

Central Florida Relocator

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Your primary source for real estate and relocation information
Courtesy of ERA, Breese, Craft & Hensley, LLC



New Home Construction: Hot Market or Cooling Down?

Is the Central Florida real estate market slowing down?

Racing along at a sizzling pace, the current marketplace is seeing what some would describe as a “cooling down” period. But even with these temperatures, sales are still strong.

Home builders have recently switched their sales strategy from a “pre-construction” mode to a “point-of-sale” tactic. This change acts as a stabilizer for the new-home market by allowing builders to catch up on their production schedules that have become overwhelmed by previous years of record-breaking sales.

What does this mean for the consumer? The consumer will find some new-home builders limiting new sales. But, since sales are occurring closer to ground-breaking rather than occurring months in advance, production delays may be decreased making move-in dates more attainable. In addition, buyers will have more time to make rational decisions about their purchase.

The Central Florida market may not be sizzling, but it is still hot. Two positive market indicators still exist:

- 1) Continuing record demand for housing
- 2) Low mortgage interest rates.

Discover new-home opportunities with

ERA Breese, Craft & Hensley, LLC

We are the *Relocation Specialists* for Central Florida.

We are experts in this region and can assist you in finding the right property in Lake, Orange, Osceola, Seminole or Volusia County.

Top 5 Residential Real Estate Developments

Osceola County
Reunion Resort & Club
Orange County
Avalon Park
Lake County
Kings Ridge
Seminole County
The Sanctuary

Source: Orlando Business Journal



Your Central Florida Relocation Team

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Market UPdate

Sales in the Orlando MSA, which includes Lake, Orange, Osceola, and Seminole counties, increased by more than 26% compared to August 2004. Each county posted an increase in the number of existing homes sold with Osceola County leading the way with a 40.9% increase.

COUNTY	% CHANGE FROM AUG. 2004
Osceola	40.9%
Orange	34.4%
Lake	18.1%
Seminole	5.9%

Source: Orlando Regional Realtor® Association

Choosing a Lot for a Custom Home

Because of increased Florida home prices and shrinking inventory of existing homes, there has been an increased demand of vacant residential land, upon which consumers can custom-build their homes. Consider the following when searching for an appropriate lot:

- **Know ALL the costs involved.** Experts recommend spending no more than 35 percent of the completed home’s anticipated market value for the vacant, finished city lot (one with utility, sidewalks, and other street improvements.)
- **Tear-down or raw land.** Raw land makes more economical sense, but if you must tear-down, factor in demolition costs.
- **Investigate the history of the land.** Conduct a thorough title search; and hire a planning expert to identify any problems with the lot’s topography.
- **Research zoning.** Make sure you know what is allowed on the land.
- **Assemble an experienced real estate team.** Employ professionals who specialize in land purchases.
- **Choose your builder carefully.** Cheaper isn’t necessarily the better choice. Visit previous projects and talk to the homeowners.

Source: Orlando Business Journal



Outgoing Referrals = Money

I recommend sending as many outgoing referrals as possible because the more outgoing you send the more incoming you will receive.

Helpful Hints:

Sellers & Buyers don't know we offer services outside our area. You must make them aware of this fact. Here are some tips for marketing yourself and your team of professionals:

1. Send out a letter to each of your sellers and to each of your buyers detailing that you can assist them or a family member in relocating worldwide.
2. Call FSBO's in the newspapers and on the Internet. Solicit their business in relocating, not necessarily marketing their property. This will get your foot in the door and perhaps help you get the listing at a later time.
3. If you deal with a corporate entity that relocates employees/families regularly worldwide, speak to your Relocation Director—there are several ways to make money in this avenue of the business.

Good Luck and remember *Outgoing Referrals = Money for the company and for the Associate!*

Ginger's Tip

“Taking Real Estate to New Heights!”



New-Home Construction Checklist

Building a new home has the rewards of watching your dreams come to life; but the intricacies of building the house are complex and can lead to frustration if you're not prepared. While there are many phases of building a new home that require your careful attention, this article addresses several key steps that can boost your preparedness once construction has started:



1. **Do a walk-through with your builder when the frame is up and the roof is on.** If you wait until after the sheetrock is installed, changes will be more expensive.
2. **Inspect for electrical needs.** Check the blueprint and ensure that all the switches and outlets are where you expect them to be.
3. **Kitchen outlets and plumbing.** There's so much going on in the kitchen that your attention is really needed in reviewing this room. Compare electrical outlets, phone jacks, and plumbing to the way you'll use the kitchen when it's complete.
4. **Insulation and ductwork.** Inspect that all areas are wrapped thoroughly and properly. Ensure the ductwork is not crimped otherwise air-flow will be affected.
5. **Closets and bathrooms.** Are your closets big enough? Rooms always look different on the blueprint. Make sure you have enough storage space and ensure that your hallways are wide enough as you pass through them. Also inspect the door frames. If you have a disabled loved-one who uses a wheelchair; or, if you have large appliances, you'll want to make sure they can fit through the door openings.

Take an active role in inspecting each construction phase; and together, you and your builder, can finish your dream home.

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Featured Properties



WATERFRONT, CUSTOM ENERGY-EFFICIENT ICF
\$789,000

Executive 4 bedroom/2.5 bath. Two-story with master upstairs, corian counters, gourmet kitchen, stainless steel appliances, central vacuum, fireplace, crown molding with round corners, breezeway to double garage with possible bonus room.



IMMACULATE NEW GOLF COURSE FRONTAGE HOME
\$389,900

This spacious 4 bedroom, 3000 sq. ft. home is conveniently located to Mount Dora with an easy drive to Orlando, Sanford or Deland.



COMPLETELY RENOVATED 1920s 2-STORY
\$399,999

Located in historical Sanford, this home is move-in ready and zoned RMOI. New roof and A/C in last 12 months. Wood floors on both levels. Updated plumbing. Home within walking distance of new Riverwalk and the Community Park.

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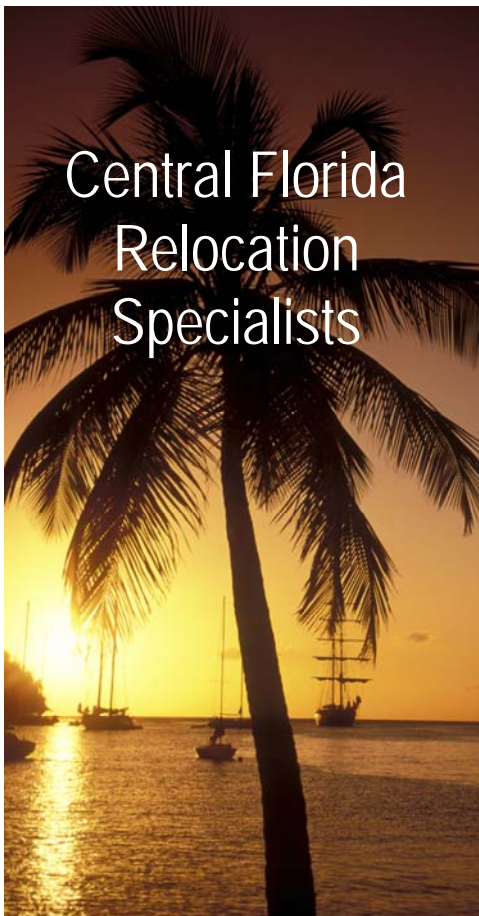
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Central Florida Relocation Specialists

Relocation That Makes Sense.

Work with **ERA Breese, Craft & Hensley** and receive the expertise and knowledge of hundreds of agents who are intimately familiar with the Central Florida area.

We are your Relocation Specialists!

Benefits Working with ERA

- Trained relocation team
- Cover ALL of Central Florida including Lake, Orange, Osceola, Seminole and Volusia counties
- We will overnight your referral check within 24 hours of disbursement of funds
- Receive comprehensive weekly updates from Ginger
- Receive world-class service and individual attention for every one of your clients

30% referral fee to all!

