



LOCH STEP

Real Estate News, Views, and Reviews



July 2012

Volume 6

Stage to Engage

Maximizing your Return

The fact is, staged homes net 3-10% more than unstaged homes. In addition, staged homes sell 2-3 times faster*. Furniture placement and/or removal, accessorizing, cleaning, de-cluttering and de-personalizing give the home a feeling of being fresh, spacious and move-in ready. When all of the components of staging are in place, buyers will get a feel for how their “stuff” can fit in the seller’s home. After all, the goal is to show buyers a house that is perfect for them, correct? Visit our website for staging ideas, books, and links to help you achieve your best staging strategy. Or, give us a call and we will set up a consultation with you.

*StagedHomes.com

Before



After



Staged photos from our North Raleigh Listing. Each room was updated and de-personalized to allow a prospective buyer to see more square footage and themselves in the room.

The Don Johnson Real Estate Team



Christina Legrand
Team Assistant

Database Management, Systems Operations, Seller and Buyer Lead Generation & Follow Up, Oversee Internet Marketing, Team Support and Client services.



Jonathan Pratt
Creative Director

Create newsletters, post-cards, and other marketing materials. Control the on-line environment including the website, Facebook, Twitter, YouTube and other social media profiles.



Sue Kaderabek
Home Staging

Staging consultations and design implementation for new and existing listings. Decorating and design assistance for buyers. Fully licensed real estate broker.



Don Johnson
Realtor

Lead listing and buyer agent. Advise clients regarding plans to buy, sell and invest in real estate. NC licensed broker, home inspector, general contractor and residential appraiser.

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New Construction

There are many new construction options in The Triangle. If you are considering purchasing a new home from a builder, keep in mind that the "on-site" Agent and the builder are looking out for THEIR best interest. When you work with Don Johnson, working as your buyer's agent, he will look out for YOUR best interest. Don is a licensed General Contractor, so he knows what upgrades should cost and he can quickly identify issues during construction. Don will negotiate the best price, terms and conditions for you and get you the best deal. Our Buyer Services are free. Contact us or visit our website (DonJohnsonRealty.com) to view all of the New Construction options in the Triangle currently available.

People in ACTION!

The Don Johnson Team met with Margaret Pasquale at her home to discuss her involvement with the Assistance League of the Triangle Area, a nonprofit, non-political, nonsectarian organization begun in the 1890's. The Triangle Chapter's mission is to be "...a volunteer organization dedicated to improving the lives of women, children, and families in our community." If you would like to see a video of the interview to learn more about this AMAZING organization and Margaret, please visit our website or visit www.Altriangle.org.



Don Johnson
Real Estate Team



DonJohnsonHomes



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Quick Economic Facts

1. Housing affordability index has remained in record high territory due to record low mortgage rates.
2. An incentive to buy is that mortgage payments are a record low relative to rents.

Don@DonJohnsonRealty.com
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Interest Rate Update

Loan Type	June 26	July 23
30 Year Fixed	3.58%	3.61%
15 Year Fixed	2.92%	3.03%
5/1 ARM	2.81%	2.77%
30 Year Jumbo	4.31%	4.35%

Housing Statistics* (June)	Wake County June		Lochmere Subdivision June	
	2011	2012	2011	2012
New Listings	1,789	1,806	0	4
Closed Sales	1,176	1,425	8	10
Avg Sales Price	\$260,607	\$259,544	\$331,000	\$319,300
% of List Price Received (most recent list price)	94%	95%	96%	95%
Days on Market	113	113	69	100
YTD # of Homes Sold	5,143	6,224	29	38

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

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