



SCHWARTZ *Report*

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October/November, 2020

YOU GUYS



I recently had the pleasure of working along with one of our most prolific and talented real estate teams to sell some friends' home. When the client-customer review came in, it had glowing words of thanks and appreciation in the comments section. This was of course a successful matching of the sellers with the selling team. We do this all the time. The comments ran something like this: "You guys are great"; and "great job, guys". I see similar comments on other surveys as well. So what of it?

The team in question is made up of both men and women. So even though a "guy" singular refers to a male; "guys" plural is now almost universally understood to refer to anyone who participated here and beyond in fact to the entire human race. Once again a marvelous nuance of the English language is on display. The queens English or at least the American version of it is always in motion. Look at all the new words that enter it and the old words that go into disuse every year. But how did a name which is still mostly male, Guy Lombardo for example, evolve to apply to everyone?

Some years ago I attended a seminar on selling which actually had more to do with personal development than selling real estate. The thesis was that by being more personally developed each of us would be more productive in our personal and business lives. At the time this concept seemed a bit circular to me, sort of like Abbott and Costello's baseball routine. You know, Who's on first; What's on second; and I don't know is on third.

The seminar's presenter encouraged each of us to awaken our "reticular activating systems" where what is

on your mind can also be made the top of your consciousness. Trying to absorb that, I'm thinking I don't know who is on third. However, activating one's powers of observation does have a practical business application. The speaker went on to explain the connection and he used an example that goes like this. Suppose that you have just bought a new red car of a certain make and having taken the time and gone to the expense to do so; your reticular activating system would be tuned in that direction. You will for a time therefore be noticing all the other new red cars of a certain make in the course of your travels. Same thing for other of life's events as well, he said.

Applied to real estate, we were encouraged to activate our attention and tune into all those types of properties (especially in a hot sellers' market) that our struggling buyers are hoping to find. Those properties may be on or not yet on the market. We will become better aware of opportunities. Reticular activation benefits everyone.

Now back to the guys. In the course of reading the Sunday book reviews a few weeks back, I was "activated" to a wonderful little book by lexicographer Allan Metcalf, *The Life of Guy/Guy Fawkes, The Gunpowder Plot and the Unlikely History of an Indispensable Word* (published 2019 by Oxford University Press). This is the story of how the first name of England's most notorious bomber, Guy Fawkes, became the most popular personal pronoun of the current era. It is about how this Guy became any guy or guys.

I won't mix politics and religion here by going into Guy Fawkes' story in detail. Suffice it to say that the background stems from Henry VIII and England's wars

of Reformation in the 16th and 17th century. As this is the combined October and November Schwartz Report (don't you love Covid-19), November 5th the date of the foiling of the Gunpowder Plot of 1605 has aspects of Halloween and the 4th of July in America to it. Bonfires are burned and fireworks are unleashed and the date is still celebrated much like a national holiday of thanksgiving in England.

It seems that the Guy and a band of co-conspirators had planned to blow up the houses of Parliament, the King and his court at the opening of Parliament on November 5, 1605. Fawkes, an accomplished miner and bomber had packed casks of gunpowder beneath the House of Lords in Westminster Palace. While on

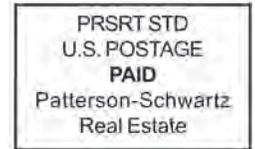
his way with fuses and matches in hand to cause the detonation, he was apprehended you might say in the nick of time. Hence the aspect of celebration for the deliverance that attaches to this day to the date.

The trail by which this Guy became a guy or you guys is cleverly told and well worth your activated attention for, as Mr. Metcalf points out, never before in the history of the language has any of the personal pronouns used a person's name. Speaking of activated attention, the other day I went by a hand done campaign sign that read: "Men, Women, Persons vote for ..." They could have saved poster space by just saying: "Hey you guys vote for..." Works for me!



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11 Critical Home Inspection Traps to be Aware of Weeks Before Listing Your Home for Sale

DE, MD, PA – According to industry experts, there are over 33 physical problems that will come under scrutiny during a home inspection when your home is for sale. A new report has been prepared which identifies the eleven most common of these problems, and what you should know about them before you list your home for sale.

Whether you own an old home or a brand new one, there are a number of things that can fall short of requirements during a home inspection. If not identified and dealt with, any of these 11 items could cost you dearly in terms of repair. That's why it's critical that you read this report before you list your home. If you wait until

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the building inspector flags these issues for you, you will almost certainly experience costly delays in the close of your home sale or, worse, turn prospective buyers away altogether. In most cases, you can make a reasonable pre-inspection yourself if you know what you're looking for, and knowing what you're looking for can help you prevent little problems from growing into costly and unmanageable ones.

To help homesellers deal with this issue before their homes are listed, a free report entitled "11 Things You Need to Know to Pass Your Home Inspection" has been compiled which explains the issues involved.

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