



## Anna Maria Sales Team's Real Estate Report *Find Your Place in the Sun*

*June 2017*

Monthly Island Sales Stats

For Sale

Recently Sold

Hot Pick of the Month

Featured for Sale~Coming Soon



Custom built Key Royale pool home 4 bed/ 5 bath ~ \$1,999,000

Monthly Island Sales Info

May 2017

How Home Staging Pays Off

Posted in Staging, Realtor.com by Blog Contributor on June 5, 2017  
By Patti Stern, PJ & Company Staging and Interior Decorating



### May 2017 Island Sales

#### Sold Price up 20% since 2016

Single Family Home Sales - 30

**\$1,297,683** Avg Sold Price

2016 Single Family Home Sales - 27

**\$1,077,667** Avg Sold price

#### Sold Price up 10% since 2016

Condo Sales - 14

**\$458,571** Avg Sold price

2016 Condo Sales- 16

**\$418,650** Avg Sold price

#### Sold Price down 15% since 2016

Multi-Family Home Sales - 1

**\$850,000** Avg Sold price

201 Multi-Family Home Sales - 2

**\$1,002,500** Avg Sold price

#### Sold up since 2016

Vacant Land Sales - 2

This spring has been one of our busiest home staging seasons with many sellers enjoying the benefits of preparing their homes early and marketing to targeted buyers - boosting the value of their property and selling quickly. However, there are sellers who are hesitant and still need convincing that home staging - whether occupied or vacant - is a worthwhile investment, even in a hot market. Several key points can help overcome sellers' uncertainty and assure them that staging before listing is a win-win decision.



#### 1. Basic updates boost perceived value

Today's buyers are looking for an updated home in move-in ready condition and will usually pay more if they feel good about it. Simple updates such as freshly painted walls in universally appealing neutral colors, modern lighting, and polished hardwood floors make an immediate statement online and in person and will ultimately yield a quicker sale for top dollar.



**\$613,333** Avg Sold price

**2016 Vacant Land Sales - 0**

Anna Maria Sales Team's  
**FOR SALE!**



**505 South Bay Blvd - Anna Maria**

**5 bed/5 bath**

**Anna Maria pool home with Bay views!**

**\$1,850,000**

Refreshed & renewed! This great rental ideally located in Anna Maria is bringing in over \$100k in rentals! Come see this freshly updated 3200sf North End gem! Unbelievable open, bright space and gorgeous Bay views! Brew your coffee in the chef's kitchen of this spacious 5 bedroom/5 bath waterfront home with new seawall and dock. Step out onto one of your four picturesque porches and take in your bay and canal views. With fabulous sunrises over the Bay and relaxing water views down the canal, just steps to the city pier, the shops of Pine Avenue, and the waves of the Bay, this home affords you all the benefits of island living. From its high ceilings and bright, natural lighting, to its ample lounge space, this home has room for everyone to enjoy. Gorgeous hickory cabinetry, stainless steel appliances and granite countertops adorn this grand, open kitchen... [.read more here](#)



**2. Helps buyers connect**

Some buyers can be turned off by the cold feeling of an empty room or distracted by dated furnishings that suggest the home is old and neglected. According to the Real Estate Staging Association, a vacant property can take up to 78 percent more time to sell than comparable furnished homes. And with 95 percent of vacant or occupied staged homes selling in 11 days or less, there is no question that adding inviting style with modern furnishings helps buyers envision living in a space and get a better idea how a room can be used to fit their lifestyle.



**3. Enhances key features**



**1801 Gulf Dr #272, Bradenton Beach**

**2 bed/2 bath**

**Runaway Bay!**

**\$359,000**

Enjoy both Beach and Bay from this beautifully updated Runaway Bay 2 bedroom/2bath condo. Open and bright, this wonderful spot gives you plenty of room to relax and enjoy all that Anna Maria Island has to offer. With Gulf Beach access across the street and Bayfront access for your kayaks, Runaway Bay makes the most of island life. Sit on your porch and enjoy the birds over the water, rest & relax in your bright open family room. Dine at the table, or the open kitchen counter. Enjoy the large heated pool, tennis, and shuffleboard, or exercise at the club house.

[...read more here.](#)

**Anna Maria Sales Team's**

**SOLD!**

**WE SOLD**

**95 52nd St**

**\$3,450,000**

**Gulf Front home!**

Buyers who can't look passed dated carpeting or clutter that hides key features will most likely walk away immediately. Choosing a neutral palette with the right furniture arrangement and simple, elegant accents will allow architectural features to become a focal point, increase the perceived size of rooms and improve overall flow and ultimately make the property more memorable.



4. Bedrooms are valuable real estate

Every decision that is made when marketing a home to sell should focus on the targeted buyer's lifestyle and needs. An experienced stager will provide recommendations for what style furnishings and décor will be appropriate based on the demographics you want to attract to the property. For example, an extra bedroom that is now serving as an office, hobby room, or gym should be converted back into a bedroom to appeal to millennials with young kids (see photo above).

5. Less stress

A professional stager will eliminate stress by making the home selling process turnkey for clients. They will manage the entire process to make a property market-ready - from paint color selection, lighting updates, window treatments, floor refinishing, furniture rentals to packing and organizing services. They will do whatever it takes to appeal to as many buyers as possible and get the property sold quickly and for top dollar.

*To purchase your place in the sun,  
contact the Anna Maria Sales Team today!*

**The Anna Maria Sales Team**



**WE SOLD**

**205B 36th St**

**\$415,000**

Updated & close to beach!



**Kathleen White & Erin Joy Heckler**

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

Whether buying or selling, the Anna Maria Sales Team is here for all your real estate needs.

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Expert picks for great buys in today's market!

**Contact Kathleen & Erin  
for more info today!**

***Top Island Buys!***

**1. Updated home only blocks to beach!**

**2/2 ~ \$499,900**

**2. 1400sf condo w bayviews & \$60k+ in rentals!**

**2/2 ~ \$489,000**

**3. Canalfront home with updates!**

**2/2 ~ \$625,000**

**FEATURED FOR SALE!**



Have you thought about selling? The market has appreciated, and continues to do so. Even if you bought just a few years ago, now may be a good time to capitalize on the sale of your home. We are happy to give you market value information. Call or [email us](#) about your home, and we will discuss recent sales and pricing possibilities with you.



**4 bed/5 bath**  
**Key Royale Canal Home - New Construction!**  
**\$1,999,000**

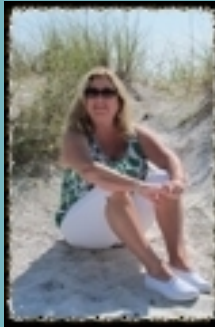
This custom built Key Royale home is an island dream! With stunning views straight down the canal and peaks of the Bay, this gorgeous 4 bedroom/ 5 bath pool home's impressive exterior is perfected by the extraordinary interior. Open your grand wood &

glass front doors to the tumbled stone floors and full wall of sliders overlooking the pool and straight down the canal. The custom kitchen includes quartz countertops, and white tile backsplash, Thermador refrigerator, range and double oven. With a full bathroom off the lanai and a summer kitchen by the pool and spa, you can enjoy island living all year round...

[...read more here.](#)

# Anna Maria Sales Team

*Find Your Place in the Sun*



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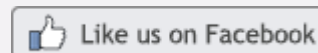
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