

# North Florida Forecaster

Volume XXIV, Issue 5 - A publication of the Lake City Board of REALTORS®

May 2012

## Family Day



*Darrell Hunt poses with his award and prize for "Best Dessert"*

Over 70 people attended our 2<sup>nd</sup> annual Family Day at Alligator Park. Special thanks to 'Chef' Jeff Taylor and Janet Creel for all of their hard work on this event.

## Juana Watkins, DBPR DRE Director here May 10



*Director Watkins*

Join us at the Country Club of Lake City on Thursday, May 10 when we will host a special luncheon with guest speaker, DBPR Division of Real Estate Director, Juana Watkins.

Don't end up being a cautionary tale! Complaints against licensees continue to pour in to the Florida Real Estate Commission. Short sale problems, escrow account problems, failure to disclose issues . . . the list of potential violations is long. Juana will let us in on helpful tips & interesting stories designed to help you avoid being on the receiving end of a FREC complaint.

There will be a buffet lunch for \$12, all inclusive, payable at the door.

***PLEASE*** RSVP to [wendy@nflmls.com](mailto:wendy@nflmls.com) no later than Monday, May 7<sup>th</sup>.

## INSIDE THIS ISSUE

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REALTOR® Visit our website at: [www.northfloridarealtors.com](http://www.northfloridarealtors.com)

# Local Market Update for March 2012

A Research Tool Provided by Florida REALTORS®

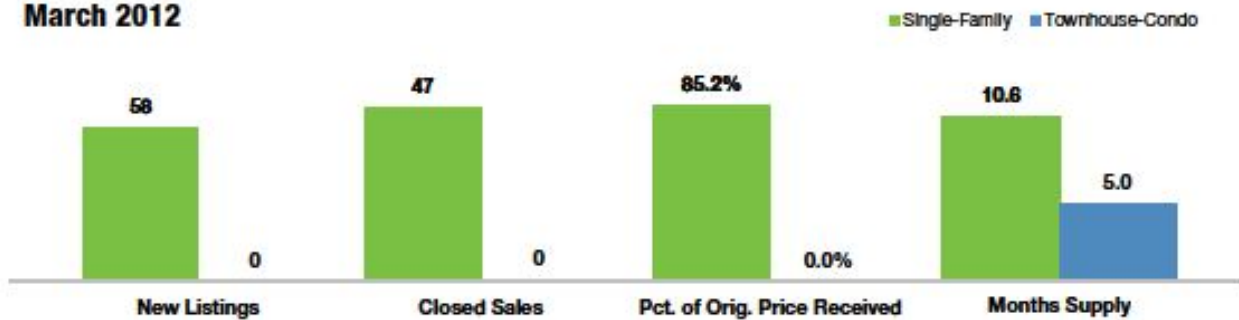


## Columbia County

Key Metrics	Single-Family			Townhouse-Condo		
	3-2011	3-2012	Percent Change	3-2011	3-2012	Percent Change
New Listings	70	58	-17.1%	0	0	--
Pending Sales	25	58	+132.0%	0	0	--
Closed Sales	42	47	+11.9%	0	0	--
Days on Market Until Sale	140	166	+18.6%	0	0	--
Median Sales Price*	\$92,900	\$96,000	+3.3%	\$0	\$0	--
Average Sales Price*	\$106,766	\$106,870	-1.8%	\$0	\$0	--
Percent of Original List Price Received*	82.8%	85.2%	+2.9%	0.0%	0.0%	--
Inventory of Homes for Sale	606	355	-41.4%	4	5	+25.0%
Months Supply of Inventory	20.5	10.6	-48.3%	0.0	5.0	--

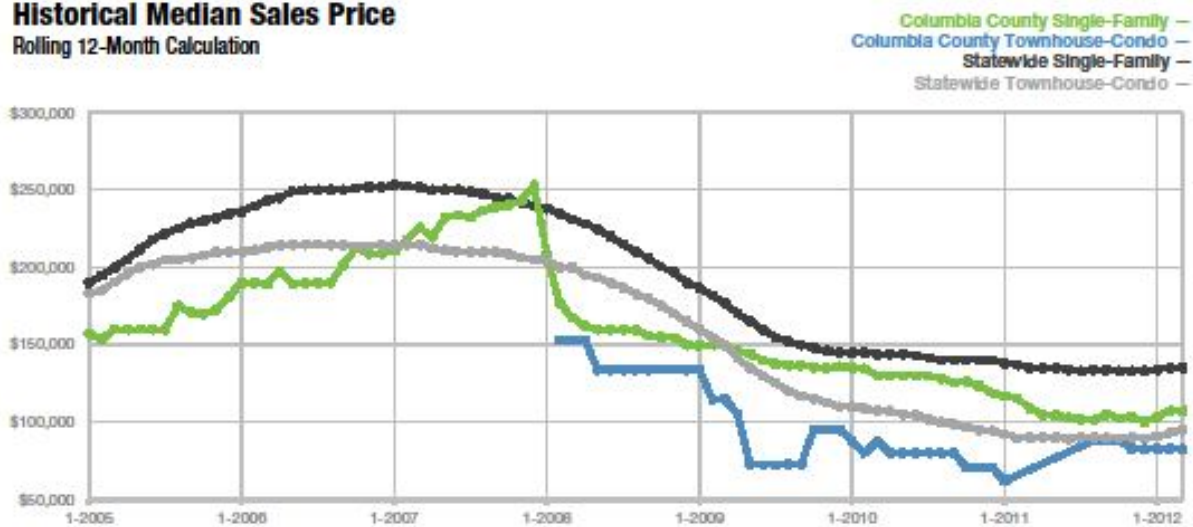
\* Does not account for sale concessions and/or down payment assistance. Note: Activity for one month can sometimes look extreme due to small sample size.

### March 2012



### Historical Median Sales Price

Rolling 12-Month Calculation



Note on the Historical Line Chart: If no activity occurred during a month, no data point is shown and the line extends to the next available data point. Current as of April 1st, 2012. All data from the multiple listing services located in Florida. Provided by Florida REALTORS®, Powered by iM Research and Marketing.

## CALENDAR OF EVENTS

LCBR LUNCHEON

THURSDAY, MAY 10, 11:30 AM

COUNTRY CLUB OF LAKE CITY

PROGRAM: JUANA WATKINS, DBPR DRE DIRECTOR

**BUFFET LUNCH IS \$12, PAYABLE AT THE DOOR**

PLEASE RSVP TO [WENDY@NFLMLS.COM](mailto:WENDY@NFLMLS.COM)

NAR MIDYEAR CONFERENCE

MAY 14 – 19, WASHINGTON DC

MAY 17<sup>TH</sup>, REALTOR RALLY ON CAPITOL LAWN

FLORIDA REALTORS CONVENTION AND TRADE SHOW

AUGUST 8 – 12 MARRIOTT WORLD CENTER, ORLANDO

TRADE SHOW DATES; AUGUST 9, 10

REGISTER: [WWW.FLORIDAREALTORS.ORG](http://WWW.FLORIDAREALTORS.ORG)



*Barry Rutenberg, Chairman of the National Association of Home Builders was guest speaker at the April 11 luncheon we shared with the Columbia County Builders Association.*

## May birthdays

May	6	Thom Duncan	Country Rivers
May	9	Lisa Hicks	Crapps
May	10	Beverly Scott	Remax
May	13	Michael Lienemann	Rockford
May	14	Hansel Holton	Bishop
May	16	Fred Devane	Poole
May	16	Marilyn Meyers	Taylor
May	19	Wilbur Corbitt	Taylor
May	20	Brad Dicks	Dicks Realty
May	20	Mike Foster	Accredited
May	22	Roger Lovelady	Crapps
May	23	Art McQuillan	Derington

## Importance of MLS info

*By 2012 MLS President, Lisa Hicks*

As Realtors, we know that placing all vital and accurate listing information in our MLS is essential for professionals in our industry. Somehow, we have strayed from that concept. Our MLS should be our “google search” meaning everything you need to know about that property should be in that report. With the increase of bank owned properties and short sales, more CMAs and BPOs are required.

Appraisers and other professionals also use our site. For that reason, we have the luxury of placing “comps” in the MLS. However, if we want to continue to have the ability to place comps in our system, we need to take the time to input the necessary detailed data into the MLS. Our reports should be more user friendly for all agents and valuator. The items listed below are just a few of the fields that need to be complete:

- Clear Photos of Subject Property
- Report Any Concessions Made by Seller
- COMPLETE and ACCURATE Parcel ID #s
- # of Acres
- Year Built
- # of Beds/Baths
- Garage/Carport
- Square Footage
- If using SEE REMARKS, make sure item is described in the Remarks Section

We all need to remember that all of us rely on information in our MLS. The more accurate and detailed the information, the more Realtors, appraisers, and clients will benefit.

## ListHub – brokers, take control of syndication!

All listings are automatically sent to the following real estate search websites for broad exposure to potential buyers: Yahoo! Real Estate, Trulia, Homescape, MyREALTY, CLR Search, AOL Real Estate, Vast, Oodle, Hotpads.com, Cyberhomes, FrontDoor and many more! For a complete list of channels, visit [www.ListHub.com](http://www.ListHub.com). There is no data entry required to take advantage of this syndication tool.

ListHub provides an interface allowing you to control many aspects of your advertising.

- 1) Control the email address where you will receive leads
- 2) Make a request for consumers to be directed to your brokerage Web site
- 3) Upload your company logo to brand your listings
- 4) Opt-out of any Internet marketing channels you do NOT wish to display your listings

If you would like to take advantage of these free member benefits **Managing Brokers ONLY**, simply log in to [www.ListHub.com](http://www.ListHub.com), select create account, and follow the on screen prompts.

**2012 OFFICERS**

PRESIDENT: **Sandy Kishton**  
PRESIDENT ELECT: **Stan Batten**  
MLS PRESIDENT: **Lisa Hicks**

**The Lake City Board of Realtors® Inc.**

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Executive Vice President: **Dan Gherna**

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MLS Coordinator: **Wendy Williams**

Email: [wendy@nflmls.com](mailto:wendy@nflmls.com)

## Welcome new members

Please welcome new members who joined the LCBR in April.

**REALTORS**

Jason Bashaw	Land South
Marisol Brown	Suwannee River Realty
Donald Cook	JW Hill & Assoc.
Tonya Edwards Johns	C-21 Darby Rogers
Sabrina Suggs	Jackie Taylor & Assoc.

**MLS ONLY**

Allison Ables Realty	Gainesville
Lake City Branch Ofc.	352-371-1828

LAKE CITY BOARD OF REALTORS  
326 NW HOUSEMAN CT.  
LAKE CITY FL 32055

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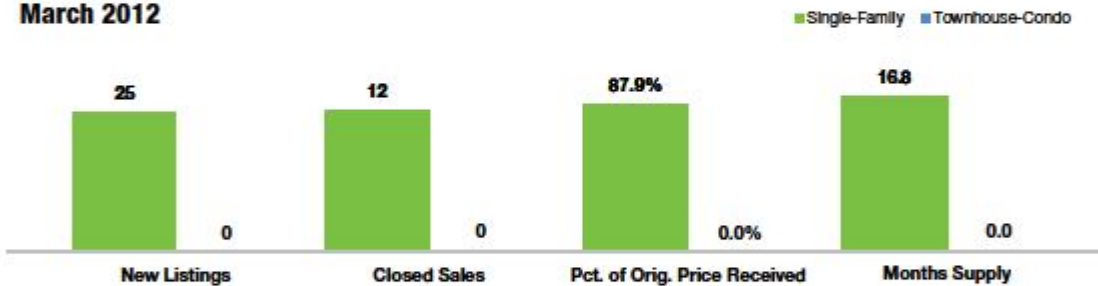


## Suwannee County

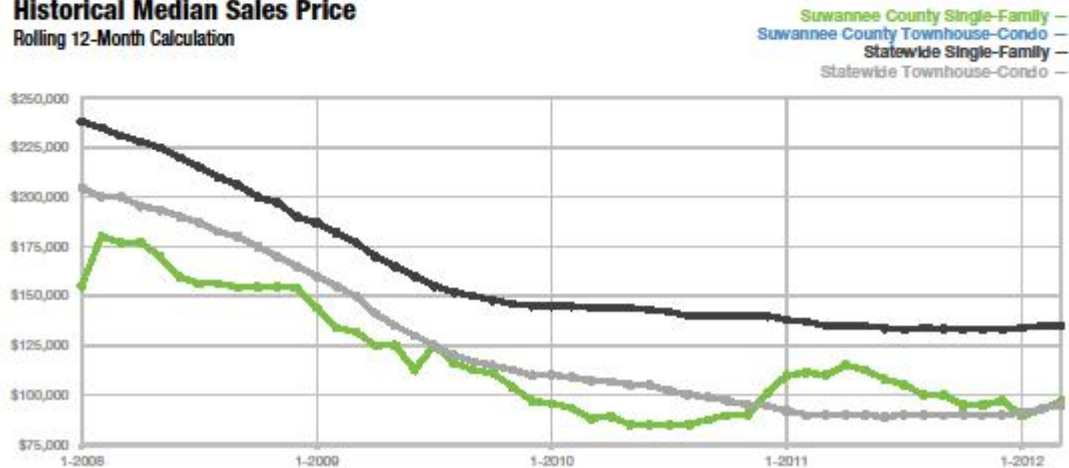
Key Metrics	Single-Family			Townhouse-Condo		
	3-2011	3-2012	Percent Change	3-2011	3-2012	Percent Change
New Listings	34	25	-26.5%	0	0	--
Pending Sales	12	17	+41.7%	0	0	--
Closed Sales	16	12	-25.0%	0	0	--
Average Days on Market Until Sale	170	219	+28.8%	0	0	--
Median Sales Price*	\$70,000	\$121,600	+73.6%	\$0	\$0	--
Average Sales Price*	\$121,719	\$128,815	+5.8%	\$0	\$0	--
Percent of Original List Price Received*	81.3%	87.9%	+8.1%	0.0%	0.0%	--
Inventory of Homes for Sale	274	171	-37.6%	1	0	-100.0%
Months Supply of Inventory	28.3	17.1	-39.6%	0.0	0.0	--

\* Does not account for sale concessions and/or down payment assistance. Note: Activity for one month can sometimes look extreme due to small sample size.

### March 2012



### Historical Median Sales Price Rolling 12-Month Calculation



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