

# THE Real Estate Report

Prepared exclusively for the Broadwater/Maximo neighborhood by Sharon Simms, CIPS, CRS

Fall 2005

## Did You Know?

... that \$11 Billion of real estate advertising has migrated from print advertising to online advertising?

... that 44 million people have traded cubicles for home offices?

... that there are now 8 billion web pages, including 80 million real estate pages? (Knowing how to stand out to the consumer is critical!)

... that many of the homes in Broadwater have gone from Evacuation Zone A to Evacuation Zone B?

## I.C.E. For Your Cell

There's been much talk lately about programming emergency contact numbers into your cell phone's memory, and we think it's a great idea. If you were in an accident and unconscious, who would you want the paramedics to call? Create an entry in your cell phone book named I.C.E. (In Case of Emergency), and emergency workers will be able to notify someone of your need very quickly. Response has been great to this common-sense concept that could have truly significant consequences if you're in trouble.

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## Reducing Taxes

We thought it was great when the capital gain exclusion on the sale of your primary home was changed from a one-time \$100,000 exclusion to a \$500,000 joint exclusion that can be taken every two years (so long as you have lived in the home for those two years). With ever-rising prices, it's good to check out profits above that amount, especially for homeowners who have owned their homes for several years. Granted, capital gains over that are taxed at only 15%, but it would still be nice to avoid taxes entirely. Tim Kruger's Mortgage Report


(Private Mortgage Banking Group) discusses strategies for this, as well as means for buying your retirement home early. We were very impressed with the report, and have gotten permission to share it. If you'd like a copy, call us at (727) 866-0048 or e-mail us at [sharon@ssimms.com](mailto:sharon@ssimms.com) and we'll be happy to provide it to you. 




**SHARON SIMMS**  
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## Feng Shui

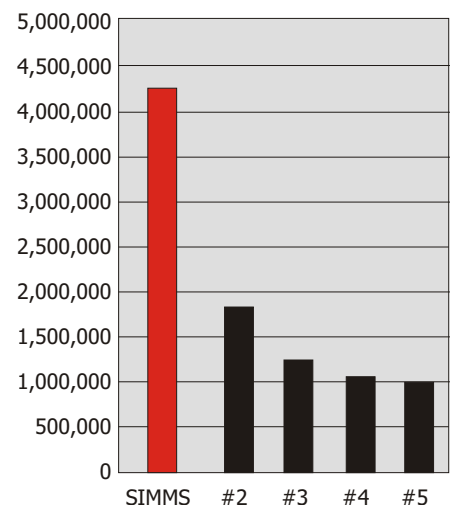
Feng Shui, the Chinese art of placement, is no longer a minor trend in home sales and construction. Now that it's public knowledge that Donald Trump, British Airways, Disney and many others are using feng shui, home buyers and sellers are asking about it, and conferences are offering classes and books to Realtors. The name "feng shui" may sound mysterious and foreign, but don't let that scare you away. The premise is that people experience happier, healthier, more prosperous lives when their home (or work) environment is harmonious.

Many of the principles are similar to interior decorators' recommendations and many are common sense, such as rearranging furniture to improve traffic flow and reducing clutter on counters, in closets, and piles of things around the house. Homeowners are increasing using these theories to add curb appeal to their entrance, to make the interior inviting, and to create spaces that make you want to stay longer. Don't store things behind doors; don't create obstacles that you have to walk around. A good book to read on this is Terah Kathryn Collins' "*The Western Guide to Feng Shui*." 

## No McMansions

Officials in Los Angeles, CA, which has seen scores of homes torn down and replaced with larger homes, has passed an "anti-mansionization" ordinance for Sunland, dictating that replacement homes on 8,000 sq ft or smaller lots cannot exceed 40 percent of the lot size. 

### 2004 Sales - Broadwater/Maximo Waterfront Properties



**Sharon Simms is the #1 Agent  
for the 13th year!**

# Statistically Speaking

These figures show the current market and the recent Broadwater sales history. Prices vary by size, condition and location, so the \$/square feet has a tremendous range and is "nice to know" rather than a useful criteria.

	Waterfront					Non-Waterfront				
	#	\$ Low	\$ High	Average	\$/SF	#	\$ Low	\$ High	Average	\$/SF
Avail 8/19/05	4	747,000	2,100,000	1,167,750	395-693	0	N/A	N/A	N/A	N/A
Pndg 8/19/05	2	655,000	775,000	715,000	259-306	0	N/A	N/A	N/A	N/A
Sold YTD	13	580,000	725,000	587,531	205-353	7	190,000	337,900	304,214	94-184
Sold 2004	22	399,000	850,000	569,427	168-346	10	215,000	499,500	283,740	85-158

Many people ask me about market activity in neighboring communities as well. Here is a look at what's happening on the waterfront<sup>1</sup> in some other popular areas:

Waterfront	Active/Pndg as of 8/18/05			Sold YTD 2005		Sold 2004			
NEIGHBORHOOD	#	\$ Low	\$ High	#	\$ Low	\$ High	#	\$ Low	\$ High
Broadwater	6	655,000	2,100,000	13	580,000	725,000	22	399,000	850,000
Bayway Isles	3	1,499,000	6,000,000	5	836,000	1,485,000	16	630,000	2,975,000
Pasadena Yacht/Country Club	12	699,000	2,795,000	19	432,000	2,075,000	8	595,000	1,725,000
Snell Isle/Coffee Pot/Old NE	17	810,000	6,500,000	20	499,900	2,925,000	23	404,307	3,500,000
St. Pete Beach/Pass-a-Grille	29	679,000	6,000,000	43	454,500	4,700,000	60	377,000	1,300,000
Tierra Verde	11	1,299,000	3,349,000	10	800,000	1,950,000	26	565,000	2,050,000
Treasure Island	24	629,900	3,499,000	45	375,000	1,800,000	49	359,000	1,875,000
Venetian Isles	11	679,000	2,850,000	19	523,000	1,600,000	29	385,000	1,790,000
Yacht Club Estates	11	829,000	1,399,000	10	585,000	1,096,000	22	459,000	1,500,000

<sup>1</sup>This includes only "navigable water to the Gulf" properties - not lakes, ponds, etc.

## It's Tee Time Again . . .

'Tis the season . . . for fall golf tournaments! If you're a golfer, we've got two exciting tournaments to share with you:

The Simms Team is once again sponsoring a \$10,000 Cash Hole-in-One prize for the "Breaking the Grass Ceiling" co-ed golf tournament presented by the Women's Council of the St. Petersburg Area Chamber of Commerce. This year's tournament will be at the St. Petersburg Country Club on Thursday, October 20. A new twist this year is the

offering of several golf clinics in advance of the tournament for only \$10 per session.

Then, get ready for RE/MAX Metro's 8th Annual "Tee Off Fore Kids" tournament that benefits All Children's Hospital through the Children's Miracle Network. This tournament, a four-person scramble, will be at the Renaissance Vinoy Resort on Wednesday, November 2. If you'd like information about participating in any of these events, please let us know!

THE SHARON SIMMS TEAM  
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www.ssimms.com  
Tami Sharon

Sharon Simms sells real estate, and she's good at it. Just ask your neighbors!

## TEAM NEWS!

**Rob Johnson**, Sharon's son, just joined The Simms Team! Rob retired in August from a 20-year career as an Air Force officer, and will now be working with buyers and sellers. Though he'll handle any type of residential transaction, he's specializing in new home construction. He is currently having a new home built in Manatee County - in Parrish, near the Ellenton Outlet Mall. He and his wife, Paivi, have an 8 year old son, Matthew, who is attending Shorecrest Preparatory School. When you're in downtown St. Pete, stop in to meet Rob and see the Team at our office - 201 Second Avenue N., just across from BayWalk.

In July, Sharon and Tami were both presenters and panelists at an Advanced Luxury Marketing Class offered by the **Institute for Luxury Home Marketing** in Dallas, Texas. Sharon and Tami spoke about marketing, branding and networking in the luxury market.

July also marked the end of Tami's term as State President of **Business and Professional Women/Florida**. No rest for the weary, though; in July, she was appointed to chair a National Committee for **BPW/USA!**

Sharon spoke this month at the **Florida Association of REALTORS** Convention in Orlando, as part of a **CyberStar** panel, discussing technology as an integral part of real estate marketing.

**Sharon Simms**,  
Team Leader

**Tami Simms-Powel**,  
Director of Marketing  
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**Amy Grashel**,  
Director of Information  
and Client Care Manager

**Rob Johnson**,  
New Homes Specialist