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LOOKING AHEAD HERE'S WHAT WE'LL BE WATCHING OVER THE COMING MONTHS:

1 **Low Supply of Available Homes**

Lakewood Ranch had low inventory in July, likely due to the increase in activity, and there's no telling when it will slow down. With inventory low and the median sale price down from \$825k in 2022, to \$689k this July—sellers will want to work with an expert to properly position themselves on the market so they can secure a nice return.

2 **Buyers Are Eagerly Searching**

Buyers are eager to scoop up the available inventory. The days on market in July was 25 days, which is 17 days more than what we saw in July 2022. But with inventory as low as it is, it's a great time to sell. With the sale-to-list price staying pretty close to even, we are still slightly in the Seller's zone. Regardless of what twists and turns the market takes, to truly maximize your return on investment, it's crucial that you strategically position your home to buyers.

3 **Continued Growth in Lakewood Ranch**

As Lakewood Ranch develops, we'll continue to see property values increase. Here are just a few things to note:

- Lakewood Ranch has often appeared on lists of the best places to live in the United States. These lists take into account factors such as quality of life, amenities, education, affordability, and more.
- The community's family-friendly features, such as parks, schools, recreational facilities, and safety, have earned it recognition as a great place for families to settle down.
- The real estate market in Lakewood Ranch has been highlighted for its diversity of housing options, architectural designs, and planned community aspects.
- Lakewood Ranch's emphasis on offering a high quality of life through green spaces, outdoor activities, and cultural events has contributed to its recognition as a desirable living destination.

4 **What to Expect When Selling Your Home**

The market consistently evolves—and you deserve to sell for the highest possible price no matter what. The right marketing strategy, pricing knowledge, and negotiation power are what make the difference when you're ready to sell your home and embark on what may be one of the largest financial transactions of your lifetime.



Thinking of selling in the next 12 months?

Call today for your Strategic Marketing Consultation.

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Working with



DEAR NEIGHBOR,

As a homeowner, it's only natural to reach a point where your current home doesn't provide you with the time and freedom to live the carefree lifestyle you desire. Of course, the first step is selling—and you want to make sure you're doing everything you can to optimize your sale price.

For most of us, our homes are the largest asset we'll ever own—so, of course you want to understand this asset and the market you are in. As you consider selling, you deserve the insight and guidance of an expert in your local market. Here are the top things to know about the Lakewood Ranch real estate market right now:

Inventory Is Down and Demand Is Up

With the inherently limited number of properties and consistently high demand, Lakewood Ranch regularly sees a boost in sale prices. In 2023, fewer homes were listed than in years past, continuing to push sale prices even higher. The List to Sold Price percentage in July was 98.18%. This means that properties are selling close to their list price, giving you confidence that you can achieve a fair and profitable sale! To capitalize on your investment, you want to work with a real estate expert who understands how to strategically price and market your home, so you get maximum return.

Median Sale Price Has Slightly Decreased

When correctly priced and positioned well on the market, homes are selling at or very close to list price—often in only a few days on market. The median sold price of properties in Lakewood Ranch in July was \$689,912, which is up slightly from June 2023. With the right strategic plan, pricing, and positioning for your property and your goals, we can attract maximum offers and get your home sold for the highest possible price in the fewest days on market.

Sellers Continue to Have a Strong Market

In Lakewood Ranch, properties spend a median of 25 days on the market, which dropped from 40 in June. With this relatively short timeframe, you can expect a quick turnaround and a minimal waiting period for potential buyers to make offers. These stats really

add up when you are selling your largest financial asset—and that's exactly why you deserve a strategic marketing plan.

As a homeowner, what does this mean for you?

If you're thinking about selling in the next 12 months, now is the time to start preparing for market.

When I work with my clients, I take a 360-degree approach that offers assistance at each step of the process. You see, successful real estate transactions require patience, planning, and the ability to handle a lot of nuances without sacrificing service. My first objective is to find out what you uniquely desire. From there, I build a strategy that helps to maximize your results while minimizing your stress.

From home preparation to marketing to negotiations, and beyond, I will be there to represent your best interests, that way you get what you deserve—the highest possible price in the fewest days on market.

If you are thinking about selling your home in the next 12 months, call me today for your Strategic Marketing Consultation → 941-216-5087

We will cover your goals and my unique approach to getting you the highest possible price in the fewest days on market.

Call Today → 941-216-5087



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SINGLE-FAMILY HOME STATS	JUL 2022 vs. JUL 2023	ANALYSIS
Median Sale Price	↓ Down 16%	Median sale price is now at \$689,912 which is up 0.3% from June, but down 16% from \$825,000 in July 2022. When you price correctly from day one, you can maximize offers and ultimately sell for the highest possible price as quickly as possible.
Median Days on Market	↑ Up 312% (+ 17 Days)	In July, we saw 25 days, which is notably lower than the 40 days we saw in June. The July 2022 low of 8 was during the peak buying demand. Although we've seen an increase year-over-year, strategic pricing and marketing ensure your home sells for top dollar in a few days on market.
Sale-to-List Price Ratio	↓ Down 0.5%	Correctly priced, strategically marketed homes are selling at or close to list price: 98.18%. It is especially important to start with an expert strategy from day one to sell for the highest possible price in the fewest days on market.
Price per Square Foot	↓ Down 14%	Demand in Lakewood Ranch is still high. The price per square foot for homes sold at \$298/sq. ft. in July, which is 2.4% higher than June 2023 and 14% lower than \$349 in July 2022. To maximize your results, it's extremely important to have a proven strategy and expert guidance from the beginning.

Source: NARPR Market Trends

IN THEIR OWN WORDS...

"Absolute professional, send it! Although we went the route of selling our home by owner... we were blown away by Tess as she was the buyers agent for our home of 35 years. Throughout the forty-five days leading up to the closing - she was an absolute professional when things didn't go as smooth as hoped. Thanks again Tess!"

-STEVE COLLINS

"Brilliant, Patient Realtor in the area! I am not someone who likes a realtor who just pushes you to buy every single house you look at. Tess was patient, listened to our desires in a house, and delivered! Could not recommend her enough!"

-THERESA ELWELL

"Patient and Knowledgeable! I had to sell and buy a home within a short timeframe. Tess walked me patiently through the entire process with my purchase of my home and made sure all my needs (and wants!) were met. I was able to purchase a home that perfectly suited my situation, and I couldn't be happier. I highly recommend Tess to anyone looking to buy or sell!"

-ELIZABETH SULLIVAN

Call me today for your Strategic Marketing Consultation



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