

NOVEMBER 2011

SARASOTA COUNTY RANKS HIGH FOR MARKET REBOUND

The NBC **Today Show** named the **Sarasota** housing market as #1 in the nation for having the highest increase in value in the first quarter. "Prices are shooting up - a 13% increase" said real estate expert Barbara Corcoran.

Sarasota also made a list of US metropolitan areas leading the nation's real estate recovery

We were #6 on Realtor.com's "Top Ten Turnaround Towns" released November 16.

The Realtor.com analysis found that

- 1) **Sarasota County** attracted 11 percent of all Florida's international buyers.
- 2) List prices in the market are up by 17.5% from 2010
- 3) The number of days a home spends on the market before being sold is down 32%

Even better, the **Sarasota** area scored #1 on Trulia.com's "Metro Movers Index" also released November 16. That calculation by the Internet real estate sight, which logs 100 million+ property views each month, found six times as many "inbound" home searches by outsiders for our region as opposed to "outbound" searches by local residents.

This confirms what we have been saying in our recent newsletters. The **Sarasota County** real estate market is showing inventory levels consistent with the pre-boom era and prices have been stable for nearly all of 2011.

Buyers from the United States, Canada and abroad continue to actively search for properties in our area thanks to our beaches, our golf course communities and our diverse cultural scene. Inevitably, those searches result in a purchase because of the overall value they can't get match elsewhere.

In today's real estate market location and value is everything and right now **Sarasota County** has both.

TOURISM SEASON SETS RECORD

Tourism in Florida rose 5.1% in the third quarter from a year ago, jibing with what was one of the best summers in Southwest Florida's history.

Locally, **Sarasota County** had its best summer season ever, thanks in large part to **Siesta Key's** late May designation as the best beach in the nation by Stephen "Dr. Beach" Leatherman.

November saw two fantastic local events. The **Sarasota Chalk Festival** featured artists from around the world who converged on Pineapple Avenue in Burns Square to transform the pavement into unbelievable street pieces of art - with, yes, chalk. Record attendance was set at the weeklong event that brought millions into our local economy. Followed by the ever popular **Siesta Key Master Sand Sculpting Competition**, both events were flush with both tourists and locals alike.

Sarasota was also featured in this month's **US Air Ways** flight magazine with a 47 page spread titled "**Celebrate Sarasota - Art, Culture, Entertainment**". We are particularly proud of this piece as it represents and exemplifies **Sarasota's** love for the arts so beautifully.

Please call or email us to receive your own personal copy to share with family and friends.

THE LATEST ON RATES

It appears that our 30 Year Fixed Rate will continue to trade in a range from 3.75% to 4.25% for an extended period of time depending on US economic date and the news and blues out of the Eurozone.

Our mortgage bond market will continue to battle our stock market for investor dollars and will trade in a see-saw fashion in response to the pessimism and optimism generated out of the media.

Call us for recommendations on local lenders.

ATTENTION GOLFERS

For the last three years, we have been writing a **golf blog** about **every golf course community in Sarasota and Manatee County**.

Go to the sidebar on our website

www.FindYourSarasotaProperty.com

As an avid player, Patrick has reviewed over 20 golf courses this year alone, plus commented on housing options in each. Now a member of The Founders Club (and formerly University Park and The Oaks) look for reviews of these communities and more...

Waterlefe Golf and River Club
The Venice Golf & Country Club
Laurel Oak Country Club
The Ritz-Carlton Members Club
Longboat Key Country Club & Resort
Lakewood Ranch Golf & Country Club
Serenoa Golf Club
Rosedale Golf & Country Club
The Oaks
University Park
The Founders Club

SEE THE REVERSE SIDE FOR THE LATEST LOCAL MARKET REPORT

SEASON IS HERE

The weather is perfect and the holidays are just around the corner. So that means our winter population is beginning to swell. "Season" is at hand.

Season in Southwest Florida means much more than glorious weather and beautiful beaches. It's also the best time of the year to sell your property, especially if you've had your real estate goals on hold waiting for our market to show signs of recovery. The surest sign is the large number of buyers presently combing our market. Their quest for well-priced properties has finally reduced our once bloated inventory of properties to near (or below) normal levels.

So if you are looking for perfect timing and skillful representation to put a sale together, give us a call.

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If you are receiving this newsletter, you either currently own property in Sarasota or Manatee County or have indicated a desire to do so. If this is no longer the case, please send us an e-mail with the heading "remove from newsletter" and we will gladly stop all future mailings.



Maureen James Doherty & Patrick Doherty
www.FindYourSarasotaProperty.com

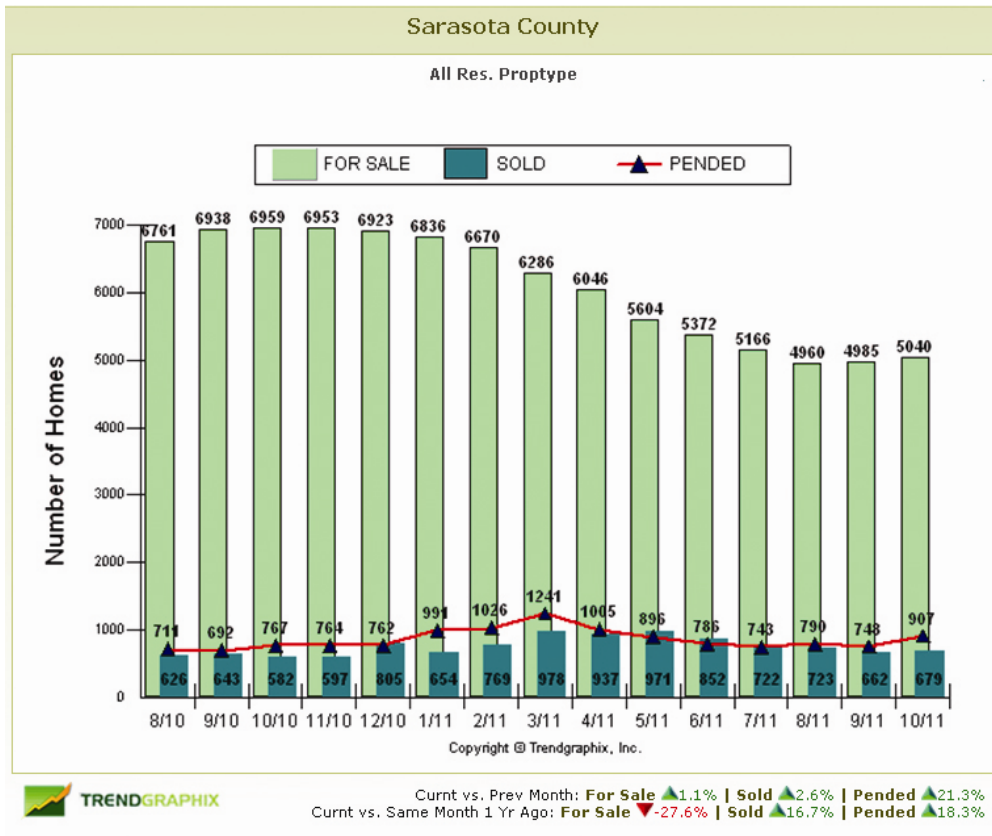
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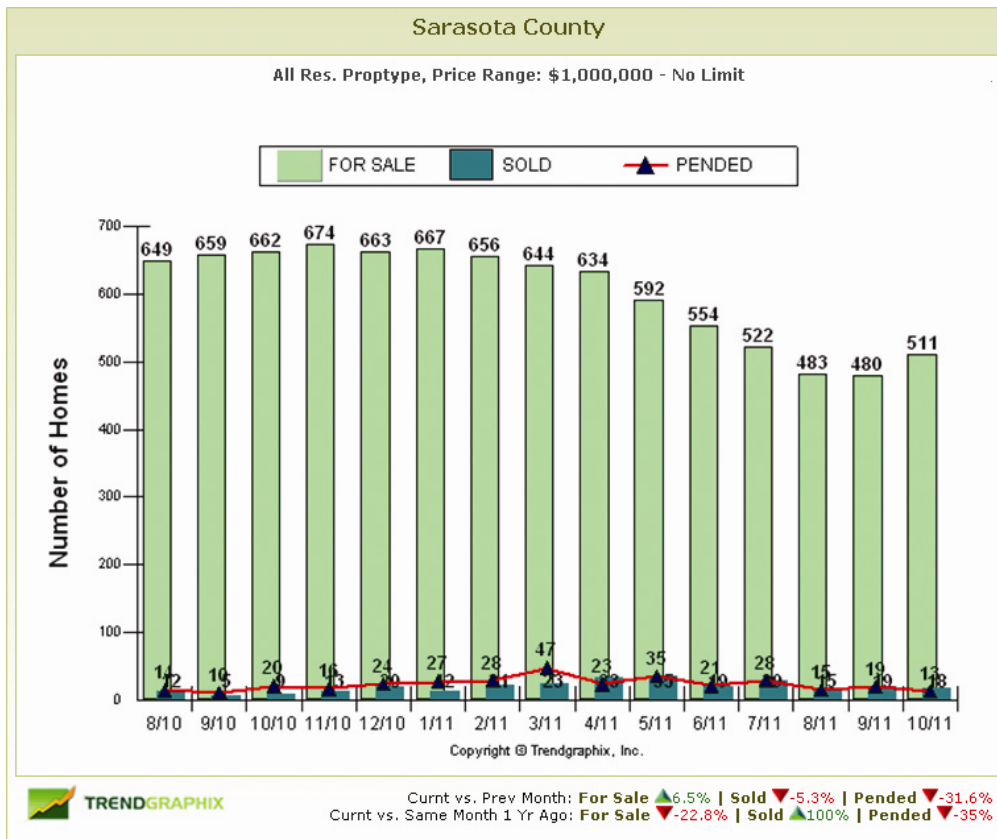
If your property is currently listed with another broker, please do not consider this a solicitation.

LOCAL MARKET REPORT

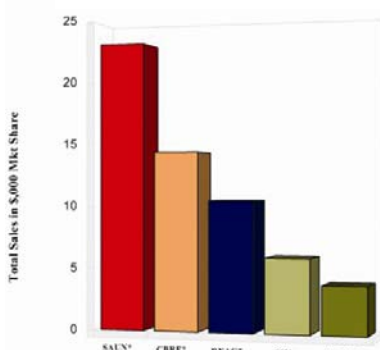
ALL RESIDENTIAL



\$1,000,000 – NO LIMIT

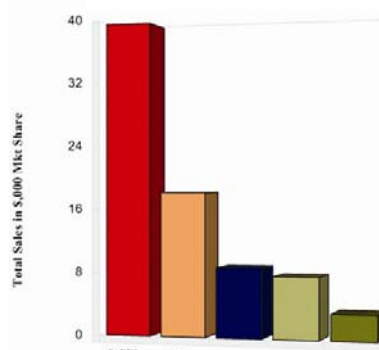


ALL RESIDENTIAL



SAUN*-Michael Saunders (23.2)
CBRE*-CB Residential RE (14.4)
RXAG*-RE/MAX Alliance Grp (10.5)
SSI*-Signature SIR (6)
PALM*-Prudential Palms (3.9)

\$1,000,000 – NO LIMIT



SAUN*-Michael Saunders (39.7)
CBRE*-CB Residential RE (18.2)
RXAG*-RE/MAX Alliance Grp (8.8)
SSI*-Signature SIR (7.8)
PALM*-Prudential Palms (3.3)