



THE SUGARLOAF COUNTRY CLUB REAL ESTATE REPORT

2017-2018 EDITION



BERKSHIRE HATHAWAY
HomeServices

LUXURY
COLLECTION

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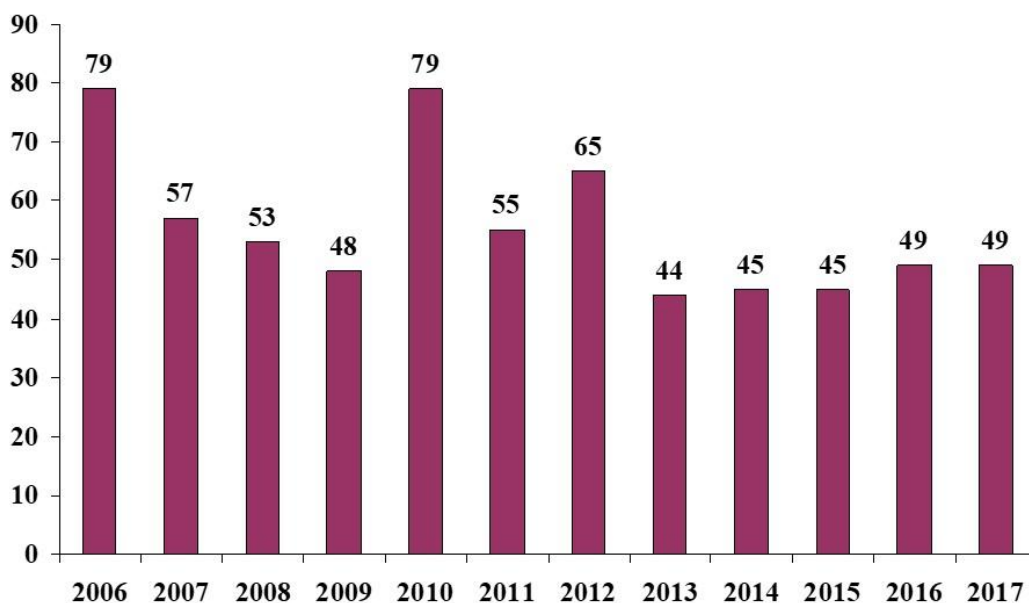
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Want To Know The Keys To Success For Selling Your Home In 2018?
Contact Mary Floyd For Your Private Consultation!

2017 Year in Review

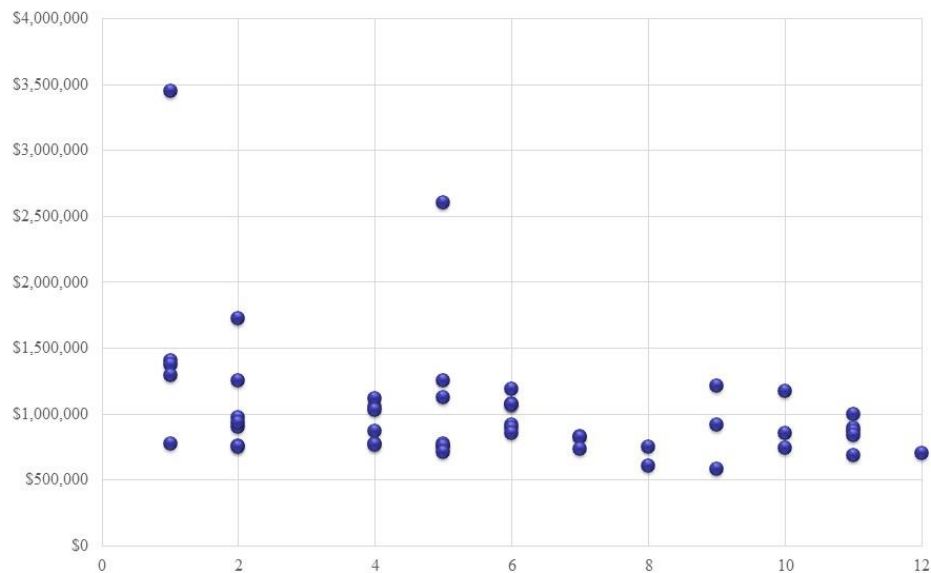
First, let's take a brief look at what happened in 2017. According to our information sources, there were 49 Sugarloaf luxury homes sold in 2017. The average for the past 10 years is 53 properties. The more recent trends suggest that **45-50 properties sold per year will be the new normal for Sugarloaf Country Club.**

Sugarloaf Country Club Annual Closings



As we look at the distribution of properties sold, you can see that the majority of closed sales were in the \$700,000 to \$1.2 million range. There were 2 properties sold above \$2 million, 1 property between 1.5 - 2 million, 15 properties between \$1 - 1.5 million and 31 properties (63%) below \$1 million. The lowest reported sale price was \$578,000 and the highest closing was \$3.45 million. See the chart below to view the distribution of prices by month.

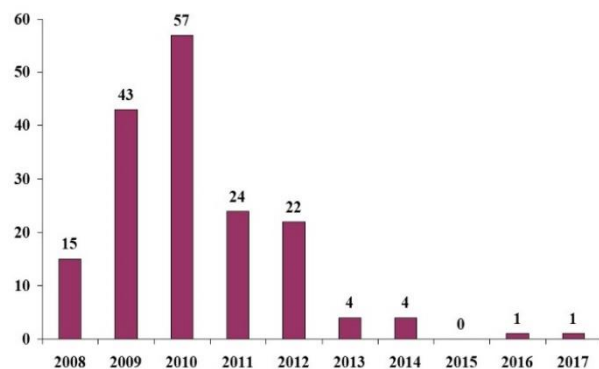
Sugarloaf Country Club Price Distribution (2017 Closed Properties By Price Range)



Of the 49 closed properties, the majority were standard resales. Resales represented 98% of closed sales in 2017, 94% in 2016, 85% in 2015, 58% in 2014, 75% in 2013, 65% in 2012, 56% in 2011, 27% in 2010 and only 15% in 2009. This is more evidence that Sugarloaf Country Club has cycled back to a more normal real estate market.

Distressed properties including foreclosures and short sales had a major impact on Sugarloaf during the real estate recession. During that time, 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 2017, we only saw a few notices for the entire year. There was one short sale/ bank-owned closing in 2017 and one in 2016.

Sugarloaf CC Distressed Properties (Bank-Owned and Short Sales)

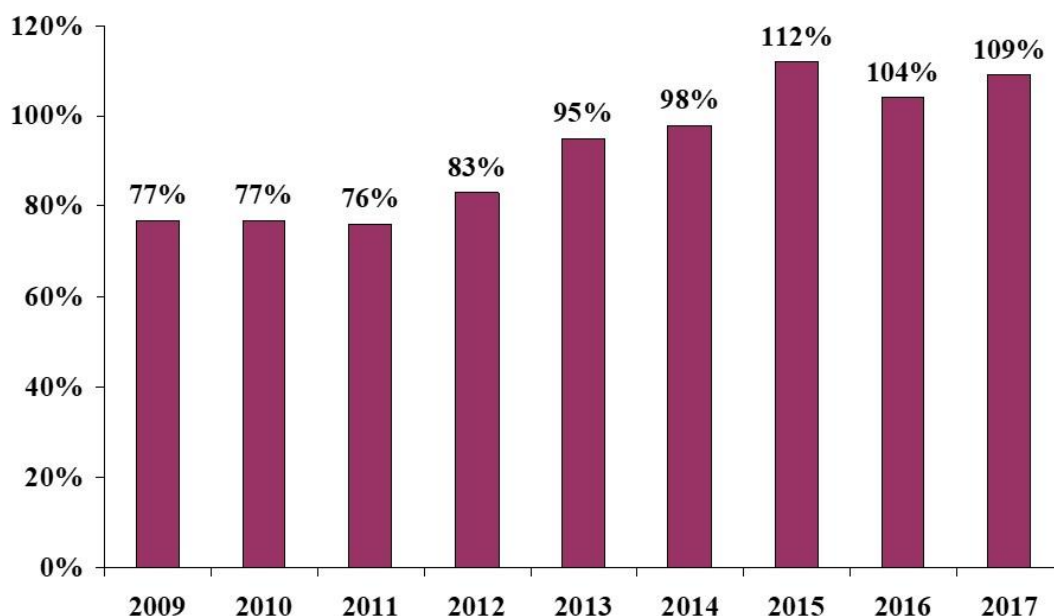


Now, let's look at Sugarloaf Country Club home values. Determining current market value today can be complicated – that is why you need a professional. **We provide Instant Home Value Estimates on MaryFloyd.com** that you can click and see home value estimates from several automated valuation sources. We also show the actual number of buyers searching right now for a property like yours! Click the link below or visit our instant home values at: <http://bhhs.ga.findbuyers.com/maryfloyd>

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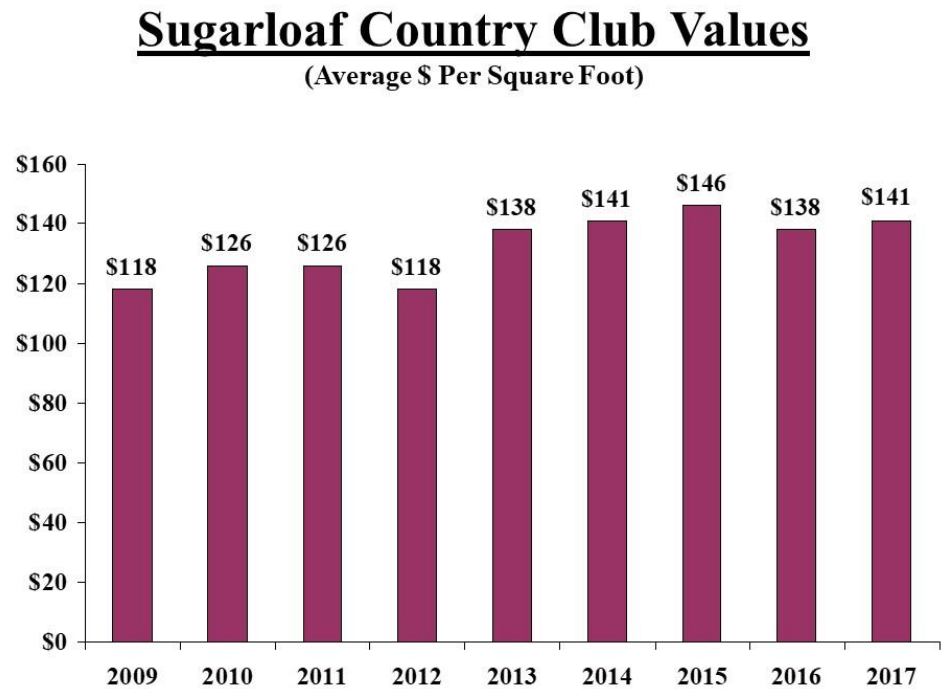
There are two metrics that we find useful in tracking home value trends. The first is “closed sale price versus the previous purchase price” ratio which we use for our **Sugarloaf Value Index**. This repeat sales method is also used by the popular Case-Shiller Index to report on Metro Atlanta and other metro markets. **We provide a Sugarloaf Value Index each month on MaryFloyd.com.** The second approach is to look at “average \$ 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. Note that some properties were renovated so these percentages may be slightly inflated.

Sugarloaf Country Club Values (Closed Prices Versus Previous Sold Price)



As you can see in both charts, the averages for Sugarloaf Home Values edged lower in 2016 and rebounded some in 2017. The Sugarloaf Value Index was 109% versus 104% last year. There were 32 closed properties that were built prior to 2002 and several properties that were previously purchased as foreclosures and renovated. This helped drive the Sugarloaf Value Index higher. The “Average \$ Per Square Foot” was \$141. For properties over \$1 million, the Average \$ Per Square Foot was \$152 and \$132 for properties under \$1 million.

The “Average List to Sale Ratio” for Sugarloaf was 93% versus 96% for the general market.



Square footage is from tax records or MLS source and may or may not include finished levels.

2017 Sold Luxury Homes for Sugarloaf Country Club

Month	Address	Sold Price	List-Sale Ratio
January	2931 Grey Moss Pass	\$3,450,000	69%
January	1675 Sugarloaf Club Drive	\$1,400,000	94%
January	3232 Saint Elmo Court	\$1,375,000	Not Listed
January	3213 Saint Elmo Court	\$1,290,000	94%
January	2707 Lockerly Lane	\$770,000	97%
February	2828 Grey Moss Pass	\$1,725,000	Not Listed
February	2616 Wynnton Drive	\$1,250,000	91%
February	2659 Wynnton Drive	\$900,000	92%
March	2376 Bransley Place	\$975,000	Not Listed
March	2576 Boddie Place	\$930,000	93%
March	3213 Bagley Passage	\$760,000	95%
March	3555 Moyer Trail	\$749,400	94%
April	2741 Chieftain Place	\$1,050,000	93%
April	2366 Bransley Place	\$867,500	96%
April	2985 Sugarloaf Club Drive	\$770,000	96%
May	2134 Wynnton Pointe	\$1,118,000	97%
May	2386 Bransley Place	\$1,030,000	94%
May	2717 Mt. Pleasant Trail	\$765,000	100%
May	2755 Sugarloaf Club Drive	\$749,000	94%
June	2957 Darlington Run	\$2,600,000	88%
June	1910 Sugarloaf Club Drive	\$1,120,000	94%
June	2362 Seaborn Place	\$1,250,000	83%
June	2804 Thurleston Lane	\$772,000	98%
June	3223 Bagley Passage	\$755,000	92%
June	2281 Grady Ridge Drive	\$710,300	90%
July	2392 Seaborn Place	\$1,190,000	99%
July	2717 Tarva Place	\$1,064,360	93%
July	2124 Wynnton Point	\$920,000	95%
August	2876 Darlington Pointe	\$1,075,000	94%
August	2901 Grey Moss	\$1,070,000	95%
August	2971 Grey Moss	\$892,500	96%
August	2846 Darlington Pointe	\$850,000	97%
August	2268 Grady Ridge	\$830,000	96%
August	3010 Sugarloaf Club Drive	\$820,000	91%
August	3475 Moyer Trail	\$730,000	94%
August	2530 Sugarloaf Club Drive	\$750,000	Not Listed
August	2752 Mt. Pleasant Trail	\$605,000	81%
August	2509 Oak Hill Overlook	\$578,000	93%

September	1850 Sugarloaf Club Drive	\$1,212,500	85%
September	2122 Broadfield Run	\$920,000	97%
September	2734 Thurleston Lane	\$855,000	91%
September	3030 Sugarloaf Club Drive	\$737,000	98%
October	2271 Glen Mary Place	\$1,175,000	95%
October	2584 Thurleston Lane	\$682,000	86%
November	2797 Major Ridge Trail	\$995,000	91%
November	2495 Sugarloaf Club Drive	\$888,250	95%
December	2519 Grey Moss Court	\$865,000	96%
December	2910 Fitzgerald Trace	\$840,000	95%
December	2817 Major Ridge Trail	\$710,000	Not Listed
			93%

2017 Pendings for Sugarloaf Country Club

Status	Address	Original List
Pending	2784 Pebble Hill Pointe	\$1,425,000
Pending	2316 Bransley Place	\$1,275,000
Pending	2230 Sugarloaf Club Drive	\$1,149,000
Pending	2000 Sugarloaf Club Drive	\$1,045,000
Pending	3410 Moyer Trail	\$999,000
Pending	2805 Eudora Trail	\$850,000
Pending	2591 Rankin Run	\$785,000
Pending	2753 Pinebloom Way	\$729,000
Pending	2817 Major Ridge	\$700,000
Contingent - Due Diligence	2331 Glen Mary Place	\$1,165,000
Pending Offer Approval	1735 Malvern Hill	\$1,100,000

2017 Sold Lots for Sugarloaf Country Club

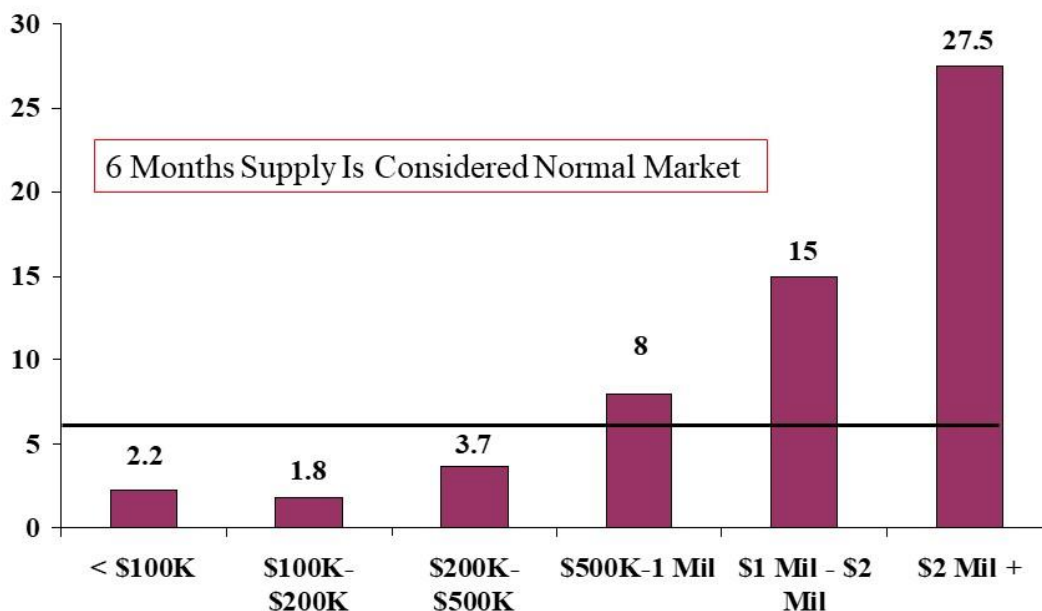
Month	Address	Closed Price
March	2333 Grady Ridge Trail	\$555,000
May	2470 Sugarloaf Club Drive	\$165,000
June	2868 Grey Moss Pass	\$340,000

If you are interested in building your custom home, please contact us quickly as the best lots are going fast!

Sugarloaf Country Club Real Estate in 2018

Now, let's explore the major trends for 2018 and discuss what is likely to happen. The luxury real estate market in North Atlanta was clearly a buyer's market in 2017 with months of supply significantly exceeding the normal 6-month threshold. Home values are impacted mostly by supply and demand. In lower price points, we are seeing strong demand and very limited inventory. This is driving up values and creating bidding wars with multiple offers. But that is clearly not the case in the luxury segment. As we move into 2018, the general economic climate is healthy with new corporate and personal tax cuts fueling a rising stock market. There are some potential risks with new limitations on mortgage deductions and property taxes. We expect demand to be slightly higher than 2017 for the new year.

Metro Atlanta Months of Inventory (2017, Based On Closed Sales)



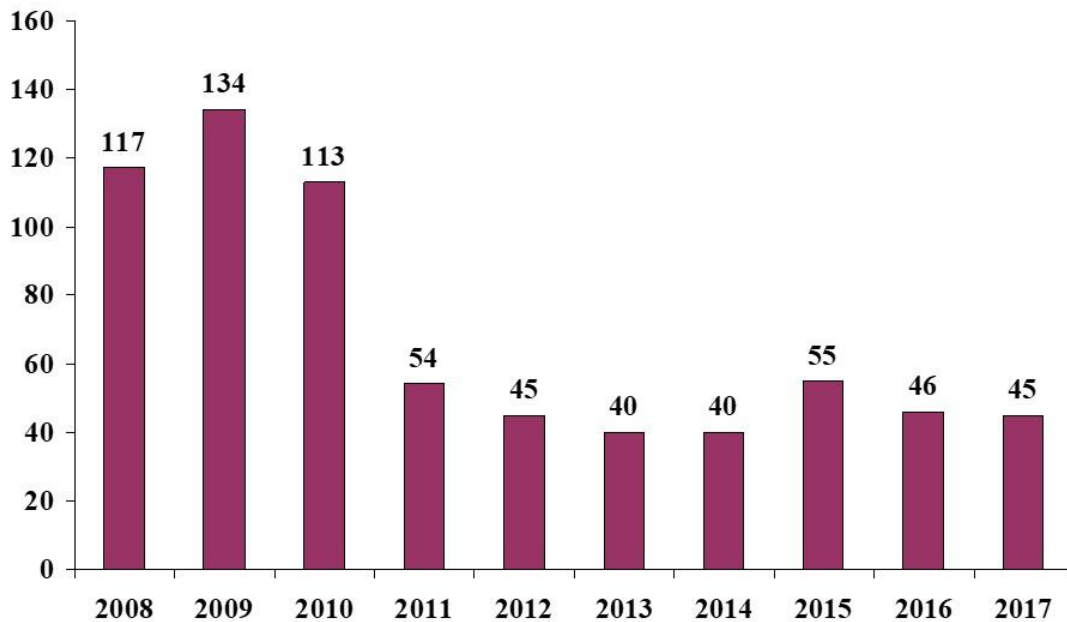
Total Metro Atlanta “Months Of Inventory” Is 3.5 Months

Trends for Listing Inventory:

The listing inventory remains mixed across Metro Atlanta. Lower price points (under \$500,000) have an undersupply and higher price points have an oversupply. We currently have 33 homes for sale in Sugarloaf ranging from \$675,000 to \$5.75 million. This compares to 30 homes listed last year going into the new year. We expect an average of slightly under 50 listings to be the “new norm” for the next few years in Sugarloaf Country Club.

Sugarloaf CC Listed Inventory

(Average Number of Listings Each Year)



Age and Condition of Resale Properties:

On average, homes sold in Sugarloaf this year were built in 2002 – which make them 15 years old. Properties that were not in great condition or properly updated reflected lower values. Sellers are required to complete a detailed Seller's Disclosure listing any know problems. Every buyer will hire a professional inspector and they are very good at finding items that need repair. Buyers who expect to invest significant money on repairs, maintenance items, updates and upgrades will offer "investor prices." Preparing your home for sale is critical to achieving the highest values in 2018. ***Contact us for a personalized consultation so you can be ready!***

Importance of Online Marketing:

The National Association of REALTORS® reports that 95% of buyers use the internet to search for listings. What an amazing change from 1995 where only 2% of buyers used the internet to search. There is no doubt today that the internet and especially internet-enabled mobile devices are one of the most important aspects of reaching buyers. No other agent or team offers such advantages for Sugarloaf listings. This is one of the reasons **we attract more potential buyers and selling properties faster and for the highest values.**

- **Zillow Group** - Zillow is the leading real estate website with a commanding 65% market share. Our company has a strategic partnership with Zillow and received the first ever Zillow Group Broker of Excellence Award. **Our unique Zillow Video program helps place our listings as top search results on the #1 real estate website in the world.** We also invest in Zillow advertising which drives significant visibility for our listings.

- **Social Media** – Facebook is rapidly growing as a top source to attract buyers. We provide “Just Listed Paid Ads” targeted to high net worth individuals plus local feeder neighborhoods. We also use “Dynamic Ads” across the Facebook Advertising Network to further promote our listings to interested buyers who have clicked on the listing.
- **Google** - Google continues to be a major source for buyer searches. *MaryFloyd.com is the leading real estate website for Sugarloaf Country Club real estate and #1 on Google.* This is a significant source of qualified buyer leads for Sugarloaf. We also use Dynamic Ads on the Google Display Network. When an interested buyer clicks on our listing, we leverage dynamic ads to further promote our listing using the Google advertising network.
- **Global Listing Exposure** - We provide many unique advantages for global and multi-cultural property marketing. Our advanced listing syndication to over 40,000 websites is the best in the industry. We have over 75 specialty websites for specific countries that are focused on attracting buyers. We are **exclusive members of the International MLS** which exposes our properties all over the world and translates our listing in 90 languages. We have a strategic partnership with the **Wall Street Journal global network** to display properties across their international websites including MansionGlobal.com for \$1 million+. We display listings on **LuxuryRealEstate.com the leading luxury website** with network members in over 80 countries. We display listings on **duPontRegistry.com and UniqueHomes.com** with exposure to over 60 countries. No other brokerage provides such extensive global exposure!
- **Exposure To China** - The National Association of REALTORS® reports that China is already the largest segment of International buyers and is expected to be the fastest growing. **Metro Atlanta is forecasted to be the next destination for Chinese buyers with new direct flights and a more affordable real estate market compared to other metro areas.** *China provides unique challenges with the government internet firewall blocking most real estate websites.* We have a strategic partnership with Juwai and Tencent to take advantage of this growing buyer segment. Our listings will be displayed on Juwai.com and the extensive Tencent network which reaches over 900 million potential buyers in China. We will be promoting our area to Chinese buyers and provide custom language translation. Chinese-speaking resources will qualify the leads and connect them to our listings. **No other Sugarloaf agent is providing these powerful advantages to attract the most buyers for your listing.**



Where Chinese find international property

Impact of the Mitsubishi Electric Classic:

The Mitsubishi Electric Classic ensures a PGA tour event at Sugarloaf Country Club through at least 2020. For those that were around when we hosted the 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! Those beautiful golf course views and venues for entertaining are becoming more desirable again. **We want to encourage everyone in our community to get involved and make these events successful.** Successful events will help improve our property values!

Sugarloaf Country Club has an impressive set of advantages. The **TPC at Sugarloaf golf course is one of the best and will stand the test of time** versus other local courses. The ongoing \$22 million renovation of the golf courses and club facilities will improve our amenities even further. The community has **quick access to I-85** in comparison to other luxury communities that are land-locked. Our **proximity to shopping** (Sugarloaf Mills, Mall of Georgia, New Development at Infinity Energy Arena), **major area attractions and entertainment** (Infinity Energy Arena), convention and meeting space (Gwinnett Convention Center, TPC Clubhouse) make Sugarloaf Country Club an ideal location. The **Gwinnett Park system is rated #1 in the nation**. Our **high school sports are nationally recognized** 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 in Sugarloaf Country Club?

2018 is going to be an exciting year. If you are considering selling in 2018, contact us to learn the keys to success for attaining the highest value!

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