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RECENT SALES



\$2,500,000



\$ 670,000

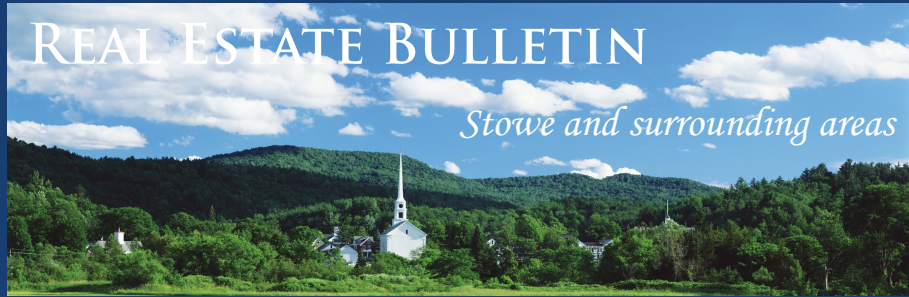


\$250,000



62 MAIN STREET
STOWE, VT 05672

EXCEPTIONAL PROPERTIES
AND SERVICE



REAL ESTATE BULLETIN

Stowe and surrounding areas

Volume 4 issue 2

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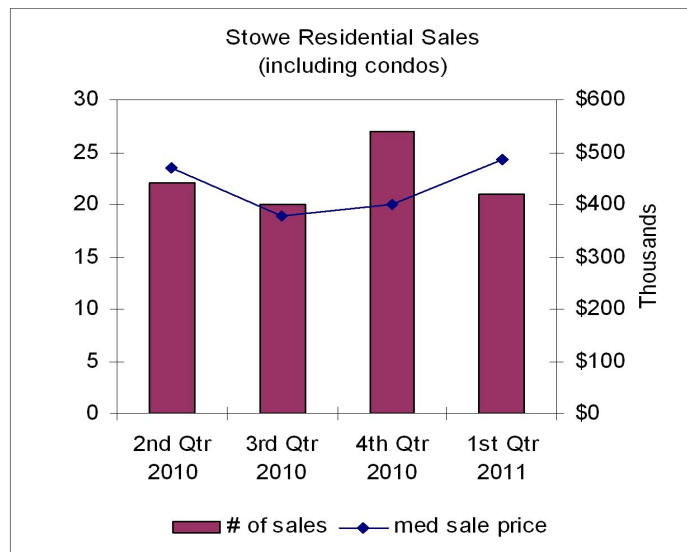
Cash sales dominate the market

The last two quarters of 2010 saw a marked increase in the number of transactions and sales volume, over the first half of the year. The first quarter of 2011 shows sustained activity in the number of transactions, and April 2011 also looks promising.

As seller expectations became more realistic, buyers stepped in to pick up attractive deals with cash. Thus far in 2011, 78% of the single-family residential sales and 100% of the condominium sales in Stowe were transacted with cash.

For the most part, these buyers are younger, looking for vacation homes – while the ‘empty nesters’ in the baby boomer generation have stepped back, trying to figure out how to retire in this ‘new economy.’ Buyers seem to have two general profiles – they either have some history in the area through family, or have been enjoying leisure time in the area for a few years now, and do not want to ‘miss the bottom’ of the market.

Overall, the market is improving. Home ownership has been a part of the American experience for many generations, and according to the current trends, promises to remain an important aspect of the American dream for generations to come.



How do you best use your iPad?

The iPad2 hit the stores in February and quickly sold out. More and more professionals, especially in the Real Estate arena are finding the iPad to be indispensable. With new apps coming out daily, specifically for mobile businesses such as ours, agents can have everything at their fingertips. No longer do we have to print out massive amounts of paperwork to carry to every showing or listing appointment. The iPad2 can do it all.



Many of you are probably already iPad savvy and have discovered useful, as well as fun apps to suit your lifestyle. Send me your favorites and I'll share with others. Here are a few that I am using and others I am still exploring:

Realtor.com is a free app. You can search for properties by circling a particular area and see what pops up. Zillow Real Estate Search and Trulia Real Estate Search are similar.

Creative Advertising

Anyone have a home for sale to fit the bill? Maybe not for this particular couple but eye catching phrasing can bring leads. Emphasizing the 'panoramic view', 'gorgeous flower gardens' and 'expansive lawn' may work for some but on the other hand, 'tiny back yard, no gardener needed' may be just what the next buyer is looking for.

Overselling a property with perfect photos and superlative descriptions can sometime lead to buyer disappointment. Dark, crooked photos of a messy kitchen or pictures of the toilet (and they are out there) are big turnoffs. Finding the ideal balance is an art that we continually strive to perfect.

Searching the internet for homes for sale is by far the favored method by today's buyers. Often they turn on their GPS and explore the area first, so make sure their first impression is not their last. Tidy driveways, flower boxes and mowed lawns set the scene.

Dropbox is useful for storing a document on your iPad for reading later. You just drop the document into the Dropbox on your computer and it will automatically sync to your iPad.

For handling PDF documents, iAnnotate PDF allows you to highlight portions of the document, make annotations and even sign. Great for signing Purchase and Sales Contracts. Price \$9.99

Filterstorm Pro is a new photo editing app that looks fantastic although I have not yet spent much time on it. It is pricey at \$14.99 so I hope I am going to like it.

Notes Plus is invaluable. You can handwrite with a stylus, type or record your notes, all for \$5.99. Evernote is also good and free.

Now for the fun part! There is even an app called The Royal Wedding by NBC news so you won't miss a minute of the events leading up to, and including the Big Day.

