



**Columbia
Museum
of Art**

DOUG'S NOTES

A publication of the
Northeast Columbia Business Club

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Northeast Chamber of Commerce Established

On June 7th members of the Northeast Business Community held a social to launch the newly formed Northeast Area Council. The event was held at the Village at Sandhill on Clemson Road and the host sponsor was Kahn Development Company. Despite a driving rain storm the event attracted over 350 business people and residents of Northeast Columbia.

The new Northeast Council is being formed to facilitate and enhance economic growth in the area for Northeast business people to advance together in the pursuit of the highest quality of business enterprise.



*Don Purcell, Joe Penner,
Rep. Joan Brady, Doug Bridges*

The first breakfast meeting will be held at 7:30 AM on June 30th at the Spring Valley Country Club. Guest speaker will be Representative Joan Brady of South Carolina House District 78, the originator of the Northeast Council.

The NE Council will also conduct “business after hour” socials the first of which will be sponsored by First Citizens Bank and the second by Travenias Italian Restaurant.



Alan Khan, Rep. Joan Brady, Doug Bridges

Price Your House Right!

Price is the most important sales tool. The best time to sell a house is the 1st four weeks it is on the market. If your house is priced right from the beginning the chances are better that it will sell quickly.

1. A high price won't be supported by an appraisal, so buyers won't be able to obtain financing.

2. If your property lacks something that's important to many buyers such as a garage that must be reflected in the price.

3. Real estate salespeople don't dictate price; the market does.

4. If your house is priced higher than comparable houses, the monthly payments on the price you suggest would eliminate a large number of buyers.

5. The beauty and senti-

The Right Price will Attract the Best Buyers!

\$ \$ \$ \$ 

Overpriced
Few Prospects, Fast Sale Doubtful,
Reduction Probable

\$ \$   

Priced Right
Optimum Prospects, Best Price

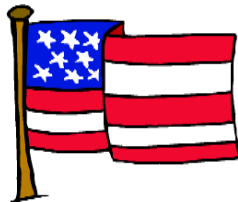
mental value of your home aren't factors in the price.

6. The amount of money you need to buy your new home can't be a factor in the price.

7. You may be inclined to lower the price below

competing homes in order to move it.

Pricing is an art, not a science.



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Power Pricing Strategies

I will look at houses around your home to see what other properties I can find. I'm looking for what has sold, what's on the market now, and what didn't sell. The distance I extend my circle depends on how many comparables are available, but I try not to go any farther than two miles from the property. It's just as important to look at what's on the market today as where the sales were. What if I find recent sales at \$200,000, and today's sellers are only asking \$190,000 or vice versa?

This market analysis can give you the accurate, reliable foundation needed to price your home correctly.

Key Factors to Consider:

1. Amenities- A small house that is fully loaded—Corian countertops, crown moldings, marble floors in the foyer and bathroom, and oak cabinetry in the kitchen. How does that compare with a bigger house that doesn't have all these amenities?

To decide how much high-quality amenities add to the price, I suggest consulting a

qualified appraiser in your area. If the appraiser thinks solid oak cabinets are worth \$1,000 to \$1,500 more than painted plywood ones, that's the price to use as a guide.

2. The assessed value of your home, tax records,

3 cloves garlic, minced

1/3 cup olive oil

1/4 cup tomato sauce

2 pounds fresh shrimp, peeled & deveined

2 Tablespoons red wine vinegar

2 Tbs chopped fresh basil

1. In a large mixing bowl combine garlic, olive oil, tomato sauce, & red wine vinegar. Season with basil, salt, and cayenne pepper. Mix thoroughly. Add shrimp and toss to coat evenly. Cover & refrigerate for 30 minutes to 1 hour, tossing once or twice.

2. Preheat an outdoor grill for medium heat and lightly oil grate.

3. Remove the shrimp from the bowl & thread onto skewers. If using wood or bamboo skewers, soak them in water for 15 minutes to minimize burning. Skewers should pass through shrimp twice, once near the tail and once near the head.

4. Grill for 3 minutes on each side or until pink & opaque all the way through.

Shumate Appraisal Services
Jim Kersey
(803)736-2599
9900-F Two Notch Road
Columbia, SC 29223
kerseyjim@yahoo.com

previous sale prices, maintenance and utility costs.

3. Current real estate market conditions, current interest rates and lenders' criteria.

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JULY 4th

South Carolina Celebrates the 4th of July

Lexington County 4th of July Peach Festival:

<http://www.midnet.sc.edu/peach/>

Gilbert Community Center (803) 892-5207

July 4th Boat Parade and Fireworks

There's nothing more patriotic than seeing a line of decorated boats cruising down the creek for Murrells Inlet Fourth of July parade. Boat parade is scheduled to begin at 5pm. Call 843-651-5675 for info. The fireworks display will begin at 10 pm.

Old-Fashioned 4th of July Family Fun Day

Each year Piedmont Technical College hosts an exciting day of festivities for the whole family. Join the fun at the Piedmont Tech campus! For More Information Call 864-941-8324

PATRIOTS POINT 4th OF JULY BLAST

Patriots Point is host to the largest 4th of July Blast in free celebration South Carolina. The legendary Charleston Harbor fireworks display will be launched from the USS Yorktown at approx. 9:15 p.m.

<http://www.patriotspoint.org>.



**If you know of anyone looking to buy
or sell a home please call
Doug @ 699-2212**

4. If you want to speed up the sale, you can do a price adjustment.

5. The greatest danger of overpricing is the house sits and doesn't sell. People begin to think something is wrong with the house and you end up taking a lower price than you might have if you priced it correctly to begin with.

Pricing your house right to begin with can get it sold sooner!

When you are ready to sell your home take advantage of Doug's expertise to help you price your home to sell.

**SOUTH CAROLINA
BANK AND TRUST**