

BUSINESS

Renters: Stop renting, become a homeowners

Sentinel-Voice

Stop renting and paying your landlord's mortgage. If you've been waiting for the right time to buy a new home, take a look at Las Vegas' real estate market.

When in recent history has there been a better time to own a home? When in recent history has there been a better time to stop supporting your landlord?

How good is today's market? If money is important, the good news is that you need less of it to afford a new home. Interest rates are affordable. Affordable rates translate into more real estate buying power so you can buy more house no matter what you earn.

And If you intend to be a short-term property owner, say five to seven years, then you may want to look at the bargain-basement interest levels now available with adjustable-rate financing (ARMs).

Speak to a lender for complete detail on mortgage loans now available to help renters become homeowners. While much attention has been focused on interest rates, other factors have also created a pro-buyer environment. As I reported in an earlier article, FHA and VA financing, the most important mortgage programs available to entry-level buyers have been greatly improved.

The FHA loan limit has

Real Estate Perspective

By Loretta Arrington
Licensed Real Estate Broker



increased and the program can now be used to pay for most closing expenses. The VA program has been expanded so that reserves and national guard personnel with at least six years of service may now qualify for no-money-down VA financing.

Contact your lender to find out more about these financial tools. Wait, there's more. Interest rates remain

deductible. Uncle Sam will allow you to write off interest costs. The bottom line is that when a buyer converts from rental status to ownership, monthly housing costs may rise a little, but the overall results are all the advantages of ownership.

The final factor that makes this a good year for the buyer is supply. There are many homes available, developers

and builders are waiting in line for your business, and they are willing to make a great deal. The reward for the buyer is a wide selection of properties at all price levels. More selection translates into a broader range of options and opportunities, and a greater probability of finding the home that's right for you.

In today's real estate market, if a renter has a desire to become a homeowner, it can happen with the resources available out there today. For you renters who would like to find out more on becoming a homeowner, you can contact the Community Development Programs Center of Nevada at 873-8882, a non-profit

Corporation, which provides at no cost to you, credit counseling and first-time homebuyers assistance.

This non-profit corporation has many programs available.... there is one to fit your needs!

As always, please contact a professional for all your Real Estate needs or write to me c/o REAL ESTATE PERSPECTIVE, Las Vegas Sentinel-Voice Newspaper, 900 East Charleston Blvd., Las Vegas, Nevada 89104 or send me an e-Mail at griot@vegas.infi.net.

Loretta Arrington, Owner/ Broker of Arrington & Associates Real Company and Member of the National Association of Realtors.

Microsoft plans office in Jamaica

KINGSTON, Jamaica (AP) — U.S. software giant Microsoft plans to open a services center office in Jamaica this month, *The Daily Observer* newspaper reported two weeks ago.

The Redmond, Wash.-based company plans to open the office in New Kingston in September to assist information technology providers and local businesses, the newspaper reported.

"The main idea is not for the customer to go and buy from them, but for consulting and recommendations. They are here to push product; it will be more like a promotion center," Microsoft spokesman Stephen Peart was quoted as saying in *The Observer*.

Microsoft has been negotiating with the Jamaican government to link all public agencies through the Internet and provide consultation services on government computer projects.

Jamaican Minister of Commerce and Technology Phillip Paulwell has said the growing information technologies field could provide the Caribbean island with thousands of jobs.

Web great way to reach targeted market

Special to Sentinel-Voice

Q: As an optician, I have created a line of eyewear directed at the African-American market which will be initially sold on the Internet.

We have found that African-Americans have flatter nose bridges than our White counterparts, thus the line insures a better fit than designs manufactured for the masses. The materials that we use also take into consideration that African-Americans are more frequently allergic to various metals due to the acidity and pH balances in our skin.

The line is also available



Regina's
Q & A

By Regina Lynch-Hudson

in colors that compliment the deeper skin tones of Asians, Hispanics and other ethnic groups. Is the World Wide Web an effective tool for ethnic products? How do we develop our site identity for the global market and transfer a creditable identity onto brochures, catalogs and other

collateral that we develop?

Currently, our packaging is bold, using yellow and purple as the primary colors.

A: Business on the Internet is booming. More than 5,000 new commercial web sites pop up every month. Studies rank the number of African-American Internet

users at somewhere between five and six million, a fertile market.

Beyond the technical aspects of color on the web, it also exists as a powerful communicator, and is the most overlooked component of web identity. Although a web site is not a static two-dimensional image, the colors will either work for or against the content. There is no gray area.

Yellow can reinforce the warmth and cheerfulness of a tropical resort's web site or it may destroy a law firm's site with its connotations of cowardice. Yellow is a color
(See Regina, Page 17)

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Economic Opportunity Board
Community Action Agency Clark County



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PUBLIC NOTICE

CAPER
HUD GRANT PROGRAMS YR 1998-99
CONSOLIDATED ANNUAL PERFORMANCE and EVALUATION REPORT and the THIRD ANNUAL HOPWA REPORT

The City's annual performance report to the US Department of Housing and Urban Development (HUD) is available for review at the following locations, between the hours of 8 a.m. and 5 p.m.:

- City Hall - Neighborhood Services Department
400 East Stewart Avenue, 2nd Floor
- West Las Vegas Neighborhood Outreach Office
914 West Owens - Nucleus Business Plaza
- West Las Vegas Cultural Arts Center
947 West Lake Mead
- Stupak Community Center at Meadows Village
300 West Boston
- Rafael Rivera Community Center
2900 East Stewart

Comments on the CAPER are solicited from the Public from September 7, 1999, until September 21, 1999.

Please write or call: Tim Whitwright, Neighborhood Development Division, Neighborhood Services Department, 400 East Stewart Avenue, 2nd Floor, Las Vegas, NV 89101 — 229-2330.

If you have a disability and need special accommodations, please call: (702) 229-2330 TDD (702) 386-9108. Also available on the City's Website: www.ci.las-vegas.nv.us

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