

## Word on the Street

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

### How Firelight Compares...

Did you know that among neighborhoods within Highlands Ranch, Firelight homes sell for one of the highest price per square foot ratios around? That's right, homes in Firelight average \$150 per square foot compared to the rest of Highlands Ranch where the average is just \$141 per square foot.

While Firelight residents can attest to the outstanding location that's so close to schools, recreation centers, parks, and of course the Backcountry Wilderness Area and "Highland Point," the highest point in all of Highlands Ranch, other factors that contribute to a above average home prices include:

- Newer homes, which feature the newest amenities not typically found in older homes. Things like 5-piece master bathrooms and spacious gourmet kitchens might be something you take for granted, but you'll be hard-pressed to find those things in homes built before 1990. Newer homes also usually have better insulation, more energy efficient appliances, and require less maintenance, which can help reduce rates for homeowners insurance.
- Low maintenance yards. It seems almost counter intuitive to think that small yards actually help increase the price of a home, but it does. True, buyers who want large backyards tend to steer clear of Firelight, but consumer polls still show that people with busy lifestyles prefer to spend their free time doing something other than yard-work.
- Continued home appreciation...even in a difficult real estate market! Yes, even in this turbulent market many homes in Firelight have still appreciated as much as six percent over last year. Buyers want to buy where they think their real estate investment will not only be safe from depreciation but eventually make them money when they sell. And Firelight has a track record of providing that security, a fact that helps keep the Firelight real estate market strong year in and year out.

## What's Selling in Firelight

Review all Firelight sales going back to 2003 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
8/26	10682 Cherrington St*	Shea	Cimarron	3	3	1,992	\$288,000	\$282,000	\$0	19
8/28	10608 Cherrybrook Cir*	Shea	Shenandoah	3	3	1,672	\$243,500	\$243,500	\$5,377	2
8/28	2954 Braeburn Way*	Ryland	Hadley	3	3	2,161	\$339,000	\$334,000	\$0	112
8/28	10740 Windridge Ct*	Ryland	Stockbridge	4	3	2,440	\$364,000	\$357,000	\$0	43
8/29	3225 Kedleston Ave*	Shea	Cimarron	3	3	1,992	\$284,900	\$285,000	\$5,000	31
9/18	10691 Braselton St*	Shea	Cascade	3	3	1,562	\$260,000	\$257,000	\$5,000	73
9/25	3218 Windridge Cir*	Ryland	Barrington	4	3	2,221	\$333,500	\$318,500	\$4,000	21
9/30	2956 Windridge Cir*	Ryland	Amherst	4	3	2,900	\$318,500	\$318,000	\$8,776	122
10/10	10763 Riverbrook Cir*	Berkeley	Apex	2	3	1,821	\$289,990	\$280,000	\$0	118
10/10	10565 Pearlwood Cir*	Berkeley	Winfield	5	3	2,212	\$349,950	\$344,950	\$0	57

Based on Information from Metrolist, Inc. for the period 8/16/08 through 10/20/08.  
 NOTE: This representation is based in whole or in part on data supplied by Metrolist, Inc.  
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Data presented by Mike Bradley, Eagleview Properties, LLC.  
**THE ASTERISKED (\*) PROPERTIES WERE LISTED AND SOLD BY OTHER COMPANIES.**

## Around the Ranch

### More Retail in The Ranch...

Super Target is on its way to Highlands Ranch. Despite some neighborhood protest, construction of a new Super Target near the intersection of Lucent and Highlands Ranch Parkway started last month with plans to be completed and open for business by October, 2009.

Located just north of the existing Kaiser Permanente building, traffic access to the new Super Target will be available from Highlands Ranch Parkway, from Lucent Blvd. as well as from Town Center Drive.

Residents of the Highlands Ranch "Westridge" neighborhoods voiced concerns earlier this summer about increased traffic and the necessity of a Target store when there is already a Target on County Line Road less than 4 miles away. But the site has been zoned commercial since 1979 and many people understood that the master plan for Highlands Ranch would most likely include some sort of big box store at the site to accommodate existing nearby box stores like The Home Depot (located just south of the Target site across Highlands Ranch parkway). Highlands Ranch aims to increase retail spending within the community with this and additional retail developments in the future.

Enjoy Lucent Boulevard for as long as you can because once this Super Target opens, you can expect much more traffic and of course, even more stop lights!

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### 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?

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### 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!



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

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

