

RealEstate News



THE LATEST ON WHALEHEAD REAL ESTATE

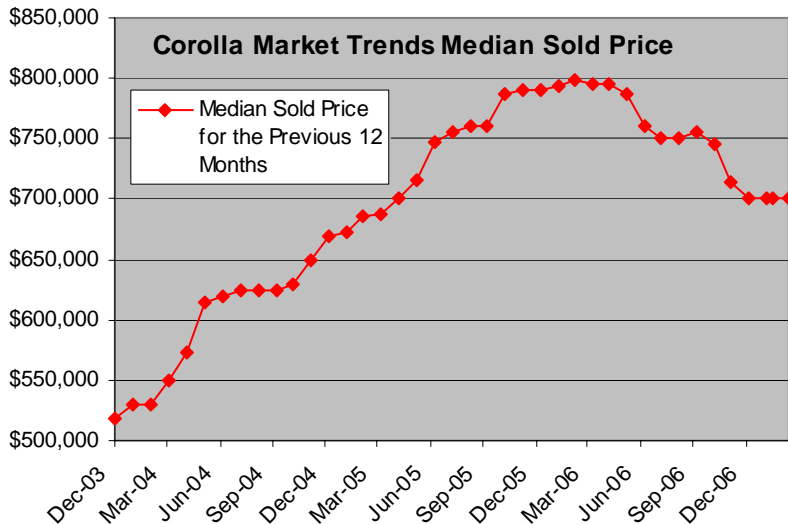
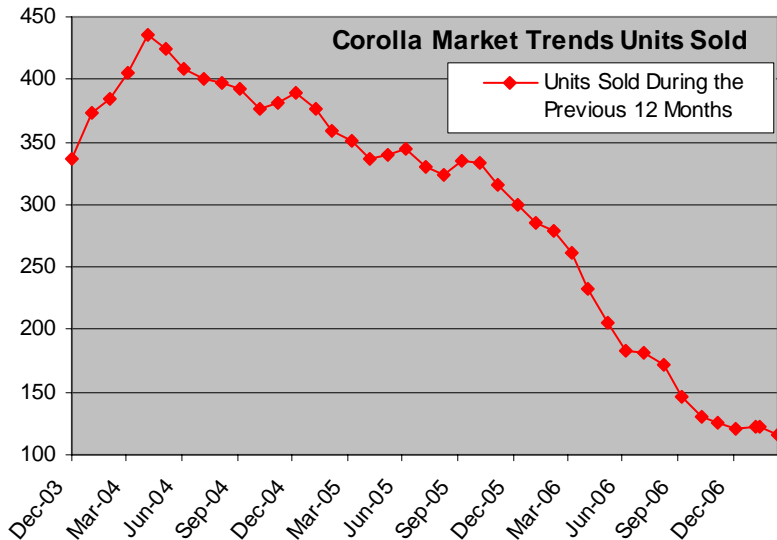
Real Estate Market Assessment

I would like to thank all the homeowners in Whalehead that take the time to read my newsletter. This will be the last newsletter that I will be mailing by post mail. I will be sending all future newsletters via email.

Please send me an email at andy.tucker@resortrealty.com if you would like to continue receiving the Whalehead Real Estate Market Update via email. If you do not have access to email or would prefer to still receive the newsletter by post mail, please call me at 800-633-1630. I will only continue to email or post mail newsletters that I have received a request from.

Corolla

Units sold in the last 12 months in Corolla is at its lowest number in this current cycle. Median Sales price is also at its lowest since March 2005. There are currently 469 homes on the market in Corolla, compared to the 443 homes at this time last year.



Our Marketing Plan For Sellers

I would like to take a few minutes of your time and share with you what sets my business and us apart from all the other agents and companies; what specifically our marketing plan is; what we will do, and how we will earn the investment you will make in us if you hire us as your real estate consultant.

We have a firm understanding of the market trends and forces that are necessary for making the best real estate decisions. Many agents in Corolla are repeating things they have heard on national media and saying that the market has hit bottom and is already on the way up. Real Estate markets are local and prices are still declining as you can see from the charts on Page 1 and inventories are at record highs while sales volumes are at record lows. When prices are declining sellers must position their home at or slightly below recent comparable sales, and always slightly less than the average of the lowest similar homes currently for sale. When there are only a few buyers sellers must get the serious buyers to look at their home FIRST! By not pricing their homes correctly many sellers have watched their investments lose over 12% while sitting on the market this last year. Do you want to watch your investment continue to decline? Or do you want to cash out and reinvest in an investment that will appreciate rather than depreciate. Our market will appreciate again in the future but we must remove at least half of the inventory before we will see appreciation again.

I would like to tell you about our ten step marketing plan. This will explain what we do. You see, we believe there are ten specific steps to every successful sale and we'll do all ten for you.

1. Enhance your home for showing and make it more attractive to potential buyers—increasing your home's value and appeal.
2. If your home is in a rental program we have proven methods to increase your rentals and therefore increase its appeal to investors.
3. Help you determine the best asking price—so you don't under price your home and give it away or over price your home and have it languish in a depreciating market.
4. Give your home total market exposure, not just a sign and an occasional ad, but a virtual tour and complete internet exposure through various proven sites—thereby increasing showings.
5. Assist you in the qualification of buyers—determining if they are both serious and qualified—so you never needlessly take your home off the market.
6. Help hesitant buyers take action—more action means more offers to choose from.
7. Negotiate for you as a third party—never alienating a buyer and losing them or weakening your position.
8. Make your home more affordable through financing options—increasing demand, thereby increasing value.
9. Make your transaction worry free using proven systems to track and monitor your transaction.
10. Provide you with a full-service real estate company, Prudential Resort Realty, to assure the best possible price, reasonable market time and a trouble free transaction.

Your satisfaction with our service is so important to us that we guarantee our ten step marketing plan and our service to you. If you are unhappy with our service at any time, you have the power to fire us - no questions asked!

Selling a home can involve many complexities. You need a REALTOR who is committed to your successful outcome as much as you are. That's why we guarantee our services in writing.

Call us today at 800-633-1630 or e-mail andy.tucker@resortrealty.com for a professional, confidential discussion of your real estate goals.



Prudential

Resort Realty

Continued from page 1

We set a record in July of 2006 with 484 homes on the market and are on pace to break that dubious mark this summer.

Because of the low sales numbers and record high inventories we will likely see prices continue to decline locally in our Corolla Market.

Whalehead Resale Activity

The following resale information is arranged according to the square footage as reported by the listing real estate agent. The homes are sorted beginning with the least square footage to the most square footage.

Status	Address	List Price	Sold Price	Settle Date	Full BR	Half Bath	Year Built	Sq Ft	County Assesment	% of County Assessment
5 Lots From Ocean										
Active	1024 Corolla	\$739,900			4	3	1 1994	1,300	\$596,044	124%
Active	862 Corolla	\$709,900			7	4	0 1996	2,086	\$672,915	105%
Active	1054 Corolla	\$659,000			5	3	0 1982	2,100	\$528,060	125%
Active	1058 Corolla	\$599,000			4	3	1 1992	2,545	\$559,033	107%
Active	810 Corolla	\$874,900			7	5	1 2003	2,728	\$756,487	116%
Active	972 Corolla	\$825,000			6	3	2 1993	2,750	\$638,659	129%
Active	910 Corolla	\$795,000			6	6	0 1994	3,032	\$732,681	109%
Active	804 Corolla	\$864,999			7	6	1 2006	3,190	\$796,433	109%
Active	976 Corolla	\$925,000			6	5	1 2001	3,248	\$803,577	115%
Active	822 Corolla	\$960,000			7	4	1 2002	3,294	\$944,749	102%
Active	986 Corolla	\$1,250,000			8	8	1 2006	3,583	\$900,593	139%
Active	934 Corolla	\$1,299,900			8	8	1 2006	3,648	\$883,835	147%
Sold	1050 Corolla	\$999,000	\$950,000	2/23/2007	8	8	1 2006	3,786	\$873,782	109%
	Average	\$884,738	\$950,000							
4 Lots From Ocean										
Active	961 Corolla	\$495,000			3	1	1 1981	1,056	\$481,429	103%
Active	955 Corolla	\$569,000			4	2	0 1994	1,395	\$548,568	104%
Active	815 Corolla	\$675,000			4	2	1 1989	1,820	\$592,469	114%
Active	1063 Corolla	\$699,000			5	3	0 1988	1,901	\$641,698	109%
Active	973 Corolla	\$599,000			5	3	0 1992	1,904	\$636,265	94%
Active	1031 Corolla	\$799,000			7	5	1 1997	2,100	\$734,823	109%
Active	1019 Corolla	\$995,000			5	3	1 1994	2,260	\$703,114	142%
<i>U/C</i>	<i>1037 Corolla</i>	<i>\$595,000</i>		<i>4/27/2007</i>	<i>6</i>	<i>4</i>	<i>0 2000</i>	<i>2,300</i>	<i>\$681,161</i>	<i>87%</i>
Active	1083 Corolla	\$825,000			6	5	0 1997	2,300	\$753,403	110%
Active	863 Corolla	\$749,900			5	4	1 1994	2,340	\$636,776	118%
Active	829 Corolla	\$724,900			5	3	1 1992	2,650	\$653,766	111%
Active	803 Corolla	\$869,000			5	4	0 1994	2,915	\$719,030	121%
Active	877 Corolla	\$929,000			7	6	0 1992	3,055	\$740,798	125%
Active	963 Corolla	\$725,000			6	4	1 1990	3,150	\$716,069	101%
Active	1041 Corolla	\$865,000			5	5	1 2001	3,348	\$794,344	109%
Active	889 Corolla	\$1,199,000			8	6	0 2003	3,407	\$942,090	127%
Active	1055 Corolla	\$899,000			7	5	1 1993	3,700	\$922,726	97%
Active	847 Corolla	\$1,549,000			8	9	1 2005	4,800	\$964,942	161%
	Average	\$820,044								

Status	Address	List Price	Sold Price	Settle Date	BR	Half Bath	Year Built	Sq Ft	County Assesment	% of County Assessment	
3 Lots From Ocean											
Sold	1050 Whalehead	\$599,000	\$595,000	12/29/2006	4	3	1	1988	1,750	\$687,957	87%
Active	926 Whalehead	\$659,900			4	2	1	1987	1,800	\$646,712	102%
Active	930 Whalehead	\$929,900			6	6	0	1998	2,154	\$854,444	109%
Active	910 Whalehead	\$779,000			5	3	0	1985	2,209	\$783,672	99%
Active	954 Whalehead	\$770,000			5	3	1	1995	2,217	\$769,821	100%
Active	878 Whalehead	\$799,500			5	3	0	1989	2,340	\$774,997	103%
Sold	1010 Whalehead	\$699,000	\$677,500	2/26/2007	4	3	1	1993	2,430	\$808,446	84%
Active	1018 Whalehead	\$939,000			6	5	1	1998	2,520	\$888,597	106%
Active	818 Whalehead	\$799,900			6	5	1	1990	2,530	\$764,927	105%
Sold	886 Whalehead	\$675,000	\$650,000	3/30/2007	6	4	1	1996	2,746	\$826,530	79%
Active	840 Whalehead	\$872,900			6	4	1	1989	2,858	\$807,167	108%
<i>U/C</i>	<i>1048 Whalehead</i>	<i>\$725,000</i>		<i>4/27/2007</i>	<i>5</i>	<i>4</i>	<i>2</i>	<i>1992</i>	<i>2,981</i>	<i>\$849,660</i>	<i>85%</i>
Active	812 Whalehead	\$1,265,000			8	6	1	2007	3,500	\$665,050	190%
Sold	880 Whalehead	\$949,000	\$905,000	10/30/2006	6	6	0	1998	3,533	\$852,094	106%
Active	920 Whalehead	\$1,599,900			8	8	1	2006	3,648	\$724,578	221%
Active	990 Whalehead	\$1,199,900			8	7	1	2000	3,807	\$1,199,516	100%
Active	1034 Whalehead	\$1,549,999			8	6	1	2004	3,860	\$1,292,777	120%
Active	914 Whalehead	\$999,900			7	6	1	2001	3,920	\$1,009,065	99%
Active	936 Whalehead	\$1,180,000			7	6	1	1999	4,091	\$979,651	120%
Active	1014 Whalehead	\$1,395,000			7	6	1	2005	4,245	\$1,343,468	104%
Active	1046 Whalehead	\$1,675,000			9	9	1	2004	4,469	\$1,225,060	137%
Active	1044 Whalehead	\$1,149,000			8	7	2	1989	4,510	\$1,065,437	108%
Active	922 Whalehead	\$1,795,500			8	7	2	2005	5,380	\$1,050,622	171%
Active	894 Whalehead	\$1,795,500			8	7	2	2005	5,380	\$1,047,594	171%
Active	1060 Whalehead	\$1,975,000			9	9	1	2006	5,500	\$1,265,070	156%
Active	1082 Whalehead	\$2,100,000			10	10	2	2006	6,000	\$1,366,327	154%
	Average	\$1,149,108	\$706,875								
2 Lots From Ocean											
Active	1019 Whalehead	\$699,000			4	2	0	1985	1,400	\$737,653	95%
Sold	983 Whalehead	\$660,000	\$640,000	1/31/2007	3	2	0	1987	1,456	\$779,151	82%
Active	971 Whalehead	\$875,000			4	3	0	1986	2,019	\$868,486	101%
Active	923 Whalehead	\$1,189,500			5	4	1	1991	2,360	\$907,447	131%
Active	1039 Whalehead	\$999,999			5	5	1	1996	2,550	\$914,407	109%
Active	889 Whalehead	\$999,000			6	3	0	1995	2,796	\$857,755	116%
Active	993 Whalehead	\$1,175,000			6	5	1	1998	3,116	\$992,728	118%
Active	1033 Whalehead	\$1,145,000			6	5	2	1998	3,200	\$1,013,322	113%
Active	819 Whalehead	\$1,100,000			7	7	0	1998	3,300	\$965,950	114%
Active	863 Whalehead	\$1,175,000			6	6	0	2000	3,400	\$1,086,979	108%
Active	855 Whalehead	\$1,249,900			9	6	2	2004	3,588	\$1,112,135	112%
Active	1085 Whalehead	\$1,450,000			7	5	1	2001	4,036	\$1,129,543	128%
Active	1083 Whalehead	\$2,095,000			8	8	2	2006	4,551	\$730,451	287%
Active	891 Whalehead	\$1,999,999			10	8	2	2006	5,100	\$698,572	286%
	Average	\$1,200,886	\$640,000								

Status	Address	List Price	Sold Price	Settle Date	BR	Full Bath	Half Bath	Year Built	Sq Ft	County Assesment	% of County Assessment
1 Lot From Ocean											
Active	920 Lighthouse	\$859,000			3	2	0	1986	1,272	\$980,423	88%
Sold	978 Lighthouse	\$985,000	\$885,000	12/13/2006	4	3	0	1982	1,600	\$982,679	90%
Active	836 Lighthouse	\$897,500			3	3	0	1986	2,059	\$998,704	90%
Active	828 Lighthouse	\$998,400			4	3	0	1986	2,092	\$1,079,739	92%
Active	1000 Lighthouse	\$1,445,000			5	4	1	1990	2,158	\$1,218,777	119%
Active	938 Lighthouse	\$989,000			5	4	0	1986	2,232	\$1,115,524	89%
Active	888 Lighthouse	\$1,095,000			4	3	1	1990	2,284	\$1,105,071	99%
Active	866 Lighthouse	\$875,000			4	3	1	1994	2,296	\$1,127,129	78%
Active	1040 Lighthouse	\$999,000			4	3	1	1992	2,427	\$1,166,965	86%
Active	870 Lighthouse	\$1,350,000			6	5	1	2000	2,675	\$1,281,240	105%
Active	1006 Lighthouse	\$1,065,000			5	5	1	1994	2,711	\$1,263,222	84%
Active	960 Lighthouse	\$1,083,700			4	3	2	1988	2,798	\$1,205,313	90%
Active	892 Lighthouse	\$1,079,000			6	6	1	1993	3,360	\$1,215,619	89%
Active	880 Lighthouse	\$1,675,000			6	5	1	1997	3,496	\$1,507,470	111%
Active	924 Lighthouse	\$1,695,000			8	8	1	2003	3,818	\$1,602,964	106%
Active	1060 Lighthouse	\$1,599,000			7	7	1	1997	3,880	\$1,428,951	112%
Active	1084 Lighthouse	\$1,695,000			7	7	1	1999	4,000	\$1,425,033	119%
Active	1062 Lighthouse	\$2,100,000			8	7	0	2006	4,649	\$1,545,607	136%
Active	1036 Lighthouse	\$1,825,950			9	8	1	2004	5,100	\$1,998,657	91%
Active	1034 Lighthouse	\$1,675,000			7	6	2	1999	5,300	\$1,737,453	96%
Active	838 Lighthouse	\$1,969,900			9	8	2	2004	5,400	\$2,155,434	91%
Active	858 Lighthouse	\$2,295,000			9	8	2	2005	5,545	\$2,266,020	101%
Active	932 Lighthouse	\$2,590,000			9	9	2	2005	5,800	\$1,819,748	142%
Active	1026 Lighthouse	\$2,590,000			10	9	2	2005	5,850	\$2,006,434	129%
Active	978 Lighthouse	\$2,795,000			10	9	3	2007	6,033	\$982,679	284%
Active	1094 Lighthouse	\$3,380,000			9	9	2	2005	6,425	\$2,677,097	126%
	Average	\$1,600,210	\$885,000								
Oceanfront											
Sold	957 Lighthouse	\$1,950,000	\$1,700,000	12/28/2006	4	3	1	1981	1,592	\$2,043,004	83%
Active	819 Lighthouse	\$1,800,000			5	3	0	1981	2,100	\$2,032,533	89%
Active	823 Lighthouse	\$1,895,000			4	3	0	1985	2,100	\$2,017,992	94%
Active	935 Lighthouse	\$1,944,900			6	4	0	1991	2,472	\$2,105,772	92%
Active	893 Lighthouse	\$2,100,000			6	4	0	1987	2,543	\$2,183,710	96%
Active	885 Lighthouse	\$1,875,000			7	7	1	1992	2,688	\$2,212,675	85%
Active	881 Lighthouse	\$2,300,000			5	4	1	1993	3,000	\$2,260,103	102%
Active	949 Lighthouse	\$2,399,000			6	5	1	1994	3,936	\$2,211,554	108%
Active	901 Lighthouse	\$1,849,000			5	3	1	1984	4,003	\$2,087,957	89%
Active	903 Lighthouse	\$2,390,000			8	5	0	1997	4,764	\$2,269,560	105%
Sold	845 Lighthouse	\$3,050,000	\$2,950,000	4/23/2007	10	9	3	2005	5,650	\$2,757,222	107%
Sold	929 Lighthouse	\$2,899,000	\$2,785,000	3/15/2007	8	8	3	2004	6,035	\$3,006,974	93%
Active	891 Lighthouse	\$3,899,000			8	8	2	2006	7,100	\$1,952,532	200%
	Average	\$2,334,685	\$2,478,333								