FALL 2014

# The HILTON HEAD AREA Real Estate Report

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## THE 2014 HILTON HEAD REAL ESTATE MARKET

As we head into the final months of the year we can now see how the Hilton Head area real estate market performed in 2014. Clearly last year's harsh winter, combined with the strong performance on Wall Street, contributed to a lackluster year for our resort / retirement market. The year began with slower than expected activity, but then gained strength in late spring and early summer. As summer concluded, the momentum weakened, but now it appears fall has brought buyers back in force for what may turn out to be a strong finish to the year.

Overall, 2014 will likely match or be very close to the numbers of sales posted in 2013. Keep in mind 2013 was considered a solid recovery year, so although there is some disappointment in our market not improving, matching our 2013 numbers makes 2014 a good year! The big difference this year is we have depleted inventory in the lower price ranges where we are now seeing prices appreciate. The mid to upper price ranges are seeing brisk sales and replenishing inventory. We have solid activity in the mid $300,000 to $600,000 ranges. For the first time in recent years, the luxury market is improving as affluent buyers move assets from Wall Street to real estate

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What are the predictions for 2015? With historically low mortgage rates, an improving economy, and attracting home values, we are optimistic. Don't miss our Top 5 Predictions for Hilton Head real estate in our next issue!

## WE SUPPORT THE DEEP WELL PROJECT

The Deep Well Project was founded in 1968 by Charlotte Heinrichs as a service to locals who suffered illness as a result of drinking contaminated water from shallow wells. Local needs evolved and so did Deep Well which is among the most respected organizations of its kind. They help people in emergency situations by giving them an immediate hand up, so they can continue to help themselves. Last year The Alliance Group Realty partnered with The Island Packet, 104.9 The Surf radio, SERG Restaurants, and The Blue Parrot to promote Deep Wells Santa Shop. Santa's Shop allows qualified families to visit Deep Well's facility where an organized store is created from donated toys. Here parents or relatives can shop to provide a special Christmas for the kids. We are excited to participate in this program again this year and will be looking to accepting toy donations beginning in November.

THE ALLIANCE GROUP REALTY

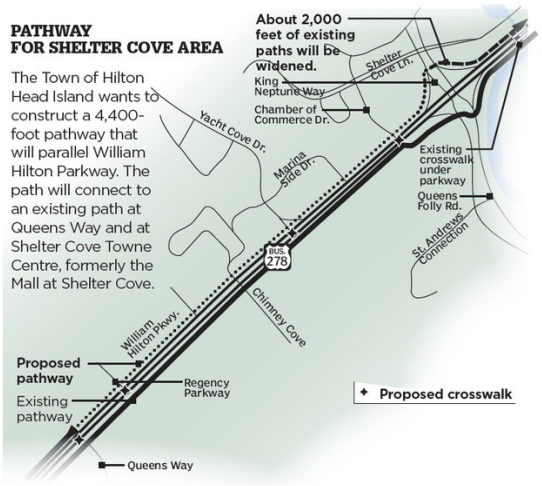
REALTOR® EQUAL HOUSING OPPORTUNITY

## OUR OPEN HOUSE SUNDAY ATTRACTS LOTS OF BUYERS

On the second Sunday of each month, we hold the largest promoted Open House program of its kind in the Hilton Head market. Last month we featured 16 properties in all price ranges throughout Hilton Head and Bluffton. We promote this event with a full color half page preview ad in Friday's Island Packet newspaper, followed by a full page color ad in Sunday's paper. We also run radio spots every hour beginning Thursday afternoon through Sunday, and we've developed a special webpage www.hiltonheadopenhouse.com where buyers can see photos, get directions, and maps to our properties. Over a thousand buyers have visited our properties so far this year.

## Hilton Head Island to Construct Bike Paths from Fresh Market to Shelter Cove

The Town of Hilton Head Island will construct bike paths to connect Shelter Cove Towne Centre with the Fresh Market Shoppes. The plans include adding or widening more than a mile of paths along the Broad Creek side of William Hilton Parkway, calling for 4,400 feet of new paths along the parkway, from Queens Way to King Neptune Way. About 2,000 feet of paths on Shelter Cove Lane will be widened.




The paths will parallel those on the opposite side of the parkway. They will make a continuous bike trail from The Village at Wexford to Shelter Cove, a stretch that includes several tourist attractions and shopping centers. The paths will make it easier for bicyclists to ride to those commercial areas without crossing the busy parkway. Construction should be completed by April 2015.

## WE'RE THE COMPANY EVERYBODY'S TALKING ABOUT

The Alliance Group Realty continues to grow in leaps and bounds because we are constantly working toward new and better ways to provide results for our clients. The phrase "that's the way all the companies do it" doesn't cut it here! That's why we recently added an in-house professional graphic designer to our staff to create attention grabbing marketing materials that make a difference. Our websites now attract over 10,000 visitors every month and we syndicate to dozens of other websites to provide worldwide exposure for our clients' properties. With our experienced support staff, landmark location, and involvement with the community, no wonder we anticipate a 40% increase in sales volume during a time when many of our competitors complain that business is flat. No excuses here, it's all about innovation, integrity, and hard work.

## OUR LISTINGS NOW SHOWCASED ON REALTOR.COM

The Alliance Group Realty recently signed an agreement to Showcase our listings on realtor.com which attracts over 12 million worldwide visitors per month. Our Showcased properties are graphically highlighted and inquiries are directed to the listing agent. The investment is already providing additional high quality buyer leads specific to our listings. Just another reason why The Alliance Group Realty continues to attract more buyers for our

# Why We Live Here

It seems to happen overnight -- suddenly the thick humid air is replaced with a fresh coolness that invigorates the soul. The mornings are crisp, as the warm brilliant sun rises higher into the sky, the temperature reaches that magical level where you wonder if it could be anymore perfect. The atmosphere is irresistible, so you take that afternoon walk on the beach where the ocean water is as warm as the air. Then, enjoy the evening knowing you will sleep like a baby with the windows wide open. Many of us would claim fall is the most beautiful time to be on Hilton Head Island, while others may argue for the blooming flowers of spring. Then of course there are those unforgettable warm summer nights. But let's not forget the quite peaceful weeks of our mild winter with a fireplace, a lowcountry boil, and a best-selling novel to soothe the soul. We have four seasons and they are all beautiful in their own special way. In this part of the world, just about the time you're ready for a change, change happens and it brings forth a renewed appreciation for this paradise we live in.

## All-Cash Purchases on the Rise

All-cash offers are an unusual real estate tactic, but often times are a winning strategy at the negotiating table, and are presently on the rise. The National Association of Realtors® reports market share of all-cash purchases have risen and currently make up 33 percent of the market. This is a unique trend, especially since the market has experienced a decrease in distressed homes and investor activity. Florida saw half of all home purchases bought with cash while Nevada, Arizona and West Virginia also witnessed high levels of all-cash sales.

## Upcoming Events

**Just a few of the wonderful things happening this fall.**

November 7 - 9 – Oyster Fest – Shelter Cove Community Park, Hilton Head Island

November 15 – St. Andrew By-The-Sea UMC Fall Festival – Pope Avenue, Hilton Head Island

November 20 – Music to Your Mouth Festival – Palmetto Bluff

November 27 – Community Thanksgiving Dinner

Join us for the 15th Annual Community Thanksgiving Dinner at Hudson's Seafood House on the Docks on Thanksgiving Day, November 27, from 11 a.m. – 3 p.m. The event is sponsored by St. Andrew By-The-Sea United Methodist Church and Hudson's Seafood House on the Docks, located off Squire Pope Road on Skull Creek. Celebrate the meaning of Thanksgiving with a **free** community Thanksgiving Dinner, with turkey, dressing and all the trimmings, served family style. Everyone is welcome! Donations are gratefully accepted and benefit Deep Well (www.deepwellproject.org). Please call 843.505.1370 for more information, or visit the website at www.CommunityThanksgiving.com.

### Lowcountry Featured in Wall Street Journal

THE WALL STREET JOURNAL.

This area continues to get attention, as a reporter from The Wall Street Journal chronicled her six-day coastal trip from southern Georgia to Charleston and highlighted several destinations along the way, including Hudson's Seafood House on the Docks and David's Roastfish and Cornbread on Hilton Head Island, and The Inn at Palmetto Bluff and Bluffton Oyster Co. in Bluffton.

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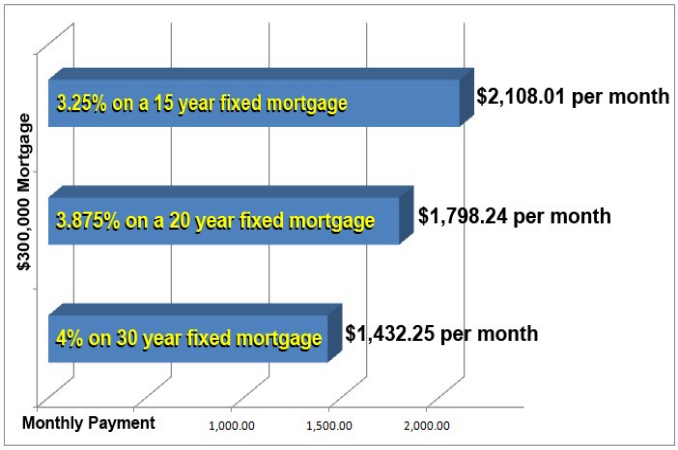
# MORTGAGE RATES MOVE TO LOWEST POINT OF THE YEAR

Mortgage rates continue to drop even lower as the treasury yield hovers around 2.20%. What does this mean to today's homebuyers or those considering refinance? Let's take a look at the numbers:




$300,000 mortgage at 4% on a 30 year fixed equates to $4.77 per thousand per month. That is $1,432.25 per month (not including tax and insurance escrow).

$300,000 at 3.875% on a 20 year fixed is $1,798.24

$300,000 at 3.25% on a 15 year fixed is $2,108.01

Refinancing a $300,000 loan from 5% to 4% does add up to a significant savings of $2,133.05 a year. If you don't want to go back to amortizing over 30 years on a potential refinance you go move in increments of 5 years, 25, 20, or 15 year fixed.

*Payments provided as examples only. Not an offer of credit or commitment to lend. Rates subject to change without notice. Your actual rate and payment can vary based on multiple factors, including the amount you apply for and your credit history, among others. Mortgage consultant featured is an employee of Homeowners Mortgage Enterprises, Inc. (NMLS ID 154698), a subsidiary of Coastal States Bank.*

NMLS# 780331

REALTORS at The Alliance Group Realty work hard to provide our clients with the most positive Hilton Head real estate experience possible. A vital part of today's real estate industry is technology, and to that end we provide our clients with state-of-the art web tools and marketing. Capturing Hilton Head real estate buyers is our specialty. We bring big marketing to our small island, unlike any other Hilton Head real estate marketing effort.