



LOCH STEP

Real Estate News, Views, and Reviews



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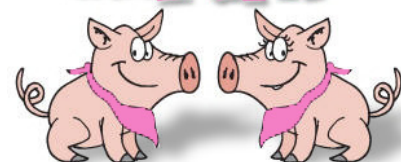
Client Appreciation Day and Fundraiser*

YOU ARE INVITED!! The Don Johnson Real Estate team will be hosting a “Pig Picking style” client appreciation day and fundraiser event for the Assistance League of the Triangle (ALTA). Good music, fellowship, face painting, kid activities and much more will be on the menu for the event! Bring your appetites and new or gently used household items, toys, books, jewelry, and miscellaneous furnishings to Ritter Park on November 3rd for donation to ALTA. Please do not bring clothing, electronics, computers, exercise equipment, baby cribs or car seats. The Assistance League volunteers will load those items on their trucks and you will receive a tax deduction receipt. WOW! What a great way to get ahead of your 2013 Spring cleaning chores! If you donate item(s) the BBQ Plate is \$3. Otherwise, \$6 cash donation per Plate. All donations are tax deductible and you will receive a tax deduction receipt. All funds raised for the event will be donated to ALTA. For information on the various philanthropic programs by ALTA, visit their website at www.altriangle.org. The BEST IS YET TO COME! *Come early, food may not last all day!

Pig Plckin'

Date: November 3rd
 Time: 11AM to 2PM
 Place: Ritter Park

Pig Plckin' in the Park



A Cold “Myth” Indeed

Did you know that most company transfers happen during the month of January? I have a client currently living in NYC who needs to buy a home for a family of four in February. They began their search with us in July. What is the moral of this story? If you are anxious to “chill out” during the winter months and not list your home, rethink your options and take advantage of the serious buyers who are present during the perceived “off months.” Less competition coupled with serious buyers gives you a higher probability of selling your home quickly with the potential of securing a higher price. Nine out of ten buyers search for their new home purchase online. If they can't see your home online during the winter, you may have missed a great opportunity!

10 Ways to Winterize the Home

1. Close foundation vents in November and reopen in April.
2. Ensure garage door weatherstripping is in good working condition.
3. Make sure air filters are replaced and changed regularly.
4. Change batteries in smoke and carbon monoxide detectors.
5. Clean dryer vents.
6. Clean gutters and downspout drains.
7. Check quality of weatherstripping around doors and windows.
8. Do not “close off” sections of your home.
9. Ensure downspouts are working properly and draining water away from the home.
10. Ensure windows and doors close and seal properly.



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Home Sells in "Off Season"

SOLD IN ONE DAY!

What happens when a real estate team's mission is to deliver a high level of service and excellent professional guidance to clients when they are facing one of the most challenging decisions of their life – how to sell their home? For the Goodwins, that mission got them **99.6%** of their **ORIGINAL** asking price and the sale of their home in **(1) day**. Now that we have exceeded our previous best record of selling a single home in (17) days, we are challenging the Team to sell five homes in the same month, all in less than (10) days on the market. If you need a Team that is knowledgeable, performance driven and service oriented, please give the Don Johnson Real Estate Team a call. We want to share our record breaking home selling strategies with you! And our consultations are **FREE!**



Interest Rate Update

Loan Type	August 23	October 1
30 Year Fixed	3.59%	3.39%
15 Year Fixed	2.94%	2.82%
5/1 ARM	2.79%	2.81%
30 Year Jumbo	4.36%	4.23%

Housing Statistics* (August)	Wake County August		Lochmere Subdivision August	
	2011	2012	2011	2012
New Listings	1,566	1,682	2	10
Closed Sales	1,034	1,349	10	11
Avg Sales Price	\$254,714	\$261,716	\$361,000	\$346,091
% of List Price Received (most recent list price)	96%	97%	95%	97%
Days on Market	119	106	114	69
YTD # of Homes Sold	7,178	8,823	45	55

*All data is provided "AS IS" from the Triangle M.L.S and may not be 100% accurate

What's Your Home Worth?

Try our free Market Snapshot to get the value of your home in today's market. View an interactive map centered around your house with Active and Sold listing information in Lochmere. View statistics such as Average Days on the Market and Percentage of List Price Sold. See Graphs and Tables of local market activity. This informative report will be delivered to your email. You can view it online anytime while getting up to the minute data. Market Snapshot is built into our website:

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The Don Johnson Real Estate Team



Don and Jonathan helping the stager with the Goodwin's home. Stay tuned for a before/after video on our Youtube Page!



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