



DOUG'S NOTES

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10 Reasons to Sell Your House During the Holidays

Homebuyers need to purchase homes all year long, so there might be some advantages to placing homes on the market during the holiday season. Some of these benefits include:

1. People who look at property during the holidays are serious buyers and are more ready to make a

decision.

2. Serious buyers have fewer houses to choose from during the holidays, so property has less competition.

3. Houses "show better" when decorated for the holidays with the wonderful lights and festive colors associated with the season.

4. Buyers are more emotional during the holidays and often base their decision on the warmth and good feeling they receive when viewing your house.

5. Buyers have more time to look for a house during

the holidays because they have designated time off from work to purchase a home.

6. Many people want to buy before the end of the year for financial and tax reasons.

7. January is traditionally the month for transfers. Transferees can't wait until the Spring to buy. Your house must be on the market to capture these buyers.

8. You may restrict showings during your own personal family events and still take advantage of your spruced up and

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decorated "show ready" property.

9. You can sell now, but specify a delayed closing or extended occupancy until early next year if you so desire and if agreeable to the other party.

10. By selling now you have an opportunity to buy in the spring, when more properties are on the market.



NORTHEAST RICHLAND COUNTY SPECIAL OCT

Following is an article I wrote that will appear in the *The State* in October 2005

I. Must-haves that NE Richland home buyers are looking for today?

Most NE buyers desire:

1. New or "young" houses not over 5 to 6 years olds. From information that I can gather, over 1,000 new homes have sold this year in the \$80,000 to \$170,000 price range in **NE Columbia alone.**

That tells a story in itself.

2. Close proximity to shopping centers, grocery stores, drug stores, etc.

3. Recreational activities for children, i.e., swimming pools, playground equipment, recreation centers, etc.

4. NE buyers want secure neighborhoods with low crime rates.

5. Other desires include screened porches and hardwood floors.

II. What demographic of home buyers are you seeing the most of - retirees, young families, out-of-towners.

1. Year after year 35-40% of the total residential real estate business is composed of first time home buyers. This is obviously stimulated by continuing low interest rates and public



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knowledge of the tax advantages of home ownership.

2. When considering all price ranges the majority of NE buyers are from out-of-town. They are brought here primarily by companies such as Bose, Siemens, Blue Cross, Koyo, RN Manufacturing, Ft. Jackson, Etc. The average purchaser is between 35 and 40 years old with one to three children.

3. The number of retiree buyers seems to be increasing. And, the numbers of empty nesters and baby boomers have increased to a point where patio and courtyard homes are much more noticeably in demand in today's Northeast marketplace. Increased retirees could be a result of the rising cost of living in Florida where "snowbirds" by the thousands have moved over the past

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50 and 60 years. Now those people are finding South Carolina and Georgia just as appealing. (See my article on "Empty Nesters.")

III. How much are home values increasing on average in NE Richland?

1. Overall, home values in NE Columbia have been appreciating at a clip of 2.5% per year. However, from January 2004 through today that rate may equate out anywhere from 4-10% depending on the neighborhood or location. The subdivision with the highest appreciation

seems to be Woodcreek Farms off Spears Creek Road. The average sales price in that community is \$456,838 new and used with an average dollar per square foot mark of \$127 (does not include contract jobs).

IV. How are new subdivisions impacting sales in some of NE Columbia's older neighborhoods?

1. Demand for new construction is stretching out the "Days on Market" of some NE homes in older neighborhoods.

2. Resales need to be in better than average condition or renovated, in some cases, in order to compete and their pricing must be competitive.

3. New homes and used homes are similar in the eyes of buyers. When a viable option most buyers want "new" as opposed to used.

V. What are some other things that make NE Columbia desirable to homebuyers?

Homebuyers in the NE will find:

1. An enormous quantity

of new homes exist with "easy to buy" terms such as zero down payment, builder pays closing costs, buy cheaper than rent terms that endear homeowners to our community.

2. Good interstate access (I-20 and I-77). The new Clemson overpass should relieve a great deal of traffic in the Hardscrabble/Farrow Rd, Longtown Road traffic corridors making subdivisions in those areas even more attractive.

3. There are no less than 10 golf courses within a 10 mile radius, all located in NE Columbia. From a recreational standpoint the new Sports Plex at the Village at Sandhills has had a phenomenal response for children, families, and adults.

4. Close proximity to key employers in the NE, i.e., Blue Cross, Ft. Jackson, Bose, Siemens, Koyo, FN Manufacturing and Diamondbort.

Greater Columbia Chamber of Commerce

**Business After Hours Northeast
Tuesday, October 18, 2005
5:30 - 7:30 p.m.**

Location:
Signs by Tomorrow
7364 Two Notch Rd
Columbia, SC 29223
Phone: 803-917-1344

**Northeast Business@Sunrise
Thursday, October 27, 2005
7:30 a.m.**

Location:
Spring Valley Country Club
300 Spring Valley
Columbia, SC 29223
Phone: 803-7885400

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