



## THE HERRON GROUP

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

## REAL ESTATE MARKET REPORT | MARCH 2016

### 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:

#### If Your List Price is:

15% above Market Value

20%

10% above Market Value

30%

5% above Market Value

50%

Equal to Market Value

95%

The percentage  
of buyers who will  
look at your property

#### MORE BENEFITS OF PRICING CORRECTLY

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

Johnathan and Angela Marie,

For a FREE market analysis on your home's true value and information about my customized marketing plan for Manasota Key homes, call me today at 941.350.5035.



Prepared Especially For  
**JOHNATHAN AND ANGELA-MARIE WILLIAMS**



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







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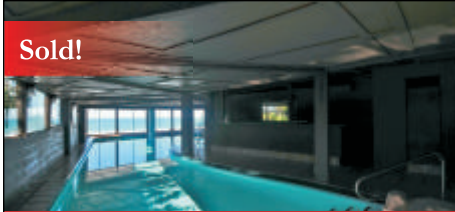
RECENTLY LISTED & SOLD HOMES BY NICK

Active with Contract!




3761 Casey Key Road | Offered for \$1,995,000

Sold!



13 N Casey Key Road | Sold for \$2,050,000

Sold!



2110 Casey Key Road | Sold for \$5,050,000

Dear Johnathan and Angela-Marie,

Our marketing is representative of the time, effort, and money you spent in obtaining and maintaining your home. If you are looking to sell, let us help you achieve exceptional results. Call us today at 941.350.5035!

Manasota Key

MARKET REPORT

Johnathan and Angela-Marie,

There are 28 active homes in our Manasota 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 28 homes on the market for Manasota Key. They feature 1 to 6 bedrooms with 2 to 7.2 baths. They range in size from 1,684 to 7,000 square feet, and in price from \$649,000 to \$5,500,000

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

PENDING HOME SALES

There is currently 2 homes Active with contract or pending in Manasota Key.

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

ACTIVE LOTS FOR SALES

There are currently 17 Active Lots on the market for Manasota Key. They range in price from \$250,000 to \$2,500,000

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

MANASOTA KEY PROPERTIES SOLD IN THE PAST 90 DAYS							
There were no lots sold in Manasota Key past 90 Days							
Status	Address	Water Frontage	Total Sq.Ft. Heated	List Price	List Date	Closed Price	Closed Date
Sold	6111 Manasota Key Road	N/A	1,832	\$449,999	11/04/15	\$416,000	02/10/16
Sold	7211 Manasota Key Road	Lagoon	2,388	\$599,000	09/16/15	\$555,000	01/19/16
Sold	6126 Manasota Key Road	N/A	1,452	\$517,000	09/25/12	\$490,000	12/21/15

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Manasota Key | CURRENT MARKET ACTIVITY

ACTIVE

UNDER CONTRACT

SOLD

At A Glance:

Average Active List Price:

\$2,315,354

Homes Recently Sold:

3

Average Sold Price:

\$487,000

Average SP/LP Ratio:

93%

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 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	★★★★★