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HENDRICKS COUNTY

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SELLING FAST

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OPINION

Brownsburg businesses need to engage in more government decisions

It's easy to rake government over the coals. They take your money and rarely spend it on something beneficial to you. But it's a necessary evil. The latest coal-raking in Brownsburg is over the proposal to build a new home for Brownsburg Little League and the Brownsburg Girls Softball League out north east of town in an undeveloped area.

The deal calls for the town to bond out \$15.5 million to buy the 106 acres and build the fields. The leagues, in turn, are willing to pay back the town over the next several years. Although the payback doesn't match the \$15.5 million, the land will also become the latest park for Brownsburg. Leaders of the two leagues believe the project will bring economic development to the town. They both hope the new fields will allow them to bid for area and regional tournaments which could bring money to area businesses.

These parks are being perceived as economic drivers for communities. For example, Grand Park in Westfield takes this notion to extreme with 31 fields and an event center costing \$67 million. After 5 years, it is allegedly making enough money for operations. Whitestown is opening up the Little League Regional complex this summer and hoping for an economic boon.

However, the deal in Brownsburg is in jeopardy because residents, who will not see a raise in their taxes, don't think the town should be footing the bill. The council is now backpedaling after initially approving it in December.

Yet, not one business owner has spoken for or against the project. Where is the representation from hotels and restaurants? Some farmers have made comments, but business owners have been silent on this. These events do not happen in a vacuum. It is obvious that several council members who approved of this agreement in December have been swayed by the late entry of population against this project. Now, the appeasement starts and at risk is the possible economic windfall. Businesses need to step up and protect their interests at local council meetings, just as much as residents.

By Gus Pearcy

My son recently earned his driver's license. He turned 17 this year and had no interest in driving. He's not alone, teen drivers have dropped since 2000. According to the University of Michigan Transportation Research Institute, in 1983, 69% of 17-year-olds owned a driver's license. By 2010, it dropped to 46%.

I blame the Internet. Virtual friendships are becoming an acceptable substitute for getting in the car. On a positive note, teen pregnancies are down, as well.

Another factor is anxiousness. Even after getting his license, Luke wasn't excited to drive, preferring to frame the accomplishment for all to see, but never actually doing it again. I grew up in the rural part of Hendricks County, but the area was sparsely populated. The only worry about driving around Hendricks County was the occasional deer

or telephone pole that jumped into the roadway. My first auto accident happened when one of those poles jumped in front of me. My dad would always tell me how I would remember my first driver's license, first car and first accident. I surprised him because mine were all within a week and a half.

I can't relate to the lack of desire to drive. It was a lifeline to my social life. I could gather with friends, go to parties, hunt for mushrooms, you know, typical teen activities.

It was during one of those typical teen activities where I learned the most about operating a vehicle with care. I was with my girlfriend on a wintery night and was attempting to find a secluded place to "watch the stars." As I mentioned, this was a pretty rural area in Coatesville and I was attempting to turn around on a gravel road. I ended

up getting stuck in a ditch. We had to call her father to pull me out. You're right, the optics were bad, but nonetheless true.

Not wanting to cause myself any heartache, I opted not to mention this to my dad. A couple weeks later, my girlfriend's father saw my dad at a ball game and shouted, "Next time you can pull them out of the ditch." Like Lucy, I had some 'splainin' to do.

For graduation, her father gave me a pair of towing chains. Sadly, I've never had to use them.



Gus Pearcy is a contributing columnist to the Hendricks County Business Leader. He may be reached at (317) 403-6485 or gus@icontimes.com

Building Leaders: Let the fun begin

By Susan Rozzi

Years ago, my family went camping in the middle of the Allegheny Mountains. Close to the campsite was a natural waterslide. This waterslide was from years of erosion, as the water ran down the side of the mountain and over the rocks with enough force to carve out the natural waterslide.

Several other families were enjoying the unique experience, so we paused to watch how they were navigating the waters and the slide. My husband volunteered to go down first. As he lowered himself into the water, the water quickly pulled him right along, and down he went. When he got back to us, he told us of areas that we needed to be cautious about and how we could navigate them better. After a few more minutes of watching others go down the slide, my daughter looked at my husband and said, "If you go again, I'll go right behind you." And, off they went.

A few more moments passed, and my son quickly grabbed my hand and asked if we could go down together. With my son on my lap and

a hand around his waist, we lowered ourselves into the waters. The water was quite cold, but we quickly forgot about it as we began navigating the twists and turns of the slide. It was no smooth yellow slide like we find at the Aquatic Center. The rock was rougher in some places and jagged in others but ended with a smooth drop into a pool of water. As soon as we were finished my son scrambled back up to the top and went down by himself.

Our trip down the waterslide is analogous to our journey as leaders. We are all leaders who happen to approach our roles a bit differently. Some of us are bold, brave, and early adapters, like my husband. We are willing to take the first step and help others navigate the project. Others of us are growing as leaders like my daughter. We want to step up to new roles but appreciate a little guidance before control. Lastly, some of us are hesitant, like my son. A bit overwhelmed and unsure whether we can be the leader required at the moment. Further, as we lead, it is an adven-

ture. We will encounter places of comfort, such as places where our knowledge and expertise are valued and needed. When this happens, share your knowledge and help someone else.

We might also encounter rough patches. When this happens, learn from others, ask questions, and hone your skills. Finally, we might encounter sharp turns. These are the times when the unexpected happens, or we take on a new role. When that happens, seek to see things from different perspectives, try new approaches, and remember to celebrate the small successes. Have you stopped and considered where you are on your leadership journey lately?



Susan Rozzi is the president of Rozzi and Associates, a leadership and organizational development company helping good leaders become great. Contact Susan at susan@rozziandassociates.com.

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COVER STORY

MARKETING THE SQUARE

The new executive director of the Downtown Danville Partnership touts her favorite town

By Lindsay Doty

When Anne Johansson strolls along Danville's Historic Courthouse Square for a quick ice cream cone at Danville Dips with the kids, she can't help but smile.

"I just love Danville. It's my hometown. It's a beautiful town," says Johansson, who was recently hired as the executive director of the Downtown Danville Partnership (DDP), a nonprofit that works to promote business and attract visitors to the historic square.

The partnership started in 2008 as a volunteer-run gig and has blossomed over the years to include a paid leadership position.

"It's mainly about tourism and getting bodies downtown, having fun events. That benefits all of our businesses," she said.

While the pandemic put a hold on gatherings last year, the vaccine has brought new promises, along with plans for the summer lineup.

Johansson is looking forward to the return of cruise-in nights and the Farmers Market in May, followed by the Sounds of Summer concert series, and the beloved Mayberry in the Midwest festival.

"There's life after the pandemic. I can see it. I can see people hungry to get out and reconnect and invest in the town," she says.

She comes to the position with plenty of insights. She's been the executive director of the Children's Ballet based in Danville for five years and will continue her work while running the DDP.

She wants to see Danville's Square get the attention it deserves, boosting business and adding new events to the community calendar.

"I have lots of ideas. You are going to see more performing arts, that's where my heart is," said Johansson, who is also a member of the Hendricks County Arts Council.

Hired in February, she's kicking things off by giving the DDP a fresh look with a new user-friendly website (currently under construction) and social media pages. "It's not

CONTINUED ON PAGE 5

Getting to know Anne Johansson

- 1. My favorite place in Danville to eat or visit:** *We are frequent flyers at the public library and get donuts at Red's every Saturday morning.*
- 2. I always start my work day with:** *A cup of tea and music*
- 3. Best advice I ever got:** *You can't control other people's actions, but you can control your reaction to them.*
- 4. One of my favorite local family outings with kids is:** *In cooler months, a hike in Blanton Woods is nice, and in the summer, we love the Farmers Market in Danville*
- 5. Something most people are surprised to learn about me:** *I used to sing the national anthem at rodeos.*
- 6. One thing I look forward to doing post-pandemic in Hendricks County is:** *Going to a live performance in a theater full of people!*
- 7. Book you are currently reading or show you are currently watching:** *I'm currently reading *That Sounds Fun* by Annie F. Downs, and my kids and I recently finished watching *WandaVision*.*



COVER STORY

CONTINUED FROM PAGE 4

flashy. It's a rebranding campaign. We are starting to communicate a little better. A map, a directory, a calendar of events with things like, 'Where can I park downtown?' All of that is going to be in one place." While Johannson is a one-woman-band, she has the help of a volunteer-board serving as a guide. She says the group has had a tough year but they show up and have remained enthusiastic.

"I expect the Downtown Danville Partnership to offer more interactive events to bring people to Danville to enjoy all we have to offer," said board member Ronn Oren.

"I am looking forward to seeing more people take advantage of our many events on the square, which include car shows, concerts, and holiday festivities," he said.

Johannson is replacing longtime DDP director Christa Miller who resigned last year after leaving behind a legacy of hard work.

To get the hang of things, Johannson is doing her research and pooling resources. She instantly reached out to Visit Hendricks County, also a nonprofit promoting local tourism, to get some tips.

"I consider myself a lifelong learner. I wanted to know what webinars do I need to attend, what podcasts do I need to be listening to," she explains.

Johannson lives in Danville with her husband (also a Danville High graduate) and two young children. Four years ago, the family moved back home from Plainfield when their youngest was starting school because they wanted to raise their family in their hometown.

"I'm just so excited about the potential here. We moved back here because we like that it's a small town and we can walk places and we can see our friends.

Much like the local business community, she wants to see the town grow to its full potential.

"I've invested a lot in the town," she said. "I want to see it flourish."



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What is the best advice you've used?

By Karl Zimmer

Ask and you shall receive. Build it and they will come. Those sayings, as true as they might be, are not the kinds of advice I mean when I refer to the best advice, but perhaps they have been for some. When you think of advice you've received in a business context, what is the best advice you've actually used?

We learn through a variety of means, sometimes by making mistakes, sometimes by reading books and implementing what we glean that makes sense to us, and other times we might hire an expert consultant and incorporate their advice. I have learned from perhaps every means possible, and I have implemented some of what I've learned through trial and error. I am one who may need to "see it to believe it." Though not always the most productive, it has prevented some major missteps along the way, to be sure. We each have

our own way, and whatever works best for you is perfect.

When you concentrate on what you do best, the quality of your products and services will improve dramatically.

I have been fortunate to have had some great mentors, a couple of whom were pioneers and at the top of their respective fields, and I valued their counsel tremendously. Some advice I took to heart was from a book by Tom Peters and Bob Waterman called, "In Search of Excellence." One particular notion from that book I implemented in my businesses to great success was, "Stick to your knitting." All it meant was to do what you do best and to never try to be all things to all people. You can never make everyone happy, so use statistics and other analyses (Pareto rule, SPC, Kaizen, CRM, etc.) to help determine where you will get the best return for

your effort and in what area.

Though that sounds rather simple and like common sense, you may be surprised at how many companies try to be all things to all people and end up doing poorly at many things rather than exceptionally well at a few. When you concentrate on what you do best, the quality of your products and services will improve dramatically; your customers will recognize your expertise and will come back, bringing their friends. Isn't that good for business?

This column is dedicated to sharing experiences, research, and ideas about great leaders, for great leaders. We welcome your comments, questions, and suggestions. What would you like to know more about? What gems would you like to share?



Karl is the author of, "The Boy Who Grew Up to RULE® the World..." a speaker, Board Certified Hypnotist, and successful CEO. Karl can be contacted at karl@z-success.com. RULE® is a Registered Mark of Karl R. Zimmer III

BUSINESS BRIEF

BRU Burger Bar opens in Brownsburg

Cunningham Restaurant Group recently opened its 13th BRU Burger Bar location in the Green Street Depot Development located in Brownsburg. BRU features interior seating for over 110 guests with comfortable, contemporary décor in its large space. The family-friendly, high-energy restaurant serves lunch and dinner, seven days a week in an environment everyone can enjoy. During the warmer months, guests can dine on the outdoor patio space featuring seating for over 50 guests. BRU's menu features an array of signature burgers, classic sandwiches, appetizers, beer-battered onion rings, and French fries served with housemade ketchup.



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then to make sales calls to build his business - a reminder to him how hard work positions one for future success.

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only the functionality of the equipment—not your satisfaction with the process or that the finished job lives up to your expectations. This is why Bassett continues growing with more satisfied customers each and every year.

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By Lindsay Doty

The housing market is ever-changing, but one thing that remains the same for real estate insiders: If you want to sell, you need to hustle.

The pandemic has put more of an emphasis on virtual marketing ranging from online house tours to clever self-marketing on social media.

In Hendricks County, agents say they are seeing high demand from buyers with low inventory of homes, so it's all about acting quickly. The HCBL caught up with seven women in real estate who know what it takes to sell Hendricks County-fast.



KERI ARTHURTON

HARVEST REALTY GROUP, BROWNSBURG

How long have you been a Realtor?
6 years

How would you describe the market in Hendricks County right now?

The market in Hendricks County is white hot! Inventory and interest rates are at historically low levels while demand continues to surge, creating a feeding frenzy.

What's changed since the pandemic?

There are additional precautions Realtors, lenders, and title companies take throughout the transaction to protect both the buyer and seller amid the pandemic brought on by COVID-19.

What questions should every homebuyer ask but rarely do?

What is PMI (private mortgage insurance) and how does it impact my loan? Also, what restrictions, if any, apply to the property prior to submitting an offer?

How do you market yourself?

My best form of marketing has always been from previous clients referring me to their family and friends. I am also a Homes for Heroes affiliate, which opens many opportunities to working with buyers and sellers in the service industry. If you have served or are currently serving in the military, firefighter, law enforcement, medical field or educator you can save thousands when purchasing or selling a home. This has been a great way to give back to those that have served our communities. In addition, I've participated in various community events and sponsorships throughout each year.

How has your approach to selling changed since you got into the business?

I don't feel my approach has changed all that much since I became a Realtor six years ago. My priority is to protect my client, providing them with the information necessary to make the best possible decision. Having a background in education prior to becoming a Realtor has equipped me with a heart to educate my clients at every step of the process of buying or selling their home.

What role does social media play?

I think it plays a significant role by elevating awareness of the changes in the market and the services my company provides.

What's the biggest misconception about the real estate business?

That anyone can be a Realtor and be successful in it without much effort. When people are trusting you to help them navigate one of the largest financial decisions of their life, they need a professional that has the experience and knowledge necessary to guide them through the real estate transaction.



WENDY BUCKLER

KELLER WILLIAMS INDY METRO WEST, AVON

How long have you been a Realtor?

26 years

How would you describe the market in Hendricks County right now?

Hot, fast-paced, cutthroat, all requiring

agents to think outside of the box to remain competitive. This is the most emotionally draining market on buyers who are probably competing in the double digits with other buyers wanting the same house.

What's changed since the pandemic?

Very little except more offers with very low-interest rates. We work to ensure potential buyers are preapproved before taking them into a listed home and inquire as to any symptoms of COVID.

What questions should every homebuyer ask but rarely do?

Why should I be pre-approved? What is it going to take to be the winning offer on a home?

How do you market yourself?

Social media, personal sphere, and my cute little car with my name, number, and e-mail on it!

How has your approach to selling changed since you got into the business?

Sellers are most concerned with getting the most money, in the fastest time with the least amount of disruption and inconvenience to their lives.

What's the biggest misconception about the real estate business?

That all agents do is open doors and we make the full commission that is charged. We do so much more on the back end that people never know.

Thoughts on Zillow and other online tools for buyers and sellers?

No comment on this as Zillow is now a brokerage on Central Indiana and that's all I can do to confirm they are a brokerage. However, online tools to search for homes are great for buyers to search but the data isn't always as refreshed as quickly as the data is entered into MI-BOR.



KELLIE ELLIS

INDY HOME EXPERTS
CREST POINT REAL ESTATE, PLAINFIELD

How long have you been a Realtor?

7 years

How would you describe the market in Hendricks County right now?

This is definitely a "seller's market". The demand for homes from buyers far exceeds the supply of available homes from both sellers and builders. Homes are selling super-fast, often within hours with multiple offers causing the purchase price

es to sky-rocket 5-15% above list price.

What's changed since the pandemic?

Definitely "how" we show homes - social distancing, masks, sharing, and scheduling constraints. Virtual tours are huge now with lots of buyers purchasing from out of state. Also, with all the stimulus checks, we are seeing sellers use those funds to make renovations on their homes to sell and/or buyers are using the extra funds for down payments.

What questions should every homebuyer ask but rarely do?

What is the purpose of an HOA and why is it helpful? What are my lending options if one lender turns me down? How much money do I need to maintain all the systems in the home yearly and for years to come? How many homes did you (the Realtor) sell last year?

How do you market yourself?

I spend a lot of time and money on social media advertising, mailers, and past client referrals.

How has your approach to selling changed since you got into the business?

I spend a lot more time nurturing and loving on my past clients.

What's the biggest misconception about the real estate business?

That the job is "easy", and that Realtors just play golf all day. When in reality, we work 60-80 hours a week. The weekends are our busiest times.

What are your thoughts on Zillow and other online tools?

They are just that - a tool. They do not and will never replace the job and expertise of a Realtor who knows the market and will visit your actual home.



LORI REDMAN

SOLD IT REALTY GROUP, BROWNSBURG

How long have you been a Realtor?

18 years

How would you describe the market in Hendricks County right now?

The market is very hot for sellers and extremely frustrating for buyers. Currently, we have more buyers than we do listings, which has produced a competitive market. Buyers are competing with other buyers when making offers.

Most homes are selling above list price due to the competition and sellers asking for best and final offers. Buyers must make an offer with very favorable terms

to the seller.

What's changed since the pandemic?

Early on in the pandemic, it was a learning curve for buyers, sellers, and Realtors. We were unsure of having actual live showings, open houses, etc. We conducted virtual open houses and sometimes virtual showings using technology such as Apple's FaceTime. As we learned more about COVID-19 and the pandemic restrictions eased, buyers and sellers cautiously returned to in-person showings of homes, using COVID guidelines of hand sanitizing, wearing masks, leaving the lights, minimizing touching surfaces, and following CDC Guidelines of social distancing to limit the number of people inside homes.

What questions should every homebuyer ask but rarely do?

What is the very first step to purchasing a home – answer: getting pre-approved with a reputable lender. Who pays for my Realtors services when I buy a home – answer: the listing brokerage. What is the home buying process like – answer: very competitive, you have to look at a home the very first day it goes on the market and send a strong offer.

How do you market yourself?

Most of our marketing is to my past clients and my sphere of influence. I want to be top-of-mind with them, so they will refer me when they know someone who is thinking of buying or selling. I also market on my Facebook business page: www.facebook.com/lorisoldit and on an Instagram business page @lorisoldit

How has your approach to selling changed since you got into business?

My approach has not changed a lot. Putting my client's best interest first will always be the center of my business. Doing my very best for them with integrity and honesty at all times. My goal is to make the buying and selling process as much fun as possible. I believe this happens by setting their expectations from the very beginning.

What's the biggest misconception about the real estate business?

That it is an easy way to make money and Realtors just "show pretty houses". There is so much more to being a Realtor, we are typically on-call 24/7, are paid on commission only, responsible for our own expenses. Though it is a demanding position, it has been a rewarding career for me and I'm thankful for all of my clients and friends that I've gained.

Thoughts on Zillow and other online tools?

Zillow has become a popular site for consumers to search for residential listings. I suggest my clients use my site, www.lorisoldit.com to search local listings in the greater Indianapolis Area or www.Realtor.com for listings across the country

for the latest information. Online tools can be very helpful but can't provide the personal service and local knowledge of a local agent, like myself.



CATHY STURM
THE F.C. TUCKER COMPANY, AVON

How long have you been a Realtor?

6.5 years

How would you describe the market in Hendricks County right now?

It's a very strong seller's market with low inventory and high demand. Sellers are reserved to put their home on the market for fear they won't find a home when they sell. This chain reaction is a big part of causing the inventory shortage. Having an agent with grit, who is «on purpose» in how they do business, and has creative solutions is key to both buyers and sellers.

What's changed since the pandemic?

Having PPE at most doors as you enter homes to show, Covid-19 documents within contracts seems to be the process change. The committed buyers and sellers remained committed, while the curious pumped the brakes.

What questions should every homebuyer ask but rarely do?

Do you have a process from start to finish of what to expect from the buying process that will educate me, eliminate unnecessary stress, and get our goals accomplished?

How do you market yourself?

Referrals, community involvement, F.C. Tucker and Cathy Sturm Realty group brand awareness, and lastly social media.

How has your approach to selling changed since you got into the business?

I refine my approach according to what I learn with each transaction. There is always a takeaway that can improve how I do business.

What's the biggest misconception about the real estate business?

That it's easy. There are so many moving parts of the business that have to happen all at once. Agents have to be able to shuck and jive through that to accomplish client goals.

Thoughts on Zillow and other online tools?

It is a way to begin to get familiar with the market, but there is nothing like the personal service an experienced local agent can provide.



SUMMER THOMAS
REALTY ONE GROUP DREAM, INDIANAPOLIS

How long have you been a Realtor?

19 years

How would you describe the market in Hendricks County right now?

Unlike anything we have seen. Incredibly competitive for buyers, advantageous for sellers. Within this market, sellers are receiving above list price offers and same-day list to pending situations.

What's changed since the pandemic?

Inventory is much lower throughout much of Indiana. Increase in the number of buyers mainly due to the Fed dropping the interest rate during the height of the pandemic. The want/need for housing is more apparent than ever with people spending more time at home and truly realizing what they need in a home.

What questions should every homebuyer ask but rarely do?

It is easy for home buyers to get caught up in the aesthetic of a property and overlook the history of the home as well as it's mechanics. For example - ask about the history, the plumbing, date of recent repairs.

How do you market yourself?

Primarily through social media and networking. Instagram - @sdawnthomas and Facebook.

What role does social media play?

A huge one especially as more and more clients work from home, have less face to face interactions and aren't together in person nearly as much.

What's the biggest misconception about the real estate business?

That it is easy and consists of just opening doors. HGTV has made it seem very glamorous, when it can be a somewhat stressful situation at times. There's a reason House Hunters still has an agent to represent them.

Thoughts on Zillow and other online tools for buyers and sellers?

I think they are used as a first step for those searching for a property, however their information can be out of date or inaccurate. A Realtor can dig deeper for the client and find out the back story of a property as well as details that can be missing. The information that Zillow fails to provide to potential buyers can be extremely costly when all is said and done. Having that legal representation from a Realtor can make a huge impact on the purchase of your home.



JOAN TUCKER
WRIGHT REALTORS, DANVILLE

How long have you been a Realtor?

4 years

How would you describe the market in Hendricks County right now?

It's still very much a seller's market with low inventory, driving prices up.

What's changed since the pandemic?

2020 was actually my busiest year in real estate. Not a whole lot has changed, but there are some extra-legal documents buyers and sellers have to sign to have people coming through homes right now.

What questions should every homebuyer ask but rarely do?

How much cash do I need to get this deal under contract? Some buyers don't think about having to pay for an inspection, appraisal and give earnest money upfront. There is more involved than simply the cost of the house.

How do you market yourself?

Social media has been a great platform for my business, but I mainly operate off of referrals.

How has your approach to selling changed since you got into the business? What role does social media play?

Since I'm only 4 years in, it hasn't really changed a lot for me. Social media is a great way to reach more people who I normally wouldn't have the opportunity to connect with.

What's the biggest misconception about the real estate business?

Probably the biggest misconception I hear is Realtors just slap some photos online and stick a sign in the yard. There is a ton of research that goes into real estate. Lots of early morning and late-night phone calls, text messages, and emails. You're on call 24/7. It's hard work, but I live for the hustle.

Thoughts on Zillow and other online tools for buyers and sellers?

Those online tools are fine for individuals casually shopping, but currently, inventory is moving so quickly, the computer models seem to be lagging on real-time availability. If you're a serious buyer or seller, having an agent who you can trust and talk to is your best bet. Also, never trust a Zestimate!

THE PERSONAL TOUCH

Talk to a writer before you start writing

By Scott Flood

A wise boss once told me the most affordable attorney I'd ever hire is the one I called before making a decision or taking an action. The same holds true with writers.

Companies frequently decide to tackle writing a new blog, website, newsletter, or other project on their own. Sometimes, they choose to handle it because they're confident that they have the expertise, but usually, their motivator is an effort to shave the cost.

Often, they eventually realize that they can't finish it on their own, or they're dissatisfied with the results, so they bring in a writer to create a new version. Either way, they would have saved time and trouble by working with a writer from the very beginning.

What value can a writer bring to your project? To start with, writers know how to manage the creative process more effectively, so they make better use of everyone's time and can reduce the time it takes to accomplish your goals.

Experienced writers are less likely to make the subtle mistakes that can inadvertently derail your copy. In addition, they bring an objective viewpoint to the project, so they're better able to view you in the context of your marketplace and challenge internal assumptions that may not

be entirely accurate.

In most cases, what you'd pay a writer represents only a small percentage of the overall cost of the planned project. That small percentage can spell the difference between

something that conveys your message effectively and one that simply frustrates or even embarrasses you.

No matter what you're doing, getting experts involved from the very beginning helps you mini-

mize missteps and maximize the value of what you want to accomplish. Beyond the specific services they provide, part of what you're buying is their expertise and advice.

Receiving that advice after you need it can be a little painful and embarrassing – and it's invariably a lot more expensive.

No matter what you're doing, getting experts involved from the very beginning helps you minimize missteps and maximize the value of what you want to accomplish.



Scott Flood creates effective copy for companies and other organizations. You'll find more articles at sfwriting.com. ©2019 Scott Flood All rights reserved.

BUSINESS BRIEF

Clayton's David Rainbolt earns ASPIRE Award

David Rainbolt, of Clayton, has been recognized by OneAmerica® as an ASPIRE honoree as a result of his outstanding service on behalf of the life insurance, retirement and employee benefits organization. Rainbolt was one of 12 employees to be honored at the company's seventh annual ASPIRE awards banquet in February. This year, 318 individuals were nominated by 243 peers, supervisors, or project partners for the annual honor. Rainbolt, senior director of infrastructure and disaster recovery at OneAmerica, was honored with the top ASPIRE award, the Distinguished Achievement award. As a key leader in information technology, Rainbolt had worked tirelessly to enable workforce remote capability prior to the pandemic. When the pandemic hit in March, he and his team worked quickly and collaboratively to enable OneAmerica associates to transition seamlessly to working from home. In a short period of time, 97 percent of associates were working remotely.



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BUSINESS
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Hendricks County Business Leader will follow State of Indiana mandates placed on Hendricks County as it relates to social gatherings. The Cover Party will be cancelled if at the scheduled time the state deems it unsafe to gather socially.

RSVP to Catherine Myers at Cathy@icontimes.com
or call (317) 918-0334.

MONEY MATTERS

The ins and outs of the market

By Jeff Binkley

*I'll tip my hat to the new constitution
Take a bow for the new revolution
Smile and grin at the change all around
Pick up my guitar and play
Just like yesterday
Then I'll get on my knees and pray
We don't get fooled again*

— Peter Townshend

Markets are funny and fascinating things.

Sectors, industries, companies, rotate into favor then rotate out again. In again, out again. In, out. We've seen a little of that these past few weeks with the FAANG stocks (Facebook, Apple, Amazon, Netflix, Google). In early March, the Nasdaq composite seemed to be in a confirmed downturn, moving over 10% lower in just a few weeks after its mid-February record. Now at press time (March 20th) it's made up for more than half of that loss. Out. In. In. Out.

Where's a prudent investor to rotate or put new money into this market? Ahh the age-old question.

I've been doing this a long time. (Since 1993). I've seen a lot of rotations, ins and outs. One thing I learned a long time ago from a very wise, old-school stockbroker was, "Buy when the news can't get any worse. Sell when the news can't get any better." This is known as

contrarian investing. And it works sometimes and works very well sometimes. I'm not advising that you buy any single company that's in the throes of near bankruptcy. (Actually, you shouldn't take action on anything in my columns until you speak with an advisor about your own personal situation.) No, I'm saying you should look for a sector or industry that nobody likes. But be cautious. For example, cruise lines. Nobody wanted anything to do with them a year ago and understandably so. Since then, some have come back strongly, but some haven't.

Want nice gains? Find an out of favor sector and start your research there.

What does everybody hate right now? Energy. Start your research there. And maybe (just maybe) a year from now you'll have a nice addition to your portfolio's total return.

Then maybe a little prayer on our knees may be in order.

So, we don't get fooled again....



Jeff Binkley is the Founder and Managing Director of Binkley Wealth Management Group. He can be reached at Jeff@thebinkleygroup.com or (317) 697-1618.

Newly Incorporated Businesses New Business Filings (2/23/21 - 3/22/21)

GRANTEE: Buckley Home**Renovation**

Description: Home repair/remodeling
GRANTOR: Derek Buckley
GRANTOR: Melinda Buckley
Date: 3/01/21

GRANTEE: Your Neighbor Junk & Trash Removal

Description: Pickup unwanted article
GRANTOR: Robert L Wilson III
Date: 3/01/21

GRANTEE: Shop and Delivery

Description: Personal shop/delivery
GRANTOR: Bielsa Santana
Date: 3/02/21

GRANTEE: Amez International Imports

Description: Online wholesale
GRANTOR: Alejandra Amezcuca
Date: 3/05/21

GRANTEE: Gathering Loft

Description: Inn Keeper/AirBNB
GRANTOR: Ronald D Merkel
GRANTOR: Alena Merkel
Date: 3/10/21

GRANTEE: Lindsay Vaseloff Realty

Description: Real estate business
GRANTOR: Lindsay Vaseloff
Date: 3/15/21

GRANTEE: Kyle Motes

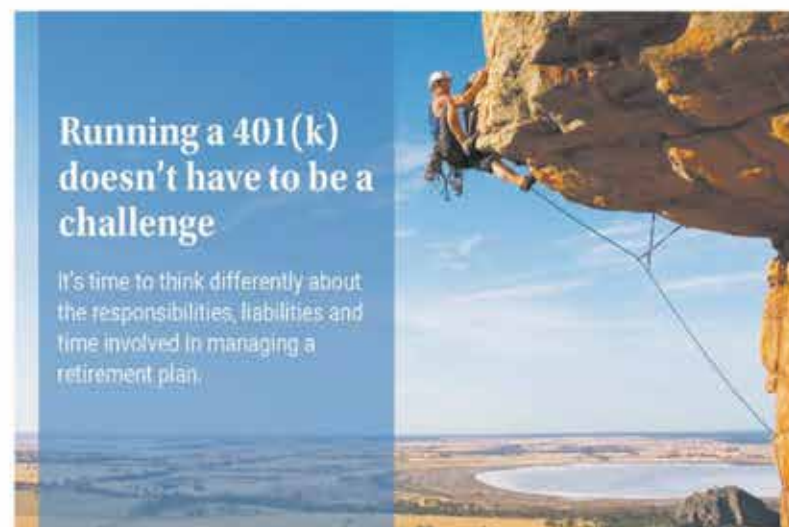
Description: Real estate
GRANTOR: KLM ENT
Date: 3/15/21

GRANTEE: Signature Bookkeeping

Description: Bookkeeping
GRANTOR: Leslie Gohier
Date: 3/16/21

GRANTEE: Sugar Me Vegan

Description: Bakery
GRANTOR: Rachael R Brown-Pierson
GRANTOR: Melissa R Brown-Pierson
Date: 3/18/21



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FOR MORE INFORMATION CONTACT

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INFO@AVONCHAMBER.ORG

Leaning into Leadership

Each month, the Business Leader focuses on how Leadership Hendricks County, Inc. equips professionals with the tools and techniques to lead and strengthen our communities.

2021 LHC Team Capstone Projects: Big Ideas, Impactful Work

This year's Leadership Hendricks County capstone group projects strategically align with community needs identified in the Hendricks County Community Foundation's 2019 community needs assessment findings as well as augment existing community projects. The first of six team capstone projects is featured here.



MAKING SUICIDE AWARENESS & PREVENTION REAL IN HENDRICKS COUNTY

This four-person LHC capstone team is partnering with the Hendricks County Suicide Prevention Taskforce to create a suicide awareness and prevention campaign and is developing a five-year plan for community prevention and postvention of suicide in the county. Plans are also underway for a peer-based suicide support team assigned to

each of the county's schools.

The team's focus is on youth in schools but will expand to also encompass other vulnerable populations. By incorporating partners from various facets of community life, the team anticipates the creation of a holistic support system for those experiencing suicidal ideation or at risk for such thoughts. Taskforce partners are county mental health agencies, law enforcement personnel, school officials, business and nonprofit leaders, and community leaders.

"This group is reviewing evidence-based suicide prevention programs used across the country so that we can bring one that works for our county," said April Bordeau, Executive Director of Care to Change Counseling in Avon.

Project team member Misty Cummings shared, "As a suicide survivor, I take this project to heart. I am hopeful that we can make an impact in our community by providing additional resources on awareness and prevention."

LEADERSHIP HENDRICKS COUNTY 2021 CAPSTONE PROJECT TEAM



From left: Misty Cummings, Residential Director, Cumberland Trace Senior Living, Plainfield; Maddie Henderson, Care Coordinator, Avon Health and Rehab Center, Avon; Dani Smith, Technical Support Analyst, Goodwill Education Initiatives, Indianapolis; Jeremy Thomas, Agent, Indiana Farm Bureau Insurance, Danville.

Leadership Hendricks County, Inc. is a 501c(3) not-for-profit organization serving those who live and/or work in Hendricks County, Indiana, and surrounding areas. LHC serves the county, its people, and corporate citizens by offering top-notch leadership and engagement programs for current and emerging leaders who then apply those skills to strengthen the county. Learn more at www.leadershiphendrickscounty.org.

Planner of Note

14 - Danville Chamber of Commerce (members' meeting): Wednesday, April 14, 11 a.m., at HC 4-H Fairgrounds, 1900 E. Main St., Danville. For more information, call (317) 745-0670

20 - Plainfield Chamber of Commerce (members' meeting): Tuesday, April 20, 11:30 a.m., at Former Duke Energy Conference Center, 2499 Perry Crossing Way, Ste. 285, Plainfield. For more information, call (317) 839-3800

21 - Brownsburg Chamber of Commerce (members' meeting): Wednesday, April 21, 11 a.m., at Westchase Golf Course Pavilion, 4 Holloway Blvd., Brownsburg. For more information call (317) 852-7885

27 - Avon Chamber of Commerce (members' meeting): Tuesday, April 27, 1:00 a.m., at Avon American Legion, 4812 E. Main St., (Old US 36) Avon. For more information, call (317) 272-4333

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DATE: April 26, 2021

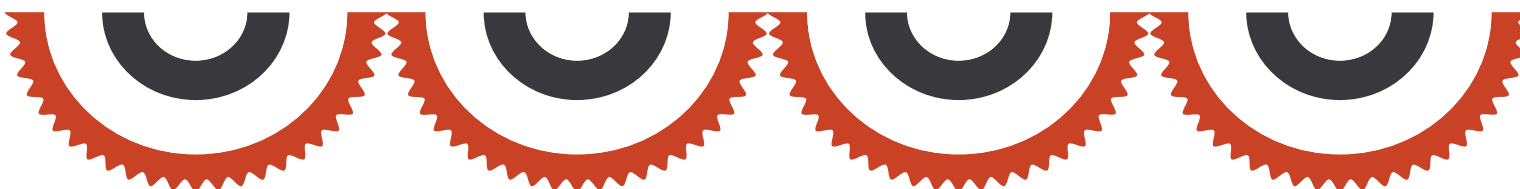
TIME: Complimentary
breakfast served at
7:00 AM

PLACE: Hendricks County
4-H Fairgrounds
Hendricks Power
Expo Hall

This is your opportunity to hear first-hand what's happening during session at the Indiana State-house! These annual legislative breakfasts are the largest publicly attended event in Indiana during session.

We have invited Representatives Bob Behning, Greg Steuerwald, and Jeff Thompson to join us, along with Senators John Crane and Mike Young.

There will also be time for a Q&A portion.



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To reserve your seat, please email janna.bolen@infarmbureau.com
by the Thursday prior.

If schools are closed due to weather, breakfast will also be canceled