



MARKET UPDATE

A Publication of Lenda Goulding Real Estate

Neighborhood Insider

BROOKSTONE • CHARLESTON VILLAGE • CARPENTAR VILLAGE • WESTPARK • CARY PARK • SOUTHBRIDGE

MEET THE LG REAL ESTATE SWAT TEAM

One of the things I am most proud of is that my listings have the reputation of showing in top condition. In today's highly competitive market, agents can typically present a buyer with as many as 30 to 50 homes that fit their price point and location. That's why I place a priority on ensuring our homes stand out; when they do, they get the showings and ultimately the offer and contract. As an agent, I work very hard educating and guiding my new clients about the expectations of their homes as resales in a heavily saturated new-home market.

HGTV has done wonders to educate and inspire homeowners to be creative and tackle many projects to make their homes

“As an agent, I work very hard educating and guiding my new clients...”

special, comfortable and personal. Yet, when a home is on the market and needs to appeal to a broad cross-section of potential buyers, neutral is actually best. To give the

best advice to our clients, my supporting staff—Lee Ann Crowder and Jennifer Grinter—are specially trained and equipped to help our sellers. Once I have all of the paperwork signed to market a home, Jennifer makes an appointment with our new clients for the SWAT Team visit.

Jennifer and Lee Ann arrive with notebook and pad in hand and a very keen eye for all of those things we each overlook as we are busy just living our lives. Not even a spider web is too small to be overlooked, but don't worry: we don't suggest more than is necessary. Our goal is to ensure the home's exterior and interior is as clean as possible and all the features show in their best light. This may mean anything from suggesting that you repaint a bath to “pop,” trim those shrubs blocking the front of the house or move the sofa from upstairs in the

The SWAT Team



Jennifer Grinter & Lee Ann Crowder

bonus to downstairs in the family room to enhance the scale of the room.

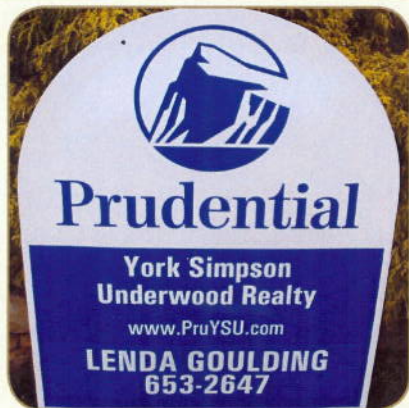
Both team members are very detailed and have experience and training in design placement and style. Jennifer takes the lead on documenting all of the home's features and creating our custom home brochures. Lee Ann focuses on placing the furniture and ensuring the client's home looks as neat and as peaceful as possible for potential buyers. Friends' homes, donation locations and even recycling sites can be of assistance.

Our SWAT team takes this job seriously, and we are always sensitive to each seller. As we say, no one really lives the way you need to while you are selling your home. You may have to live lightly for a while, but it will get YOUR home sold. If you are serious about selling your home, call us at 919-653-2647.

Why is LG Real Estate getting homes sold?

Exposure! Our team, with the affiliation of Prudential York Simpson Underwood, is SELLING homes in this difficult economy. We utilize 40+ web sites in addition to MLS to give buyers access to our homes' details and photos within hours of when the home goes on the market. Our blue and white signs offer instant opportunities for buyers to contact us for a personal showing.

And, finally, we use our extensive network of contacts and affiliates to spread the word that a desirable home is coming on the market. Call us and let us put that same expertise to work for you.



Market Update

➤ The following chart demonstrates your neighborhood averages for the time period from March 15 through July 15, 2009. Thirty-five homes sold in that time period. Currently, there are 62 resales on the market in your neighborhoods. Fourteen homes are under contract. Of the 62 that are on the market, 31 have had price reductions. Only 44 homes have sold in your neighborhoods to date in 2009.

Today's selling climate requires that we need to pay more attention to what is sold or under contract in the past three months than what is actually on the market in your neighborhood. There is not a lot of comparative value, really, especially when some potential sellers overprice their homes. The typical buyer is looking for a home that fits their needs the most, has the best condition and the best price. Homes that meet these criteria are still selling. While new homes continue to outsell existing homes 2 to 1, the lifestyles of your neighborhoods continue to be appealing.

If you are considering buying a home or selling your home, please give Lenda a call at 919-653-2647.

Averages	Brookstone	Charleston Village	Carpenter Village	Westpark	Cary Park
Sq Footage	2398	2073	3140	2612	4311
Selling Price	\$285,857	\$426,175	\$384,200	\$313,000	\$571,161
Sales Price/Sq Ft	119	128	123	118	129
DOM	83	42	49	79	106
# of Resales on Market	11	4	16	2	29
Pending	4	1	2	3	4
# Sales in 2009	8	7	7	3	19

Recent Sales

Address	Subdivision	Liv SqFt	YR Built	BR	FB	HB	List Price	Sales Price
108 Milley Brook Court	Brookstone	2226	1998	3	2	1	\$277,900	\$270,000
112 Joseph Pond Lane	Brookstone	2146	1999	3	2	1	\$285,000	\$270,000
200 Carpenter Brook Drive	Brookstone	2436	1996	3	2	1	\$275,000↓	\$271,000
2019 Battlewood Road	Charleston Village	1543	1997	3	2	0	\$215,000	\$210,500
2001 Weehawken Place	Charleston Village	2434	2000	4	2	1	\$309,900	\$300,000
1914 Housatonic Court	Charleston Village	3028	2002	4	2	1	\$369,900	\$360,000
106 Laurel Wreath Lane	Carpenter Village	2800	2001	3	2	1	\$345,000	\$320,000
401 Commons Walk Drive	Carpenter Village	3635	2000	4	4	1	\$475,000↓	\$426,000
206 April Bloom Lane	Carpenter Village	3848	2003	5	4	0	\$489,000	\$465,000
101 Parkwind Court	Westpark	2365	1992	4	2	1	\$275,000	\$264,000
103 Parkwind Court	Westpark	2471	1993	4	2	1	\$299,999↓	\$285,000
112 Parkbow Court	Westpark	3002	1993	4	2	1	\$390,000	\$390,000
306 Frontgate Drive	Cary Park	2420	2004	3	2	1	\$275,000↓	\$272,000
101 Poplin Court	Cary Park	3560	2001	4	3	1	\$448,500↓	\$450,000
102 Grannon Court	Cary Park	3660	2002	4	4	1	\$689,900	\$690,000

↓: Arrows indicate change in list price before sale. The above is a sampling of recent real estate activity in your neighborhoods. ** Information deemed RELIABLE but not GUARANTEED **
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Client Commentary

“When we first started talking about selling our house I remember Lenda asking if I wanted to list it...or sell it. I kept those words in mind throughout the process.

Lenda didn't always tell us what we wanted to hear... but her advice and information was always truthful and accurate. I believe that is why we sold our home in days vs. months. In light of the current glut of homes in our price point I particularly appreciate Lenda “talking me down” from the high priced ledge. We sold our home quickly and at a price that I believe was exactly where it should have been. If it had been left to me, or an agent without Lenda's experience, we would still be making the beds every morning, hoping for a buyer to arrive.”

- Bert Scott

FEATURED LISTING:

305 Commons Walk – Carpenter Village



The distinctive double-door entry welcomes you into this home. Neutral interior paint and first floor hardwoods begin from the first step beyond the glass front door. The first-floor master includes chair rail, a large, walk-in closet, and a spacious master bath. The formal dining room is stunning, with a tray ceiling, judges' paneling, and pillar accents.

The two-story family room with a fireplace is open to the kitchen with the solid-surface countertops and black appliances. The kitchen also includes bar seating and a breakfast area with transom windows looking onto the stamped concrete patio.

The second floor includes three secondary bedrooms. The bonus room is special with hardwood floors, windows overlooking the patio, and stairs to the kitchen. Call for a showing! Offered at \$364,900.

Distinctive Offerings



128 Barclay Valley–Carpenter Village

- 4-bedroom, 3.5 bath
- Open floor plan, hardwoods
- 3rd floor bonus with custom bar and media center
- 3808 sq ft, two-car garage, flagstone patio
- Offered at \$449,900



110 Monument View–Carpenter Village

- 4-bedroom, 4-bath southern charmer
- Wrap-around front porch, hardwoods
- Large open kitchen with island and sunroom
- 3929 sq ft, two-car side entry garage
- Offered at \$524,900



370 Bridgegate Drive–Cary Park

- 3-bedroom town home, end unit with lots of natural light
- Gourmet kitchen, open family room, sunroom
- Lower-level bonus with porch
- 3378 square feet, two-car garage
- Offered at \$306,900

Calendar of Events

ONGOING

New! Western Wake Farmers' Market Carpenter Village Neighborhood, Morrisville

Buy fresh cuts of meat, organic veggies, cage-free eggs, goat cheese, homemade breads and other yummy goods. Held every Saturday from 8 a.m.–noon during the growing season. www.westernwakefarmers-market.org

AUGUST 16

Jimmy V Celebrity Golf Classic Lonnie Poole Golf Course, Raleigh

The Jimmy V Golf Classic returns to the Raleigh area, but this time at the new Lonnie Poole Golf Course at NC State. The Classic brings together more than 35 celebrities, 50 local and national sponsors, and more than 300 volunteers to raise money for cancer research. The Classic is open to the public, so bring your family for a day of fun and star gazing. Tickets are \$5 and are available at Ticketmaster by calling 800-745-3000 or online at ticketmaster.com. For event details, go to www.golfclassic.org.

AUGUST 22

33rd Annual Cary Lazy Daze Downtown Cary

Mark your calendar for this annual treat! Food, craft vendors, and entertainment. 9 a.m.–5 p.m. (Helpful hint: most vendors are already selling by 8 a.m. Get there early and beat the heat!)

FRIDAY NIGHTS

Friday Night Sports Dreamsports, Apex

A great way for the whole family to burn off some energy, or drop off your kids aged 8-13, and enjoy some time alone! Fully staffed from 6:30–10:30 p.m. \$8. www.dreamsportscenter.com/friday_night.html.

ALL SUMMER LONG

Bond Park High House Road, Cary

Rent all types of boats from paddle, row and sail between \$6–\$11/hour. Or, fishing from the shore is free for those under age 16. Purchase a fishing license at www.ncwildlife.org. For park details, go to www.townofcary.org.

ALL SUMMER LONG

Buffaloe Lanes Summer Special High House Road, Cary

Buffaloe Lanes Cary is celebrating its 10th anniversary with a Summer Special: three games of bowling and one shoe rental for only \$10. Plus, get a 12-inch, one-topping pizza and a pitcher of soft drink for only \$10. For more info, call 468-8684.

SEPTEMBER 25

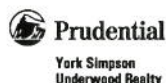
Family Fun Night Morrisville Elementary School, Morrisville

Inflatables, pony rides, hands-on activities and carnival food! 5:30–9 p.m. All are welcome. For tickets and details, call the school at 460-3400.



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