

# On Lake Martin

## State of Real Estate On Lake Martin

Almost daily, our realtors are asked "How are real estate sales on Lake Martin?" Our resounding answer is "Great!" In 2009 the Dadeville team at ERA Lake Martin Realty was up 53% over last year's sales. No, we are not "drinking the Kool-Aid" nor are we manipulating numbers.

In 2009, we increased our production more than any brokerage company on Lake Martin. The Dadeville office of ERA Lake Martin Realty is again number two in sales on the lake, second only to our sister office at

Willow Point. Another notable and consistent number was in total sales. According to MLS:LMAAR stats, ERA Lake Martin Realty's total sales exceeded the next 12 brokerage companies combined!

As you can tell from our numbers, we saw a solid turn for the better here on Lake Martin. You can be assured that we will continue our efforts to keep you informed about this ever changing market. On page three of this newsletter, you will find the total sales figures for the summer/fall quarter.

We know that we could not have accomplished this great success without the support and continued business of our friends, clients and customers. For this, we are very thankful and vow to continue to improve our marketing efforts and customer service in 2010.

For the most up-to-date market data, please do not hesitate to call a member of the Dadeville team at ERA Lake Martin Realty.



## HAPPY NEW YEAR!

Your Dadeville Team 877-825-9092



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# ERA Gold Star Property

ERA® Gold Star Property was designed to meet the fundamental challenge of standing out from the competition and showcasing your home. This program provides a systematic approach with an action plan that will allow you to sell your home faster and for more money. A home needs to be aggressively prepared and marketed to appeal to the greatest pool of potential buyers possible.

For more information about ERA Gold Star Property call one of the Dadeville Team Members!

## Join ERA Lake Martin Realty

— at the —

## Atlanta Boat Show

January 13-17, 2010

Georgia World Congress Center

For show hours and information visit [atlantaboatshow.com](http://atlantaboatshow.com)



STONEVIEW SUMMIT  
*Lake Martin*

Attractive Financing Available



FEATURING SOME OF LAKE MARTIN'S MOST COVETED AMENITIES

From the 18-hole championship golf course and clubhouse, to the tennis center and full-service marina, Stoneview Summit offers endless family fun.

Spacious three bedroom condominium homes, with dedicated boat slips, located in the gated community of StillWaters start in the low \$200,000's.

 Lake Martin Realty  
ERA A Russell Lands Company

TO VIEW ONE OF OUR MODEL HOMES, CALL 877.825.9092. 

## TXT ERA Program

*Now your property details fit in the palm of the buyer's hand!*

Continuing a 30 year tradition that started with the fax machine, ERA® Real Estate continues to be first in Technology

Cell phones have become the most common form of technology in our daily lives. More recently, text messaging has become the preferred form of communication for people on the go. Allowing them to instantly give and receive information on their terms.

Building upon the success of ERA.comMobile, we are proud to introduce the TXT ERA program.

TXT ERA capitalizes on the text messaging trend by delivering valuable property

information directly to a prospect cell phone via text message. Consumers simply send a text message to TXT ERA (898372) with the express listing number they see on the yard sign, and in an instant they will receive a return text message with the basic property information.

We provide consumers with valuable real estate information at the touch of button, no matter where they may be. Take advantage of this cutting edge technology, by contacting one of your Dadeville Team Members.



# Market

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

## Lake Martin Waterfront Properties Active on the Multiple Listing Service As of December 20, 2009

Waterfront Homes	
\$250K to 600K	155
\$600K to 900K	71
\$900K to 1.2	35
\$1.2 and up	21
Total of	282

*Note...This Number Is Down From 352 As Of October 11,2009*

Waterfront Lots	
\$150K to 400K	76
\$400K and up	48
Total of	124

*Note...This Number Is Down From 132 As Of October 11,2009*

Waterfront Condos	
Total of	70

*Note...This Number Is Down From 109 As Of October 11,2009*

## Lake Martin Waterfront Properties Sold/Pended on The Multiple Listing Service From October 11, 2009 Through December 20, 2009

Waterfront Homes	Sold	Pending	Total	+/- over previous 70 days
\$250K to 600K	11	6	17	-3
\$600K to 900K	1	4	5	-3
\$900K to 1.2	0	2	2	+2
\$1.2 and up	4	0	4	+2
Total of	16	12	28	-2

Waterfront Lots	Sold	Pending	Total	+/- over previous 70 days
\$150K to 400K	1	1	2	same
\$400K and up	0	0	0	-4
Total of	1	1	2	-4

Waterfront Condos	Sold	Pending	Total	+/- over previous 70 days
Total of	6	2	8	-13

If you closely examine these numbers, you will see a few good trends. For one, you will see how Waterfront Listings have dropped from 593 just 70 days ago, to 476 as of December 20, 2009, a reduction of 117 properties! Some of this is due to the fact some home owners taking their property off the market till spring, however a lot of this is due to less houses coming on the market and waterfront properties still selling this fall. While sales have slipped a little in number of transactions, the total number of dollars has increased over the past 70 days..this is another great sign that real estate on Lake Martin is alive and well.

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

## Do you know these Parks.... On Lake Martin



### Camp ASCCA

Camp ASCCA is Alabama's Special Camp for Children and Adults. ASCCA is a nationally recognized leader in therapeutic recreation for children and adults with both physical and mental disabilities. Providing weekend and week long sessions, Camp ASCCA is open year-round. For more information [www.campascca.org/ourwebsites/](http://www.campascca.org/ourwebsites/)

### Camp Alamisco

Camp Alamisco is owned and operated by the Gulf States Conference Gulf States Conference of Seventh day Adventist, and it's purpose is to provide high quality Christian camping and retreat facilities. We are a year round camp and we are open to church and school groups as well as corporate functions. We are located one 55 acres on beautiful Lake Martin near Dadeville Alabama. Lake Martin has become one of the most popular summer destinations in the southeast, with 744 miles of shoreline, Lake Martin offers some of the best fishing, boating, and skiing in the southeastern United States.

### Wind Creek State Park

This park spans 1,445 acres along the shores of scenic Lake Martin, that is a 41,000-acre clear-water reservoir perfect for fishing, swimming and boating. Park facilities include the largest state-operated campground in the United States with 626 sites. 187 sites are waterfront allowing campers to fish, swim and boat right out their back door. For more info .... [www.alapark.com/WindCreek/](http://www.alapark.com/WindCreek/)



### Childrens Harbor

In 1987, Ben and Luanne Russell began dreaming of building a place for children and families on Lake Martin. The dream became a reality in 1990 with the dedication ceremonies of Children's Harbor, a not-for-profit organization. The mission of Children's Harbor is to strengthen the mental health of children who have long-term serious illnesses and their families. This mission is fulfilled through programs of counseling, education, social services and financial assistance For More Information Go to [www.childrensharbor.com](http://www.childrensharbor.com)

# Important Numbers

## Boating License

866-764-2628

## Drivers License

256-234-0981

## Alabama Power (electricity)

256-825-4431

## Alabama Power Shoreline Division

256-825-0053

## Charter Cable

256-234-3456

## Marine Police

334-242-3673

## Tallapoosa County Sheriff

256-825-4264

## Dadeville Area

### Walnut Hill Water

256-825-9841

## Police Department

256-825-9242

## Alexander City

### City Utilities

256-329-6710

## Police Department

256-234-3431

## Elmore County

### Elmore County Water

334.567.6814

# January Calender of Events

SUN	MON	TUES	WED	THURS	FRI	SAT
					1 New Year's Day	2
3	4 Thank Goodness its Monday Day	5 GA at GA Tech M Basketball	6	7	8 Learn to Ski Day	9 Fruitcake Toss Day
10 United Nations Day	11	12	13 Atlanta Boat Show	14 Atlanta Boat Show	15 Atlanta Boat Show Humanitarian Day	16 Atlanta Boat Show
17 Atlanta Boat Show Bald Eagle Appreciation Day	18 Martin Luther King Day	19	20	21 Birmingham Boat Show Get to Know Your Customers Day	22 Birmingham Boat Show	23 Birmingham Boat Show National Pie Day
24 Birmingham Boat Show	25	26	27	28	29 Thomas Paine Day	30 Alabama at Auburn M Basketball
31						

# February Calender of Events

SUN	MON	TUES	WED	THURS	FRI	SAT
	1 Freedom Day	2 Ground Hog Day	3 National Football College Signing Day	4	5 Wear Red Day	6
7 Super Bowl XLIV	8 Grammy Awards Day	9	10 Georgia at Auburn M Basketball	11	12 Lincolns Bday	13
14 Valentines Day (St. Valentines Day)	15 Presidents Day	16 Washington's Bday	17	18 Pluto Day	19	20 Alabama at Georgia M Basketball
21	22	23	24	25 National Chili Day	26	27 Russell Forest Run
28						