

# Life Stuff

## Reacting and Responding

At a restaurant, a June bug suddenly landed on a lady and frightened her. With a panic-stricken face and trembling voice, she started jumping desperately trying to shoo the bug. Her reaction was contagious and everyone in her group also got panicky. Then the June bug flew away and landed on another lady in the group.

Now it was the second lady's turn to continue the drama. The waiter rushed forward to her rescue. In the relay of throwing it back and forth, the June bug next fell on the waiter who stood firm, composed himself, and observed the behavior of the bug on his shirt.

Confidently, he grabbed it with his fingers and threw it out of the restaurant. While I sipped my coffee and watched with amusement, I wondered if the bug was responsible for their frantic behavior. If so, then why was the waiter not disturbed? He handled it near to perfection without any chaos.

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It was not the bug, but the inability of the ladies to handle the disturbance caused by the bug.

When faced with an unexpected bug the women instinctively reacted, while the waiter wisely responded. Reactions can be emotional and uncontrolled but, by responding instead of reacting, we allow ourselves a chance to consider our decisions carefully.

At that moment, I understood that I should not react in life. Instead, I should always respond.

*Easier said than done at times! Dan*

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*"I cannot always control what is going on around me, but I can always control what I think about what is going on around me." - Lucy MacDonald*

# Four Things to Know Before Buying an Induction Cooktop

Traditionally, gas ranges have been the first choice for dedicated home cooks, but that's likely to change. Induction cooking is gaining steam and according to *Forbes*, it will overtake gas and electric ranges and cooktops within a couple of decades. But before you switch to induction, there are a few important things you should know:

1. Induction stoves are more expensive than gas or electric. The higher price often pays off in the long run, though, because induction models use about 10% less energy. Induction cooking also saves time because cookware heats faster and more evenly.
2. You might need new cookware. Induction works by activating iron particles to create heat, which limits users to stainless steel or cast iron. Copper, glass, or aluminum cookware will stay stone cold.
3. Induction is safer than gas or electric. If safety is a concern—think small children or curious pets—then induction might be a good choice because only the cookware becomes hot, meaning there are no open flames and the cooktop always remains cool to the touch.
4. Induction takes time to master. Induction burners require precise placement of the cookware to activate the heating element, and shorter cooking times require you to adjust your usual routines.



## March Quiz Question

**Q:** *Who was the first woman to win a Nobel Peace Prize?*

Everyone who emails or calls in the correct answer by March 25<sup>th</sup> will be entered into a drawing for two free Harkin's movie tickets. (current winner eligible after 2 months)

**(480) 390-5380**

**danazhomes4sale@hotmail.com**

## February Quiz Answer

**Q:** *Which flower is the world-acclaimed symbol of friendship?*

**A:** *Yellow Rose*

**Congratulations to John Hurry.** His name was drawn out of all of the correct quiz entrees, and he won 2 free Harkin's movie tickets!

## UP CLOSE AND PERSONAL

Do you ever get discouraged? Of course, we all do. Just recently I found myself getting discouraged when trying to figure out what to write about for this newsletter story. Then I heard someone speaking about discouragement and thought, "Hey, I can relate to that." Discouragement is part of life for all of us. The trick is figuring out how to not stay discouraged. We need to find ways of inspiration each and every day. This can be done through music, quotes, laughter, friends, family, books, hobbies, prayer, reflection, meditation, exercise, or maybe even through your real estate agent ☺. Sometimes we might just need a break. Taking a vacation, an overnight trip, or just a walk in nature can be inspirational. The key is persistence and perseverance. Nothing significant can happen without perseverance. Teams don't win championships without it. I would not have stayed in real estate 30 years without it. And you have things in your life you could not have accomplished without it. Not much can beat perseverance. No amount of talent, smarts, or education can get you further than perseverance. So, stay inspired and persevere. If you find yourself discouraged without any inspiration, give me a call. I'll persevere with you until you get inspired.

Have an inspirational month!

*Dan*

## Keep It Organized and Efficient

Just a quick note to let you know how I can help you or anyone you might refer to me.

Greg and Diane were referred to Dan by Diane's sister, Dawn. They were getting married and wanted to buy a home. They were interested in buying in a specific area. Dan created a free home-search portal which allowed them access to all of the homes for sale that met their criteria in their preferred location. All of the homes and information were in their portal where they could view all of the listing details and photos for each home. They would have all the information without having to contact any other real estate agents. Greg and Diane were able to get new listings as well as coming soon listings (many times days before other buyers knew about them). This is exactly how Greg and Diane found their dream home. A new listing hit the market with the exact specifications they were looking for, and within hours they saw the inside of the home and wrote an offer on it. Another interested buyer wanted to see the same home, but Dan already had Greg and Diane's offer accepted with the seller's signature.

If you know someone who would like to have access to all the listed homes as well as coming soon listings, just have them give me a call at 480-390-5380. I would be happy to help them just like I helped Greg and Diane. They may also e-mail me at [danazhomes4sale@hotmail.com](mailto:danazhomes4sale@hotmail.com)

## What Happens After Mardi Gras?

Every year, the streets of New Orleans come alive with a flurry of color and sound. As part of the Mardi Gras celebrations on Fat Tuesday this March 1, revelers can expect to be showered in all sorts of trinkets from parades— some are highly prized collectibles amongst wild merrymakers. Others? Not so much!

But many beads aren't that prized. In fact, about 40 tons of beads must be pulled out of storm drains in New Orleans each year, and that's just the start of the cleanup.

In 2019, garbage trucks collected more than 1,300 tons—or 2.6 million pounds— of trash. In 2021, because of the pandemic, Mardi Gras parades were canceled. Although the streets were cleaner and the city was quieter, people still held parties resulting in what is believed to be 50,000 COVID-19 infections.

Meanwhile, the industries that grew up around Mardi Gras were quietly shrinking. According to some sources, millions of pounds of beads had to be warehoused, causing losses of \$30 million to \$40 million in 2021.

## How Facebook Marketplace Got Started

Some of the biggest moves in the business world fly under the radar but can still have a massive impact on organizations and society at large. While celebrity CEOs, such as Elon Musk, make international headlines, Deb Liu never graced the front page for launching Facebook Marketplace.

Regardless, her efforts changed the way many people buy and sell. Interestingly, Liu first pitched integrating commerce into Facebook during a job interview in 2009. Liu landed a role at Facebook, but the commerce idea initially failed to gain much traction.

Nevertheless, she persisted, and the project slowly snowballed. Meanwhile, Liu helped set up the company's Credits program, which people can use to play video games. She also worked on the Facebook Platform, which enables developers to use Facebook data to build applications and services. Ultimately, Liu approached her time at Facebook with the mindset of an entrepreneur.

She continued to pursue her vision of integrating commerce, and Facebook Marketplace launched in 2016. The rest is history. Facebook Marketplace drummed up \$26 billion in revenue in 2021, and Meta says that a billion shoppers a month use the platform. These days, folks use Facebook Marketplace to run virtual garage sales or even to remove vehicles from their garage.

### Client of the Month

Congratulations to **Dave and Tara O'Connor** on the purchase of your new home.

Thank you for your trust in allowing me to help represent you in another home purchase.

## March Roundup

**St. Patrick's Day, March 17:** A global celebration of The Irish culture. Don't forget to wear green!  
\*Pinch\*

**Spring Equinox, March 20:** This day marks the beginning of spring. Wahoo!

**National Mom and Pop Shop Owners Day, March 29:** Our economy could not run without mom-and-pop businesses. Head to your favorite small business and thank them with a purchase.

**National Doctors Day, March 30:** This is an annual observance dedicated to physicians who enrich and save lives. Why not call or text your doctor and thank them for all they do?

### See An Interesting Home?

No need to wonder about the price or call a high-pressure sales agent who will make you feel obligated. I can send you the information quickly and easily for any house, listed or sold, anywhere in town.

**Just ask me! It's all part of my free, no-obligation HomeFinder Service.**

Email me or leave the address on my voicemail, anytime, 24 hours a day, and I'll mail or email all the information on that listing within 24 hours.

**(480) 390-5380**  
**danazhomes4sale@hotmail.com**

## Exercising While Sick: Dos and Don'ts

Regular exercise is a healthy choice for most people and a great way to shake off winter gloom. But when common winter illnesses hit, sometimes the healthiest choice is to stay home and rest. Here are some basic tips to help exercisers know when to grab their shoes and when to head back to bed.

**DO** the neck check. "If all of your symptoms are above your neck, such as a stuffy nose or mild headache, then it's probably fine to exercise," said Thomas Weidner, professor of athletic training at Ball State University, in an interview with the *New York Times*. Multiple studies have shown that exercise does not worsen cold symptoms or lengthen illnesses.

**DON'T** hit the gym if you have any symptoms below the neck including hacking coughs, nausea, upset stomach, fatigue, or body aches. Stay home instead and rest.

### The Kid Scoop

Brandon (20) has been working to create an online business during his free time.

**DO** take it easy. According to Health.com, strongly consider minimizing the intensity if you're used to high-impact workouts. A 20-minute walk is a good choice if you're under the weather.

**DON'T** power through a fever or worsening symptoms. You should be fever-free for at least 24 hours before you exercise again. If you feel worse during your workouts, then recognize that as a sign from your body that you need to rest.

## Free Reports

- How to beat other buyers to the best listings
- Five powerful buying strategies
- Seven different reasons to own your own home
- Ten simple steps to ensure your home sells at top dollar
- The nine most deadly mistakes you can make when selling your home
- How sellers price their homes
- Making the move easy on the kids
- Protect your home from burglars
- How to show your home
- Things you should know about moving
- How to stop spending money on rent and own a home instead

### **How to Order:**

- Call/Text Dan at 480-390-5380
- Go to Dan's website at [www.PlanYourArizonaMove.com](http://www.PlanYourArizonaMove.com)
- E-mail Dan at [danazhomes4sale@hotmail.com](mailto:danazhomes4sale@hotmail.com)

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**Go Green: Recycle This Newsletter!**  
*After you've enjoyed my newsletter, please recycle it by  
Passing it along to a family member, friend, neighbor, or coworker*

## SEO Is the Way to Go!

Wearing many hats is one of the principal challenges of running a small business. Company owners might print ads, stock inventory, manage benefits, hire staff, handle customer service, and more. With so much business occurring online, business owners might moonlight as digital marketers.

If so, then a basic grasp of search engine optimization (SEO) can be fruitful. When customers type a search term into Google or Bing, they're presented with a list of web pages related to the typed in keywords. Search engines send out bots that analyze web pages, looking at both the topic and the quality of content. Using complicated algorithms, the bots categorize and rank web pages and then assign search engine rankings to them. Through SEO, business owners can make their content more attractive to search engines, which means they will show up higher in the rankings.

The first page of Google search results reels in more than 70 percent of clicks, so a high ranking is important. Getting to the top of search engines for national or global terms, such as "best car 2022," is extremely difficult. Many big companies and publications, such as Ford and *MotorTrend*, have entire teams that produce SEO content. For such searches as "best burger in Atlanta" or "best barber in Spokane," small businesses face less competition because that local burger joint or barber shop probably doesn't have in-house content producers, which makes it easier for ambitious local businesses to appear at the top of search results.

Also, search engines are good at predicting when people need local results. If you're in Chicago and google "best donuts," you'll be shown local results. The best donuts in Detroit aren't useful for someone in the Windy City. The bottom line is that small businesses might be in the best position to take advantage of SEO.

## The Dog Scoop

Sometimes I hear Buckley's tail hitting the floor like a drum beat while he is asleep. He must be having quite the dream.

## How's Business...??

PEOPLE ASK ME ALL THE TIME HOW BUSINESS IS GOING. I STRUGGLE WITH THE ANSWER TO THAT QUESTION. MY BUSINESS DOES WELL BECAUSE OF YOUR REFERRALS. **WITHOUT YOUR HELP, MY BUSINESS WILL DIE.** BECAUSE MOST OF MY BUSINESS COMES FROM REFERRALS, I DON'T NEED TO SPEND VALUABLE TIME LOOKING FOR NEW BUSINESS. THIS ALLOWS ME TO SPEND THE NECESSARY TIME WITH YOUR REFERRALS, MAKING SURE THEIR NEEDS ARE BEING MET. **I NEED YOUR HELP.** I HAVE GREAT SYSTEMS IN PLACE TO GIVE YOUR REFERRALS THE WORLD CLASS EXPERIENCE THEY DESERVE. **I CAN'T DO IT WITHOUT YOU.** PLEASE TAKE TWO MINUTES AND THINK OF THE NEXT PERSON YOU KNOW WHO IS MOST LIKELY TO BUY OR SELL A HOME IN THE NEXT 3 TO 6 MONTHS. AT LEAST GIVE THEM THE OPPORTUNITY TO TALK WITH ME TO SEE IF I CAN HELP THEM. I WILL NEVER PRESSURE YOUR REFERRALS OR MAKE THEM FEEL OBLIGATED IN ANY WAY. CALL ME OR E-MAIL ME WITH THEIR NAME. YOU'LL BE GLAD YOU DID, AND THEY'LL THANK YOU FOR DOING SO.

Mike and Joanne say...

*"We were lucky to have you recommended as a possible expert for the sale of my aunt's home after her death. We talked with a couple agents, but after hearing your approach, we told the others we were not interested. Boy, was that a 'stroke of genius' on our part!! Your handling and most of all - your communications throughout, took the real estate load off our shoulders. We will always be grateful for your efforts. Let everyone know we are satisfied references!!"*

See over 100 more rave reviews from actual clients at [www.PlanYourArizonaMove.com](http://www.PlanYourArizonaMove.com). Just click the "True Stories" link at the top of the page. You can call Dan directly at 480-390-5380 or email at [danazhomes4sale@hotmail.com](mailto:danazhomes4sale@hotmail.com)

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**Life Stuff**

**Dan Kilde**

**Infinity & Associates Real Estate**

**2450 S. Arizona Avenue #1**

**Chandler, AZ 85286**

**480-390-5380**

**[danazhomes4sale@hotmail.com](mailto:danazhomes4sale@hotmail.com)**