

## Li's Real Estate News....

*Li Read, Managing Broker, Sea to Sky Premier Properties (Salt Spring)*

### Special points of interest:

Yes, it's winter, but...still time to keep the "little grey cells" alive & kicking...we are not, after all, bears!

Check out an evening class, take part in a musical event, join the trail & nature club, go walking at your fitness level, take a cooking class, join a book club, learn to quilt....

### Did you plant those Spring bulbs?

Put out a bird feeder & enjoy the show!

Breathe fresh air, keep your house aired out!

Take your Vitamin D...we are in the region that needs extra....

Make sure you walk daily!

Did you know that learning a language

keeps your brain active? Staves off

alzheimers? Dust off your French!

### Winter on the Islands...off season moments to charm!

Many potential buyers like to visit the Islands in the "off season", so that they can see things at their "worst". *They are often very surprised!* The "worst" on the Gulf Islands is still very alluring. They also think that it will be so quiet as to be "boring"...another surprise! *There is a life here, year round, & it's an enriching and enriched one, indeed.*

Cultural events, outdoor activities, craft fairs, special menu enticements at our great restaurants, musical events, live music in the summer venues (just enjoyed inside!), gallery openings, evening classes, exercise opportunities....on and on it goes. *This is a year round lifestyle on our Islands,* & if you want to be a snowbird, go for it...not necessary, though! More



"A poor life this, if full of care,  
We have no time to stand  
and stare." (W. H. Davies)

### Yes, there's always "weather"....

This entire Pacific Northwest Coast region is often referred to as the "wet coast". Salt Spring & the Southern Gulf Islands, though, are part of a lovely microclimate known as

"cool Mediterranean"...more sunshine/less rain than on the larger Vancouver Island or on the Lower Mainland. Lucky us! It does occasionally

info? Call me.

snow, but it doesn't last (12 to 72 hour winters!), & the temperatures are usually a long late Fall or a long early Spring (depending on your point of view!). Enjoy!

### Ski stories....

The Southern Gulf Islands & Salt Spring Island are very close to some of the best skiing around, on the Coast.

*From Salt Spring, catch the Vesuvius to Crofton ferry (20 minute*



*In a shift moment, be sure you're looking ahead, & not in the rear view mirror!*

*trip), then head north to Mt. Washington, near Courtenay/ Cumberland, on Vancouver Island. You can be there, & on the slopes in 2 1/2 hours, door to door. Great skiing, here! Another ferry trip, from Departure*

Bay to Horseshoe Bay gets you at the doorstep of Whistler....leave Vesuvius at 9 a.m. and be in Whistler by 2 p.m. Easy! Catch the floatplane to Vancouver, connect with WestJet, & enjoy the challenges of the Interior mountains! It's all really close... have fun!

### *In change, lies opportun ity!*

#### Rainy day people...

Well, I'm one! I think that snow belongs on the mountain tops, & you can always drive to it, right? As a sailor, someone who loves to gunkhole around the Gulf Islands, the ski scene isn't really for me...I'm fine with the

high grey cloud, the intermittent drizzle, the "wet coast" style. Nothing like a log on the fire, a good book (so many talented writers on this Island!), & drizzle outside...a cosy kind of winter experience, I think. Remember to

clean the gutters of fallen leaves, so there's no "wicking of water" into the roof, and into your home! That kind of maintenance beats shoveling snow & deicing the car windows, any day....coastal beings know what I mean!

#### The cultural scene....

Art Gallery openings (Gallery 8, Starfish Gallery, Steffich Fine Art Gallery, Salt Spring Fine Art Gallery, Jill Louise Campbell Gallery, Pegasus Gallery, ArtSpring Gallery, plus impromptu showings at TJ Beans, Café Talia, Calvin's Bistro, Bocados Bistro, Rendezvous Café, Jana's

Bakeshop, Harbour House Hotel). Concerts at ArtSpring & at All Saints by the Sea (Music & Munch series). Plays, recitals, live music at restaurants, poetry readings, opera via satellite, writers gatherings, thought provoking presentations, the Salt Spring Folk Club roster,



*Salt Spring & the Southern Gulf Islands....they are "seasonless" places....always something to see & to do, & definitely to enjoy!*

visiting artists & islanders, too! Lucky us!

## Harbingers of Spring....

In our lovely microclimate area, the Southern Gulf Islands & Salt Spring Island welcome Spring early in the year...snowdrops, crocus, primroses, early flowering cherry trees, early rhododendrons, forsythia...always a pleasure to see them, in gardens here & there. In protected wind-free spaces, I've already seen

early flowering pink bushes, & buds on lilac bushes are very visible. I know the calendar says "winter" between Dec. 20th and March 20th, but I often think that winter on the "wet



Early flowering rhododendrons, snowdrops, early flowering cherry trees, crocus...by February, here!

coast" really is about November to January...& then February erupts into early growth, the days are longer, & the Spring Feel is with us! Other signs? The bird life, the fawns, the excitement when the hummingbirds return...the blossom count in February!

## Day tripping...

Lots of great daytrips off Salt Spring: skiing at Mt. Washington, B.C. Museum in Victoria (IMAX here), vineyard tours on Vancouver Island's Saanich Peninsula & Cowichan Valley, organic bakery and local cheese shop in Cowichan Bay, winter beachcombing at Parksville, gallery view-

ing in Victoria's Oak Bay & Victoria Art Gallery, floatplane to Vancouver, shopping galore, Stanley Park seawall walk, South Granville antique row, Antique Row in Victoria, too...Munro's Book Store in Victoria, plus Bolen's Books...looking for fun dinner/good food? In Sidney,

it's Haro's at the Pier Hotel & Dockside Grill in Tsehum Harbour. Butchart's Gardens for early Spring flings! In Duncan? Just Jakes in the "old town". Cowichan Bay? Masthead Restaurant. Genoa Bay Café, if open for the season. Yellowpoint's Crow & Gate Pub. More info? Call!

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*"Fall down seven times,*

*Get up eight."*

*(attributed to Buddha)*

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Spring is about new directions...switching to lighter meals, stepping up the exercise, learning something new to excite the mind...that softer wind is blowing away winter's cobwebs....

## Favourites....

Salt Spring's fine dining & luxe resort, Hastings House, is now open year round, again...yes, all 365 days! New manager in place, too. In the off season, it's great to be a tourist in your own town, to discover the tried & true all over again, & to add some new adventures, too. Specialty menus at Bocados Bistro, Harbour House Hotel,

Piccolo's, Calvin's Bistro, Rock Salt Café, Bruce's Kitchen, Seaside Kitchen at Vesuvius, Marketplace Café, Treehouse...galleries to enjoy: Starfish, Gallery 8, Stefich Fine Art, Salt Spring Fine Art Gallery, Pegasus...do the studio tour & rediscover the "off season" charms of this amazingly talented Island! More ideas? Call me!

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**"See Li for Successful Solutions!"**

Www.liread.com

Look forward to helping you to discover your special Salt Spring Island or Southern Gulf Islands dream property. Successfully connecting sellers and buyers, since 1989, on these special Islands, I look forward to helping you to turn your dream into a reality. With enthusiasm (I know & love these islands!), with experience & knowledge (of both inventory and of market trends), and expertise (Managing Broker's licence), I offer professional & helpful service to your benefit. Whether buying or selling, I look forward to working for your best interests in the real estate transaction that will deliver your dream! If you're on Salt Spring, drop by my office...it's across from the Ganges Marina, at the corner of the main road through the Village (Lower Ganges Road) and Rainbow Road, with good parking behind, off Rainbow. Shade for your dog, if in the car! My office enjoys a wonderful Harbour vista, & is in a renovated 1916 character building...a very "island feel", then! Check out my websites, and also the podcasts of my interviews with Islanders, from my weekly live radio show ([www.liread.com/radio.htm](http://www.liread.com/radio.htm)) — gives you a good idea of all the different people who now call Salt Spring Island or a Southern Gulf Island "home". Yes, it's really true...this is a strongly artist based island archipelago, with a benign climate pattern, & the lifestyle is wonderful. How may I help you to buy your dream Island property? I look forward to your call....250-537-7647 or [liread33@gmail.com](mailto:liread33@gmail.com) Welcome!

## Social Media Marketing...who, what, where, when?

Communication is a human condition...first, it was an oral culture, then Gutenberg created the printing press, put all those scribes out of business, made information the provenance of all people able to read (not just the nobility or the ecclesiastical segment of medieval society), & ushered in the Renaissance, the Humanist movement, the concept of Democracy, the valuation of the individual over the group. In the mid-1970s, Marshall McLuhan coined the phrase: "the medium is the message", and alerted us to the fact that we were now a "global village". He was a forerunner person, & it takes time for everyone to be "on the page". Social media, which is rapidly transferring itself to the mobile technology of this edition of the post-internet world, levels the playing field, makes all voices of equal weight, & delivers power to the consumer. There are suddenly no "experts"...Wikipedia changes forever the concept of an encyclopedia. Anyone can be a journalist or

a photographer of events. The blogosphere is rapidly shifting to the vlogosphere. An Iphone, an Ipod, an Ipad...you're set for the "real 21st Century"! Hmm...editing function? If all info is "even", how do we verify or prioritize? Maybe philosophy should be a required course? What about the concept of time & thus "time out"? Your thoughts? Always welcome! The important thing is to look down the highway & not in the rear view mirror! Put

on your creative socks, & be proactive about content. Technology is just a platform. What is it that you want to say? Go for it!



Social (means person), media (means method of communication), marketing (means advertising to attract a consumer)...new format!