

Good Happenings

News & Insights from the Ron Sitrin Team

From Barbie Dream Houses to The Fair Housing Act:

The Evolving American Dream

BY RON SITRIN

I watched the Barbie movie and enjoyed it. As a Realtor, I couldn't help but think "how much would the Barbie Dream House list for?"

The Barbie Dream House, introduced in 1962, was the idealized home kids dreamed about. It was an iconic symbol of luxury and a lifestyle available to a post war, white middle class.

The reality was, that in 1962, Barbie would not have been able to buy a house! As an unmarried, single woman, the banks would not have qualified her for a mortgage.

The American Dream of home ownership was not equally available to all. Minorities faced discrimination in housing, lending, and employment opportunities.

Their reality was:

- They could not buy homes in many desirable neighborhoods due to discrimination and restrictive covenants.
- Many banks would not make loans in minority neighborhoods
- If they could get a loan, they were charged higher interest rates
- Longer commute times due to being limited to further out communities
- Hiring discrimination resulting in both lower positions and wages

In 1968, Congress enacted the Fair Housing Act to acknowledge and correct the systemic discrimination prevalent in the U.S. housing market.

The juxtaposition of the Barbie Dream House and the Fair Housing Act offers more than a retrospective



glance; it's a narrative about the changing American dream and how far it has come. In 1967, Mattel introduced its first doll of color, Christie, a pioneering step towards diversity. This move, preceding the Fair Housing Act, signaled an emerging awareness and acceptance of racial diversity, slowly transforming Barbie from a symbol of uniformity to one of inclusivity.

As a real estate agent, I am keenly aware of the generational wealth that is created by homeownership. **Discriminatory practices denied this opportunity to many racial and ethnic minorities.** Sadly, we can not undo the past, however, we can continue working towards a better future.

The Ron Sitrin Team values the ethnic, racial, and economic diversity of the clients we get the opportunity to serve. We support and want every dreamer to have a place to call home.

Rooting for the Home Team

How Sports Brings People Together



BY RON SITRIN

Wynne, Aliza, Chloe and I were squished on the couch squeezing each other's hands, eyes glued to the screen to see if the Michigan Wolverines could finally win a national championship. Our hearts were pounding. When the clock finally ticked zero - a wave of excitement ran through the room.

Rooting for your favorite sports team has an extraordinary power to bring people together, to forge connections, and to create cherished memories.

Whether you're a fan of the Michigan Wolverines or any other team, the joy of watching your favorite team win with friends and family is a bonding experience.

Shared Passion and Unity

When people come together to support their team, a sense of unity emerges and it's an opportunity to set aside differences and root for a shared cause. Even total strangers can come together, give high fives and random hugs when the moment is right.

Close games are infectious as they can take an entire city on a rollercoaster of emotions from the thrill of victory to the agony of defeat and everything in between.

Additionally, watching big games with friends and family creates memories that linger for years. They create the moments you relish in and become

part of your shared history, adding richness to your relationships.

Sports teams also create family traditions that get passed down through generations. My mom and dad love the Miami Heat. I moved to DC in 1986 before the Heat even existed. Can you guess who my favorite team is? We all had so much fun watching the Heat games during my last visit with them. And don't get me started on the 1972 Dolphins....still the only undefeated team in the NFL.

In essence, the love for a sports team, be it the Capitals, Commanders, Mystics, or Nationals, it's a way to connect the past with the present and foster a sense of continuity that transcends the game itself. So, whether you're gathered around the TV for a championship game or a regular-season match, **remember that the true victory lies in the bonds you strengthen with your loved ones through the joy of sports.**

Trouble may be brewing! On September 7 of this year my alma mater, The University of Texas, plays Michigan. The truth is, I've drunk too much of the Michigan kool aid, (and paid eight years of tuition toward Coach Harbaugh's salary), so... **Go Blue!**

Rockstars vs. Realtors

Who Would Really Bring it Home in Bethesda?

Bethesda, Maryland: a quiet, DC suburb where million-dollar homes and manicured lawns reign supreme. But this week, two titans of their respective industries brought some much-needed chaos to the tranquility. In one corner, we have Taylor Swift, shimmering goddess of pop, newly crowned Time Person of the Year. In the other, the Ron Sitrin Team of Long and Foster, finalist of Bethesda Magazine's Best Realtor award, conquering hearts (and bidding wars) with impeccable listings and killer negotiation skills. Buckle up, folks, because it's time for a showdown: Realtors vs. Rockstars, who rocks harder in Bethesda?

Round 1: Fan Frenzy

Taylor's fans, the "Swifties," are a force to be reckoned with. They camp outside stadiums for weeks, dissect lyrics like PhDs in poetry, and tattoo her lyrics on their foreheads (okay, maybe not that last one). The Ron Sitrin Team? Well, their fan base is slightly less rabid. Sure, they give glowing testimonials and tons of referrals, but you probably won't see them sporting "Sold by Sitrin" face tattoos anytime soon. **Advantage: Taylor.** Her fans are hard core, and that's rock and roll, baby.

Round 2: Real Estate Prowess

Taylor might own beachfront mansions and penthouses all over the globe, but can she navigate the labyrinthine world of Bethesda zoning codes and bidding wars? The Ron Sitrin Team, on the other hand, could probably sell a double-wide trailer in this town for a million bucks. They know every square foot, every school district, every HOA regulation like the back of their perfectly manicured hands. **Advantage: Sitrin.** They could turn a fixer-upper into a McMansion with their eyes closed.

Round 3: Social Media Savvy

Taylor's Instagram is a masterclass in curated chaos, a perfectly messy blend of cat photos, cryptic captions, and Grammy acceptance speeches. The

Ron Sitrin Team's Instagram, however, is a symphony of beige countertops, open floor plans, and perfectly staged living rooms. It's like scrolling through a Pottery Barn catalog, but hey, it works **Advantage: Tie.** Taylor wins on sheer star power, but the Sitrin Team knows how to target their audience with laser precision.



Round 4: Community Impact

Taylor uses her platform to advocate for LGBTQ+ rights and environmental causes. The Ron Sitrin Team... well, they founded "Give it for Good" to help homeowners get gently used furniture to those in need, but they haven't even sponsored a local

little league team or thrown a charity bake sale. **Advantage: Taylor.** She's using her voice for good, and that's rock and roll in its purest form.

The Verdict:

It's a close call, folks. Taylor might have the screaming fans and the Time Person of the Year trophy, but the Ron Sitrin Team knows how to close a deal and make their clients happy. In the end, both Taylor and the Sitrin Team are rockstars in their own right, ringing their own brand of glitz and grit to the streets of Bethesda. Now, if you'll excuse me, I need to go practice my air guitar and figure out how to afford that Bethesda million-dollar home.

Final Note: Who would the Sitrin daughters Choose?

When I asked my kids who they would hire as their Realtor, Taylor or me, the response was"well dad, we've heard you sing before and if your singing is like your real estate we'll go with Taylor". At first, I thought that was "Mean", but I guess I just need to "Shake It Off".



THE **RON SITRIN** TEAM

at **LONG & FOSTER**
REAL ESTATE

A Top 1% Producer Nationwide

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The Ron Sitrin Team’s Latest Record

BY RON SITRIN

Our team doesn’t win National Championships trophies or Grammy Award statues to line our shelves, but there is a highly visible marker of our long-running successes: “Sold Signs” in front yards all around the DC area. Here are a few of our greatest hits. If you’re ready to score on a new home or sell your home as fast as an Eras concert ticket, give our team a call.



7809 Oldchester Road Bethesda, MD 20817

6BD/ 6FB/ 2HB – Custom built home on a spectacular almost ½ acre lot in coveted Bradley Hills. The epitome of luxury living.

Under Contract at \$3,999,000



10440 Democracy Lane Potomac, MD 20854

5bed/2.5bath – A semi-detached solid brick property in the wonderful East Gate neighborhood of Potomac.

Sold for \$1,150,000



3216 Woodbine Street Chevy Chase, MD 20815

5bed/5bath – A desirable mid-century contemporary in the highly coveted Rollingwood neighborhood of Chevy Chase.

Sold for \$1,200,000

Good Happenings

Good Happenings is a look at market trends, Ron Sitrin Team insights, great stories and good things we want to share. And with this issue, lots of pop-culture stuff to make our hard-working team seem hip! (if that’s even possible...) Let us help you find the perfect place to share on *your* social media – Call today!

The Ron Sitrin Team

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Have a question, story idea or comment? Give us a shout!

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This is not intended to solicit the listing of other brokers.

