



MARKET UPDATE

A Publication of Lenda Goulding Real Estate

Neighborhood Insider

PRESTON

THAT ALL IMPORTANT FIRST IMPRESSION

Curb appeal ... today 90% of all buyers begin their search online and the first picture they see is the front view of your home – your curb appeal. Often it determines whether or not a buyer will take a longer look and schedule a showing. The landscape, front of your house, and front door are the most prominent in a photo or when driving by.

Here at LG Real Estate, we suggest you start with your landscaping. Is your grass green and freshly mowed? Do you have

“If they have been favorably impressed with your curb appeal, they will be far more receptive to your interior.”

variety and color in your plantings? Are your shrubs and hedges neatly trimmed? Is the grass along the driveway and curbs edged properly? Has a tree overgrown to block your doorway? Most of these issues are simply a matter of consistent and timely maintenance.

A potential buyer has booked an appointment to see your home and is now approaching your doorway. Remember, the buyer's first impression of your home has already been made online and while driving up and parking. If they have been favorably impressed with your curb appeal, they will be far more receptive to your interior. Conversely, if the curb appeal is shaky in their mind, they will be far less tolerant of anything in the home they do not like.

How does your entrance look? Let's pick on the front door. When the agent and buyer walk up to your home, a critical moment occurs. The buyer will have a minute or two to survey the entryway and especially the front door while the agent is tending to the lockbox. Is the door freshly painted or stained? Is the door attractive and complementary for your home? Does the door have an attractive kick plate and pristine locks? What about the exterior



light fixtures accenting your door– are they black or rubbed bronze? Do away with outdated brass. Again, all the fixes here are relatively inexpensive.

The next time you come home, stop across the street and critically assess your curb appeal. Make a list of the problem areas you discover. Tackle clean up and repair chores first, then put some time into projects that will enhance that all important first impression.

Call us today for an evaluation of your curb appeal and home value. We have sold over 700 homes and have the team, expertise and experience to help you with both the buying and selling side of your next home.

Best Foods from Matt Goulding

My son Matt, the coauthor of "Cook This, Not That! Kitchen Survival Guide", offers the following Best Foods tips in his recent cookbook:

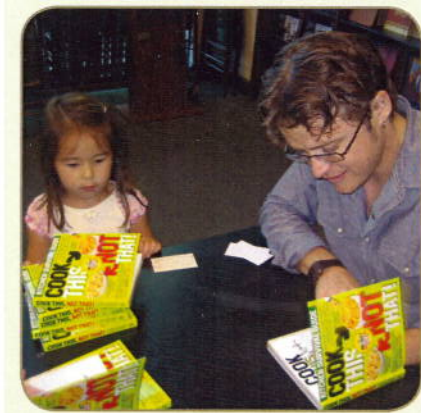
Best food to squash stress: **Strawberries** (Contain a ton of serotonin-inducing sugars & vitamin C)

Best food for healthy skin: **Almonds** (Monounsaturated fats prevent wrinkles & sun damage)

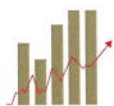
Best food after a workout: **Greek Yogurt** (2-3 times the protein of regular yogurt & amino acids)

Best food to keep your joints greased: **Spinach** (packs both vitamin C & E in abundance)

Best food for all day energy: **Quinoa** (higher concentrations of energy-producing B vitamins than any other whole grain)



Market Update



Springtime in Preston and the market is responding! Fifteen homes closed between February 1st and May 3rd and 17 more Preston homes are now under contract. Only 6 homes went under contract in Preston in the previous 3 month period. There are currently 72 homes actively for sale, compared to 49 in February.

What is causing this increase in activity? Springtime, a slightly better economy, continuing low interest rates, and homebuyer tax credits are a few of the factors. Most importantly, motivated sellers are adjusting sales prices to make their homes more competitive and attractive to buyers.

The new home neighborhoods in the Northwest area of Cary offer the main competition. Prices average \$600,000 plus in Copperleaf, \$550,000 - \$750,000 in Southbridge and \$300,000 - \$420,000 in Stonewater. Buyers are attracted to a wide variety of amenities, energy saving upgrades, new home financing packages, and the excitement of owning a "new home".

The good news is that with the right real estate team and the right marketing plan, you, as a Preston home seller, can find a buyer. Call us today for a comprehensive marketing evaluation of your home.

Preston Averages

Square Footage: 2772
Selling Price: \$368,500
Sales Price to Final List Price: 96%
Days on Market: 98
Price Per Sq Ft: \$132

Recent Sales

Address	Subdivision	Liv SqFt	YR Built	BR	FB	HB	List Price	Sales Price
205 Boltstone Court	Preston Meadows	2015	1996	3	2	0	\$259,900 ↓	\$232,000
113 Creek Park Drive	Preston Crossing	2103	1993	3	2	1	\$275,000 ↓	\$270,000
107 Open Court	Preston Grande	2373	1999	3	2	1	\$279,900 ↓	\$265,000
109 Halpen Drive	Preston Crossing	2100	1993	4	2	1	\$287,900	\$287,500
107 Cumberland Green Drive	Preston Point	2199	1988	3	2	1	\$299,900	\$285,000
113 Valenta Court	Preston Wynds	2264	1998	3	2	1	\$313,000	\$315,000
301 Preston Oaks Lane	Preston Oaks	2703	1996	4	2	1	\$329,900 ↓	\$326,000
116 Timber Hitch Road	Georgetown	2720	2001	4	3	0	\$345,000 ↓	\$335,000
100 New Londondale Drive	Preston Ponds	2781	1992	3	2	1	\$350,000 ↓	\$340,000
119 Council Gap Court	Georgetown	3300	2002	4	2	1	\$359,000	\$361,000
308 Glen Abbey Drive	Preston Chase	2817	1993	3	2	1	\$390,000 ↓	\$380,000
122 Summer Lakes Drive	Preston Fairways	3146	1988	4	3	1	\$475,000 ↓	\$450,000
745 Crabtree Crossing Parkway	Preston Falls Villas	2638	1989	3	2	1	\$485,000 ↓	\$460,000
102 Elstow Court	Preston Village	3220	1998	5	3	1	\$570,000 ↓	\$521,000
304 Schubauer Drive	Preston Forest	5202	1997	4	4	1	\$725,000	\$700,000

↑↓: Arrows indicate change in list price before sale. The above is a sampling of recent Preston real estate activity. Bold indicates that the home was sold by LG Real Estate.

** Information deemed REliable but not GUARANTEED ** Copyright 2010 by Triangle MLS, Inc.

Client Commentary

We knew that Lenda was going to be the realtor for us from our first meeting with her. You can tell with Lenda that she is not just looking for a quick sale. She helped my wife and I determine a fair asking price for our house with very thoughtful consideration to all the factors, including the general market, our neighborhood and the specific condition and presentation of our home. She did not just make broad generalizations about price based on other sales.

We were really impressed with Lenda's knowledge of our neighborhood and the tremendous effort that her entire team put into working with us. Lenda and her team are so professional and made the sale of our house so easy at a time when the market was very tough. We truly had a wonderful experience with them.

-M. Elliott

FEATURED LISTING:

102 Lindenthal Court



This well maintained 3812 square foot traditional home is tucked into a great cul-de-sac within Preston Forest. The spacious front yard welcomes you to the front door. Once inside, you have formals on either side and a hallway leads you to the busy part of the home. An updated spacious kitchen with pecan glazed cherry cabinets, granite and new light fixtures opens into the family room with built-ins. French doors open into the sunroom ready for that relaxing read. The 2nd floor boasts the master, 3 additional bedrooms, and bonus. The finished 3rd floor can meet many interests.

Just listed at \$549,900.

Distinctive Offerings



1173 Crabtree Crossing Parkway

- 5-bedroom, 5.5 bath exec home, 6876 sq. feet
- Formals, curved stairs, gourmet kitchen
- Large 2nd floor master, full basement with audio
- 1.2 acres, views of 4th green on Highlands course
- **Offered at \$1,850,000**



212 Old Pros Way

- 4-bedroom, 4.5 bath home, 5212 sq. feet
- European style custom home built new in 2008
- Stone & brick exterior, golf course views
- 1st floor master, unmatched quality
- **Offered at \$1,375,000**



309 Ridge Creek Drive

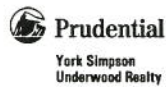
- 5-bedroom, 3.5 bath home, 3616 sq. feet
- Fresh paint, open floor plan
- Hardwoods 1st floor, full basement
- Flat golf course lot, two-car garage
- **Offered at \$524,900**



PRSRRT STD
US Postage
PAID
Permit No. 1910
Raleigh, NC

1040 Darrington Drive
Suite #104
Cary, NC 27513

919 653 2647



Visit us on the Web – www.LG-RealEstate.com

Calendar of Events – Look where we will be this summer, please join us at our favorite places!

Carolina RailHawks

WakeMed Soccer Park – Cary

The RailHawks season is underway with new amenities – a new Tailgate Zone with live band performances, a prematch kickaround on Field #8 for the kids and 2 giant inflatables at the Fill It with Fun Zone will open as soon as the gates open. The West Concourse has a new beer garden called Hawk Eye Pub. For schedule and tickets, see carolinarailhawks.com.

Western Wake Farmers' Market

Carpenter Village Square - Cary

Saturdays 8am-12pm

Meet old and new friends and support local farms at the weekly Farmers' Market. A variety of fresh fruits, vegetables, cheeses, breads and seafood are in abundance. A great learning environment and sometimes there is music too! Names of vendors, recipes and more available at westernwakefarmersmarket.org.

Durham Bulls Baseball

Downtown Durham

Check out the home game schedule and buy tickets at durhambulls.com.

Midtown Beach Music Series at North Hills

North Hills Mall Commons – Raleigh

Thursdays 6pm–9pm

Back for the third year at North Hills! Bands include all the favorites, such as The Embers and Liquid Pleasure. Lots of fun for the entire family. Free! For schedule, see northhillsraleigh.com.

DPAC

Downtown Durham

The new Durham Performing Arts Center is getting rave reviews. They host over 150 events per year. Disney's Beauty and the Beast, Pilobolus and Mary Chapin Carpenter are just a few of the great headliners in the coming months. For info and tickets, see dpacnc.com.

Wachovia IMAX Theatre at the Marbles Kids Museum

Downtown Raleigh

Check out Avatar, Animalopolis, Hubble 3D, Arabia 3D or Under the Sea 3D. For more info call 919.882.IMAX or www.imaxraleigh.org. Get your tickets ahead of time as many shows sell out.

Summerfest

North Carolina Symphony and more

Cary's Booth Amphitheatre

See the Wizard of Oz on the big screen with the symphony playing the soundtrack. For details and more summer concert info, see boothamphitheatre.com.

May 22-29

2010 NCAA Division II Baseball Championship USA Baseball National Training Complex - Cary

The Town of Cary and Mount Olive College are proud to host eight of the nation's top Division II baseball teams battling for the national title in Cary. Ticket link via townofcary.org.

Take Steps for Crohn's & Colitis Walk

June 5th 5pm

Lake Crabtree County Park, Morrisville

Enjoy an afternoon walk for a great cause. Email tcoppedge@ccfa.org for more info.