

Realtor Survey On Swim/Tennis Home Value Impact

April 29, 2010

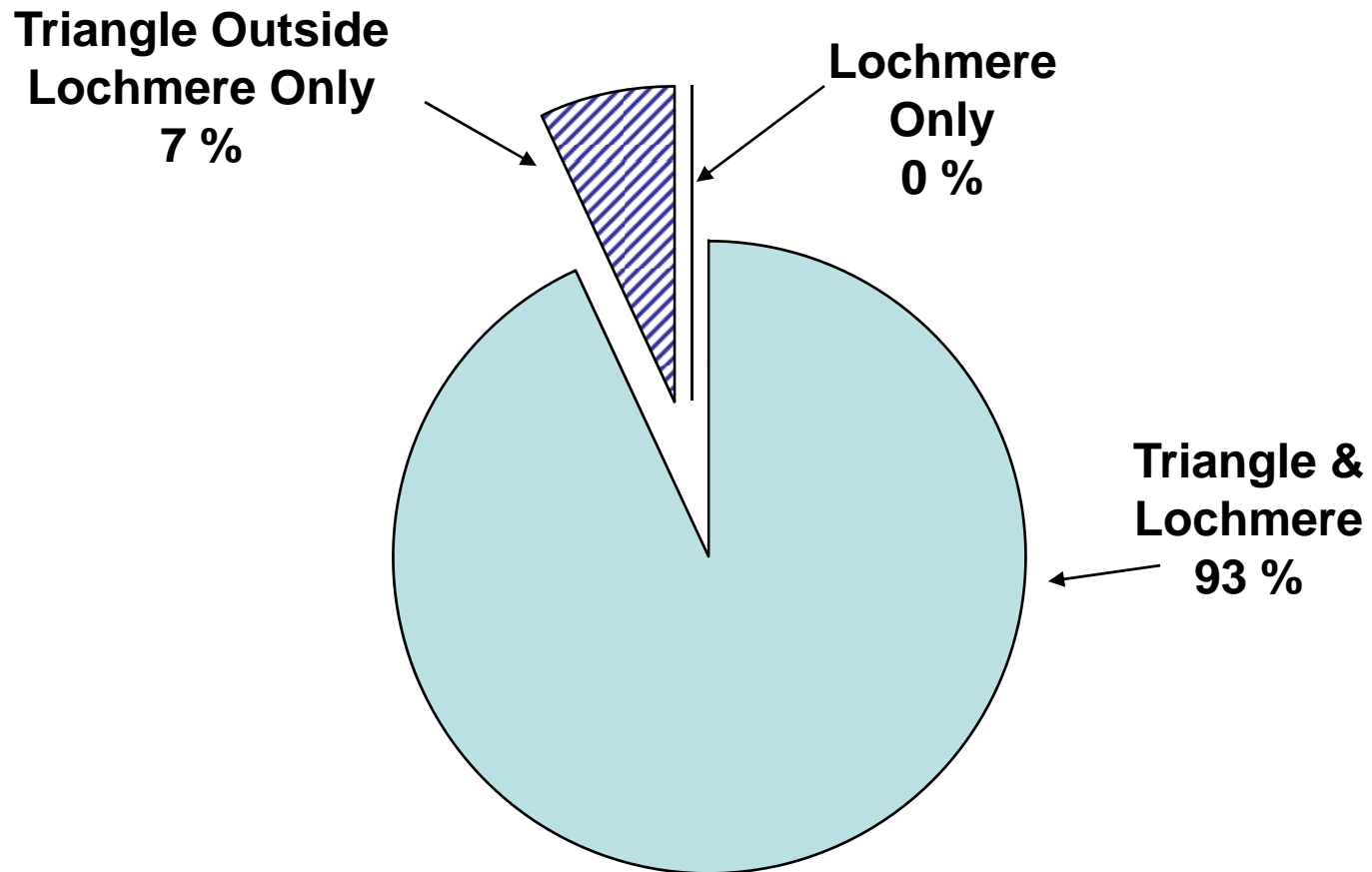
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www.strongerlochmere.com

Lochmere Homeowners Association Conducted a Realtor Survey

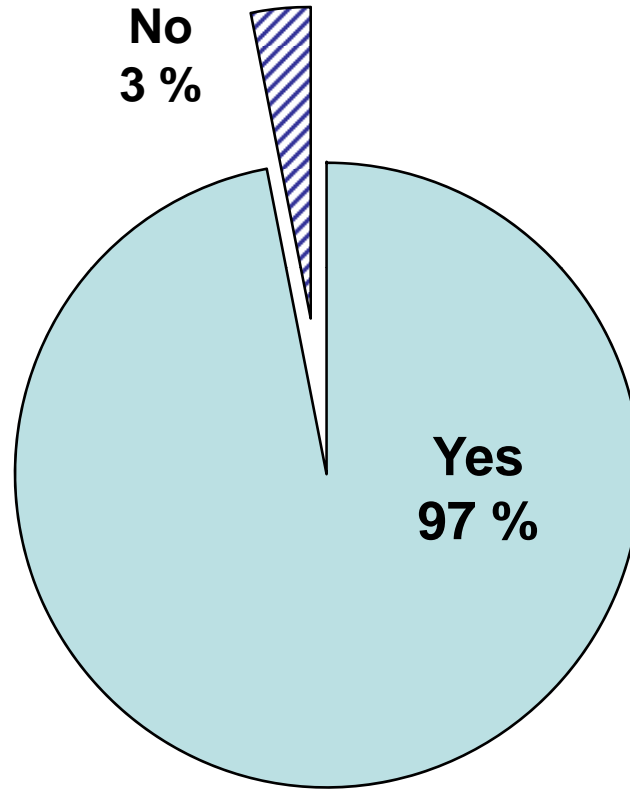
- Conducted February/March, 2010
- 30 Realtors responded
- All Realtors are residential sales agents

Where Realtors Have Sold



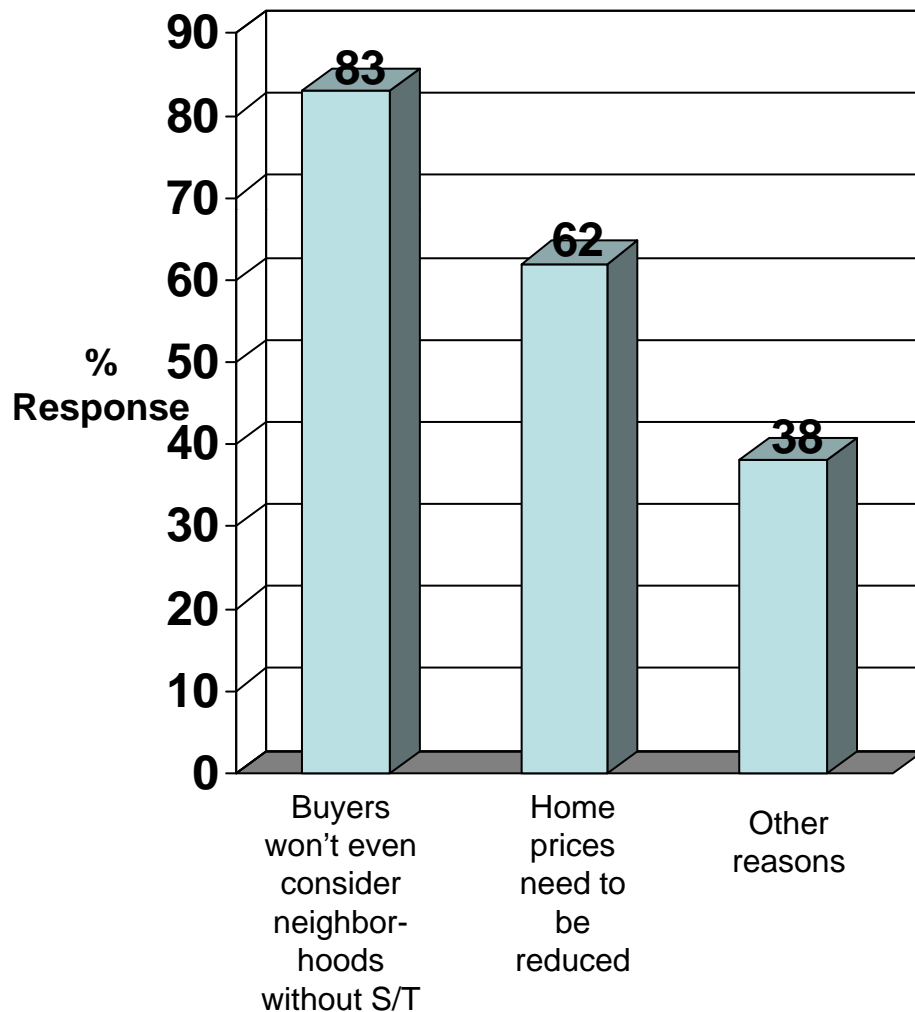
“Where do you have experience selling homes?”

More Difficult To Sell Without Swim/Tennis?



“Is it more difficult to sell homes in communities without swim and tennis facilities compared to communities that do provide these facilities?”

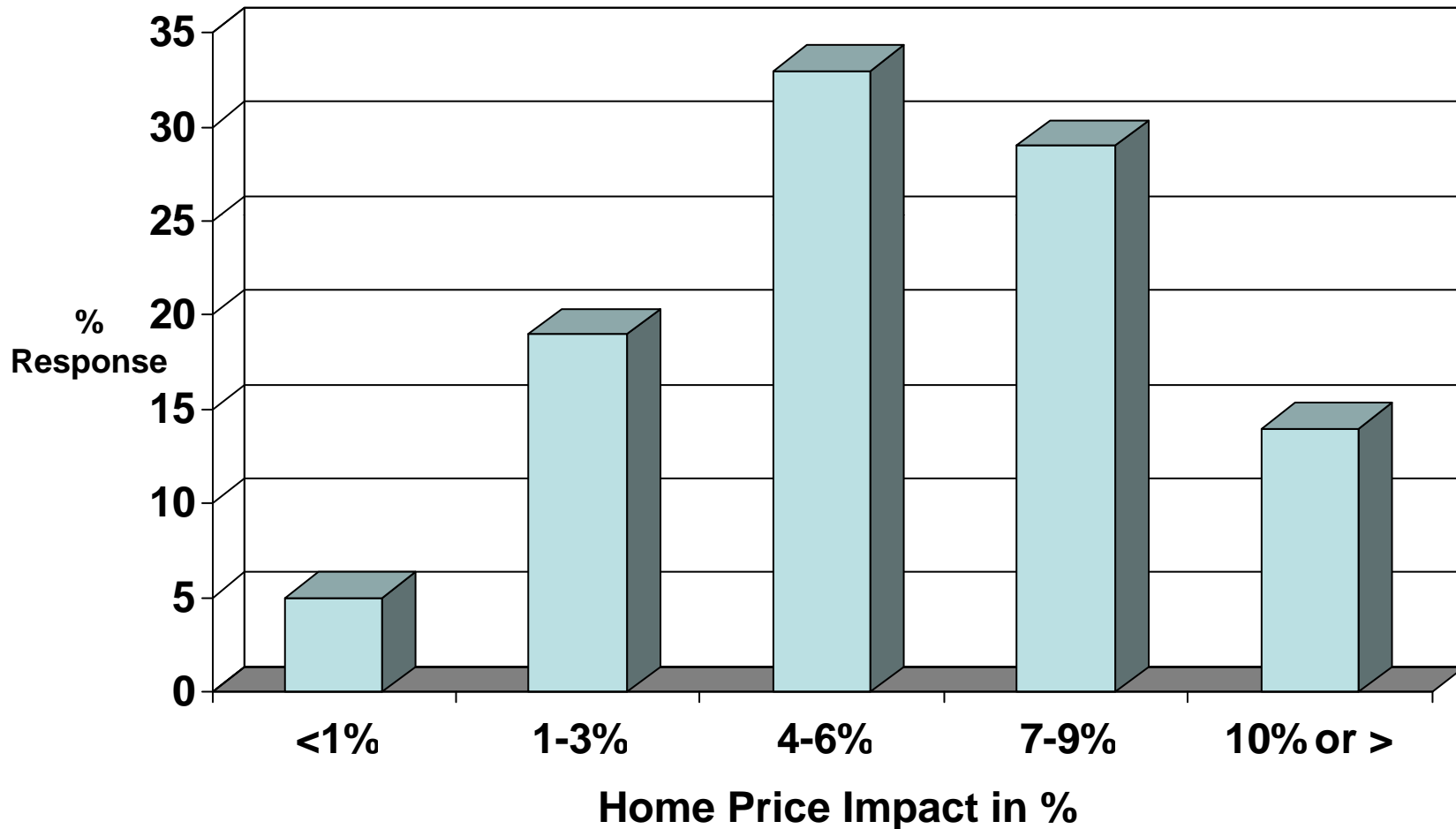
Why Is It More Difficult To Sell Without Swim & Tennis Facilities?



Other Reasons:

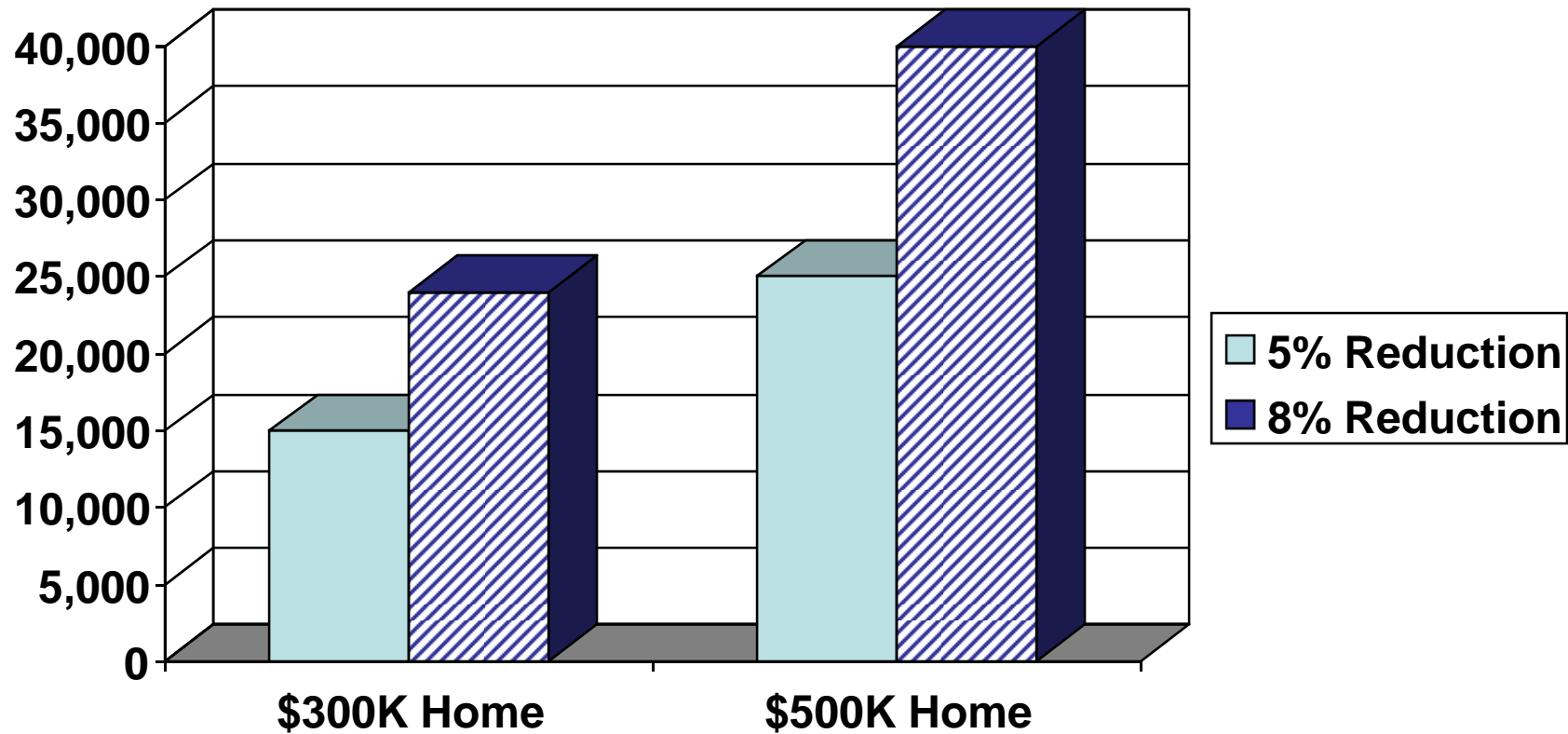
- “Some buyers won’t consider neighborhoods without swim/tennis”
- “STC provides added value / desired amenity”
- “Currently high competition for sales – loss of STC amenity will hurt sales”
- “Buyers know resale with STC is better even if they don’t plan on using”
- “People won’t even rent an apartment without STC; Neighborhoods need it”
- “STC amenity goes well with golf amenity of Lochmere community”
- “Western Cary neighborhoods have more and nicer amenities than Lochmere. Lochmere main attraction is location. If Lochmere loses STC amenity it will hurt sales”
- “Losing STC would prevent Lochmere from being comparable with Preston and Sunset Ridge”

Realtor Estimate of Negative Price Impact Without Swim/Tennis Facilities



Many Houses In Lochmere Could Sell Between \$15K and \$40K Lower Without Community Swim & Tennis Facilities

\$ Reduction
in Sales Price



It would take the average homeowner close to 100 years paying a few hundred dollars more in annual dues to equal a \$25K reduction at sale

A Slower Sales Cycle Could Be Costly To Homeowners As Well

- 30 days of additional carrying costs (mortgage payment, taxes and insurance) before selling a house could amount to \$2000 in negative cash flow
- 90 days of additional carrying costs could result in \$6000 in negative cash flow
- It would take the average homeowner many years paying a few hundred dollars more in annual dues to equal losses from a slower sales cycle when they sell