

# Li's Real Estate News...

## Li Read at Sea to Sky Premier Properties (Salt Spring)

### RESILIENCE & RECOVERY...IS THERE A SCRIPT?

#### FALL-INTO-WINTER

- So many lovely seasonal events have been cancelled, due to covid and the B.C. government's restrictions on large gatherings.
- People are encouraged to only involve six in their "bubble", over and above family members in the same house.
- Large families are encouraged not to involve the six.

#### CANCELLED....

#### FALL FAIR

#### APPLE FEST

#### REMEMBRANCE DAY CEREMONIES

#### CHRISTMAS ON SALT SPRING EVENTS

#### SIP & SAVOUR

#### CRAFT FAIRS

#### IN-PERSON AGM MEETINGS

Zoom has become the usual way to hold meetings. Using mainly this online platform, the various groups on Salt Spring are struggling to find a path forward that really will offer recovery and will require local resilience to get there. For some businesses, it may not be possible to recover...it may not be possible to restructure to an online presence. How will the "new" play out in small communities, with a strong tourism element to the local economies? A pivot to an online presence immediately puts costs into the picture...one is now in competition with the global marketplace. Is the response to promote artisanal production, one-offs that reflect the strong artistic and crafts background of

many Gulf Islanders? Is the solution to promote the rarity of that personalized visionary product?

Hmmm..... Salt Spring is home to painters, writers, sculptors, actors, dancers, fabric artists, potters, ceramicists, glass artists, wood carvers, jewellery makers, weavers, paper makers, stained glass artists, bead workers, videographers, photographers...and so



*A beach...always welcoming...*

on it goes...the creative impulse takes form. A unique item may be the path forward...not competing with the world market on price, but on rarity. And your thoughts are? Share!

### REAL ESTATE PROJECTIONS?

The 10 week closure after March 12th resulted in a strong desire for city people to move to rural or suburban locales...it was about having room. Working from home, with a family life along side, in a small contained space, unable

to leave...that's a recipe for change. At the same time as this strong buyer desire, we had owners in the rural areas not wanting to be sellers. Thin inventory is the result. Prices have remained stable. Low inventory combined with seri-

ous buyer desire can result in price escalation. If the interest in rural properties continues into 2021's Spring Market, and the inventory does remain low, then it does seem inevitable that prices will rise. Low interest rates are also part of it.

## LATE FALL...EARLY WINTER...THINGS TO DO

With so many loved events at this season being cancelled, due to Covid impacts/closures, it means we need to be more creative about how to acknowledge this winter moment. Light is so important in this time of short days and grey skies. Even if you have never before put up Christmas or holiday lights, this is the year to do it. Imagine you are a set designer, and your efforts are to give pleasure to those passing your home or your office. To give our fellows a "lift", at this darker time, is the key. The more lights the merrier. Along the eaves, around outdoor trees, outlining windows...go for

it! Maybe it's the year for colours, too, not a monochrome decision. Replace regular outdoor lighting with coloured options. Flood your world with brightness. The interior? Same thing: light light light everywhere. Watch the tried and true seasonal movies...if you have never seen the Jimmy Stewart classic, It's a Wonderful Life, then this is the year to drop in. Have candles on the table at dinner, try different recipes, learn to make cookies...bring out your inner child, and you will know what to do. Make sure you walk, hike, breathe...stay in your small groups...observe the natural world



*Reflections...the message of Winter...*

around you. Lucky Gulf Islanders...we are surrounded by this. Part of our lives.

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

## HOLIDAY OCCASIONS IN THE TIME OF COVID...

Maybe in past years we did not have time to celebrate the holiday occasions at this time of year. This year, as an antidote to solitude, it's time to go back to the past, to think about the traditions that were created in our childhoods, and see if any can be redone for 2020. Keep seasonal music in the background. Light up your

spaces, inside and outside. Create a wonderland of light. Candles at dinner, of course! Cosy up to old seasonal movies, remember the excitement of a special menu, and do a smaller version for your covid bubble. It's always good to practice keeping the memory bank in good order. Have never read A Child's Christ-

mas in Wales? Now's the time. Important to seek uplifting stories, films, music...important to create that special holiday ambiance, even if it's just in our imaginations. The virtual digital world is at our finger tips. Discover choral music, sing along to tried and true carols, let the joy of the season arrive in your heart.



*A pewter day in Ganges*

## SO WHAT ABOUT THAT ZOOM WORLD, ANYWAY?

Online is different. Neither good nor not good...just different. I wonder if it is a medium that makes us into observers, rather than participants? All the talking heads taking turns...a passive way to connect...does this shift the messaging, too? An online lecture format doesn't have the same impact as in-person meet-ups...that body language

is a part of our communication. Sometimes, it's the things that happen outside the scripted agenda that actually deliver real change. No going back, though. For real estate, one can shoot 3-D plans, do videos, offer superb photography. However, it's rare that these marketing pieces capture everything that an onsite visit offers. Plus, they can fib a

bit...showcasing editing work that makes a home seem more stellar than it really is. Trust is a huge thing in real estate. If the consumer does not trust the online visuals, then how can one overcome their reluctance to act, sight unseen? With closed borders, and seller reluctance to invite strangers into their homes, what to do to show "real"?

## OUTCOMES...

When a societal shift occurs, it does mean that the old is replaced. The new can be scary terrain. So, looking ahead, in a rural tourism based economy, how does it look? If one is showcasing/selling totally online, with a product that we may have displayed in our physical retail store, hoping to catch the attention of the visitor to the Island, how will we stack up with the global marketplace? Think about all those apocryphal stories in the early days of shopping online...a shoe store had customer come in, try on shoes, leave, and that consumer bought online, for less dollars. Hmmm.... Does the online

purveying just rely on price, then? How can one compete, as a small business? Small businesses were once considered the backbone of a community's well-being, economically. So...here comes the visitor, off the floatplane or off the ferry. What will entice them to buy your wares? Is the secret to success going to be based on the medieval idea of craftsmanship and individual design? Something unique...irreplaceable...a "one off". That may be the saving grace for places like Salt Spring and the Gulf Islands. They are the home to artists...and artists create the individual response, always. What is



*Winter palette...a black & white world...*

it worth? What does that Master Card ad say? It's priceless. Hmmm.... Thinking.

## HOW TO PIVOT...

Maybe it's like dancing? We turn quickly, from one position to another. If we turn too fast, it's possible to trip and to fall. Innovation is always part euphoria and part fear. The key: to remember that there is no abyss except in our own mind. So, holding that dance image in your thoughts, perhaps glide forward with one new step...a new digital measure...a

week. In two months, one's business will be shifting to fit the expectations of the consumer...no matter what that business might be. I think, these days, of the opening of Alice Through the Looking Glass. She had to run very fast, just to stand still. Time does seem to have been erased by the always on digital world. Again, it's neither good nor not good...it's just differ-

ent. Pivoting does involve letting go of some things that used to work, but no longer. That might afflict the print business. A web world is exactly that. An image rich environment might mean less words needed...if wordsmithing is not as important, and images can be manipulated, what might that mean in the marketing world? Hmmm.... Thinking.

*In change lies opportunity.*



*Rural beauty....*

## GLOBALISM VS COMMUNITY-ISM

In recent years, perhaps with the beginning of the digital world, we heard about the global marketplace. Perhaps, though, that is not the best step forward for the individual experience? A global market might lead one down the path of competing with others via price. In a way, commission driven business models,

whether in real estate or the stock market side of investing, have been grappling with this erosion of income scenario. Perhaps the retail world is seeing this now. The haggling seen in markets and souks around the world implies negotiating between provider and consumer, on the spot. Is eBay the model we will all

follow? An online auction for goods? Or, will we return to a city states model, as in medieval days? Will consumers rate items in two ways: the basic product, so price counts? The special, the rare...that one will pay for? Is one the collective & the other the individual response? Hmmm.... Are we getting political now?



## *Li Read at Sea to Sky Premier Properties (Salt Spring)*

**“See Li for Successful Solutions!”**

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*Please contact me if you are seeking a property on Salt Spring Island. My knowledge of inventory and of trends will benefit you in your search. My expertise and experience will be at your service. Your best interests truly are my motivation. I do believe in taking time and in making sure that you understand the choices available to you and the opportunities that may not be “seen” right away. Let’s get together and view what fits for your ideas. There is always possibility and always a good outcome. Call me, too, about the Island itself...a choice for Salt Spring will always be more than just the real estate. The micro-climate enjoyed on Salt Spring, the cultural events, the natural world preserved by the Islands Trust, the hiking/walking trails, the amazing sea experiences at our doorstep. Lucky Salt Springers!*

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## WHAT NEXT?

Right this minute, we appear to be in that “middle period”, between the old and the new ways. With covid still highly present, with cases rising, & with governments considering further closures, it is still difficult to work with the buzz words “resilience & recovery”. It is important, in any era of change, that we remember to keep our periphery vision working. It’s essential not to fall down into the tunnels of prepared outcomes...remember: we do have an editing function. With big data around us continually, it’s ever more important to be thoughtful about what we are exposed to. So, as we ease into the winter gift of slowed time, let’s make sure we understand the dynamics of an online

life. Let’s be on the wave length of now. Let’s make sure we are answering the call of “our time”. Don’t feel at ease in this new communication method? There are lots of tutorials...or get together with someone who does know the ins and outs and bring yourself up to speed. Don’t be afraid to try out your ideas. In one way, there is a levelling influence...successful outcomes can appear from anywhere. The expert voice is no longer in charge. So, what do “you” think? Here we are, in a rural environment, under strict governance models that strive to keep the past current, and with tourism underpinning the local economy. Resilience and Recovery. And your thoughts are?



*Mist... Winter's cloak...*

Never more important! Share.....