



LOCH STEP

Real Estate News, Views, and Reviews



May 2012

Volume 4

Best Yard in Lochmere Winner!

The votes are tallied! Congratulations to Al and Pamela Swanstrom at 207 Lochview Drive who received the most nominations to get the "BEST YARD IN LOCHMERE" designation. Al, Pam and their two children moved to their home in 1993, and since that time have done extensive home renovations to their former Cape Cod design. In addition, the landscaping design has also undergone a complete transformation over the years. Al and Pam work in the yard about 10-20 hours per week and it shows. Kudos to the Swanstrom family for giving their home great curb appeal and for contributing to Lochmere's beautification! Don Johnson is presenting Al and Pamela with a \$150 Lowes gift card and an orchid for achieving their designation.



Home Snap Apps and Zillow Zapps!

What is the best way to determine your home value using the latest technology and gadgetry? A new app has joined Zillow, Trulia and Realtor.com that allows you to "snap" and "snoop" at your convenience called HomeSnap. The Wall Street Journal recently featured the free application in their May 9th publication. Like most apps and online real estate estimates or "zestimates", the user should read the fine print regarding accuracy ratings and other disclaimers regarding content and quality of the information provided. Remember, there is no substitute for common sense and a professional real estate agent when handling one of the largest investments you have or plan to make!

Five Musts Before You List Your Home

1. Organize Your Paperwork - Identify dates and types of improvements made to the home...new hot water heater, new roof, or HVAC repairs, etc.
2. Declutter - Donate, store, or have a yard sell.
3. Clean & *Clean!* - Hire professionals if necessary.
4. Get a Home Inspection - Repair or have estimates for repairs.
5. Staging - Begin the process and/or consult a professional for advice.

Six Keys to Selling Your Home in Today's Market

1. Curb Appeal - Both from the street and on the internet.
2. Clutter-Free Home - Buyers need to visualize space for their furniture and accessories.
3. Working Condition - Have your home pre-inspected and make all repairs.
4. List and Price Competitively - Interview and hire competent Realtors.
5. Seek Prequalified Buyers - Request pre-qualification letters with offers.
6. Distressed Property Effect - If in your neighborhood, understand the effect on your home price.

Give the Don Johnson Team a call for your FREE home valuation and/or staging consultation!



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New Additions to the Swan Family

Yes, it's about time! Two new additions surfaced over the last couple of weeks. Aren't they cute! Pictured here is Dad with his two cygnets (baby swan). **Email us two names for Lochmere's new additions.**

Don@DonJohnsonRealty.com

Since their gender is difficult to determine at this point, please assume one male and one female gender. We will publish a list of names that you provide in the June publication.

RED Day Celebration!

Don Johnson and fellow KW agents celebrated RED Day (Renew, Energize, and Donate) by spreading mulch and improving landscaping at Ritter Park in Cary, NC on May 10, 2012. Every year, 75,000+ agents participate in RED Day events around the nation by assisting others and giving back to their community through a variety of activities.



Need more statistics? Send us an email request for a summary of the 2011 NAR survey results.

Interest Rates Down, Home Prices Up!

A May 9, 2012 article in USA Today by Julie Schmit reviewed Fiserv's, a housing forecaster, projections that home prices will

Loan Type	May 25
30 Year Fixed	3.76%
15 Year Fixed	3.03%
5/1 ARM	2.61%
30 Year Jumbo	4.44%

increase annually over the next five years by 4%. In addition, existing home sales rose 3.4% in April to a 4.62 million unit pace. Single and condo sales rose as well. Interest

rates continue to "push" home buyers back into the market to take advantage of almost unprecedented buying opportunities.

Housing Statistics* (April)	Wake County April		Lochmere Subdivision April	
	2011	2012	2011	2012
New Listings	3,724	3,774	14	13
Closed Sales	1,816	1,900	7	5
Avg Sales Price	\$219,988	\$223,658	\$336,271	\$365,000
% of List Price Received (most recent list price)	92%	94%	91%	95%
Days on Market	128	125	142	111
YTD # of Homes Sold	5,679	6,355	14	19

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

Congratulations! \$25 Lowes Card Winners

(for Best Yard Nominations)

Steve Allen and Linda Pattison
105 Windy Rush Lane
Cary, NC 27518

Julie Williams
406 Highlands Lake Drive
Cary, NC 27518

Great Father's Day Gift

Email us for your
LifeSpa discount coupon!



Don Johnson
Real Estate Team



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