



THE HERRON GROUP

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Casey Key

BEACH, BAY, OR BACK NINE... LIVE THE DREAM

REAL ESTATE MARKET REPORT | MARCH 2016

Featured Listing IN CASEY KEY BY NICK HERRON



Active with Contract!

420 Casey Key Road | 3 Beds, 3 Baths | 5,501 Heated Square Feet | Offered at \$879,900
Wonderful Bay views seen from large deck that wraps around spacious main house. Guest cottage and direct access to water, dock, and wide sandy beach.



Active with Contract!

3761 Casey Key Road | 1 Beds, 1 Baths | 472 Heated Square Feet | Offered at \$1,995,000
Wonderful location to build your Gulf Front Dream Home on this over 108' wide lot located close to the Blackburn bridge for easy off and on the key.



Prepared Especially For
JOHNATHAN AND ANGELA-MARIE WILLIAMS



Presented by
NICK & KATHLEEN HERRON
Your Casey Key Real Estate Specialists for Over 25 Years





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RE/MAX Alliance Group

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WHAT IS THE IMPACT OF RISING PRICES?

The melody of rising home prices is music to our ears. However, there are several factors that require your consideration before pricing your home above market value. As illustrated below, studies continue to prove that homes listed above market value have a decreased probability of sale. Pricing your home closer to market value nets a bigger pool of potential buyers, and thus the greater possibility of interest, which may increase your final sales price. Consider the chart below:

MORE BENEFITS OF PRICING CORRECTLY

- More buyer interest can lead to a quicker offer, often leading to a quicker sale
- Smaller risk of the buyer backing out due to a lower appraisal
- A higher tax evaluation will make it harder for buyers to qualify for a mortgage for your home
- Smaller chance of lengthy negotiations, providing a smooth closing

If Your List Price is:

15% above Market Value

10% above Market Value

5% above Market Value

Equal to Market Value

20%

30%

50%

95%

The percentage of buyers who will look at your property

Casey Key

MARKET REPORT

Johnathan and Angela-Marie,
There are 40 active homes in our Casey Key neighborhood. To see how our extensive marketing plan can help your home stand above the crowd, call us today at 941.350.5035.

ACTIVE HOME SALES

There are currently 40 homes on the market for Casey Key. They feature 2 to 8 bedrooms with 2.0 to 10.1 baths. They range in size from 960 to 10,125 square feet, and in price from \$799,000 to \$14,500,000

For more information on any of these listings, call us today at 941.350.5035.

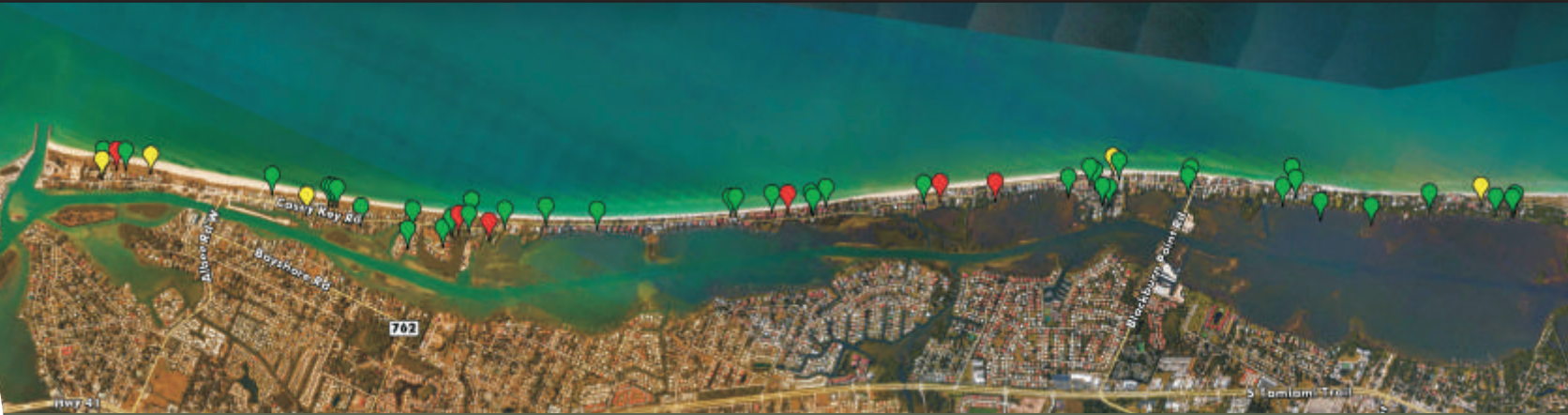
PENDING HOME SALES

There are currently 5 homes Active with contract or pending in Casey Key.

For more information on any of these listings, call us today at 941.350.5035.

CASEY KEY PROPERTIES SOLD IN THE PAST 90 DAYS							
Total Sq.Ft. Heated							
Status	Address	Water Frontage	Lot	List Price	List Date	Closed Price	Closed Date
Sold	2315 Casey Key Road	Gulf to Bay	2,909	\$4,395,000	09/09/15	\$4,026,790	03/04/16
Sold	3005 Casey Key Road	Gulf Front	LOT	\$1,750,000	02/26/16	\$1,750,000	02/26/16
Sold	3004 Casey Key Road	Bay Front	2,047	\$1,350,000	10/13/15	\$1,100,000	02/19/16
Sold	608 S Casey Key Road	Gulf Front	1,495	\$1,985,000	06/29/15	\$1,850,000	02/19/16
Sold	3210 Casey Key Road	Gulf to Bay	2,930	\$2,495,000	05/27/14	\$2,495,000	01/14/16
Sold	1118 Casey Key Road	N/A	6,296	\$1,499,000	11/02/14	\$1,350,000	01/04/16
Sold	811 Blackburn Point Road	Bay Front	LOT	\$349,900	10/16/15	\$315,000	12/30/15
Sold	1216 Casey Key Road	Gulf to Bay	2,793	\$2,100,000	02/10/15	\$1,750,000	12/11/15

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Casey Key

CURRENT MARKET ACTIVITY

● ACTIVE

● UNDER CONTRACT

● SOLD

At A Glance:

Average Active List Price:
\$3,938,998

Homes Recently Sold:
6

Average Sold Price:
\$2,095,298

Average SP/LP Ratio:
90%

A visual representation of the MLS data

WHO REPRESENTS YOU MATTERS

Client Testimonial

“Since 2000 when Nick and I met and he sold me a home on Casey Key, he has always been available whenever I needed advice or someone with whom to bounce off ideas. He has listed and sold other waterfront investment properties for me, and quickly sold my Casey Key property in an off market. I really appreciate Nick's help, knowledge and diligence.”

- Danyal Knight

Skill Ratings

Overall on Trulia	★★★★★
Overall Rating	★★★★★
Local Knowledge	★★★★★
Process Expertise	★★★★★
Responsiveness	★★★★★
Negotiation Skills	★★★★★