



# LOCH STEP

Real Estate News, Views, and Reviews



April 2012

Volume 3



Don Johnson

## Need Some Me Time?

The Don Johnson Real Estate Team negotiated the following deals with LifeSpa at Lifetime Fitness in Cary, valid through June 30th! Treat yourself to the following after a “hard yard day”:

1. **Massage** - \$40 for 50 min. (**\$20 savings**) (See Melissa or Sophia)
2. **Complimentary facial treatment** with a \$75 signature facial purchase (**\$16-\$20 savings**) (See Maria)
3. Buy Shampoo and Conditioner and get **50% off** a styling aide

In addition, while you're in the Spa:

- You get **free** child care for up to 2 hours!
- **Free** access to the gym for the day!

Send an email\* to (Don@DonJohnsonRealty.com) with your name, address and type **SPA DISCOUNT** in the Subject Line and we'll send a coupon within 24 hours to get an **extra 10% off** Spa services!

*\*We Respect your privacy and will not share your information with others.*



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## \$ Big Bucks for the Best Yard! \$

The purpose of the contest is to recognize those who demonstrate above average efforts in maintaining their property, thereby contributing to the overall appearance of the community at large.

Here's how it works:

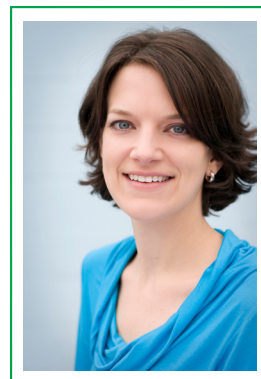
1. Email the Lochmere address that, in your opinion, “has the most “attractive front yard” in Lochmere AND let us know why (pictures are always a plus). Sorry no self -nominations. Entry Deadline: 5/20/2012
2. The yard (address) receiving the most verifiable submissions will receive a **\$150 gift card** to Lowes Home Improvement.
3. All homeowners who submit an entry will be eligible for a drawing to win one 1 of 3, **\$25** Lowes Home Improvement Gift cards!
4. The winning homeowner will be featured in the May newsletter.

## Interview with Order Up Organizing

Jill Hively, a meal planning consultant, stopped by the house this past week to talk about her Apex business - Order Up Organizing. She is a Registered Dietitian, who has the expertise needed to create customized meal plans for families. Scan the QR Code below to view the entire interview! She talks about her business and how a dedicated meal plan can help you! Jill can be contacted through her website where you can arrange a free phone consultation!

[OrderUpOrganizing.com](http://OrderUpOrganizing.com)

QR Code for interview  
with Jill Hively!



Jill Hively  
OrderUpOrg

## State of the Market

Hello Neighbor!

The National Association of Realtors® (NAR) annual survey for 2011 provides information regarding buyer and seller preferences, interests, and reasons for conducting their respective transactions. I found one of their findings obvious, but telling. "Homeowners, who purchase a property as their primary residence, are also buying into a neighborhood." In essence, the financial aspects of home ownership are not stand-alone reason(s) for investing in your home. Studies also show home ownership:

1. Strengthens the community.
2. Encourages residents to participate in civic activities such as volunteering and voting.
3. Provides benefits ranging from more positive feelings about the future to better health.

As I visit you during my travels around the neighborhood, I see and hear the "Lochmere Pride" from every resident. I've heard the best crab grass removal technique as well as why residents moved here {20} years ago. Whatever the case, it's obvious that Lochmere's residents are here for more than financial reasons. We would like to share your reason(s) for investing in Lochmere, so please email us your comments.

### 2011 Profile of Home Buyers and Sellers

- 89% of buyers purchased their home through a real estate agent or broker - up from 69% in 2001
- The typical home sold by owner sold for \$150,000 compared to \$215,000 among agent-assisted home sales.

Need more statistics from the NAR? \*All data is provided "AS IS" from the Triangle M.L.S and may not be 100% accurate  
Send us an email request for a summary of the 2011 survey results.

Wondering what your home is worth in today's market?

Call for a free home valuation and staging consultation!

Thanks Rob Thornberry for the correction needed in last month's housing statistics chart.



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Would you like to save a few trees? We can send you this newsletter and other valuable real estate information electronically"...just send us an email!

Sold in 33 Days and 98% of Original List Price!



Scan this QR code to see a video about how we get homes sold, especially homes that didn't sell the first time.

Housing Statistics*	Wake County March		Lochmere Subdivision March	
	2011	2012	2011	2012
New Listings	2,422	2,149	19	10
Closed Sales	887	1,003	4	8
Avg Sales Price	\$238,513	\$242,595	\$342,000	\$330,375
% of List Price Received (most recent list price)	93%	94%	97%	94%
Days on Market	124	129	167	127
Inv. of Homes for Sale	9,051	6,049	34	36
Months Supply of Inv.	10.0	6.6	9.5	7.2



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