

Dear Brent,

What is the Quality of a Great Realtor? Someone who Knows Lakewood National Intimately.

Here are your 3 Big Takeaways about the current state of our local real estate market :

SRQ market area (Sarasota - Lakewood Ranch - Bradenton - Venice) :

1. Sales activity dramatically lower.
2. Number of Listings significantly lower.
3. Overall prices modestly lower.

Lakewood Ranch submarket :

1. We sometimes joke that we live in a “bubble” in LWR, and are immune to external market forces, which we pretty much are.
2. LWR is not suffering nearly as much, as many of our fellow citizens, in other parts of Florida and our Country, and we say a prayer for them.
3. LWR continues to be a magnet for people of all ages, young and old, moving in from Out of State, we remain the fastest selling Master Planned Community in USA.

Lakewood National Golf community :

1. New home sales still remain strong, Lennar has very few quick delivery home options, resale homes priced correctly, sell within a reasonable time frame.
2. Lennar is modestly increasing sales incentives to drive sales, but holding the line on their asking prices.
3. Increased point of sales incentives, are driving new home sales. Here is a concrete example: other day my Lennar Sales Consultant called me to let me know Lennar wanted to close out their condo inventory in Building 10 for end of June delivery. The sweetener was approx. a 10% sales incentive. I sold 3 units in one hour and a 4th the following morning. 4 sales in 24 hours. The demand for Lakewood National remains strong. Our luxury resort golf community offers a unique mix of high end amenities, that can't be found anywhere else on Florida's Gulf Coast, at this price point. I don't see much changing, maybe a modest decline in pace of sales, but so far, the Buyers just keep coming.

Summary:

Selling a home is a stressful process. Our goal is to make the process as stress free as possible.

Real estate always has been, and always will be, a local business.

Know your neighborhood, is a cardinal rule in this business. If you plan on selling: Hire a knowledgeable, hard working, local professional. Hire an agent you see in your community everyday. Hire an agent who knows your community. Hire a PRO, because if you thinking hiring a PRO is expensive, just wait until you hire an amateur. Then you will understand expensive.

We are available to discuss your real estate needs anytime. See you at the Tiki Bar. Have fun golfing. Take a mulligan on me.

Best Wishes,

Brent Leathwood, MBA

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