

# Harbour Heights Real Estate News®

Fisherman's Village  
Realty, LLC

Volume 7 Issue 5  
May 1, 2012

By: **Steve Vieira, REALTOR®**  
Debbie Vieira, Licensed Associate

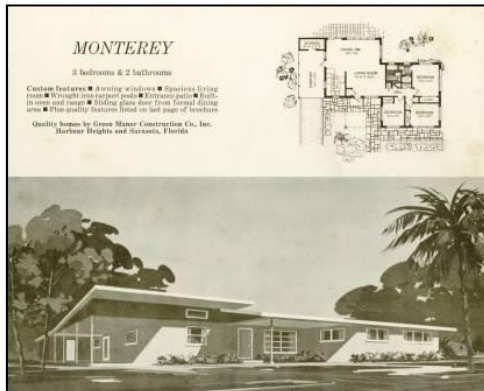
## Harbour Heights Memories

I wrote last month about a gift of marketing materials that I received from a local homeowner detailing the original concept for Harbour Heights. As with most post war communities that sprung up all over the United States, Harbour Heights was to be that typical utopian hide away that could be purchased by the average American.

The plan was brilliant! Prospective customers were actually flown into Harbour Heights from the east coast of Florida on small multi passenger aircraft. The planes would land on what is now Discovery Drive, the passengers would be met and tour Harbour Heights. If they were overnight stays, accommodations were made at the Sunnybrook Motel and Garden Villas.

The plan went well for a number of years until the market was saturated with affordable homes throughout the county. Soon that "fly and buy" program was a thing of the past and Harbour Heights never achieved its' full potential. As you drive around Harbour Heights you can still see how the

homes were sold, for instance, along Broadpoint Drive from Whitman Ave. to San Marino Drive are the original five model homes that were built for prospective buyers to view. Shenanigans Sports Bar was the original market and hardware store. The community is dotted with original homes that still have that good character and design.



I have been working with a local builder as most of my readers know and we have talked recently about the idea of creating a series of homes called the "Memory Series". The idea is based on the original designs of the two and three bedroom homes intended for HH and market those as an affordable alternative to more expensively priced homes in the area.

Land is very affordable, and soon homes will follow as the economy continues to recover. Any real estate investor owes it to themselves to look into all possibilities. Call me any time to discuss these and other fantastic opportunities in Harbour Heights.



### Inside this issue:

<i>Harbour Heights Memories</i>	1
<i>Real Estate Run Down</i>	2
<i>Land Review</i>	2
<i>What's In My Pocket?</i>	2
<i>Home Condition</i>	3



### ◆ Member of:

- ◆ Punta Gorda-Port Charlotte-North Port Association of Realtors, Inc.
- ◆ Florida Association of Realtors
- ◆ National Association of Realtors

### Special Points of Interest:

- ◆ **Feel free to forward this newsletter to anyone you know or send me their email address and I will add it to our distribution list.**

**Please send us  
your referrals**

**FULL SERVICE DOESN'T COST, IT PAYS!**



Harbour Heights  
Real Estate News®

**Steve Vieira, Realtor®**  
**Fisherman's Village Realty, LLC**  
**1200 W. Retta Esplanade, Suite D6**  
**Punta Gorda, FL 33950**  
**and**  
**2441 Broadpoint Dr.**  
**Harbour Heights, FL 33983**

**Direct: 941-258-2891**  
**HH Office: 941-391-6135**  
**Fax: 941-391-6256**  
**Email: [SteveVieira@comcast.net](mailto:SteveVieira@comcast.net)**  
**Referrals are always welcome**



**Harbour Heights  
Real Estate Run Down  
2012**

Homes For Sale: 39  
Homes under contract: 10  
Homes sold: 12  
Vacant lots For Sale: 55  
Lots under contract: 1  
Lots sold: 8  
Give us a call to see any of these fine properties.

**Rediscover  
Harbour Heights /  
Punta Gorda, Florida**

**Land**



Check it out! Through the first four months of the year eight pieces of land have sold.

Now, to a person not living in Harbour Heights that may not seem to be many sales but, in all of last year only 10 pieces of land sold.

So why the increase? Builders are starting to build again at affordable prices. So why not get in on the good deals on choice locations and build a new home instead of buying a new project? When you weigh it out, it just might be the right move.

**What's In My Pocket?**

Real Estate agents come across all types of deals during their career. Some above board and some are not. The smart agent keeps away from the latter and all is well.

Some agents from time to time are approached by friends or friends of friends who want to sell their property but, don't really want to list it immediately on the multiple listing service (MLS) or advertise it publicly until they are ready to do so. Often, they will say, "if you know someone who wants to buy my home, let me know and we will work out an agreement if you can sell it". The term is called a "pocket listing". It is not uncommon and happens quite frequently.

It works in this manner, someone uses the above scenario and I find a buyer, we use a one time showing agreement with all of the parameters spelled out, such as

who the buyer is and the price the seller wants for the property and when the showing will occur etc.. The details of how the agent is paid is also negotiated at this time.

Assuming we have a good showing, a purchase and sales contract is negotiated, and the normal process of selling a home ensues.

The reason for the explanation of procedures is that I have a "POCKET LISTING" that should be of interest to my readership. The home is in a very quiet area of Harbour Heights with nearly 200' of canal frontage, dock with utilities, and boat lift. The home is set very privately within well cared for, fruit



and native trees. The home site also has a recently constructed 2 car garage with a separate workshop, and a utility building to store your lawn and garden equipment. A swimming pool is part of the extensive landscape which is also placed in a private setting next to the home. The home itself is meticulously maintained and perhaps one of the

cleanest homes I have ever been in. Three bedrooms and two baths, granite in the kitchen, a fireplace in the living room and an expansive view of the waterfront. I could go on and on. If I got your interest, give me a call I would be happy to let a prospective buyer preview. Sorry, but serious inquiries only please.

## Keeping a home in ready-to-sell condition

GAINESVILLE, Fla. – April 27, 2012 – When you own a home, it's easy to stop seeing its flaws – the gate latch that never works, the faded shingles on the roof.

But potential buyers spot those problems in an instant.

To help Floridians look at their homes with a critical eye, a University of Florida (UF) housing specialist published a guide, based on the results of a national survey, that pinpoints areas that might need attention.

Randall Cantrell, a faculty member with the Institute of Food and Agricultural Sciences, says the average homeowner spends \$2,000 to prepare a home to be sold. So keeping up with needed repairs can make life a lot easier when it comes time to put your house on the market.

Cantrell conducted a national survey in 2011 of more than 400 homeowners, asking them to rate 81 items that could improve their home's overall performance in three areas: maintenance tasks, energy and water conservation measures, and family operations. Based on their responses, he created a document for each category, suggesting short-term and long-term changes.

Cantrell said he was inspired to write the publication about keeping one's home ready to sell after living through a painful home sale in 2011, before the real estate market began to perk back up. Even though his home had been well cared for, he still found himself paying for changes to make the home appeal to buyers. "I thought if I can help people not have to go through what I just went through, I should do it," said Cantrell, a state extension specialist in housing and community development.

In the short-term category for keeping one's home ready to sell, he lists such tasks as ensuring that the doorbell works, that fences are painted, intact and have working gate latches, keeping cars parked neatly and taking care that the mailbox is properly maintained and has reflective address numbers.

Cantrell even suggests keeping a fresh-looking welcome mat at the front door.

"If a buyer sees one thing that looks like it hasn't been taken care of, they will wonder what else hasn't been taken care of," he said.

In the long-term category, he suggests changes such as taking care that deck boards are flipped nice side up and fastened with screws rather than nails, ensuring that a garage door is sturdy and clean, that tree branches hanging near the house are healthy, and the roof's shingles aren't loose, wavy or faded.

He also suggests taking time to check that ceiling-fan blades are balanced – and dusted.

Installing photocell sensors on exterior lights ensures that lights will come on when it's dark and won't accidentally be left on during the daytime, conserving energy.

Mark Cramer, who has been a home inspector in Indian Rocks Beach, Fla., for 23 years, said the way a home shows correlates strongly with higher sales prices.

"There are some homeowners who tend to fix everything, and then there are others who ignore virtually everything until the ceiling's literally caving in on their heads," he said. "The former tend to get much better prices for their homes."

The three-part series is at <http://edis.ifas.ufl.edu/>. It includes:

- FY1320: [Improving Savings and Health through Minor Conservation Measures in the Home](#)
- FY1321: [Improving Savings and Health by Maintaining Your Home at a Ready-to-Sell Level](#)
- FY1322: [Improving Savings, Health, and Happiness by Modifying How the Family Operates the Home](#)

© 2012 Florida Realtors®

To View our current listings log on to our website at: [www.HarbourHeightsRealEstate.com](http://www.HarbourHeightsRealEstate.com)

Or call 1-941-258-2891