



Harbour Heights Real Estate News®

Fisherman's Village
Realty, LLC

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2009

Way back in January of this year I wrote about making a commitment to reinvesting in our real estate business and promoting the Harbour Heights community. Debbie and I have done exactly that. Our "Re-Discover Harbour Heights" initiative has helped to brand ourselves as the pre eminent real estate professionals in the area, and Harbour Heights as one of the pre eminent waterfront communities. I am proud to say that there is not another Real Estate organization in this area that knows the HH area as well as we do. We have increased our web presence by placing our website on the lead pages of Google, Bing, and numerous other websites for exposure. We have added to our own back of the house systems, a program that is called Xsellerte which allows us to send out our new listings to our mailing list as they make the market to give our customers the "first look" before anyone else sees them. A distinct benefit for the real estate investor.

We have made several referral partnerships, one with local agent Shauna Platt of the Keller Williams Agency and we have also made two long distance referral agreements with brokerages in Maine. Just this month we added an

exciting feature to our website called Real Estate Today Radio. This radio link is sponsored by the National Association of Realtors and brings the listener to the forefront of what is current in the real estate world. The format is much like an NPR broadcast and really delivers news that the average person does not see or hear in conventional media. Log on to our website and give a listen I know you will enjoy the programming.

Volunteerism is a high priority with me personally. We have always believed that if you decide to make a living in your neighborhood then you should contribute to its well being. Along with four other members of the Harbour Heights Streets and Drainage Advisory Committee we were able to finally have the full 1.3 mile stretch of medians re-landscaped, the entry bridge cleaned and painted, and the Butterfly Garden at Harbour Heights Park replanted with new trees. Working with County Government a potential waste site has been cleared of debris and an eyesore that was years in the making is not as bad to look at any longer. We have several committees that perform such tasks, the waterways committee has worked tirelessly to get the dredging project mov-

ing, and very soon all of our canals will have deep water access to the river and harbor. All of these things together have made this an area that is conducive to real estate investing and helps to increase property values.

Has it all paid off? The many hours invested at times, is daunting but, it has given us a much better year business wise then was expected.

Presently, I have more listings in Harbour Heights than any other agent and office combined. In fact I have a total of 32 per cent of all of the listing business in Harbour Heights. I have had more sale sides of transactions than any other agent in the county relative to Harbour Heights.

Part of this year's success is because of my inability to shrug my shoulders and walk away. I don't want to be the real estate agent that was here when times were good and walked away when things got bad, and returned again in good times.

Have we reached the bottom yet? I wish that I had that crystal ball, what I can tell you is that based on this year's statistics I am more encouraged than ever to continue my real estate practice in Harbour Heights.



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Special Points of Interest:

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Harbour Heights Real Estate Run Down

Homes For Sale: 27
Homes under contract: 6
Homes sold: 27

Vacant lots For Sale: 54
Lots under contract: 0
Lots sold: 13

Give us a call to see any of these fine properties.

Rediscover
Harbour Heights / Punta
Gorda, Florida

The Numbers Are Still Good!

It is not quite mid-December and a total of 40 properties have been sold in Harbour Heights. We still have a shot at closing 45 properties as I predicted in November but it is going to be close.

As you can see by the Run Down to the left, 6 homes are still pending and the closing dates are scheduled for the month of December. If there are no glitches along the way we should make our mark and that is good news going into 2010. I will update you as to the year's final tally in the January newsletter.

The Harbor Lady

I truly enjoy having an office in the Fishermen's Village Resort complex. In addition to being part of the one of the best real estate teams in Charlotte County, I also get to work with one of the best resort management teams that I have met in years. As many of you know, previously I was an Assistant Vice President of Operations with the world's largest time share development company. Part of my primary responsibilities was to interact with marketing and resort operations staffs, develop new programs, systems and create an atmosphere that kept guests coming back.

Patti Allen who is the General Manager of FVR and Kathy Burnham who is the Director of Marketing have in addition to all of the programs that FVR has to offer, put together one very upscale attraction.

The 77 foot Dinner Cruise Boat the Harbor Lady is in port and

ready for passengers to enjoy the beauty of Charlotte Harbor. The Harbor Lady is the only Dining and Cruising Yacht on Charlotte Harbor. The idea of being able to get out on the water and enjoy a well prepared meal while surrounded by unmatched natural beauty for local residents and vacationers alike brings a certain sophistication to the Village that you would otherwise have to travel out of the area to enjoy.

The Harbor Lady sails daily offering lunch and dinner cruises and private party accommodations are also available.

Go to www.Fishville.com or call (941)639-0969.



Real Estate Radio on www.HHRET.com



Real Estate Today is the fastest growing real estate radio program in the nation. Every week it delivers trustworthy and timely news, interviews, and in-depth reports on buying, selling, and owning a home. This valuable service is available by clicking on to our website and pressing the Real Estate Today play button.

Make your plans now and get ready for the **4th Annual Harbour Heights 5K**. New for this race will be a **Grand Prize** and all entrants are eligible to win. The prize is a **weekend for two at the Villas at Fisherman's Village Resort, and dinner for two aboard the 77 foot Harbor Lady cruise ship**. This years event will be better than last years **SO DON'T MISS IT!**



Save the Date!

Saturday,
February 27, 2010
Fourth Annual
**HARBOUR
HEIGHTS 5K**

2010

Benefiting



AUTISM SPEAKS®

and

Deep Creek Elementary School

The Numbers of Harbour Heights Real Estate

The good news is that we have seen at least 40 properties sell this year and that number could change for the better if the houses that are under contract to close in December actually do close on time.

I think what is important is what those forty sales represent in terms of where the market has gone during this recession. The numbers may surprise you.

Let's look at "dry properties" (not on the water). This year 17 dry properties have sold. The breakdown was, 7-two bedroom homes with an average sale price of \$49,500. There were 7 three bedroom homes with an average selling price of \$96,429 and there were 3 four bedroom homes with an average selling price of \$41,955. The overall average selling price of a "dry" home in Harbour Heights was \$67,492.

Looking at waterfront homes there were a total of 9 that sold this year. There were 4 two bedroom homes that had an average sale price of \$129,947. Three bedroom homes saw 5 units sold with an average sale price of \$211,860. There were no four bedroom homes on the water that sold this year. The average sale price of a waterfront home in Harbour Heights in 2009 was \$175,455.



The numbers are shocking but each sale has its own variable and the prices shown are only averages of all sales reported. The numbers are further skewed because there were short sales and foreclosures included in the computations.

Vacant land parcels had similar characteristics of home sales. A total of 13 parcels were sold this year. The odd thing that I discovered in my research was that the bulk of the sales were scrub jay lots which really impacted the sales data. To be specific, twelve of the thirteen lots that sold were scrub jay lots.

To stay consistent I will separate "dry from wet" properties. The number of dry lots that sold were eight this year with an average sales price of just \$4,250 all were scrub jay lots. The five remaining properties were all waterfront lots, four were scrub jay lots as well. The average price of a waterfront scrub jay lot was \$20,975. The only non scrub jay waterfront lot that sold this year was purchased for \$72,500. I have no clue why so many

scrub jay lots were sold this year. I think that possibly some buyers may not have been aware of the issues surrounding a scrub jay lot, while others may have purchased at a low price and are willing to pay the mitigation fees and get on the water inexpensively. Regardless of the motivation of a buyer, I can see that the one true arms length transaction that took place shows that the price of a waterfront lot now stands at \$72,500.

As you can see prices plummeted as the economy moved downward.

Our inventory in the neighborhood is at a two year low right now and perhaps that will allow for prices to move upward as more properties sell and inventory shrinks. Only time will tell, for now the cliché "**Now is a great time to buy**" could not be more true.

Just For Fun

Lesson of the day

One day a farmer's donkey fell down into a well. The animal cried piteously for hours as the farmer tried to figure out what to do. Finally, he decided the animal was old, and the well needed to be covered up anyway. It just wasn't worth it to retrieve the donkey.

He invited all his neighbors to come over and help him. They all grabbed a shovel and began to shovel dirt into the well. At first, the Donkey realized

what was happening and cried horribly. Then, to everyone's amazement he quieted down.

A few shovel loads later, the farmer finally looked down the well. He was astonished at what he saw. With each shovel of dirt that hit his back, the donkey was doing something amazing... he would shake it off and take a step up.

As the farmer's neighbors continued to shovel dirt on top of the animal, he would shake it off and take a step up. Pretty soon, everyone was amazed as

the donkey stepped up over the edge of the well and happily trotted off!

Life is going to shovel dirt on you, all kinds of dirt. The trick to getting out of the well is to shake it off and take a step up. Each of our troubles is a steppingstone. We can get out of the deepest wells just by not stopping, never giving up! Shake it off and take a step up.

Remember the five simple rules to be happy: Free your heart from hatred - Forgive. Free your mind from

worries - Most never happen. Live simply and appreciate what you have.

Give more. Expect less NOW Enough of that goody-two-shoes stuff. The donkey later came back, and bit the farmer who had tried to bury him. The gash from the bite got infected and the farmer eventually died in agony from septic shock.

MORAL FROM TODAY'S LESSON: When you do something wrong, and try to cover your ass, it always comes back to bite you.

To View our current listings log on to our website at: www.HarbourHeightsRealEstate.com

Or call 1-888-495-8044