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GET YOUR HOUSE READY FOR **HIGH SALES SEASON**

by John Shelby, Owner

You have just received your TRIM notice with an estimate of the Franklin County, Florida, taxes you will have to pay in November. You are not using your house as much as you used to or would like to. Or you have finally reconciled that you won't be building your dream home on the lot you own here. If the thought of selling your St. George Island or Franklin County property has crossed your mind, this newsletter was written for you.

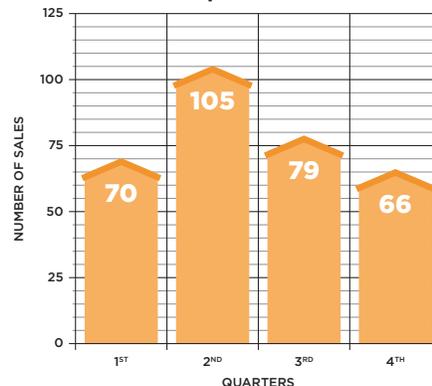


Counterintuitively, the busiest sales season for St. George Island runs from Thanksgiving to around mid-April. After that, the vacation renters take over and the number of contracts written declines as visiting buyers are run off by vacationers. See the charts below showing sales trends, bearing in mind that these charts show when properties closed which is typically 45 days later than the date the buying decision was made. So the majority of buyers are here and making the buying decisions and writing contracts between mid-November/

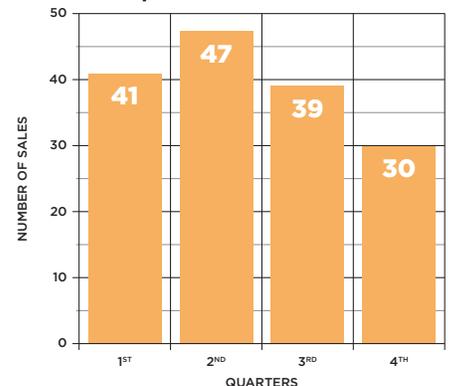
Thanksgiving through mid-April. Putting your house or lot on the market with a six month listing around the first of November increases the odds of it selling during the high sales season.

If you want to sell your house or lot, take a look at the lists on page two that will help you see the step-by-step process and ask us to send you the more detailed questions and answers to the Listing Agent Interview. ■

St. George Island Closed Home/Condo Sales per Quarter 2012-2014



St. George Island Closed Lot Sales per Quarter 2012-2014



**Remember that properties go under contract an average of 45 days prior to closing.*

HOW TO SELL YOUR

ST. GEORGE ISLAND PROPERTY

by John Shelby, Owner

- 1** Contact John and Kristen Shelby of St. George Island Realty.
- 2** Interview John and Kristen. We can send you detailed answers to the interview questions.
- 3** Tell us which property you own and are interested in selling.
- 4** We look at the property (house, lot, condo, commercial). If there are small improvements that can be made that will raise the value, we will make recommendations and help coordinate those improvements. For instance, old white and brass ceiling fans lower the value but are inexpensive to replace, or a vacant lot that needs to be bush hogged so buyers can walk the lot.
- 5** We complete a market analysis comparing your property to similar properties sold recently.
- 6** We complete another market analysis comparing your property to similar properties currently listed. In these two market analyses, we make adjustments for differences. For instance, we adjust the value of your home upward significantly if your house has a pool and the comparable sales or listings do not.

- 7** Discuss the current value of your property derived from the comparison from recent sales and the pricing of the competition to determine the highest competitive price.
- 8** Agree upon a price, and sign the listing agreement.
- 9** Give St. George Island Realty's marketing machine time to find prospects, show the property and attract an offer. Contact us for a list of the places we advertise.

- 10** Work with your SGI Realtor to negotiate an offer to an acceptable sales price.

- 11** Let your SGI Realty Realtor coordinate the closing process, so you receive the money immediately after closing.

As you can see, we do most of the work, providing you with more than sufficient market information to make informed real estate decisions. To list your property in November, we will need to get the process started now. ■



LISTING AGENT INTERVIEW

Rather than picking a listing agent based upon gut feelings or appearance, it is wise for a seller to ask a range of questions (interview) before making the important decision concerning the sale of one of your biggest assets. The following questions need to be asked of any prospective listing agent anywhere.

- How can I know what my property is worth?
- Do you have experience and real estate specific education?
- How do you market your listings?
- Do you communicate with us during the course of the listing?
- Who represents you in the transaction?
- Is your listing agent heavily invested in St. George Island?

Detailed answers (6 pages) to these questions will be sent to you via mail, email or fax upon request. ■



MLS# 252672
\$835,000

FIRST TIER PLANTATION 6 BR, 5 BA, spacious, living/dining/kitchen area opens to the deck with Gulf views between existing homes, hardwood and carpeted floors, upscale kitchen, wet bar, elevator, furnished, private pool, outdoor shower, community clubhouse, tennis courts and pool.



MLS# 253412
\$129,000

2ND TIER PLANTATION LOT Lush 2nd tier one-acre lot located 700 feet from the beach, hidden away at the east end of Guava Trail, offering privacy and seclusion, adjacent boardwalk leads to the Gulf, very near the club house, pool, tennis courts and fitness center. Listed by Michael Billings.



MLS# 252556
\$346,000

CUSTOM PLANTATION HOME Spacious 2 BR, 2 BA home, fireplace, cathedral ceiling, laundry room, widows walk with Gulf view, easy beach access, updated within the last 5 years, single-level home, private setting, 2nd tier lot, three blocks from Plantation pool and clubhouse, Suzie Court West.



MLS# 25288
\$59,900

ONE ACRE IN THE PLANTATION Wooded full acre lot, numerous palm trees, two to three blocks to Plantation clubhouse, fitness room, tennis court and pool, (less than that to the Gulf via dune walkover), other amenities include three tennis courts, bike paths, 24-hour security and an air strip! Listed by John Shelby.



MLS# 254543
\$85,000

CORNER PLANTATION LOT One acre lot located two blocks from the Plantation community pool, fitness room and tennis, Leisure Lane bike/running path skirts the north side, pathway to the beach on the west, relatively high area and mostly flat lot, corner of Kumquat and Leisure Lane.



MLS# 254147
\$54,000

ISLAND LOT FOR SALE High, dry, walk-able lot measuring 90'x135', adjacent lot is separately for sale, quiet area of the Island on East Sawyer Avenue near end of Porter Street, short distance to the Gulf of Mexico and Apalachicola Bay. Buy now and build later, listed by John Shelby.



MLS# 251951
\$52,500

WOODED RESIDENTIAL LOT Great deal on a quiet street with attractive neighboring homes, just off paved Bay Shore Drive, one block from a deep canal, two blocks from the bay, very good chance for a view of the canal/bay from elevated home, Land Street. Listed by Janie Burke.



MLS# 253993
\$245,000

WATER FRONT EASTPOINT 1.6 acre partially cleared and mowed BAY FRONT lot on East Bay. Fantastic high waterfront lot mostly in AE flood zone, easily traversed from North Baysshore Drive to the bay, many large shade trees remain, OWNER FINANCING, listed by John Shelby.



MLS# 254158
\$419,000

GULF FRONT TOWNHOME Ocean Mile H-4, completely renovated, 2 BR, 2-1/2 BA, new kitchen granite counter top, tile floors in open living/dining room/kitchen, blinds inside the glass on beach side slider, furnished, private balcony off master BR overlooks the Gulf, near the State Park.



MLS# 254377
\$275,000

ISLAND ESCAPE Spacious living/dining/kitchen area, 3 BR, 2 BA, new sliding glass doors, decks have just been painted, large storage area and large screened room under house, fenced and covered area for your boat or car, covered fish cleaning sink, front and back stairs. Howell Street.



MLS# 253610
\$98,000

YOUR ISLAND HIDEAWAY Lowest priced dwelling on St. George Island! 2 BR, 2 BA, older mobile home, grandfathered in non-conforming use, aerobic septic system (for 4 BR, 2 BA home that didn't get built) installed, storage shed in back, Howell Street. Listed by John Shelby.



MLS# 253590
\$585,000

EAST BAY HOME AND ACREAGE Unique property provides an estate setting overlooking East Bay, 3 BR, 2-1/2 BA, hardwood floors, security system, pool table, privacy, seclusion, 4 plus acres, 400 feet on bay, private dock to world-class fishing, spectacular sunsets! Listed by Michael Billings.



MLS# 253711
\$549,900

BAY HAVEN Bay cove front home with private dock and screened pool! Huge home with 5 BR, 4 BA, 3 LR, 2 kitchens, tile floors throughout, new Hardie siding, windows and doors, only house on the cul-de-sac = privacy! Interior stairs connect the two floors but has separate exterior entrances, large storage area and two bay garages. End of 12th Street.



MLS# 250854
\$49,900

BUY NOW - BUILD LATER 1/3 acre in the quiet part of the island, just one lot in from the corner of 10th Street and West Bay Shore Drive, easy beach access just three short blocks down 10th Street to Gulf AND easy bay access to public park just down Bay Shore Drive. Listed by John Shelby.



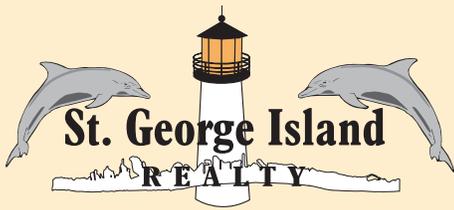
MLS# 253518
\$275,000

ISLE GETAWAY 3 BR, 1-1/2 BA home in quiet area of island, new metal roof and deck, beautiful yard with manicured live oaks and large pines, oak cabinets and island in kitchen, one bedroom and 1/2 bath is in the loft, two-car under house garage/workshop/storage. West Pine Avenue.



MLS# 254119
\$229,000

WATERFRONT APALACHICOLA Two-acre secluded building site on year-round deep water, cleared and easy to view, adjacent to Mitchell Creek feeding Scipio Creek, dock, two 2-boat capacity pole barns, garden shed and a partially completed house boat, electric available at pole barns and garden shed.



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MLS# 254262
\$1,960,000

UPSCALE PLANTATION BEACH FRONT 5 BR, 5-1/2 BA, interior remodel adding MBR and full bath, new bamboo floors, travertine bath floors, new kitchen appliances and granite, new front entry; open floor plan, fireplace, elevator, solid wood doors, second living room, richly furnished, two-car garage, private drive/entry gate on Hawthorne Lane.



MLS# 251282
\$970,000

PLANTATION BEACHFRONT In The Bluffs protected by dunes but still great Gulf view, community pool, 3 BR, 3-1/2 BA, two living rooms, kitchen with fireplace, dumb waiter, fully furnished, screened porch, outdoor shower, dune walkover, under house parking and entry, ground level storage, Canopy Lane.



MLS# 254347
\$750,000

BEACH FRONT COTTAGE Memory Maker, 4 BR, 2 BA, hardwood floors, open kitchen/living room, cypress interior wood paneling, 100-foot wide beachfront lot, high elevation and protective dunes, private beach boardwalk, metal roof, under house storage, income producer, West Gorrie Drive. Listed by John Shelby.



MLS# 254617
\$599,000

TOP GUN Expansive Gulf views, 4 BR, 4-1/2 BA, pool and hot tub, elevator, breakfast kitchen/wet bar and ice maker, huge tiled living/dining/kitchen area, gas fireplace, granite counter tops and stainless appliances, fully furnished, covered ground level entry, low maintenance home, income producer!