

THE SUGARLOAF COUNTRY CLUB REAL ESTATE REPORT

2012-2013 EDITION



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Prudential
Georgia Realty

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Sugarloaf Country Club Real Estate Report - 2012/2013 Edition

By Mary Floyd, Published January 2013

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This real estate report is provided to give our clients insight into the results for 2012 and the trends for 2013. We will be sharing facts and perspective that have been compiled from a variety of local, regional and national sources. This report is organized into the following sections:

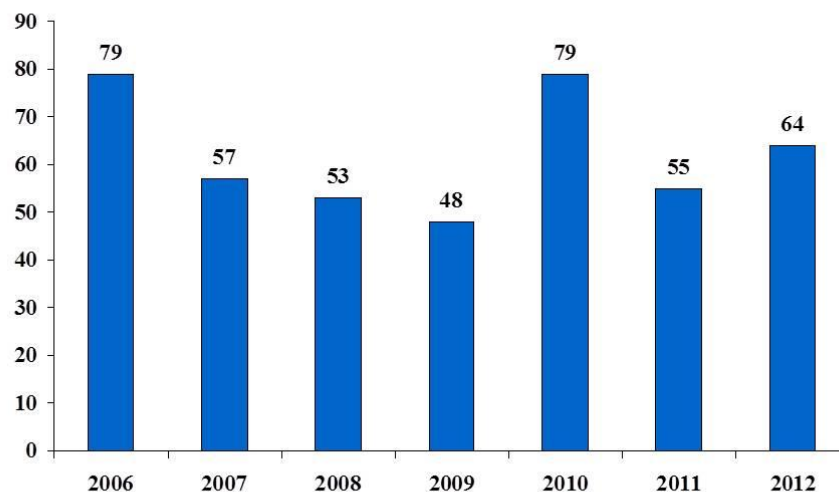
- **2012 Year In Review.** This is an overview of the real estate market for Sugarloaf Country Club in 2012.
- **2013 Real Estate Trends.** We will share relevant trends that allow our clients to draw insightful conclusions about what is most likely to happen in 2013 and beyond.

Get The Sugarloaf Country Club Real Estate Report Each Month At MaryFloyd.com!

2012 Year In Review

First, let's take a brief look at what happened in 2012. There were 64 luxury homes sold in 2012. This compares to 55 properties in 2011, 79 properties in 2010, 48 in 2009, 53 in 2008, 57 in 2007 and 79 in 2006. The average is 62 properties which is more reflective of a normal market for Sugarloaf. In addition, there were 20 lots sold in 2012. See the chart below.

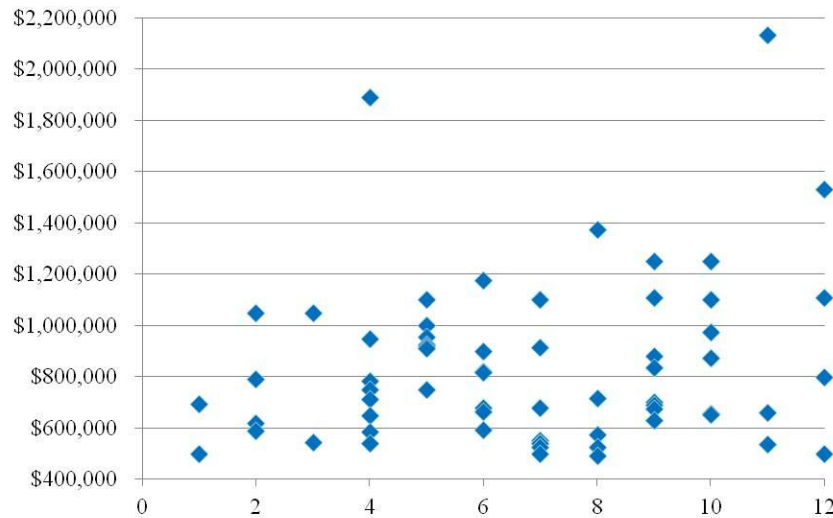
Sugarloaf Country Club Closings (Total Luxury Homes Closed By Year)



- **Average of 62 Closed Sales For Past Seven Years**

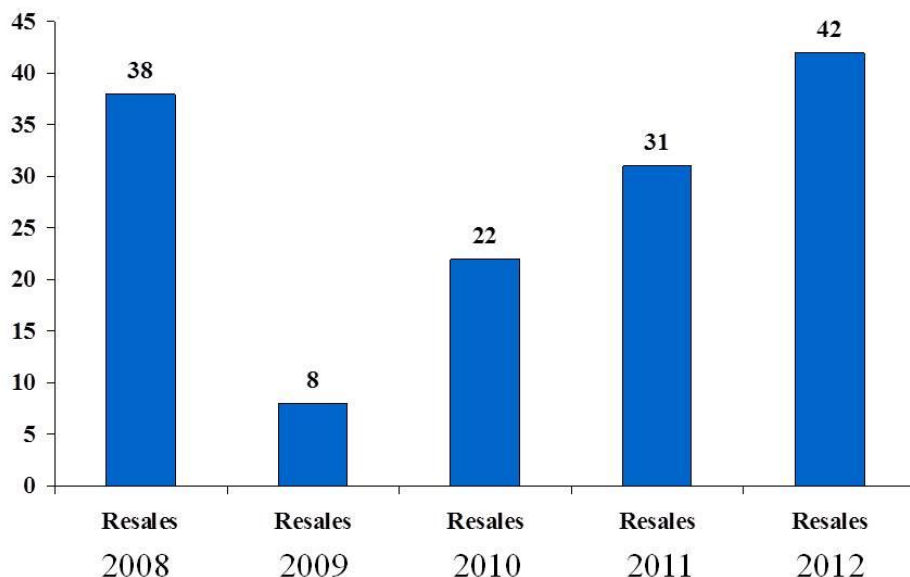
As we look at the distribution of properties sold, you can see that the majority of closed sales were in the \$500,000 to \$1.2 million range. There were only 6 properties sold above \$1.25 million and 15 above \$1 million. The lowest price sale was \$490,000 and the highest price sale was \$2,135,000. See the chart below to see the distribution of prices by month.

Sugarloaf Country Club Price Distribution (2011 Closed Properties By Price Range)



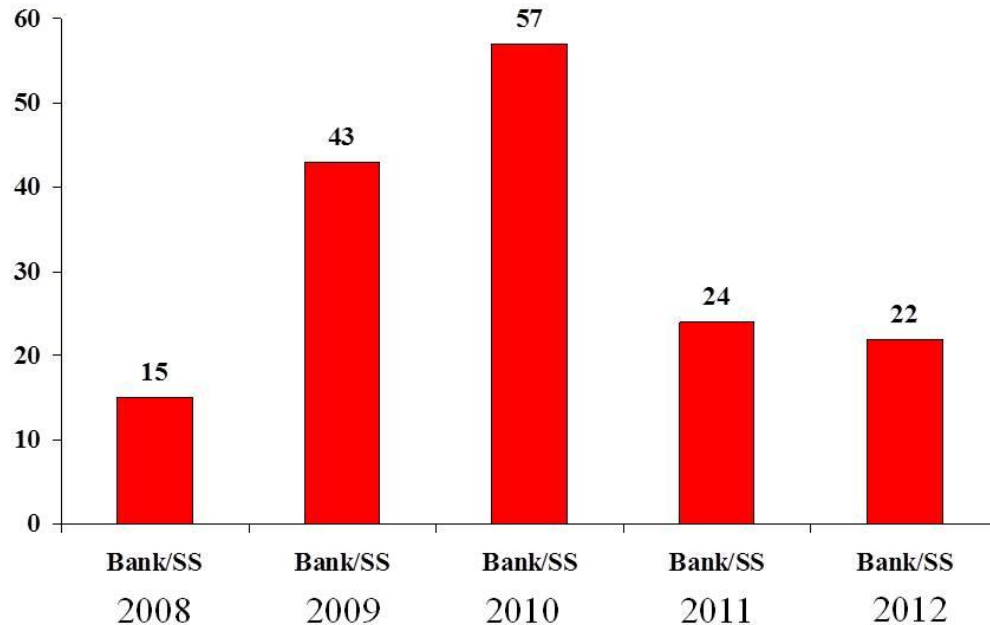
Of the 64 properties, 42 were standard resales with the remainder of sales coming from short sales, bank-owned properties, corporate relocation and private sales. Resales represented 65% of closed sales in 2012. Resales were 56% of total sales in 2011, 27% in 2010 and only 15% in 2009. That is a major move in the right direction as Sugarloaf Country Club cycles back to a more normal real estate market.

Sugarloaf Country Club Property Type (Resales By Year)



Distressed properties including foreclosures and short sales had a major impact on Sugarloaf in recent years. But that is subsiding and also moving back toward a more normal market. A few years ago, we saw an average of 8-10 notices of foreclosure each month. These were properties that were notified by the bank that they were at least 90 days behind on payments and their property was being scheduled for an upcoming auction. In 2012, we saw that pace drop to 2-3 notices per month. We are certainly not finished dealing with distressed properties but we are getting much closer to a normal market.

Sugarloaf Country Club Property Type **(Closed Bank-Owned and Short Sales By Year)**

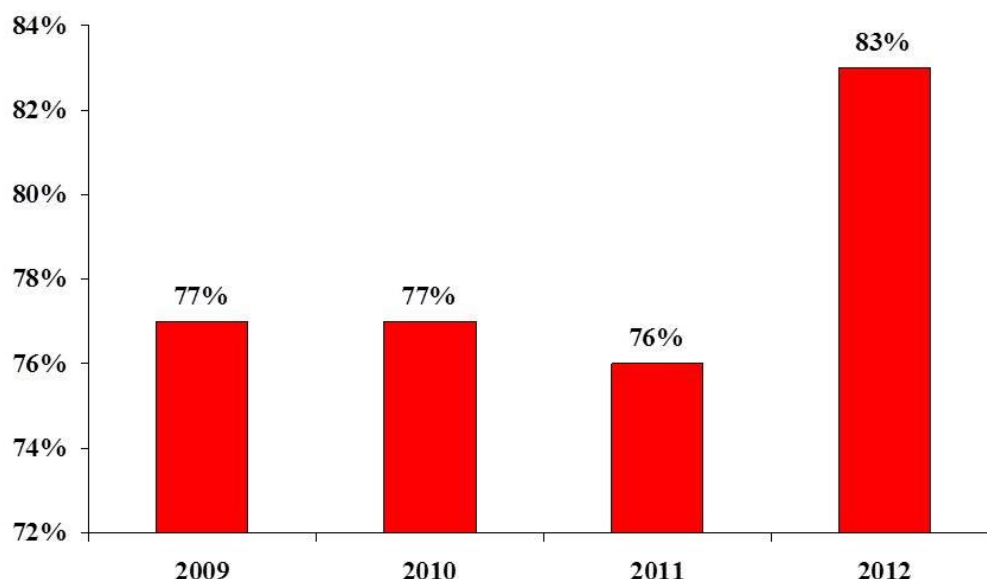


Now, let's look at Sugarloaf Country Club home values. Determining current market value today can be very complicated. Sites like Zillow and other use automated valuation models to give you estimates based upon the general area. The accuracy of these tools is highly suspect. For luxury properties, there are many unique factors to consider that may be missed by even certified appraisers. **This is why an agent who is truly a local expert and knows how to provide the right data to the appraiser is critical to achieving the highest value.**

There are two indicators that are the most useful in determining local home value trends. The first is "closed sale price versus the previous closed sale price" ratio which we use for our **Sugarloaf Value Index**. This repeat sales method is also used in the Case-Shiller Index to report on Metro Atlanta. ***We provide an updated Sugarloaf Value Index each month on MaryFloyd.com.*** The second approach is to look at "\$ per square foot" which is one of the major factors used by appraisers. These approaches are far more reliable than commonly used ratios like "list to sale" ratios, "average sales price" ratios or "median sales price" ratios. The chart below shows the Sugarloaf Value Index in 2012 compared to previous years.

Sugarloaf Country Club Value Index

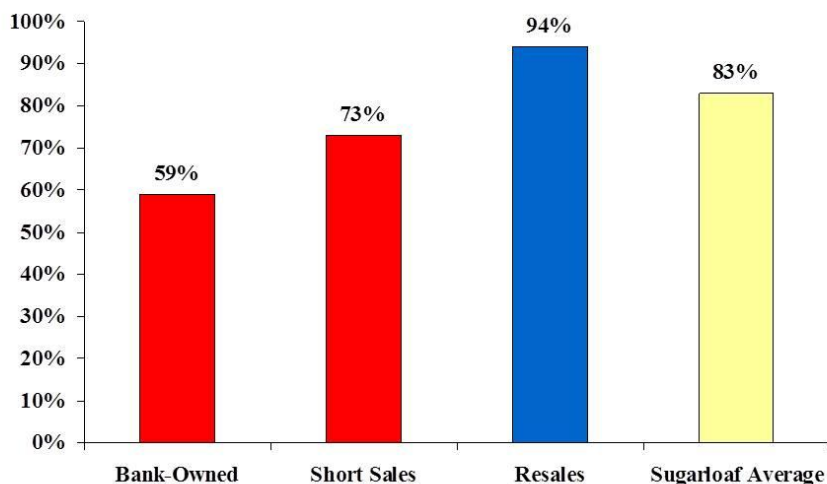
(Closed Price Vs. Previous Purchase Price Ratio)



As you can see, Sugarloaf Values are moving in the right direction. It is also interesting to look at the mix of properties. In 2012, bank-owned properties sold for an average of 59% of their previous purchase price. Short sales sold for 75% and resales sold for an average of 94%. The most pressure on values was in the higher price points. The majority of luxury properties sold across Metro Atlanta were distressed properties. But that will continue to change as the economy improves over time.

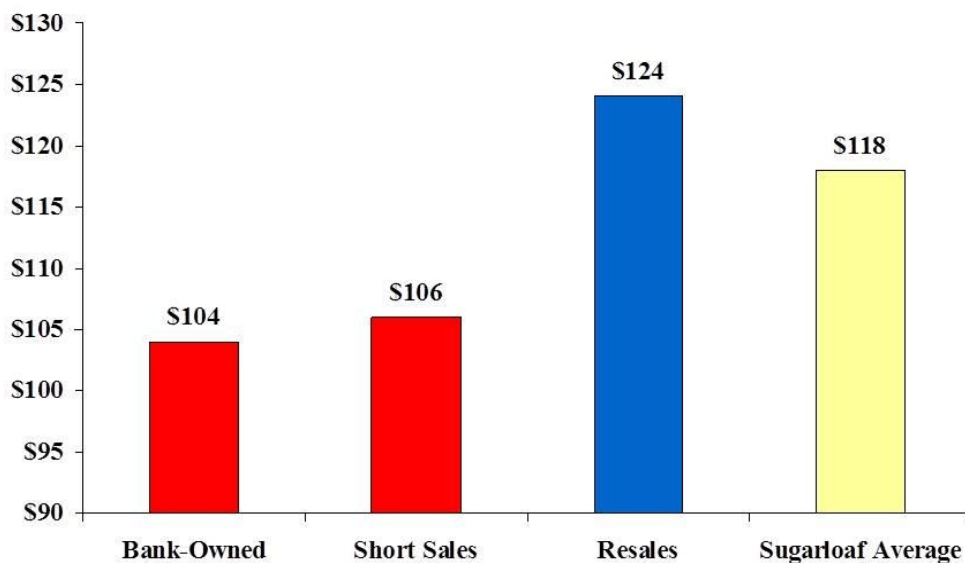
Sugarloaf Country Club Value Index

(Closed Price Vs. Previous Purchase Price Ratio)



Now, let's look at the values using "\$ Per Square Foot" for Sugarloaf properties that were sold. In 2012, the average \$ Per Square Foot was \$118. The average for all of Metro Atlanta in December was \$80 Per Square foot. This is an important metric because it is commonly used by appraisers when considering more specific comps. But a closer look shows that distressed properties under-performed resales. This is the type of information that can be useful to provide to an appraiser to help justify a higher market value. **In 2012, the home sold with the lowest value was \$67 Per Square Foot and the highest value was my client at 2626 Wynnton Drive for \$192 Per Square Foot. In 2012, my clients achieved the Highest Average \$ Per Square Foot for closed listings of any agent doing business in Sugarloaf.**

Sugarloaf Country Club Values (\$ Per Square Foot)



We have additional details and proprietary information to help our clients make the best real estate decisions!

Overall home values in Metro Atlanta were up 9.48% in 2012 but remain down 29.89% from the peak of July 2007 according to the Case-Shiller Index (October Index published December 25, 2011). Based on the Sugarloaf Value Index our home values are outperforming the Metro Atlanta market but remain considerably down from our peak.

If you are considering listing your property, please call us to learn how to compete successfully. Our Advanced Property Marketing System was designed for the current market conditions and is the most effective methodology available to get the best results.

2012 Sold Luxury Homes For Sugarloaf Country Club

Month	Type	Address	Original List	Sold Price	Prior Sold Price	List-Sale Ratio	Sugarloaf Value Index
12-Jan	Bank-Owned	2616 Buena Vista Way	\$544,900	\$499,000	\$699,000	92%	71%
12-Jan	Bank-Owned	3073 Bagley Passage	\$900,000	\$695,000	\$841,500	77%	83%
12-Feb	RELO	2533 Thurleston Lane	\$695,000	\$590,000	\$720,000	85%	82%
12-Feb	Bank-Owned	2596 Boddie Place	\$665,000	\$620,000	\$1,100,000	93%	56%
12-Feb	Resale	2505 Sugarloaf Club Drive	\$950,000	\$792,500	\$859,900	83%	92%
12-Feb	Resale	2154 Wynnton Pointe	\$1,249,900	\$1,050,000	\$1,300,000	84%	81%
12-Mar	Resale	2747 Lockerly Lane	\$585,000	\$545,000	\$500,000	93%	109%
12-Mar	Resale	2331 Glen Mary Place	\$1,175,000	\$1,050,000	\$884,000	89%	119%
12-Apr	Resale	2771 Grady Ridge Drive	\$580,000	\$540,000	\$503,000	93%	107%
12-Apr	Resale	2950 Sugarloaf Club Drive	\$625,000	\$585,000	\$805,000	94%	73%
12-Apr	Resale	2736 Eudora Trail	\$779,000	\$650,000	\$828,500	83%	78%
12-Apr	Resale	2563 Thurleston Lane	\$839,000	\$711,400		85%	
12-Apr	Private	2288 Grady Ridge Drive	\$750,000	\$750,000	\$751,000	100%	100%
12-Apr	Short Sale	3030 Moye Trail	\$899,000	\$784,000	\$1,020,700	87%	77%
12-Apr	Private	2719 Boddie Place		\$950,000	\$1,065,000		89%
12-Apr	Corp-Owned	2957 Darlington Run	\$2,499,000	\$1,890,000	\$3,500,000	76%	54%
12-May	Resale	2712 Pinebloom Way	\$850,000	\$750,000	\$689,500	88%	109%
12-May	Resale	2746 Eudora Trail	\$989,900	\$910,000	\$915,000	92%	99%
12-May	Resale	2741 Calloway Court	\$999,000	\$920,000	\$1,150,000	92%	80%
12-May	Resale	2736 Tarva Place	\$1,075,000	\$926,000	\$723,900	86%	128%
12-May	Private	2719 Boddie Place		\$955,000	\$1,103,000		87%
12-May	Resale	3705 Moye Trail	\$1,149,000	\$1,000,000		87%	
12-May	Bank-Owned	2606 Wynnton Drive	\$1,119,000	\$1,100,000	\$2,150,000	98%	51%
12-Jun	Bank-Owned	3125 Touchton Court	\$868,350	\$594,000		68%	
12-Jun	Resale	2291 Grady Ridge	\$695,000	\$665,000	\$794,900	96%	84%
12-Jun	Private	1744 Malvern Hill Place	\$950,000	\$680,000		72%	
12-Jun	Resale	2325 Sugarloaf Club Drive	\$1,099,000	\$819,000	\$749,000	75%	109%
12-Jun	Resale	1775 Sugarloaf Club Drive	\$899,000	\$820,000	\$838,900	91%	98%
12-Jun	Short Sale	1750 Sugarloaf Club Drive	\$1,499,000	\$900,000	\$1,699,000	60%	53%
12-Jun	Resale	2626 Wynnton Drive	\$1,299,000	\$1,175,000	\$1,274,000	90%	92%
12-Jul	Short Sale	2150 Sugarloaf Club Drive	\$519,900	\$499,900	\$463,700	96%	108%
12-Jul	Bank-Owned	2746 Tarva Place	\$535,000	\$525,000	\$850,000	98%	62%
12-Jul	Resale	2715 Eudora Trail	\$759,000	\$540,000	\$849,900	71%	64%
12-Jul	Resale	2753 Pinebloom Way	\$659,000	\$540,000	\$740,000	82%	73%
12-Jul	Bank-Owned	2338 Grady Ridge Drive	\$503,900	\$550,000	\$842,000	109%	65%
12-Jul	Resale	2569 Boddie Place	\$849,000	\$680,000	\$900,000	80%	76%
12-Jul	Bank-Owned	2649 Boddie Place	\$1,100,000	\$916,100		83%	
12-Jul	Resale	3510 Moye Trail	\$1,199,000	\$1,100,000	\$780,000	92%	141%

2012 Sold Luxury Homes For Sugarloaf Country Club

(Continued)

Month	Type	Address	Original List	Sold Price	Prior Sold Price	List-Sale Ratio	Sugarloaf Value Index
12-Aug	Short Sale	2125 Sugarloaf Club Drive	\$500,000	\$490,000	\$773,600	98%	63%
12-Aug	Bank-Owned	2746 Tarva Place	\$525,000	\$525,000	\$850,000	100%	62%
12-Aug	Resale	2251 Glen Mary Place	\$675,000	\$575,000	\$632,000	85%	91%
12-Aug	Resale	3268 Bransley Way	\$925,000	\$715,000	\$874,000	77%	82%
12-Aug	Bank-Owned	3030 Cypress Pond Pass	\$1,050,000	\$1,375,000	\$2,963,400	131%	46%
12-Sep	RELO	2539 Grey Moss Court	\$658,875	\$630,000	\$630,000	96%	100%
12-Sep	Bank-Owned	2786 Eudora Trail	\$650,000	\$675,000	\$1,062,500	104%	64%
12-Sep	RELO	2897 Major Ridge Trail	\$760,000	\$690,000	\$795,000	91%	87%
12-Sep	Resale	2393 Seaborn Place	\$770,000	\$700,000	\$825,000	91%	85%
12-Sep	Short Sale	3160 Sugarloaf Club Drive	\$895,000	\$837,000		94%	
12-Sep	Resale	2782 Lovejoy Circle	\$970,000	\$880,000	\$1,020,000	91%	86%
12-Sep	Resale	3053 Glen Mary Walk	\$1,250,000	\$1,110,000	\$1,375,000	89%	81%
12-Sep	Resale	2510 Sugarloaf Club Drive	\$1,490,000	\$1,250,000	\$1,670,849	84%	75%
12-Oct	Resale	3135 Sugarloaf Club Drive	\$749,000	\$653,888	\$602,000	87%	109%
12-Oct	Short Sale	2710 Sugarloaf Club Drive	\$945,000	\$655,000	\$772,000	69%	85%
12-Oct	Resale	2876 Darlington Pointe	\$1,150,000	\$872,900	\$828,000	76%	105%
12-Oct	Resale	2669 Tranquilla Way	\$1,175,000	\$975,000	\$1,065,000	83%	92%
12-Oct	Short Sale	2808 Grey Moss Pass	\$1,450,000	\$1,100,000	\$1,900,000	76%	58%
12-Oct	Resale	1790 Sugarloaf Club Drive	\$1,460,000	\$1,250,000		86%	
12-Nov	Bank-Owned	2790 Sugarloaf Club Drive	\$589,900	\$538,249	\$1,450,000	91%	37%
12-Nov	RELO	3273 Bagley Passage	\$749,000	\$660,000	\$699,000	88%	94%
12-Nov	Short Sale	2335 Sugarloaf Club Drive	\$4,695,000	\$2,135,000	\$5,000,000	45%	43%
12-Dec	Short Sale	2265 Sugarloaf Club Drive	\$525,000	\$500,000	\$761,500	95%	66%
12-Dec	Private	2892 Darlington Run		\$800,000	\$863,000		93%
12-Dec	Bank-Owned	2250 Sugarloaf Club Drive	\$1,100,000	\$1,110,111	\$2,000,500	101%	55%
12-Dec	Resale	2797 Dawsons Chase	\$1,645,000	\$1,533,000	\$1,500,000	93%	102%
						88%	83%

Data compiled from a variety of sources including tax records.

Information deemed to be reliable but not warranted.

2012 Sold Lots For Sugarloaf Country Club

Month	Address	List Price	Closed Price
January	3096 Bagley Passage	\$110,000	\$85,000
April	3103 Bagley Passage	\$175,000	\$65,000
April	3605 Moyer Trail	\$225,000	\$124,000
May	2828 Major Ridge Trail	\$245,000	\$200,000
May	3269 Carmichael Place	\$102,000	\$95,000
May	2631 Lovejoy Circle	\$84,900	\$72,000
May	3700 Moyer Trail	\$100,000	\$81,000
May	2243 Grady Ridge Trail	\$310,000	\$330,000
May	2470 Sugarloaf Club Drive	\$105,000	\$98,750
May	3169 Carmichael Place	\$110,000	\$97,000
June	3086 Bagley Passage	\$200,000	\$75,000
June	3650 Moyer Trail	\$145,000	\$75,000
June	2911 Grey Moss Trail	\$125,000	\$60,000
August	2796 Eudora Trail	\$130,000	\$106,000
August	2576 Wynnton Drive	\$135,000	\$112,000
September	2628 Bonar Hall Path	\$74,900	\$62,500
November	3109 Wrightsboro Run	\$99,000	\$80,000
November	2814 Pebble Hill	\$149,900	\$90,000
December	2636 Boddie Place	\$150,000	\$117,500

**Data compiled from a variety of sources including tax records.
Information deemed to be reliable but not warranted.**

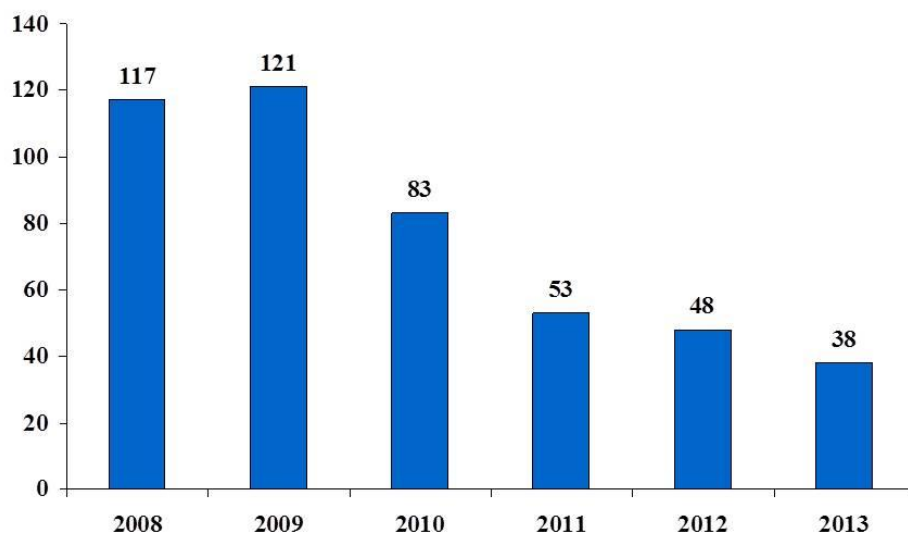
2013 Real Estate Trends

Now, let's explore the major trends for 2013 and discuss what is likely to happen. The general laws of supply & demand plus mortgage rates and the economy continue to have big influences on the housing market. Plus there are a few wild cards that may come from new legislation and regulatory changes including negotiations over the fiscal cliff, debt ceiling, federal deficits and actions by the Federal Reserve. This information is organized in the following categories:

- Listing Inventory Trends
- Short Sale and Foreclosure Trends
- Sugarloaf New Homes
- Georgia Economic Trends
- Mortgage Rate Trends
- Impact of The Greater Gwinnett Championship

Listing Inventory Trends. The listing inventory is very low. For Metro Atlanta, listings are comparable to 1996 levels. Inventory is also down for Sugarloaf Country Club. In 2008, listed inventory averaged 133 listings. In 2009, the average was 113. In 2010, the average dropped to 65. In 2011, the average dropped to 53 listings. In 2012, the average was 46 listings and expected to go lower in 2013. It is true that some of the prior years had abnormally high listings due to the glut of foreclosures. But the current levels are well below what should be a normal market. See the chart below for the number of listings in January of each year. Very low listed inventory for a prolonged period will drive up values as long as demand does not drop – and we do not see that happening.

Sugarloaf Country Club Listed Inventory (Active Listings In January Of Each Year)



- **Average Listings In 2008 – 133; Average Listings In 2012 - 46**

Short Sale and Foreclosure Trends. The big story in 2012 for Metro Atlanta was the drop in short sale and foreclosure activity. In 2011, distressed properties represented over 60% of closed sales and drove down home values. In Sugarloaf, short sales and foreclosures represented only 34% of closed transactions in 2012. That is down significantly from the prior levels of 73% in 2010 and 85% in 2009. ***In 2012, the rate of pre-foreclosures dropped to an average of 2 per month.*** Pre-foreclosures are “notices of default” where the mortgage servicer is notifying the homeowner that they are officially in default and will be scheduled for auction if they do not remedy the situation. These are good leading indicators to predict future short sale and foreclosures. In 2010, we saw an average of 8-10 notices of default. The main drivers continue to be unemployment and under-employment caused by the recession. For the next couple of years, we expect to see more normal levels of short sales & foreclosures for Sugarloaf Country Club. I have a variety of proprietary information resources and will be watching the monthly trends for pre-foreclosures, foreclosures seized by the banks, short sales and bank-owned sales.

If you know someone who is facing foreclosure or upside down on their equity, a short sale may be the best option. A short sale is where the bank agrees to accept a price that is lower than the outstanding loan amount. I am a certified short sale specialist and can assist our clients through these complex transactions. We also have a SHORT SALE ASAP program in partnership with Weissman, Nowak, Curry & Wilco - one of the most respected law firms in Metro Atlanta.



If you are considering listing your property, you need advanced marketing to achieve the highest market value. Contact us to learn about how our Advanced Property Marketing System has delivered the best results for our clients in Sugarloaf Country Club. .

Sugarloaf Country Club New Homes. Yes, there are new homes under construction in Sugarloaf! That is good news for our community. Several builders have a small number of specs under construction that should be ready for the spring. In addition, we have a client who purchased a great lot and are working with a local builder to customize their dream home. In 2012, there were 19 lots sold ranging from \$60,000 to \$330,000. Lot prices remain very challenged but will rise slowly but surely over time. The equation of buying the lot and building a custom home with a reasonable profit margin must be competitive with the current market conditions. The depressed prices have made that equation very challenged in recent years.

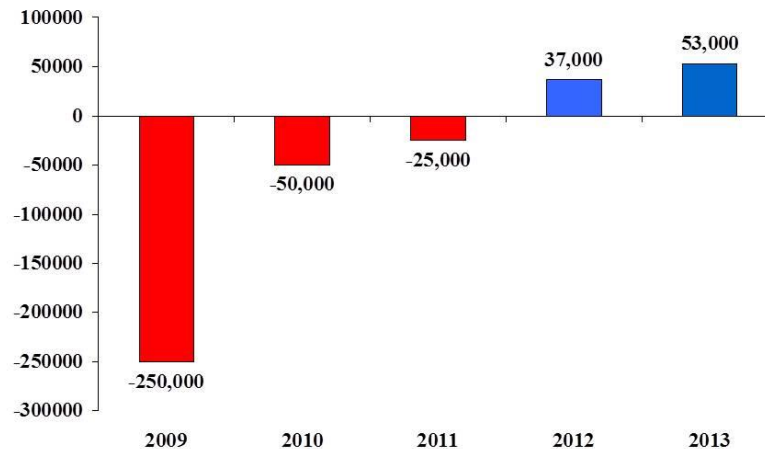
Sugarloaf resident Howie Turner is one of the executives at Robert Bowden which is a major supplier of building materials to the construction industry. Howie reports that material prices are increasing and builders face labor shortages. That will drive new home prices higher over time. There are approximately 91 lots left to be developed in Sugarloaf before the community is completely built out. There are no large tracts of land available to build such a community. Even if that were the case, the costs would be much higher. If you are interested in a New Home, contact me quickly to learn about these opportunities. Sugarloaf New Homes will be more expensive in the future as deals on lots are less available and material costs rise.

Georgia Economic Trends. The Georgia economy will outperform the national economy in 2013. That has not been the case in the past 4 years. Here are some highlights:

- **More Jobs In Georgia:** After losing 325,000 jobs from 2009-2011, employment in Georgia is growing again. In 2013, analysts predict that Georgia will add 53,000 jobs.

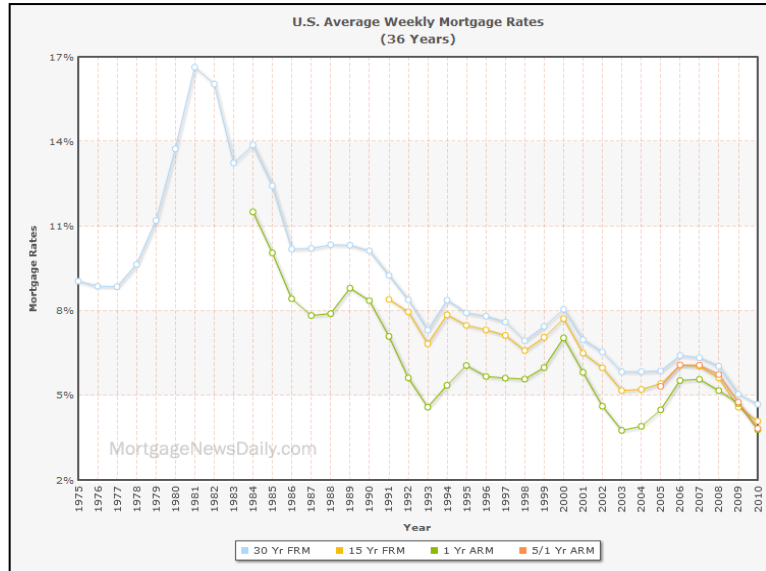
Georgia Employment Trends

(Terry College of Business – University of Georgia)



- **Companies Moving To Georgia:** Many corporations are moving to our area to take advantage of deals on commercial real estate, the low cost of living, our transportation network (rail, ports, trucking, airport) and economic development incentives.
- **New Residents Relocating To Georgia:** New residents are moving to our area in larger numbers. In 2013, net in-migration will add 61,000 new residents to our area which is more than double recent years. The migration patterns from the Rustbelt to the Sunbelt are coming back and Georgia will benefit.
- **Baby Boomers Moving To Georgia:** The Metro Atlanta area is home to one of the largest populations of young people of any major metro area. Atlanta ranks #2 in 25-39 age group and #5 in population under 20. There is a huge trend of boomers moving to be closer to their children and grandchildren. Baby boomers are already the 2nd largest group of home buyers in our market!
- **Increase In Household Formation:** Household formation is back to levels not seen since the 1940s. More young people have been forced to rent. Some have also joined their families in multi-generational living arrangements. Others homeowners have been through a short sale or foreclosure and are rebuilding their credit while they rent. Based upon the normal household formation trends, we are substantially behind the norm and expect to see household formation rebound considerably in the next few years.

Mortgage Rate Trends. There are a few buyers that pay with cash but the majority of luxury buyers still need a mortgage. This is clearly a great time to buy a luxury property in Sugarloaf Country Club with low prices and some of the lowest mortgage financing of our lifetimes. But this scenario will not last forever. The Fed has announced a series of actions that will keep mortgage rates very low for the next year or two. But pending legislation to fix the mortgage system, the looming federal debt and the strong probability of future inflation will eventually change this picture in a big way. Mortgage rates work in cycles.



Remember the average

mortgage rate for the past 50 years is 8%. In 3-5 years, we expect to see mortgage rates back up to the 6-7% range. There is a decent chance that we could also see a scenario like the early 1980s where inflation drove rates well into the teens. Many potential buyers realize that this is an unusual “window of opportunity” to purchase the home of the dreams with very low financing that may not be available in the future. **We would be happy to connect you to one of our loan officers to learn more about your financing options.**

Impact of the Greater Gwinnett Championship. The new Greater Gwinnett Championship brings back a tour event to Sugarloaf Country Club. For those that were around when we hosted the PGA events (BellSouth Classic/ AT&T Classic), you will recall that those events really energized the community and contributed positively to the demand for luxury homes. This is a great opportunity to re-introduce our community to the world! And the benefit is a positive impact to our home values. Those great golf course views and venues for entertaining will now be more desirable again. We are especially pleased that this is a Champions Tour event. We will get to see some very recognizable names up close. And these guys know how to treat fans – unlike some of the PGA Tour players. We want to encourage everyone in our community to get involved and make this a special event that benefits our community!



Sugarloaf Country Club has an impressive set of advantages. The TPC at Sugarloaf golf course is one of the best around and will stand the test of time versus other local courses. Membership in the TPC Network affords many privileges and avoids costly assessments experienced by other club communities. Almost every other luxury club community in North Atlanta has gone through bankruptcy. The tennis and sports center complex are excellent facilities and offer many activities. The clubhouse is a classy venue for entertaining or enjoying a fine meal. The park is beautiful for every season of the year. Our community has quick access to I-85 in comparison to other luxury communities that are land-locked. Our proximity to shopping (Discover Mills, Mall of Georgia, Gwinnett Place), major area attractions and entertainment (Gwinnett Arena), convention and meeting space (Gwinnett Convention Center, 1818 Club, TPC Clubhouse) make SCC an ideal location. The Gwinnett Park system is rated #1 in the nation. Our high school sports are known nationally and we have top feeder systems available for young athletes. There are excellent public and private school options. Sugarloaf Country Club is loaded with families and a diverse population that makes everyone welcome. Who wouldn't want to live here?

Stay Informed In 2013. As the market evolves, we will continue to watch the key indicators and report on the latest facts & trends for Sugarloaf Country Club. Each month, we provide a detailed report on my website – MaryFloyd.com. In addition, we have other details and insight that we provide to our clients.

Our Advanced Property Marketing System is specifically designed for this market. To compete effectively and get the best value, you need the best marketing available.

Summary:

We hope you have found the Sugarloaf Country Club Real Estate Report – 2012/ 2013 Edition helpful. Having better information, leads to better decisions!

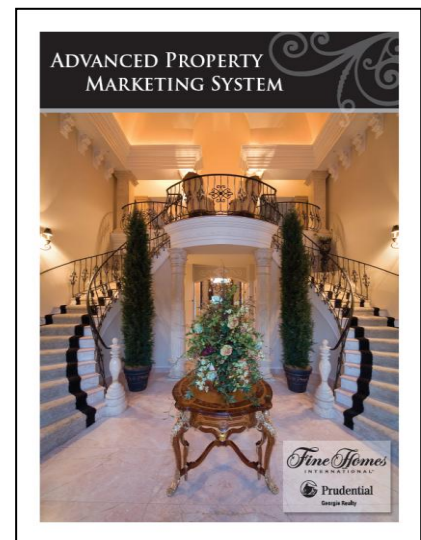
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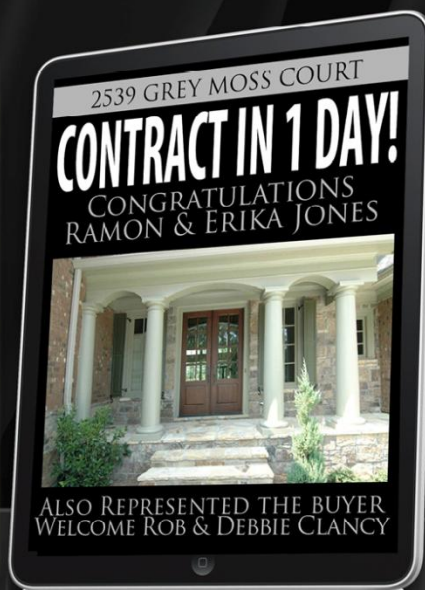
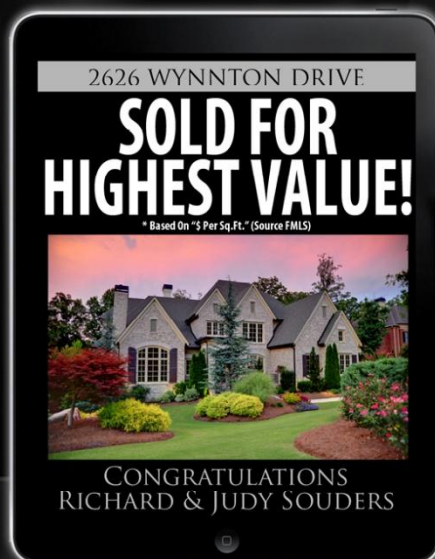
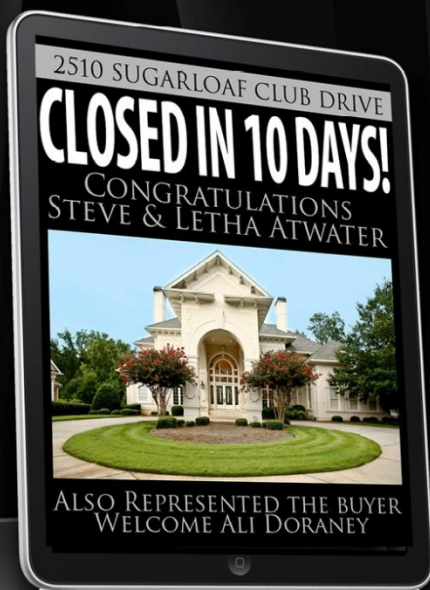


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