



Serving your real estate needs in the mountain communities of North and South Carolina



Dawn Clayton & Bonnie Webb

Mountain Market Matters

AT YOUR SERVICE!

- Hendersonville Board of Realtors: 574 members
- Keller Williams Realty Mountain Partners is a brokerage of approximately 85 agents with 20 in the top 100.
- #1 in closed transactions and sales volume
- CCTeam's Sales Production Rank: **41st**
- 51 closed transactions since 2008
- Sales: \$11,888,200
- Average Days on Market for our listings: 96

Thanks so much for your support and confidence in us! Please don't hesitate to call us, pass our name along to friends and family, and continue to rely on us as friends and professionals for all your important connections!

DID YOU KNOW?

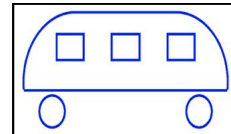
January

The word January comes from the Romans whose god, Janus, had two faces enabling him to see backward (into the past year) and forward (into the new year) at the same time. The months of January and February were created by the second king of Rome in 700 BC, but not recognized by Rome as the new year until 153 BC. Finally, about 200 years ago, January was officially adopted world-wide as the 1st month of the year.

Tangerine Tango is the Hot Color Pick for 2012!



Mind Teaser: Which way is this bus headed?



Find the answer on our website, in the next newsletter, or call us—it will be great to hear from you!!

Trivia

Market News You Can Use

What kind of return can you expect on improvements?

Are you winter-restless and wondering how you can improve the value of your home? Whether you have plans to sell soon, or you're thinking about some changes to your castle, it's always a good idea to consider the return on any investment! Remodeling Magazine's yearly Cost vs. Value report is in and the results are loud and clear!

| Standard Property | |
|-----------------------------|-------------------------|
| Top 3: | Bottom 3: |
| Attic bedroom 80% | Home Office Remodel 42% |
| Garage Door Replacement 78% | Sunroom Addition 45% |
| Basement Remodel 77% | Bathroom Addition 51% |
| Luxury Property | |
| Top 3: | Bottom 3: |
| Cement Fiber Siding 89% | Master Suite 50% |
| Foam Backed Vinyl 77% | Bathroom Add 52% |
| Window Replacement (w) 74% | Garage Add 52% |

Notice how the Standard home buyer rewarded lifestyle space remodeling, offering fresh modern and multi-dimensional living vs. the singular function and seasonal spaces noted in the bottom 3. The theme moves with Luxury home buyers to performance and appeal. See how the additions take a back seat to efficiency and condition of the existing features. The overall trend of the home buyer is quality over quantity. Get the whole report for our South Atlantic Region at this link on our website!

<http://www.remodeling.hw.net/2011/costvsvalue/division/south-atlantic.aspx>

The Home of 2015

The reality: we're going to be in our homes for the long haul! With that in mind, the design gurus have spoken. Here's what the near future holds in home desirability:

| Out | In |
|-----------------|---|
| Mudroom | Drop Zone: These rooms, whatever the size, may include baskets for mail, places for backpacks and coats, storage for winter outerwear and maybe even lockers. |
| Breakfast Nooks | Outdoor Rooms |
| 2-story foyer | Simple interior design—Even less defined great rooms providing multi-function space and energy efficiency is Central media center wired for whole-house operation |
| Media Rooms | Laundry Rooms & Walk-in Closets continue to please |
| Skylights | Elevator space |
| 2nd staircase | The desire moving to a "lifestyle center" make homes with keeping rooms easy to update |
| Home Office | Steam Showers |
| Soaker Tubs | |

Buzz words for buyers: affordable, low maintenance, efficient, usability, new/updated, durable—not to be confused with low-end or cheap! For the unforeseeable future, this buyer is jumping into uncertainty and wants it all!

TRENDING NOW

A Low-Tech/Low-Cost Project

How about some insurance housekeeping! Have you (ever) created a record of your home and belongings lately? We all pay our home owner's insurance, but how many of us really know what we're insuring? An inventory of your home's features, conditions, furnishings and valuable possessions will become painfully needed if your home is damaged or destroyed by fire, flood, mudslide or other disaster. You can use this record to substantiate your insurance claim to get the maximum replacement value for what was lost.

- It doesn't have to be fancy.
- You can get started and add to it later.
- Supplement your record with photos or video.
- Save receipts for valuable home purchases and for work you have done to upgrade the interior or exterior of your home.
- Keep a copy of your inventory in a bank safe-deposit box or on a hosted server online, so you can get it even if your computer is destroyed.

The Insurance Information Institute has free software for making a room-by-room home inventory. Go to our website for the link.

REAL ESTATS

Sales Data

Henderson County Sold (\$ per S.F.)

| SOLD Price | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|
| \$0-149,999 | \$84 | \$88 | \$94 | \$97 | \$95 | \$91 | \$81 | \$75 |
| \$150K-325,999 | \$105 | \$113 | \$124 | \$128 | \$126 | \$116 | \$111 | \$106 |
| \$326K-599,999 | \$134 | \$140 | \$151 | \$158 | \$154 | \$144 | \$143 | \$125 |
| \$600K-999,999 | \$176 | \$183 | \$189 | \$208 | \$191 | \$193 | \$181 | \$151 |
| \$1M+ | \$185 | \$219 | \$220 | \$312 | \$390 | \$229 | \$317 | \$198 |

Buncombe County Sold (\$ per S.F.)

| SOLD Price | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|
| \$0-149,999 | \$92 | \$96 | \$102 | \$108 | \$109 | \$105 | \$99 | \$96 |
| \$150K-325,999 | \$110 | \$121 | \$131 | \$143 | \$141 | \$131 | \$125 | \$122 |
| \$326K-599,999 | \$140 | \$149 | \$158 | \$166 | \$169 | \$152 | \$148 | \$145 |
| \$600K-999,999 | \$178 | \$207 | \$198 | \$208 | \$205 | \$194 | \$189 | \$181 |
| \$1M+ | \$265 | \$280 | \$313 | \$302 | \$296 | \$277 | \$289 | \$282 |