

## Word on the Street

This section of *Smoke Signals* analyzes the Firelight real estate market to accompany the "What's Selling in Firelight" section.

### 2008 Year-to-Date...

Perhaps you have seen advertising from the National Association of Realtors (NAR) that makes the statement, "...family conditions often outweigh market conditions." The point of the message is that homes continue to sell despite all the media hype about foreclosures, depreciation, and tougher mortgage requirements. The fact of the matter is that homes in good condition and with decent location will sell for a proper price. True, the days of rapid appreciation are long gone and you probably can't look at a neighbor's house that recently sold and automatically assume you can sell your home for more, but last year 40 percent of homes in the Denver metro area sold in 40 days or less. The keys to selling now are the same as they have always been—location, condition, and price.

According to MetroList, Inc. (The Denver MLS system) just 20 homes in Firelight have sold since the start of the year. On average, it's taking 61 days to sell and sales prices are running around the \$150/square foot range. The average price per square foot sale price in 2007 was \$146/square foot, so it's safe to say that Firelight is seeing some appreciation! We are entering the busy real estate season right now and with the recent announcement that Charles Schwab will be relocating some 500 jobs from Phoenix and San Francisco to the south suburban area, Firelight ought to experience a decent real estate selling summer.

### Real Estate is Local...

What does Firelight have that very few areas on the south end of Denver have to offer potential buyers? For one, newer homes. Many buyers automatically look for homes that are less than ten years old because there's less maintenance and upkeep required. Buyer's also find the most sought after amenities in newer homes like five-piece master bathrooms, upstairs laundry rooms, and high ceilings. In addition, Firelight has pristine location on the south end of Highlands Ranch and at the highest elevation where one can literally walk out the door and enjoy views of the entire front range. Schools, shopping, parks, and recreation centers are all very close too. It's important to point out this features to potential buyers to compete against other homes for sale in Highlands Ranch.

## What's Selling in Firelight

Review all Firelight sales from 2003 to Present at [www.MikeSellsFirelight.com](http://www.MikeSellsFirelight.com)

Sold Date	Address	Builder	Model	Beds	Baths	Total Finished Square Feet	Asking Price	Sold Price	Sales Concessions	Total Days on Market
2/21	10672 Riverbrook Cir*	Berkeley	Apex	3	3	1,804	\$308,000	\$304,000	\$0	25
2/22	10708 Riverbrook Cir*	Berkeley	Flagstaff	4	3	2,005	\$320,000	\$317,000	\$0	134
2/25	3076 Fox Sedge Pl*	Shea	Primrose	3	3	2,680	\$430,000	\$420,000	\$4,700	66
2/28	10602 Wildhurst Cir*	Berkeley	Winfield	5	3	2,212	\$339,900	\$339,900	\$0	19
2/28	2819 Windridge Cir*	Ryland	Hadley	3	3	2,161	\$345,000	\$345,000	\$3,000	93
2/29	10647 Cherrybrook Cir*	Shea	Tarryall	3	3	1,678	\$269,900	\$263,000	\$200	75
3/3	10626 Cherrybrook Cir*	Shea	Cascade	3	3	1,937	\$264,900	\$264,900	\$0	5
3/7	2863 Windridge Cir*	Ryland	Barrington	4	4	2,870	\$380,000	\$365,000	\$0	3
3/27	3165 Woodbriar Dr*	Berkeley	Greyrock	3	3	1,983	\$330,000	\$318,000	\$0	14
3/28	10575 Wildhurst Cir*	Berkeley	Larkspur	3	3	2,121	\$267,500	\$290,000	\$0	86
4/1	10704 Evondale St*	Shea	Willow	3	3	1,443	\$255,000	\$255,000	\$3,549	8
4/8	10695 Torrington Ln*	Shea	Willow	3	3	1,443	\$257,950	\$257,900	\$0	6
4/15	3070 Redhaven Way	Berkeley	Larkspur	3	3	2,121	\$340,000	\$337,000	\$0	234

Based on Information from Metrolist, Inc. for the period 2/1/08 through 4/18/08. NOTE: This representation is based in whole or in part on data supplied by Metrolist, Inc. Metrolist, Inc. does not guarantee nor is in any way responsible for its accuracy. Data maintained by Metrolist, Inc. may not reflect all real estate activity in the market.



Data presented by Mike Bradley, Eagleview Properties, LLC.  
**THE ASTERISKED (\*) PROPERTIES WERE LISTED AND SOLD BY OTHER COMPANIES.**

## Around the Ranch

### Get a Taste of Highlands Ranch...

Explore a variety of local food at the annual Taste of Highlands Ranch on Friday, May 9 from 6-9 p.m. at the Recreation Center at Eastridge. \$25 per person (adults over 21 only) will gain you entrance to banquet of flavors provided by local area restaurants with wine and beer provided by Highlands Wine-Seller. There will also be a live Jazz band and silent auction to benefit the Highlands Ranch chapter of The Children's Hospital.

### BBQ Night...

Learn the basics to barbecuing by attending a class on May 17 from 7-9 p.m. at the Recreation Center at Southridge. Experts from the meat department of Whole Foods will discuss choosing cuts of meat, marinades and grilling techniques to make the most of your grilled feast. Watch, learn and taste with accompanying beer samples from Rock Bottom Brewery. Cost is \$15.

### Culture on the Green...

The Highlands Ranch summer culture series kicks off May 30th with the Littleton Symphony at Civic Green Park (9730 Ridgeline just south of Town Center Square).

Future events include:

**June 13** – Kids' Koncert with Michael Friedman and Swingset Jazz.

**July 18** – Denver Mile Hi Banjo Society

**August 22** – Groove Society

**September 19** – The Covers

All performances from 6:30 - 8 p.m.

Admission is free. More info at [hrcaonline.org](http://hrcaonline.org) or by calling 303-791-2500.

## Smoke Signals

Volume 6, Issue 2  
April 2008

Smoke Signals is published six times per year by Eagleview Properties, LLC. It is not an official publication of nor is it in any way associated with the Firelight Home Owner's Association.

### Advertising opportunities

Place your ad in the Smoke Signals newsletter and attract business from the Firelight community.

Full-page, half-page, and classified advertising is available.

Call: 303-887-4275

## Firelight's Real Estate Expert!

[www.MikeSellsFirelight.com](http://www.MikeSellsFirelight.com)

### Why Hire Mike Bradley?

#### My Full-Service Includes:

- Aggressive marketing on the Internet where over 86% of home buyers begin their search for a new home.
- Virtual tours & professional photography of your home.
- Color brochures for indoors and outdoors.
- Weekly status reports and competitive market analysis.
- Proactive direct-mail and email marketing.
- Experienced contract negotiation and execution.

### Need to Sell Your Firelight Home?

#### As a Firelight Expert:

- I sell the features & benefits of the community as well as those of your home!
- Living nearby makes it easy to meet prospective buyers to show your home, complete time-sensitive paperwork, and make certain that the brochure box is always stocked!
- I proactively seek out buyers for Firelight homes!
- My daily tracking of prices in Firelight will ensure your home is always priced competitively!



## Mike Bradley

Broker-Owner, ABR, MBA

**303-887-4275**

[Mike@MikesClients.com](mailto:Mike@MikesClients.com)

**Eagleview Properties, LLC**

26 W. Dry Creek Cir #200

Littleton, CO 80120

Office: 303-794-8900



*If your home is already listed, this is not intended to be a solicitation.*

# Smoke Signals

April 2008

Volume 6, Issue 2

**A Newsletter for Residents of Firelight at Highlands Ranch**

