

On Lake Martin



Successful, a word that has not been associated with Real Estate in a few years. Webster defines SUCCESSFUL as "turning out as was hoped for". Based on this definition it is easy to see why ERA Lake Martin Realty Dadeville Branch likes using this word! Throughout the past eighteen months, our sales and performance have "turned out as was hoped for"!

During the Spring/Summer 2009, we were able to list, market and sell 43 condos at Crowne Pointe for Sterling Bank. Amidst all of the uncertainty in Real Estate from the talking heads on TV and radio and even others in our business, we actually posted one

of the best years our office has ever experienced...from \$18 million in sales in 2008 to \$34 million with a 16.3% share of the market in 2009*. We were, once again, the **Number 1 company in sales on Lake Martin**. As ERA Lake Martin Realty, we have almost a 50% share of the entire Real Estate market on Lake Martin.

In 2010 the success has continued. In the spring of this year, we were awarded the listing on the Stoneview Summit condos in StillWaters. We have been able to list, market and sell 23 of these units so far this summer. We were also **successful** this year in selling out the entire waterfront development of Point Windy Townhomes. Also, to our list of successes we were able to list, market and sell all of the waterfront cabins and lots at The Cottages of Blue Creek. Due to incredible teamwork, state-of-the-art marketing techniques and the unflappable dedication to our profession, our **TEAM** here in Dadeville is having another great year with over \$17 million in Real Estate sales to date!* In addition to our condo and development successes,

we also continue to lead the market in selling waterfront Lake Homes!

Of course we could not have experienced this type of **success** in this challenging market without the help of others. We have been impressed with the poise and resiliency of our bankers and mortgage advisors, appraisers and home inspectors. We are also thankful for our fellow Realtors here at Lake Martin for assisting us in selling some of our listings. **We are thankful to all for every contribution.**

And of course we would be nothing without the trust and confidence of our wonderful clients. We have been blessed with so many incredible buyers and sellers over the past years and we are very thankful for each of you.

Now it's back to work to close out a successful 2010. If you have any real estate needs, please contact our ERA Lake Martin Realty Team here in Dadeville. We promise to do everything we can to make your Real Estate experience "turn out as was hoped for"!

**All sales data from MLS.*



"Bringing our clients' vision to life by providing exceptional marketing solutions"

Your Dadeville Team 877-825-9092



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News from Tallapoosa County Courthouse Revenue Commissioner's Office

Now that summer is waning, and fall is fast approaching- thoughts turn to FOOTBALL. We urge you to visit the Lake in the Fall and remember why you purchased at Lake Martin- the natural beauty, the peacefulness of the pristine, clear water and family fun! We are very fortunate to live in the Lake Martin area where property values have not declined as much as they have in neighboring areas.

As to the next year's taxes – we don't know. We will start in November and finish sometime in the Spring. That's the most honest answer I can give you. Our goal is to be fair and equitable to everyone and base our value on current sales.

Please visit our website at www.tallapoosacountymaps.com

This site shows all the parcels in Tallapoosa County with their individual assessment and ownership information. The "aerial" button will allow you to see an overhead view of your parcel as of January 2009.

If you need help the Tallapoosa County Courthouse is open 8-5pm Monday – Friday in downtown Dadeville. Our number in the Tallapoosa Appraiser office is 256-827-2011. If you get our voice mail, please leave a message and we will gladly return your call.

Have a great Fall 2010!

Patti R Richardson
ACA, Tallapoosa County
Chief Appraiser

Now Selling Phase-II

STONEVIEW SUMMIT

Lake Martin

WATERFRONT CONDOMINIUMS PRICED FROM THE LOW \$200,000's.

Spacious three bedroom condominium homes located in the gated community of StillWaters feature dedicated boat slips, beautiful hardwood floors, granite countertops, indoor and outdoor fireplaces and high ceilings.

Introductory pricing and attractive financing available.

ERA Lake Martin Realty
A Russell Lands Company

TO VIEW ONE OF OUR MODEL HOMES, CALL 877.825.9092.
WWW.STONEVIEWSUMMITLAKE MARTIN.COM

Why is My House Not Selling?

This question is on the mind of many lake property owners today. There are only FIVE elements that dictate when your home will sell and at what price it will sell for, and the good news is the fact that YOU are in control of four of the FIVE!

LOCATION: This is an easy one, because it's already made for you! However, when thinking of your other elements and pricing, remember: Location, Location, Location!

TERMS: Your Realtor can really help you in this area. They should be well versed on what has worked in this new market as far as Terms in selling a home. Use their expertise to make your decisions in this area and you will find it will help you attract more potential buyers.

MARKETING: This is the element in the sales process where your Realtor can really earn their commission. So when choosing a Realtor you might want to consider their marketing skills. Things like photos, visual tours, websites, social networks and constant contact are all very important in this new age of Real Estate. Your house will sell for more money, and faster, if more buyers have the opportunity

to see your home, whether in person or over the internet. Today's marketing technology changes daily, so it helps when your Realtor is pro-active.

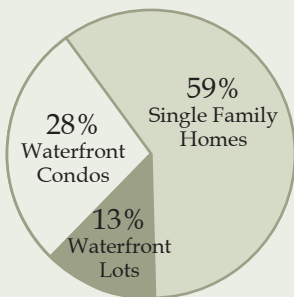
CONDITION: This element highly affects the marketing and what your home will eventually sell for. There is never a replacement for a Good First Impression. Ask your Realtor for tips and suggestions on how to stand out from the crowd!

PRICE: Although Price is the final element listed in this article, it can be, and most of the time is, the most determining factor in today's market. However, if you will use the other four elements to enhance your property, you will get a better price for your home. Ask your Realtor to be direct, show SOLD comparables to you, and be realistic with your price. Use the Realtor's expertise in this field; they deal with pricing every day of their career.

By improving your property by using all of these elements you give your property the best chance to receive a maximum price in the minimum amount of days on the market. For more information, call your ERA Dadeville Team.

Market

ERA Lake Martin Realty has experienced stronger sales activity with many reduced prices on properties bringing offers and contracts.



Types of properties sold since May 1, 2010

* These numbers have been made available by the MLS:LMARR. Information is deemed to be reliable, but is not guaranteed

Lake Martin Waterfront Properties Active on the Multiple Listing Service

As of August 27, 2010

Waterfront Homes	
\$200K to 400K	90
\$401K to 600K	89
\$601K to 900K	74
\$901K and up	62
Total of	315

Waterfront Lots	
\$100K to 250K	61
\$251K to 400K	52
\$401K and up	45
Total of	158

Waterfront Condos	
Total of	97

Lake Martin Waterfront Properties Sold/Pended on The Multiple Listing Service

From May 1, 2010 Through August 27, 2010

Waterfront Homes	Sold
\$200K to 400K	17
\$401K to 600K	17
\$601K to 900K	9
\$901K and up	9
Total of	52

Waterfront Lots	Sold
\$100K to 250K	7
\$251K to 400K	2
\$401K and up	3
Total of	12

Waterfront Condos	Sold
Total of	24

“From Days Gone By...” Martin Dam



The story of the Martin Dam, the Tallapoosa River and its namesake, is a very important one in the History of Lake Martin. Years before construction of any of the projects, certain citizens saw the possibilities the river afforded and worked tirelessly contemplating water power projects in the state. Among them were Mrs. Nora Miller, Morgan Jones and Benjamin Russell. After a study was conducted by James Mitchell, a Massachusetts engineer who was planning to build a large dam on the Coosa River, the Cherokee Bluffs project was born on November 7, 1925.

Mr. Mitchell met a young man on one of his visits from a Montgomery law firm who he knew was destined to become a national leader in public utilities: Thomas Wesley Martin. Martin was born in Scottsboro, Alabama in 1831 and became one of Alabama's premier businessmen of the twentieth century. Mitchell eventually folded his various companies into the Alabama Power Company and Martin served as general counsel to that company from 1912 until Mitchell's death in 1920. Martin became VP of Alabama Power in 1915, was elevated to Presidency in 1920, and served as CEO. He was also the president of The Commonwealth and Southern Company from 1929 to 1932. He created a hydrology laboratory at Alabama Power, one of the first in the nation, to assist with dam design. Alabama Power's second dam, Mitchell Dam, was completed on the Coosa

River in 1921. Also in 1921, Martin established an economic development program to recruit new industry to Alabama, and in 1924, he directed Alabama Power to fund research by the Alabama Polytechnic University (now Auburn University) to determine how electricity could increase farm profitability.

One of Martin's most important goals was to improve the economy of Alabama and to increase jobs in the state. He was, of course, in the business of selling electricity and was actively engaged in convincing new industries to locate plants in Alabama to use that electricity. He was also committed to extending electricity into rural areas and directed the most extensive rural electrification program in the South 15 years before the federal government established the Rural Electrification Administration in 1935. In the 1950s and 1960s, Martin led Alabama Power Company's construction of dams and generation of plants on the upper Coosa River and on the Warrior River. Martin also helped organize the state Chamber of Commerce to coordinate and promote economic development.

For more than four decades, Martin was recognized as a national leader in the electric industry, honored by the Edison Electric Institute, *Forbes Magazine*, and others. But he never forgot his roots in the mountains of northern Alabama. He never married, and the driving force of Martin's life was his love for Alabama and its people and his determination that, as he often said, "the second half of the twentieth century belongs to the South." He died of a heart attack in Birmingham on December 8, 1964, at age 83. He was buried in the Martin family plot at Oakwood Cemetery in Montgomery.

Because of his endless energy, vision and courage, and relentless promotion of the welfare of the people of Alabama, The Cherokee Bluffs Project was renamed Martin Dam, thus leading to the lake being called Lake Martin after this great Alabamian.

Important Numbers

ERA Lake Martin Realty
256-825-9092

Utility Companies

Alabama Power
800-242-2244

Walnut Hill Water
256-825-9841

Jackson's Gap Water
256-825-3068

City of Dadeville
256-825-7355

Elmore County Water
334-567-6814

Alexander City Utilities
256-329-6710

Charter Cable
256-234-7272

Advanced Disposal
334-215-1338

S & S Termite
256-825-8231

AT&T
888-757-6500

Harbor Point Utilities
256-825-0600

Alabama Power Shoreline
256-825-0053

SWRA
256-825-2990

Marine Police
256-329-2268

Tallapoosa County Sheriff Dept.
256-825-4264

Alexander City Police Dept.
256-234-3431

Dadeville Police Department
256-825-9242

Lake Martin
Community Hospital
256-825-7821

Boating License
866-764-2628

Drivers License
256-234-0981

Tax Assessor
256-825-7831

Your Lake Martin Team

Lee Lester: Branch Broker



As the Broker for the Dadeville ERA Lake Martin Realty office, I want to assure you that although all of our Realtors are independent contractors, we all work toward **one goal** when assisting you with your Real Estate needs. That goal is that all of your transactions, simply stated, **"turned out as was hoped for."** Our Realtors® in the Dadeville office continue to search for advanced training in every aspect of the Real Estate Business. Becoming experts in the developing fields of marketing and technology along with our understanding of short sales and new mortgage regulations helps us to better serve you. Lake Martin Realty has long stood for excellence in Real Estate on Lake Martin, and now that we have combined with the national exposure and resources of **ERA** and the tradition of **Russell Lands**, there has never been a better combination.

Michael Langston



Michael began his Real Estate Career in 2004 with Russell Lands. As a native of this area and having spent most of his childhood and young adult life here on Lake Martin, real estate was a very easy career choice. His impact in the market place was felt immediately and resulted in his being recognized for several achievements including 2004 Rookie of the Year. Having spent most of his career in sales and sales training from Chicago to South Florida, and almost every stop along the eastern seaboard, Michael believes strongly in Customers for Life.

Awards and Recognitions: Top Producer and Presidents Award Recipient 2005, 2006, 2007, 2008, 2009, Graduate of Top Gun, Leadership Circle Award Winner 2009, Beyond Excellence Award Winner 2009, International Collection Certification, Ultimate Technology Certification

Rhonda Jaye



Your Lifeline to Lake Martin! With a lifetime of living and enjoying Lake Martin with her family, Rhonda makes it easy for you to find that perfect Lake Home that fits your particular lifestyle. The combination of Rhonda's years of experience, her knowledge of Lake Martin and the Real Estate market, and her training from some of the best offered in the Real Estate Industry has contributed to the reason why she has become an expert in Lake Martin Real Estate. With an undeniable love of this great lake, love for family and her passion for this profession, Rhonda possesses the ingredients for strong success.

Her infectious smile will let you know..... No one enjoys their job as a Realtor® more than she does.

Rookie of the Year, Top Producer, Leadership Circle, Beyond Excellence, Recipient of the Presidents Award, International Collection, Top Gun Graduate, Ultimate Technology Certification

Leroy Sellers



Leroy is an Associate Broker who has been a Realtor® with Lake Martin Realty for 8 years. He has lived in the area since 1965. Before Real Estate he owned and operated his own business. He lists and sells waterfront, off-water, commercial and land/acreage properties. He has earned company and/or national selling awards every year since his second year. He is always ready to help you, 7 days a week, with your Real Estate needs.

Michelle Brooks



Michelle Brooks began her real estate career on Lake Martin in Spring 06' making her the youngest member of The Dadeville Team. Over the past four years, Michelle quickly made her mark on Lake Martin by becoming a Top Producer. Michelle's experience is not limited to just the East side of the lake. She also worked in our Parker Creek office and was a leader in that office as well. Michelle's strong work ethic and youthful enthusiasm for the Lake and her profession have created a great and unique success story! Her willingness "not to leave any stone unturned" has earned her respect from her clients and fellow Realtors® alike. Michelle Brooks is the new generation of Lake Martin Realtors.

Top Producer, Beyond Excellence, Recipient of the Presidents Award, International Collection, Top Gun Graduate, Ultimate Technology Certification