rather than later on over the phone or via text or email.

Though inspectors typically will answer questions off-site, it's easier for both buyer and inspector to discuss issues in person on the day of the inspection. And for buyers, this can be a great way to become more informed about the home inspection process.

- Expect to spend a good deal of time at the inspection, and not necessarily with the sellers present. The National Association of Realtors indicates inspections can take as long as three hours, so this won't be an in-and-out excursion. Buyers don't want to rush the process, so block out ample time on your schedule to attend the inspection.

In addition, sellers typically are not home during an inspection, though it can happen. Buyers who don't want sellers present can request that they are not on the premises while the inspection takes place. There may not be anything to compel sellers to be off-site, but it can't hurt to ask.

Home inspections are a vital component of the home buying process. It's imperative that buyers take inspections seriously so they can feel confident they are not investing in a flawed property.

(METRO CREATIVE)

One of the more critical steps buyers can take when making an offer is insisting that it's contingent upon a home inspection. They offer a measure of protection that can save buyers from investing in properties that may look nice to the naked eye but have costly problems beneath the surface.



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Form meets function

A laundry room is more than just a place to wash clothes

When purchasing a home, buyers often look at the kitchen space and how many bedrooms there are, while largely ignoring other rooms, including the laundry room. Oftentimes, the washer and dryer are relegated to a dark corner of the basement or garage, and homeowners simply accept their laundry lot.

More and more manufacturers now produce washers and dryers that are both functional and aesthetically appealing. As a result, homeowners and renters need not feel they have to hide laundry rooms like they did in the past. Having the laundry nearby the family action – and paying attention to laundry room design – can make the work of keeping clothes tidy that much easier.

Many designers would agree that you need not sacrifice style for function in a laundry room. As with any other area of the house, impart design elements into the room and make it a room in which you want to spend time.

Appliances

First and foremost, select appliances that offer the features you need and want. Also, find appliances that fit the space you have.



Turning a laundry room into a functional yet inviting area takes a little planning but is well worth the effort for many families as it's one of the most utilized rooms in a home.

STOCK PHOTO Homes & Design

Front-loading appliances have become the latest must-have, but some units may be too big or expensive for your space. Those with a limited area for laundry can invest in a stackable set, in which the washer and dryer are combined into one vertical unit.

For those who want to add a pop of color, select among the variety of colored washers and dryers that are turning up in store showrooms, which are no longer limited to white, black and beige.

Cabinetry

Consider cabinetry in your laundry space. Cabinets and drawers are not just for the kitchen. They can hide cleaning products, detergent, dryer sheets and so much more. Fill drawers with stain-removal sticks and items to mend clothes that may be missing a button or have a small hole that needs tending.

Make it multipurpose

A laundry area also can be much more than just a place to wash and fold clothes. Many people like to turn this spot into a multipurpose zone. By including some shelving and a refrigerator in the laundry room, you can create a food-storage pantry. A large countertop normally used to fold clothes can also double as a gift-wrapping station. Think about merging a laundry room with a craft room where sewing or other projects can take place.

Remember the clothes

Remember to leave room for the soiled clothing. Raising hamper bins off of the floor to be suspended from a rod above the washer

freed up valuable floor space. Otherwise, keep the hamper behind a curtain or tucked into a cabinet to ensure the laundry room always looks neat, even when you haven't yet gotten to the newest pile of dirty clothes.

Artistic choices

Don't be afraid of adding color and artwork to the laundry space. In fact, embrace it. Here's an out-of-the-way area of the home where you can explore your creativity and have a little fun. Try an eye-opening color, such as apple green or bright yellow to add a sunny disposition to the room.

Save money and space

You don't have to spend a fortune on a laundry room re-do. Shop in salvage stores or antique shops for custom pieces to add character to the space. You can probably find cabinetry or shelving for a fraction of the cost of new items, and these older items may add more character to the space. Save space by installing a counter just above the dryer so you will have a place to fold and stack clothing.

Consider relocating

The bulk of dirty clothes will be generated in the bedrooms and bathroom of the house. But who wants to carry clothes down to a laundry area on a lower level? See if you can tuck a laundry room into an upstairs closet or nook to make doing laundry more practical.

Although a laundry room is often an afterthought, taking time to organize and plan the space can make it both functional and inviting.

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Guide to becoming a **landlord**



People may pursue being a landlord as a means to ensure a steady source of income. Though that is a reality for most landlords, there are other benefits to owning rental properties, including potential tax deductions and long-term security.

Investing in residential rental property can be a lucrative way to increase wealth, but it's also a lot of work. It's important that prospective landlords do not overlook the risk involved in such a pursuit, as tenants are not always reliable.

As with any investment, it's best for people to do their homework and weigh all of the information accordingly before moving forward.

What is a landlord?

Before becoming a landlord, it's best to get a broad picture of the role. A landlord is a private individual or company who owns a property. In turn, that landlord rents out the property to people at a profit.

It's believed the concept of "landlording" began in the early 1800s due to overcrowding in the United States. Landlords bought property to let out to people in need of shelter, and realized they could make money by renting homes and apartments to others.

How much do landlords make?

Unlike a full-time job with a set salary, it's not possible to nail down one figure for income on a rental. That's because many

variables go into the equation.

Real estate professionals notes that rental property income varies based on the property's location, whether the landlord chooses to live on the property, and whether a person is a full-time or part-time landlord, to name a few factors.

One thing that landlords have going for them right now is property appreciation. According to Forbes, housing prices have increased 4.5 percent per year since 1975.

Costs of being a landlord

Potential landlords should understand that buying rental property requires an initial, and potentially sizable, financial investment. It's important to know some of the potential costs involved.

- Cost to buy a property
- Landlord insurance
- Advertising the property
- Attorney fees
- Tenant background check fees
- Maintenance and repair needs
- Loss of income if tenants fail to pay
- Loss of income between tenants
- Cost involved in hiring a property manager

Learn the rental laws

Landlords should know federal laws and local rules and regulations that pertain to rental properties.

Most laws involve making "reasonable accommodations in rules, policies and practices or services if it is necessary should a tenant become disabled."

There are building codes specific to rentals, and it's wise to know what is involved in squatters' rights. A skilled real estate attorney can help landlords navigate legal issues.

Keep accurate records

Record keeping is vital for any good landlord. If a person believes that this is beyond the scope of his or her skill set, hiring a bookkeeper or accountant can be a wise investment.

In addition, keep track of tenant background checks and credit checks. Receipts and records are essential.

Becoming a landlord has its pros and cons. However, it can be a worthy endeavor for those with the time, money and work ethic.

(METRO CREATIVE)



It's important that prospective landlords do not overlook the risk involved in such a pursuit, as tenants are not always reliable. Before making a decision to become a landlord, it's wise to research laws, costs and other factors involved.

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On the garden path

Prepare for the upcoming garden season

It's never too early to prepare for the garden season ahead. Having the right tool for the job saves time, reduces the frustration of trying to make the wrong tool work, and allows you to garden longer with less muscle fatigue.



By **MELINDA MYERS**
Contributor

Take an inventory of all your tools. Be sure to check the shed, garage, or tool caddy. Make a list of those that need to be replaced or need an update. This is also a good time to clean and sharpen those tools you plan to use in the coming growing season.

As you update your tools, you may want to purchase a few hand tools with comfortable wooden handles and carbon steel heads. The wood adds a natural aesthetic that goes hand in hand with gardening.

Make sure you have the right shovels for those frequent digging tasks. Perhaps it is time to invest in a long-handled shovel with a narrow head that allows you to dig in small spaces. Corona's DigMaster Nursery Shovel has a hardened steel blade and a handle for durability and long life. The ComfortGel grip allows you to keep working longer.

Like digging with the right-sized shovel, deadheading flowers with the right tool makes it easier and you're more likely to get the job done. For those with a lot of deadheading, select one with an ergonomic design, a finger loop for better control, and an easy-release lock like Corona's Ergo Dead Header Snips.

Late winter and early spring are also the time to do a bit of trimming and pruning on indoor plants. Pruners and snips with specially shaped blades, like the Corona BP14623 Houseplant Pruner, make trimming individual leaves and stems easier, ensuring you make the cut where planned.

A scoop comes in handy when placing potting mix or fertilizer in containers. The more you use it, the more uses you will discover for scoops like Corona's Multi-Scoop with a stainless-steel scoop and ComfortGel grip.

If you struggle to haul soil, mulch, and plants to the garden bed, it may be time to invest in a garden cart. Wheelbarrows are a traditional favorite but how about a 4-wheeled cart with pneumatic tires to make moving the load over rough ground



The long-handled Digmaster nursery shovel, with its narrow head, makes it easy to dig even in small spaces. It's an ideal tool to have in preparing for the upcoming garden season.

PHOTO COURTESY CORONA TOOLS Homes & Design

easier? Consider one with sides that fold down for easier loading and unloading. Or perhaps one with a dumping mechanism, like Corona's CR1000 Poly Dump Cart, that makes it easy to empty loads of mulch and soil where it is needed.

And don't forget about the young gardeners in your life. Having their own set of properly sized hand tools, long-handled tools, and of course, a wheelbarrow will make working with you in the garden even more special. Kids, like adults, benefit from spending time in the garden. Give them their own garden patch or row to dig, plant, and tend. You'll all have more fun.

When upgrading your garden tools, consider donating those that are still in good working order to a nearby community garden, school garden, or master gardener

group. They can always use extra tools to help them grow gardeners of all ages. And those that have reached the end of life can be turned into garden art. It's a great way to save memories of gardens' past.

*Melinda Myers has written more than 20 gardening books, including the recently released *Midwest Gardener's Handbook, 2nd Edition* and *Small Space Gardening*. She hosts *The Great Courses "How to Grow Anything"* instant video series and the nationally syndicated *Melinda's Garden Moment TV & radio program*.*

*Myers is a columnist and contributing editor for *Birds & Blooms* magazine and was commissioned by Corona Tools for her expertise in writing this article. For more information, visit her website, www.MelindaMyers.com.*

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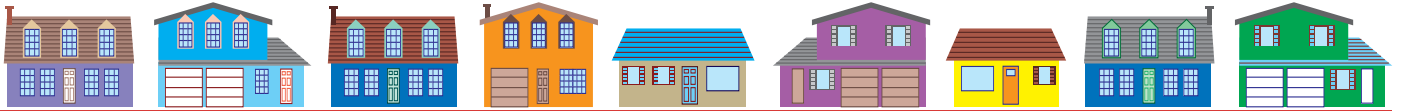
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home and property sales

Here is a listing of recent single-family home, condominium and vacant land sales in Kenosha, Racine and Walworth counties. The information is provided through the Multiple Listing Service.

RACINE COUNTY

SINGLE-FAMILY HOMES

Waterford

- 8420 Fox River Rd..... \$ 154,900
- 26145 W Loomis Rd..... \$ 299,900
- 25307 Windsong Ct..... \$ 310,000
- 301 S 3rd St \$ 323,000
- 8315 Halverson Rd..... \$ 345,000
- 802 Rohda Dr..... \$ 365,000
- 29637 Fernwood Dr..... \$ 442,500
- 5509 W Peninsula Dr..... \$ 500,000
- 23318 Apple Rd \$ 505,105
- 419 Fox Isle Park Dr..... \$ 599,000
- 26041 Deer Ridge Trl \$ 629,000
- 30320 Beachview Ln \$ 745,000

Burlington

- 416 Dardis Dr \$ 208,000
- 29904 Woodlawn Dr \$ 320,000
- 140 S Wisconsin St \$ 260,000
- 650 Meadow Ln..... \$ 300,000
- 440 Summit Ave \$ 360,000
- 417 W State St \$ 389,900
- 325 Highridge Rd \$ 399,900
- 8636 Fieldstone Ct \$ 600,000
- 2705 Knollcrest Dr..... \$ 1,549,900

Union Grove

- 16122 Durand Ave..... \$ 210,000
- 4611 Schoen Rd \$ 270,000
- 5025 69th Dr \$ 310,000
- 1434 Jean Ct..... \$ 300,000
- 740 13th Ave \$ 310,000
- 19026 52nd Rd..... \$ 330,000
- 1742 Shumann Dr \$ 370,000
- 501 11th Ave \$ 394,900
- 180 11th Ave \$ 407,000
- 1891 Cheshire Dr \$ 429,900

Kansasville

- 23630 Golf Rd \$ 249,900
- 2415 Lakeshore Dr..... \$ 310,000
- 2811 S Beaumont Ave..... \$ 450,000

CONDOS

Burlington

- 449 W Chestnut St 3 \$ 157,000
- 234 Oak Hill Cir 79 \$ 413,000

Waterford

- 300 Foxwood Dr 125 \$ 250,000
- 300 Foxwood Dr 174 \$ 260,000

- 943 Spyglass Hill -..... \$ 342,000
- 621 Ravenwood Ct A \$ 338,000
- 240 Marina Ct 33..... \$ 330,000
- 622 Ravenwood Ct A \$ 360,000
- 7501 W Wind Lake Rd 4... \$ 430,000

Wind Point

- 152 Lakefield Ct \$ 275,000

VACANT LAND

Burlington

- 2256 Ravenswood Rd Lt81 \$ 108,900

Kansasville

- Lt0 S Beaumont Ave..... \$ 130,000
- 24020 Church Rd \$ 1,300,000

Waterford

- 28901 N Lake Dr \$ 1,100,000

KENOSHA COUNTY

SINGLE-FAMILY HOMES

Trevor

- 27612 114th St..... \$ 30,000
- 27215 115th St..... \$ 210,000
- 10486 266th Ave \$ 216,500
- 11417 271st Ave..... \$ 235,000
- 26639 103rd St..... \$ 245,000
- 12515 259th Ave \$ 297,500
- 11409 276th Ave \$ 352,000
- 11106 233rd Ave \$ 474,900
- 25101 113th St..... \$ 572,000

Wheatland

- 7400 Lily Lake Rd..... \$ 161,850

Twin Lakes

- 111 Park Ave \$ 181,000
- 841 Legion Dr..... \$ 245,000
- 561 Park Ave..... \$ 310,000
- 31807 117th St..... \$ 334,000
- 1909 Swallow Rd..... \$ 395,000
- 237 Christie Ln..... \$ 395,000
- 1846 Swallow Rd..... \$ 399,900
- 1916 Swallow Rd..... \$ 407,000
- 208 Wisconsin Ave \$ 415,000
- 842 Fairway Dr \$ 538,900

Salem

- 24619 69th St..... \$ 237,000
- 24015 64th Pl \$ 262,000
- 9810 304th Ave \$ 455,000
- 6444 238th Ave \$ 850,000
- 9395 226th Ave \$ 890,000

Randall

- 9499 402nd Ave \$ 230,000
- 40608 102nd Pl \$ 250,000
- 40110 94th Pl \$ 320,000

Bristol

- 5705 200th Ave \$ 310,000
- 21171 116th St..... \$ 420,000
- 21126 120th St..... \$ 429,000
- 22152 120th St..... \$ 550,000
- 22414 31st St \$ 862,500

Silver Lake

- 906 Lakeview Dr..... \$ 400,000

Paris

- 325 144th Ave \$ 625,000

CONDOS

Twin Lakes

- 514 Bay View Ave 20..... \$ 375,000
- 551 Tindalls Nest - \$ 420,000
- 528 Bayview Ave \$ 860,000

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- Lt13 Oak St \$ 45,000

Randall

- Lt44 105th St..... \$ 79,500

Trevor

- Lt19 232nd Ct..... \$ 142,000

WALWORTH COUNTY

SINGLE FAMILY HOMES

Genoa City

- W1020 Green Rd \$ 110,000
- W924 Primrose Rd \$ 189,900
- 308 Carlton Ct..... \$ 220,000
- W1032 Marguerite Rd \$ 305,900
- N1186 Hemlock Rd \$ 308,000

Elkhorn

- W6674 N Lakeshore Dr..... \$ 90,000
- 223 N Broad St..... \$ 190,000
- W5464 County Rd A - \$ 325,000
- W5721 Nine Indian Trl \$ 370,000
- 222 N Church St..... \$ 354,900
- W6012 Territorial Rd..... \$ 390,000
- 3126 Royal Oaks Dr \$ 429,900
- W5218 Lakewood Cir \$ 565,000
- W5037 Middle Lake Dr..... \$ 625,000
- W4707 Briar Dr..... \$ 605,000

home and property sales

Here is a listing of recent single-family home, condominium and vacant land sales in Kenosha, Racine and Walworth counties. The information is provided through the Multiple Listing Service.



CLASSIFIEDS

CALL 262.728.3411
TO PLACE YOUR AD

FOR RENT

Houses/Town/Condos

CONDO FOXWOOD ISLE/ WATERFORD
lower 2bd., 2 full baths, all appl., pier, garage, swimming pool, + basic cable/internet, no pets/smoking. \$1,500 + sec, avail. March 1st. 414-425-4890.

REAL ESTATE

Other Real Estate

PUBLISHER'S NOTICE All real estate advertising in this newspaper is subject to the Fair Housing Act which makes it illegal to advertise any preference, limitation or discrimination based on race, color, religion, sex, disability, familiar/ status or national origin, or an intention to make any such preference, limitation or discrimination. Familial status includes children under the age of 18 living with parents or legal custodians, pregnant women and people securing custody of children under 18. This newspaper will not knowingly accept any advertising for real estate which is in violation of the law. Our readers are hereby informed that all dwellings advertised in this newspaper are available on an equal opportunity basis. To complain of discrimination call HUD toll-free at 1-900-669-9777. The toll-free tele phone number for the hearing impaired is 1-800-927-9275. EQUAL HOUSING OPPORTUNITY



Lake Geneva

- 1120 Madison St \$ 133,000
- 109 Darwin St..... \$ 250,000
- N3236 Vine Rd \$ 265,000
- N3264 Queen Rd \$ 325,000
- N3321 Hickory Rd \$ 340,000
- N3432 Beach Rd \$ 400,000
- 308 Debussy Dr..... \$ 485,000
- 808 Lake Geneva Blvd \$ 485,000
- N3188 Iris Rd \$ 550,000
- 620 Legend Dr 4-37 \$ 600,000

Delavan

- 2317 Orchard Dr \$ 147,000
- 531 Betzer Rd G..... \$ 180,000
- 194 Walnut St \$ 210,000
- W8753 Ridge Rd \$ 199,900
- 2816 Mabie St \$ 270,000
- 2902 Tilden Ave..... \$ 290,000
- 126 Cedar Ave..... \$ 299,000
- 1714 South Shore Dr \$ 317,500
- 153 Marino Ave \$ 345,000
- 2604 Mabie St \$ 383,000
- 4109 Mulberry Ave \$ 448,000

Whitewater

- 346 N Cherry St \$ 180,000
- 269 N Park St \$ 192,500
- 968 W Conger St \$ 221,000
- 1716 Turtle Mound Ln..... \$ 480,000
- W6577 Kettle Moraine Dr . \$ 518,000
- 305 E Milwaukee Street ... \$ 195,000
- 338 E Main Street \$ 200,000
- W9658 Stader Road..... \$ 340,000
- W6577 Kettle Moraine Dr . \$ 518,000

Walworth

- 101 Elm St..... \$ 219,900
- 211 Plafield Ct..... \$ 267,500
- 544 Autumn Dr \$ 320,000

East Troy

- 2884 North St \$ 311,000
- 2144 Clark St \$ 299,000
- 1853 Fremont St..... \$ 345,000
- 2552 St Peters Rd \$ 377,500
- W1261 Beach Rd \$ 370,000
- N9168 Ravine Dr..... \$ 420,000
- 2703 Red Oak Ln \$ 519,900
- N8990 Austin Rd \$ 655,000

Spring Prairie

- N7049 County Rd DD - \$ 260,000

Zenda

- N551 Pleasant St \$ 285,000

Williams Bay

- 320 W Geneva St \$ 350,000

- 236 Olive St..... \$ 355,000
- 422 Fair Oaks Dr \$ 523,000
- 408 Chesterfield Ct Lt187 \$ 622,856
- 87 Upper Loch Vista Dr \$ 585,000
- 397 W Geneva St \$ 650,000

Fontana

- 1014 Shabbona Dr \$ 385,000
- 435 Sylvan Dr..... \$ 508,500
- 853 Brickley Dr \$ 560,000
- 453 Forest Dr \$ 800,000

Lyons

- 2890 Berndt Rd \$ 875,000
- 6202 Back Rd 6330..... \$ 2,491,500
- 2698 South Rd \$ 2,491,500

Darien

- 536 Danielson Drive \$ 330,000

CONDOS

Elkhorn

- W5229 Surfwood Dr 79 \$ 65,000
- 220 E Remer Rd 305 \$ 206,000
- 610 E Market St 102..... \$ 289,000
- 867 Sweetbriar Dr 19 \$ 290,000

Lake Geneva

- 6 Zurich Ct 03..... \$ 220,000
- 1624 Highland Dr 7-51 \$ 292,000
- 489 W South St \$ 298,000
- 877 Eagleton Dr 46-17 \$ 345,000
- 656 Eagleton Dr 55-29 \$ 556,000
- 415 S Wells St 306..... \$ 569,000
- 415 S Wells St 308..... \$ 565,000
- 951 S Lake Shore Dr 7 \$ 605,000
- 1255 Saratoga Ln..... \$ 715,000

Fontana

- 227 Dewey Ave 308 \$ 126,000
- 352 County Rd B - 10..... \$ 260,000
- 601 Knollwood Cir A..... \$ 337,000
- 800 Aspen Dr C5..... \$ 360,000
- 33 Abbey Villa Cir 33F..... \$ 535,000
- 31 Abbey Villa Cir 31D \$ 545,000

Delavan

- 4954 Highway 50 - 19 \$ 160,000
- 1433 S Delavan Club Dr... \$ 199,000
- 830 S Second St 2 \$ 207,500
- 2222 Landings Ln..... \$ 270,000
- 210 Meadow Ct 10 \$ 335,000
- 2171 Landings Ln..... \$ 345,000
- 303 Creekside Pl..... \$ 359,000

East Troy

- 1848 Division St 5 \$ 175,000

Genoa City

- 407 Parker Dr C \$ 225,000

Attention: Local Area Home Owners To Get Opportunity of the Year...

Frustrated Contractor is "Giving Away" \$3,151 Furnaces for \$1,275 with Off-Season Central Air...



**Keith Nissen
King of Comfort**

(This is the "Hottest AND Coolest Deal of the Year" ... especially if your furnace is over 10 years old)

Yes, it's absolutely true. You can actually replace your old (and probably very inefficient) furnace and air conditioner as a package for at least \$1,876 less than you would have to pay at any other time. Let me explain. Every year, the months of January, February, March and April can "Kill" my business. I end up losing a ton of money during these "Killer" months and it can take me the remaining eight months to make up for them. And I'm looking for the same thing to happen this year.

My Problem Is Your Opportunity

I've decided to give up trying to make a profit during the "killer" months. If I can only minimize my losses during January, February, March and April I will come out ahead in the other eight months. Here's how this (admittedly daring) offer came about. Every year, the big manufacturers of air conditioners have to guess how many to build to meet the demand. Of course, they're never exactly right. So, they always have some inventory they must hold over until the next summer season. I went to one of my distributors and they allocated 66 premier air conditioners and furnaces. And, because of the quantity and time of year, I was able to buy them at drastically reduced, dirt cheap, out-of-season prices. They are brand new 2023 models. And they are NOT the seconds or "blems" or standard "builder" models. They are factory-fresh, premier air conditioners and furnaces and have a full factory warranty.

Here's How You Can Get A Furnace For Peanuts

By putting this furnace and air conditioner package together (then "Jaw-Boning" the distributor) and committing to a do-or-die purchase agreement of these systems, I was able to buy both the furnace and the air conditioner for less than anyone should have a right to pay! So, if you buy one of these normal new, premier air conditioners, I am "giving" you the furnace and all I ask for is the \$1,275 it costs to have your furnace installed.

Here's How

Just call me at 262-248-2103 anytime. We will come out and measure your home (and determine the availability of the proper size). Don't forget, I only have a limited amount of matched systems. When they are gone, this remarkable offer ends also. I will show you the real world price on the air conditioner that fits your home. Then, I will show you the substantial savings now. And it will include all labor and installation materials. Nothing is left out.

The Concept Is Simple Really

By letting you win big now, I will win at the end of the year. I'm betting that if I make you an offer that is "irresistible" (at least it should be if your furnace or air conditioner is over 10 years old) and I barely mark it up above the price I paid, I will accomplish two things:

1. I will cover my rent, utilities, insurance and taxes in the "killer" months.
2. I can pay my professional staff and technicians to work instead of paying them to sit at home.

If I can accomplish these two objectives, I will minimize my losses and the rest of the year, I can be a winner.

No Obligation

Even after I completely explain the installation, there is absolutely no obligation. If you decide you don't want to take advantage of the spectacular savings... that's okay. I will give you a surprise gift worth \$60 because you are kind enough to read this ad and give me a chance to solve my problem. I want you to think well of Master Services Plumbing, Heating & Cooling, even if you don't buy.

You Can Buy With NO Cash

You don't even have to pay me right away. I have set up a bank rate financing plan. Consider this. If you decide to make monthly investments instead of paying cash the entire amount of your payments might be more than offset by the savings on your utility bills. It's like "having your cake and eating it too".

Ironclad Guarantee

I'm so confident that you will save at least 25% on your cooling and heating bills (I'm projecting more like 35% +), that I will pay you Double The Difference for two years if you don't! I'll show you exactly how this works. There is no way you can lose. Your lower utility bills will help you save big. And I will even double your savings if you save less than 25%. If these premier systems were not among the best on the market, I couldn't afford to make such a promise.

Why This Offer Can't Last

You must act before April 15th. Here are two reasons why.

1. I only have a limited amount of pieces of equipment. When all of the air conditioners are sold and all the furnaces are "given" away, that's it. There are no more at this price.
2. If I have any of these systems that are left on April 15th (although I doubt I will), this offer still ends. Here's why. The only reason I am making this virtually no-profit (for me) offer is because of the "killer months". My business always picks up about May first. Since these furnaces cost me so little, I can sell them at last years prices next November and December and still come out ahead. Give me a call now at 248-2103 and I will set an appointment for your no-obligation survey.



Plumbing • Heating • Cooling

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