

THE Real Estate Report

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

Third Quarter 2009

What Consumers Want in Kitchen & Bathroom Features

According to the National Association of Home Builders, these features rank highest among consumer demands:

Kitchen

- 86% - Walk-in pantry
- 80% - Kitchen island
- 72% - Built-in microwave
- 69% - Drinking water filtration
- 66% - Special use storage (custom made appliances)

Bathroom

- 89% - Linen closet
- 88% - Exhaust fan
- 79% - Separate shower enclosure
- 79% - Water temperature control
- 66% - Whirlpool tub

Get Downtown!

Our new office on Beach Drive has turned out to be just amazing! Please consider us a home-away-from-home if you're downtown. We often have discount passes to museums or restaurants; we get copies of new menus all the time, and we often have information on fun things to do. Even if it's just to put your feet up while waiting for movie time, please stop in!

Signs of Changing Times

Marketing has shifted significantly over the years I've been selling homes in Broadwater. Buyers once used open houses and print advertising in their search, then they went to web sites, and now blogs and social media. Buyers want to search for ALL the information - when they want, where they want and how they want.


Stefan Swanepoel, who writes an annual Real Estate Trends report, for next year will actually be writing two annual reports, with a separate one for Real Estate Internet and Social Media Trends, because they have grown exponentially. Most web sites are rather static, other than property changes, so blogs that have regularly new material rank higher in the search engines and are found by more buyers.

Finally Rob and Tami have joined me in blogging. Rob writes periodically on my blog, <http://blog.ssimms.com>, sharing his perspectives as he works with buyers throughout the Tampa Bay area. Tami writes her own blog on the area lifestyle, <http://LiveInStPete.com>, where she shares "things she loves about living in St. Petersburg." She also periodically blogs in the ActiveRain Real Estate Network and on

Trulia as it relates to real estate marketing.

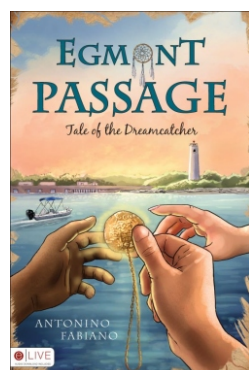
Since we've been learning more and more about Costa Rica, I've converted one of my blogs to focus specifically on that country, which you can find at <http://florida.ssimms.com>. I've even added a blog at <http://broadwaterfl.com> to complement my Broadwater web site.

We now have to be familiar with text messaging and streaming video. We have an active page on Facebook, at www.Facebook.com/SimmsTeam. We'd love for you to become a "fan," or to "friend" any of us individually. We're also on Proxio, Twitter, LinkedIn and others.

All of these are great for staying in touch with clients and friends. The challenge is realizing this is one of many tools, and finding time to keep up with it all is daunting! 



SHARON SIMMS
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Your neighbor at
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Authors in Our Midst

We've been interested to learn that among our clients and friends are several published authors. For example, your own Broadwater neighbor Virginia Henley is a prolific writer of very steamy romance novels! On August 28 & 29, we'll actually be hosting a book signing for Antonino Fabiano's new book, **Egmont Passage: Tale of the Dreamcatcher** at our office downtown. You probably won't receive this newsletter in time to join us for the event, but let us know if you'd like to find out more about the book, which incorporates local history into a fun adventure.



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Hole-in-One!

The SIMMS Team sponsored a \$10,000 Hole-in-One prize for a charity golf tournament benefitting **Family Resources**, a non-profit organization that helps youth and families in crisis. Held at the **Isla del Sol Yacht & Country Club** on May 8, it was a gorgeous day on the fairway, followed by a fun poolside reception. 🏠

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.

Broadwater:	Waterfront					Non-Waterfront				
	#	\$ Low	\$ High	Average	\$/SF	#	\$ Low	\$ High	Average	\$/SF
Avail 8/14/09	13	420,000	1,250,000	554,158	177-432	5	240,000	459,000	345,740	133-210
Pndg 8/14/09	3	345,000	549,999	451,633	174-276	1	450,000			232
Sold YTD '09	8	275,000	580,000	396,250	125-224	1	262,000			127
Sold 2008	11	300,000	1,700,000	746,364	122-660	2	152,000	350,000	251,000	64-136

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

Waterfront	Active as of 8/14/09				Sold YTD 2009		Sold 2008		
	#	\$ Low	\$ High	#	\$ Low	\$ High	#	\$ Low	\$ High
NEIGHBORHOOD									
Broadwater	13	420,000	1,250,000	8	275,000	580,000	11	300,000	1,700,000
Bayway Isles	9	730,000	2,800,000	3	825,000	1,770,000	8	540,000	2,089,800
Causeway Isles	22	299,900	3,200,000	6	308,250	1,011,900	9	400,000	575,000
Pasadena Yacht/Country Club	30	749,000	2,795,000	1	1,400,000	1,400,000	9	655,000	1,900,000
Pinellas Point/Bahama Shores	10	433,000	1,950,000	4	375,000	1,255,000	3	657,400	700,000
Snell Isle/Coffee Pot/Old NE	36	750,000	4,999,500	4	861,000	3,435,000	10	440,000	3,000,000
St. Pete Beach/Pass-a-Grille	84	420,000	5,995,000	31	400,000	5,250,000	29	425,000	3,300,000
Tierra Verde	42	650,000	10,000,000	7	400,000	1,350,000	8	770,825	5,600,000
Treasure Island	77	389,900	6,400,000	29	200,000	2,550,000	35	350,000	1,750,000
Venetian Isles	37	397,000	2,450,000	10	345,000	1,250,000	11	450,000	900,000
Yacht Club Estates	14	459,900	1,599,900	8	355,000	950,000	12	445,000	800,000

*This includes only “navigable water to the Gulf” properties - not lakes, ponds, etc.

THE SIMMS TEAM

www.BroadwaterStPete.com
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ALVA International, Inc.

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

TEAM TRAVELS!

Tami attended the **Business and Professional Women/Florida (BPW/FL) State Conference** in Key West in June. She was appointed to serve as Parliamentarian for the **BPW/FL Education Foundation**, which builds scholarship houses on the campuses of Florida colleges for young women. The next house, in fact, will be at St. Petersburg College, and will represent the first student housing for SPC.

Later in June, Sharon and Tami traveled to Costa Rica, where they continued the work on building relationships with agents in different parts of the country. They spent a few days in the capitol city of San Jose, attending a course designed for foreigners moving to Costa Rica, which was a wealth of resources. As a matter of fact, Sharon joined the host group, **ARCRC (Association of Residents of Costa Rica)** so that we can share the resources with our clients who are traveling to Costa Rica.

Sharon and Tami explored more of the central Pacific coast, from Jaco to Quepos and Manuel Antonio. One night they stayed in a luxury home on a hilltop that's offered as a vacation rental. Then they spent several days in the Guanacaste region, exploring their real estate market and building relationships.

Sharon Simms,
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