

## Word on the Street

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

### It's All in How You Look At It...

Did you hear the news? The real estate market is experiencing it's worst slump in 50 years! Nationally, the number of homes entering foreclosure nearly doubled to 1.3 million last year, and vacant homes for sale rose 46% to 2.12 million over the past two years.

But here in Colorado, we are smart enough to understand that such national statistics don't portray a true picture of our local real estate market...right?

It's easy to be confused though, especially when our local media can't seem to agree. Take this headline for example from the June 5th *Rocky Mountain News*, "Denver-area homes prices continue slide." While if you were to open *The Denver Post* on that same day, you would have read this headline, "Metro home sales, prices climb in May."

Both articles cite the exact same statistics from the exact same place (May sales figures from MetroList, Inc.), but depending on who wrote and edited the article, the headline is becomes one of gloom or one of optimism.

Fact is, the number of homes and the sold prices for those homes in the Denver area did improve in May compared to April. That happens every spring though, it's the typical seasonal trend caused by more home buyers entering the market. But compared to May of 2007 the number of sales and the sold prices are lower.

### But think of it this way...

You sell a \$300,000 home today for 6.2% less than a year ago, that's a \$18,600 loss you might incur. But most people tend to buy up, so suppose you buy a \$400,000 home for 6.2% less than a year ago. That's a \$24,800 discount on the price. You come out ahead \$6,200! Now consider if the market had *appreciated* 6.2% with the same figures from the example above. You'd make \$18,600 more from selling but spend \$24,800 buying putting you behind \$6,200. And that's why waiting for the market to improve just doesn't make financial sense. If you have the need and desire to move up, now is an incredible time to buy.

## 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
4/18/08	2982 Redhaven Way*	Shea	Cascade	3	3	1,562	\$255,000	\$253,250	\$0	262
4/21/08	10690 Braselton St*	Shea	Cimarron	3	3	1,992	\$279,900	\$279,900	\$5,700	3
4/23/08	10575 Cherrybrook Cir*	Shea	Shenandoah	3	3	1,672	\$279,900	\$279,900	\$0	88
4/30/08	2949 Woodbriar Dr*	Shea	Cascade	3	3	1,561	\$254,000	\$255,000	\$4,500	79
5/2/08	10757 Middlebury Way*	Shea	Sage	3	3	2,561	\$359,900	\$357,000	\$0	37
5/12/08	3205 Kedleston Ave*	Shea	Willow	3	3	1,443	\$256,000	\$252,000	\$2,000	5
5/13/08	10597 Wildhurst Cir*	Berkeley	Flagstaff	4	3	2,004	\$279,900	\$275,000	\$4,577	10
5/15/08	10691 Torrington Ln*	Shea	Shenandoah	2	3	1,792	\$299,000	\$293,000	\$8,349	33
5/19/08	10621 Cherrybrook Cir*	Shea	Tarryall	3	3	1,678	\$268,100	\$265,500	\$0	87
5/22/08	3000 Redhaven Way*	Shea	Tarryall	3	3	1,678	\$265,900	\$265,000	\$0	8
5/23/08	3213 Green Haven Cir*	Shea	Cimarron	3	3	1,992	\$280,000	\$273,000	\$750	93
5/23/08	3170 Redhaven Way*	Berkeley	Winfield	4	4	3,321	\$405,000	\$401,000	\$0	26
5/27/08	10560 Wildhurst Cir*	Berkeley	Apex	3	3	1,814	\$294,900	\$292,000	\$0	40
5/27/08	2700 Middlebury Dr*	Shea	Sage	3	3	2,562	\$369,000	\$369,200	\$4,200	35
5/28/08	3086 Woodbriar Dr*	Berkeley	Kingston	2	2	1,382	\$274,900	\$271,900	\$7,000	127
5/28/08	10724 Riverbrook Cir*	Berkeley	Greyrock	3	3	1,983	\$329,900	\$319,000	\$0	2
5/29/08	10620 Pearlwood Cir*	Berkeley	Apex	3	3	1,804	\$315,000	\$311,500	\$5,500	19
5/30/08	10723 Middlebury Way*	Shea	Sage	4	3	2,562	\$359,900	\$356,000	\$0	6
5/30/08	10734 Middlebury Way*	Shea	Sage	3	3	2,562	\$408,000	\$392,000	\$458	79
6/5/08	10637 Wildhurst Cir*	Berkeley	Apex	3	2	1804	\$282,000	\$282,000	\$8,460	12

Based on Information from Metrolist, Inc. for the period 4/18/08 through 6/10/08. 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

### Independence Day Activities...

Looking for something fun to do this 4th of July? The Highlands Ranch Community Association (HRCA) has the day all planned out to meet just about anyone's taste and desires.

Start the day off with a 5k run at 8:30am beginning in front of Lansdowne Arms in the Town Center. Cost is just \$25 or on the day of the event for \$35.

Or gather to watch the annual 4th of July parade at 9am that starts from the Shea Center parking lot near Ridgeline Blvd. & Highlands Ranch Parkway. This year, Manager of the Colorado Rockies, Clint Hurdle, will Grand Marshall and CBS4 Weather Anchor, Ed Green, will be announcing!

Then you can head over to the Town Center to enjoy the festivities to include music, food, drinks, games, face painters, balloon twisters, hayrack rides and more!

There's also slated to be a pet adoption fair from noon-4pm, and a bike/pet parade in the morning.

It all culminates with the annual fireworks display at about 9:15pm across from Town Center at the intersection of Ridgeline and Highlands Ranch Parkway.

More information as well as links to register for the races and parades are available at <http://www.HRCAonline.org> or by calling 303-791-2500.

## Smoke Signals

Volume 6, Issue 3  
June 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

June 2008

Volume 6, Issue 3

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

