

THE Real Estate Report

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

First Quarter 2010

How Green Are We?

REALTOR® Magazine recently published statistics on what percentage of Americans participated in energy-saving activities in the past year. Here are some of the ways that we're going green:

- Installing energy-efficient light bulbs
- Purchasing energy-efficient appliances
- Paying bills online
- Switching to paperless financial statements
- Donating electronic devices for recycling
- Switching from bottled to tap water
- Installing a low-flow showerhead
- Installing a low-flow toilet
- Buying a more fuel-efficient car

USPS Goes Mobile

Did you know that you can track or confirm postal deliveries, find a nearby post office or look up a zip code on your smart phone? You can log onto the Postal Service web site (www.usps.com) from your iPhone, iTouch or BlackBerry!

First Impressions

You have only one chance to make a first impression. Yes, today's market is all about price (pricing to the reality of today's market and making sure a lender's appraiser can justify the purchase price by actual sales) but it's also about perception.

Before you put your home on the market, clean out those drawers and closets, arrange the furniture so that the rooms look larger and so that it's easy to walk through the rooms. Fix those little things you've neglected - the chipped outlet, the broken window crank, the grubby shower door in the extra bathroom, the slider that sticks in the track. Remove the collections and the too personal items. You want the prospect to imagine that it's their house, not yours. Outside, trim the landscaping - don't let it protrude into the walkways or cover up the windows. Stand across the street and see how it looks; walk in your front door. Thinking of some upgrades? Talk to your REALTOR to see what improvements will affect the price.

Be sure your agent has everything ready for that first impression, too: all the photos

in the listing, the visual tour done, color flyers printed and checked, the website live and the links working. Many buyers get alerts when a new listing meets their criteria. If something is left until the second day, they've missed it, passed it by.

When your house is shown, have all the lights on, all the window treatments open. Consider baking cookies or fresh bread from the freezer if not from scratch. Have some fresh flowers.

Set the table or counter. Perhaps have a pot of freshly brewed coffee on. Then go away! Have pets? Be sure they're away from the house, too. Let the buyers imagine themselves living the Florida lifestyle, without reminding them of any work that goes along with home ownership.

Setting the price? Lead the market, don't follow it like a slinky going down a set of stairs. 🏠



SHARON SIMMS
Waterfront Specialist
Your neighbor at
4372 48th Avenue S.



Downtown Auction Action!

Looking for a downtown pied-a-terre? Then you might want to bid at the auction of 35 new condos at **Signature Place**. The auction takes place March 7th and all 35 are available to look at in advance. If you want to keep your right to be represented, be sure your agent goes with you the first time you go, where you'll have to register and show your ID. After that, you can return on your own.

Each unit has an Opening Bid price and the prices range from \$135,000 for a 1 bedroom, 1½ bath unit with 859 sq ft to \$430,000 for a 3 bedroom plus den, 3 bath unit with 2,403 sq ft. The highest bid at or over the minimum for each unit will be able to buy the unit. Call us at 898-2582 for more information! 🏠



THE SIMMS TEAM

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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 2/15/10	11	369,000	999,999	578,545	169-429	5	258,000	299,000	273,940	114-158
Pndg 2/15/10	2	400,000	749,900	574,950	228-248	1	399,900	399,900	399,900	126
Sold YTD '10	1	430,000	430,000	430,000	174	0				
Sold 2009	13	275,000	580,000	400,377	125-251	3	230,000	440,000	310,667	120-206

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 2/15/10			Sold YTD 2010			Sold 2009		
	#	\$ Low	\$ High	#	\$ Low	\$ High	#	\$ Low	\$ High
NEIGHBORHOOD									
Broadwater	11	369,000	999,999	1	430,000	430,000	13	275,000	580,000
Bayway Isles	10	749,000	5,900,000	0			3	825,000	1,770,000
Causeway Isles	17	369,000	3,200,000	0			14	270,000	1,011,900
Pasadena Yacht/Country Club	26	779,000	4,995,000	0			4	1,100,000	2,200,000
Pinellas Point/Bahama Shores	10	245,000	3,600,000	0			10	375,000	1,255,000
Snell Isle/Coffee Pot/Old NE	34	550,000	18,000,000	5	825,000	3,435,000	10	440,000	3,000,000
St. Pete Beach/Pass-a-Grille	96	400,000	5,400,000	3	385,000	768,000	45	380,000	5,250,000
Tierra Verde	39	599,000	10,000,000	2	667,500	1,675,000	12	400,000	4,300,000
Treasure Island	65	359,900	5,800,000	3	500,000	1,076,000	52	200,000	2,550,000
Venetian Isles	25	455,000	2,299,000	0			16	365,000	1,500,000
Yacht Club Estates	7	475,000	749,900	3	440,000	1,300,000	18	355,000	950,000

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



COMING SOON!

3 Bed/2 Bath, 2,263 sq. ft. with Pool & Dock
Completely updated, sailboat water. \$499,000.



3 Bed/2 Bath, 1,674 sq. ft. with Screened Pool,
Hot Tub, Dock & Boat Lift. \$450,000.

THE SIMMS TEAM

www.SimmsTeam.com



ALVA International, Inc.

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

TEAM TRAVELS!

In November, the National Association of REALTORS® Annual Convention was held in San Diego, CA. Sharon and Tami headed west early to participate in a "California Dreaming" event hosted by the South Bay Association. Agents with international expertise toured properties in the Ranchos Palos Verdes area, enjoyed a harbor tour of the Los Angeles Port, visited an equestrian estate in San Juan Capistrano, and enjoyed a sunset reception at a beachfront home in Carlsbad.

Tami then attended the Cyber-Professionals meeting, while Sharon was invited to participate in Bill Barrett's Mastermind group, truly an honor. Tami also attended the RE Bar Camp, a n unconventional session focused on real estate technology.

In January, Sharon and Tami attended the annual CyberStar Summit in Phoenix, AZ, where agents from around the country share best practices related to technology. Then, Sharon and Rob traveled to Costa Rica with several couples interested in real estate opportunities. It was Rob's first opportunity to meet some of the colleagues that Sharon has been developing relationships with.

Sharon Simms,
Team Leader

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