

Style Spotlight~Deborah Edgar Real Estate: Good News for Sale



By Martha M. Hall

C OVID-19 has created issues for many, including how to continue conducting business that involves personal contact. Many businesses dependent on the public for their bottom line have radically changed the way they meet the needs of those who are literally their 'bread and butter.' Many workers have fallen into the category of

'non-essential,' greatly limiting services or eliminating completely the way they make a living.

Teleconferencing has proven to be both a challenge and a benefit, and Zoom is now a household word. For Deborah Edgar, however, the Corona virus has had an unexpected effect on her ability to contribute to the community she calls home, and Zoom has been a plus for her business.

Deborah and I conducted our interview via Zoom, which Deborah is quite used to. "I am a member of the Business Networking International Group, and we meet via Zoom once a week, and I also have weekly meetings on Zoom with the other agents that are in my brokerage.

"It has really been a help to me in my business, and has enabled me to keep my finger on the pulse of things as we move through this difficult period," Deborah told me. "It's proven to be an efficient way to get work done, and has actually given us more flexibility. In any real estate transaction, there are about 20 people who are involved in finalizing a sale, and

it's helpful to be able to pull them together in a teleconferencing format periodically."

Flexibility is important to Deborah, as she frequently travels between her office in Richmond and her home in Lancaster County. The river life is nothing new to Deborah, as her longstanding love for the Chesapeake Bay area started when she was a child.

"My family spent a lot of time at the Grey's Point campground," she laughed, "and since I'm a Pisces, water has always been a part of my life. I have been in real estate for 17 years, and living in Lancaster has allowed me to steadily grow my presence in the Northern Neck and Middle Peninsula."

"How is this virus affecting business?" I asked, expecting a different answer from what I got. "The housing market in the Northern Neck and Middle Peninsula is greatly improving!" Deborah exclaimed. "We are really seeing a recovery in this area."

I was flabbergasted. "Why?" I questioned. Deborah was ready with the answer, and for the first time since the virus lockdown in March 2020, I felt a little hope.

"While COVID-19 has created a lot of issues for people," Deborah said, "it has changed some of the ways we deal with things. For example, many employers are now encouraging their staff to work from home, indefinitely. That changes the need to be close to the office, and more and more employed people are selling their homes in the cities and moving to a rural, waterfront community.

They say, 'If I can work from home, then I can live anywhere I want, and I want to live near the water and in a more relaxed

environment.' Interest rates are lower, which is stimulating transactions, and we're seeing bidding wars and purchases over the asking price on homes that have been on the market for two or three years."

"It's an ill wind that blows no good," I commented, and Deborah agreed. "This uptick in the housing market is having a positive effect on other services in the area. Increased housing transactions means an increase in the need for contractors, plumbers, electricians, building suppliers—jobs!

An increase in homeowners means an increase in a county's revenue base, and newcomers to the area are going to want more stores, restaurants, and entertainment options. Just look at the ways that several towns are rebuilding, taking advantage of revitalization grants. Those efforts will bring more employment opportunities and resources to this entire area, and increase property values." One of the critical needs in this area, I pointed out, is reliable, fast Internet service, and Deborah offered some hope in that area, too: "The more people who work from home, the more critical Internet coverage will become, and providers will have to move quickly to meet the demand. Better Internet coverage means more business for the area."

A forecaster of positive growth for an area she knows and loves, Deborah is certainly a breath of fresh air in the current fog of virus-fueled fear and doubt.

Call Deborah at 804-337-0977 or at deborah@deborahedgar.com. Check out her website www.deborahedgar.com.

Photo courtesy Deborah Edgar.

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