

Your Gateway to Real Estate



Sharon A. Bateman

Inside this issue:

Importance of Intelligent Pricing	2
Luxury Trends	2
The Future is Green Building	3
Keep the Advantage	3
Lion & Davis	4
Featured Property	4

Keeping Real Estate Growth In Perspective...

Lawrence Yun, the National Association of Realtors' senior economist says it's important to place the current real estate market in perspective, and that 2007 will be the fifth highest year on record for existing-home sales. "Although sales are off from an unsustainable peak in 2005, there is a historically high level of home sales taking place this year – a lot of people are, in fact, buying homes," he said. "One out of 16 American households is buying a home this year. The speculative excesses have been removed from the market and home sales are returning to fundamentally healthy levels, while prices remain near record highs, reflecting favorable mortgage rates and positive job gains."

Yun emphasized that all real estate is local with naturally large variations within a given area. "Markets like Austin, Salt Lake City and Raleigh have been outperforming recently and will continue to do well next year," Yun said. "Other areas like Denver and

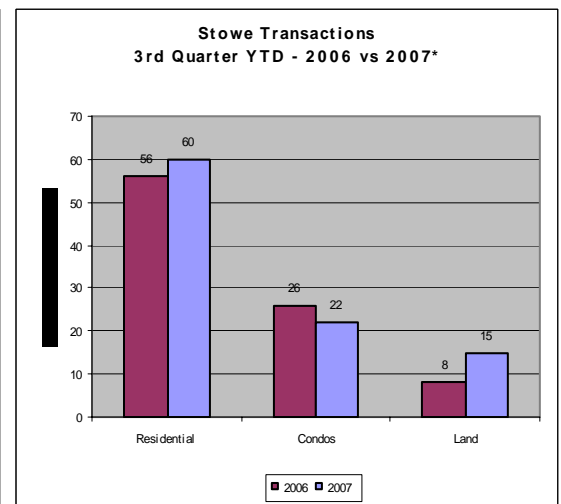
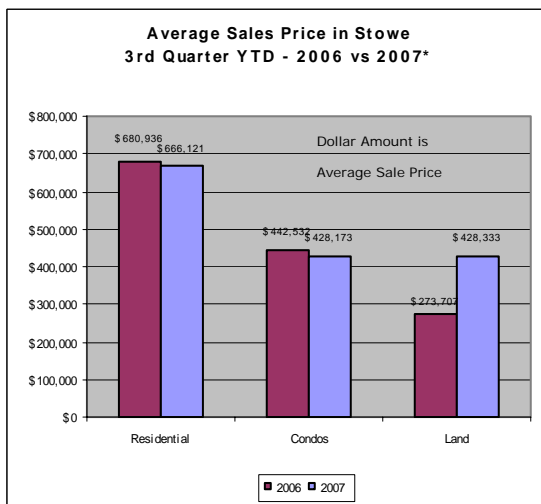
Wichita will likely move up in the price growth rankings due to very positive local economic developments."

"... 2007 will be the fifth highest year on record for existing-home sales."
Lawrence Yun
Senior Economist, NAR

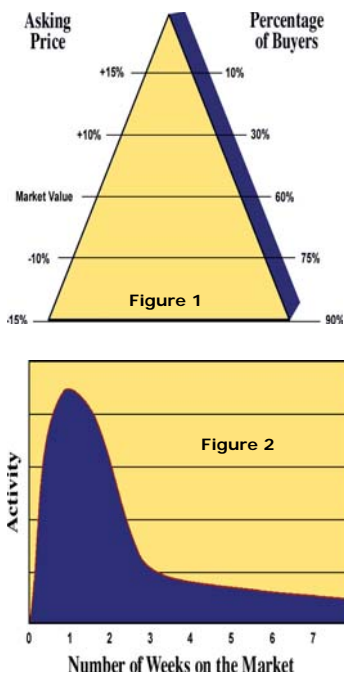
Our local market in Stowe also peaked in 2005, with 2006 proving to be a year of stabilization and correction. Although year to date the average house and condo sale prices were slightly off in 2007 vs. 2006, we are locally favored with continued interest from buyers. The total number of transactions in Stowe is up almost 8%, with the land segment of our market showing the strongest rebound — almost double the transactions and average sale price over last year.

Did you know...

- 30 yr fixed interest rates are lower than this time last year.
- Vermont ranks the lowest in the nation for rate of foreclosures per household.
- In a recent survey, the top 10 most important features to Home Buyers included Hi-speed internet. (It was not even ranked in 2004).



* This information is deemed accurate based on data received from MLS, but not guaranteed.



The Importance of Intelligent Pricing

Determining the best asking price for a property can be one of the most challenging aspects of selling. If your property is listed at a price above market value, you will miss out on prospective buyers who would otherwise be prime candidates to purchase it. If you below market value, you will ultimately sell for a price that is not the greatest value for your property.

Figure 1 illustrates that more buyers purchase their properties at market value than above market value. The percentage increases as the price falls even further below market value. Therefore, by pricing your property at market value, you expose it to a much greater percentage of prospective buyers.

This increases your chances for a sale while ensuring a final sale price that properly reflects the market value of your home.

Another critical factor to keep in mind when pricing your home is timing. A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market (see Figure 2). Improper pricing at the initial listing misses out on this peak interest period and may result in your property languishing on the market, eventually leading to a below market value sale price or, even worse, no sale at all.

Luxury Trends

The good life is increasingly the only life, buyers' preferences indicate in a recent survey conducted by the National Association of Realtors®. Central air conditioning, cable/satellite TV-ready, walk-in closets and separate showers in the master bath are all ranked in the top 10 items considered "very important" to buyers at all price levels.

This lovely and unusual sink is offered by Kohler as part of their Fête Collection.



This is more of an aesthetic sink - an island sink.

The somewhat amoebic shape is quite charm-

ing, especially when combined with the amoebic shape cutting board to complement it, yin-yang style as pictured.

According to Kohler, this is a useful sink, accommodating both preparation and presentation.

To see more of this collection, please visit www.Kohler.com.

"... this is a useful sink, accommodating both preparation and presentation."

BeoVision7 is a revolutionary entertainment system from Bang & Olufsen, the Danish Company that has been creating cutting-edge, high quality products since its inception in 1925.

The BeoVision 7 is sleek and sophisticated, yet powerful enough to exceed your sound and picture expectations. It comes with an integrated DVD player, choice of loudspeaker and an HD screen with "VisionClear" technology that adjusts the picture based on surrounding light levels. For more information, stay tuned to bang-olufsen.



"... an HD screen with 'VisionClear' technology that adjusts the picture based on surrounding light levels."

The Future is Green Building

Green building is a broad term that encompasses a number of movements, including the drive for better-than-average energy performance, the push for better indoor air quality, and the use of environmentally friendly building design and materials.

Green architect Peter L. Pfeiffer, of Barley & Pfeiffer Architects in Austin, Texas, says homes designed and built by today's green standards are likely to capture greater value at resale. If a house relies on traditional insulating, sealing, and other energy-efficient methods, the house could become less energy-efficient over time, Pfeiffer says. But in a well-built home using newer building sciences, such as spray foam insulation and radiant barriers, that's less likely to happen. Green often costs a little more

upfront—roughly 2 percent to 5 percent more to build.

But the energy savings appear immediately, the moment buyers move in, say green proponents. And because a green house involves a holistic design, buyers of new construction can sometimes realize a wash in their costs. For instance, stepped-up insulation or a home designed to respond to its site orientation means you can install smaller, more efficient, and less expensive furnace and AC units. Buyers and builders can also save by opting for recycled or local materials. "Green-built homes don't have to cost so much more," says Pfeiffer. "They just have to be better thought out." Read more about Green Building:

[Building Green](#)

"Green-built homes don't have to cost so much more.....they just have to be better thought out."

SECONDS.ORG
CHANGE A BULB
CHANGE EVERYTHING

United States

CFL BULBS PURCHASED:
37,626,543

EQUIVALENCY:

DOLLARS SAVED
\$1,110,938,733

POUNDS OF COAL SAVED
3,917,028,621

CARS OFF THE ROAD
266,929

CO₂ PREVENTED
16,764,882,499 LBS

CFL bulbs may be purchased wherever lightbulbs are sold.



Keep the advantage

Visual Tours:

With this new technology, I can create stunning multimedia virtual tour presentations using digital panoramic images, voice, text, and music. Once created, the link can be added to any presentation whether it be on the web or in print or you can add it to your own emails to help showcase your property. [Click here for an example](#)



Opening New Doors Every Day™

An Affiliate Of



Lion & Davis

sharon.bateman@lmsre.com

802.371.8777 cell

800.253.2700 / 802.253.9771 Ext. 34

802.253.9993 fax

1800 Mountain Road
PO Drawer 539
Stowe, Vermont 05672

Lion & Davis is an alliance of select Real Estate offices in Vermont and New Hampshire, showcasing premier properties on its own website and through Portfolio magazine. Since over 70% of luxury home buyers begin their search on the web, Lion & Davis has developed internet presence with the Board of Regents, Who's Who in Luxury Real Estate, Leading Real Estate Companies of the World, Luxury Portfolio and Lang McLaughry Spera.

We're on the web.....

www.lmsre.com

Reminders: it's time to...

Service your furnace

Change the battery in your smoke detector

Featured Property ~ Owl's Head at Stowe, Vermont



- 3 Bedrooms
- 3 1/2 Bathrooms
- 3488 sq ft
- 6 secluded acres
- Custom– built

Exclusively offered

\$1,850,000

Highly desirable location off Covered Bridge Road in sought-after Owl's Head neighborhood. Proximity to village and amenities, yet complete privacy. Expansive southerly views of Pinnacle and the Worcester Range. Extensive professional landscaping, patios and stone walls. Newly built 2005 with exceptional craftsmanship. Open, sunny floor plan, fieldstone fireplace, high ceilings, hemlock post and beam accents, media built-ins, birch floors throughout, custom kitchen cabinetry, large kitchen island, soapstone countertops, high end appliances, all tastefully appointed. Large lower level family/media/game room with atrium walk-out, slate floors, 3/4 bath. 3 bedrooms including master suite. 2nd floor breezeway accessing additional unfinished space ideally suited for second large master suite. Scale, attention to detail and integration into surroundings is spot-on.

A truly outstanding property.