

# Self-Print Collateral Items: The Home Team

Enabling the real estate agents of The Home Team to print neighborhood newsletters and postcards for local, small-run advertising, self-print items made a great impact and kept their name circulating!

The designs for 11x17 newsletter stock and 8.5x14 postcard stock were established for the initial primary members of The Home Team and were then produced for the remaining 8 to 12 members who wished to utilize these items. All items were designed around utilizing the high-volume printing features of their office laser printer machines.


Additionally, once production was complete, needs for new monthly and seasonal designs for newsletter content, neighborhood announcements and "home sold" alerts provided ongoing design projects.



## Amazing Feats!

When a small, dedicated real estate company can deliver all of the features and services a national organization does, that's fantastic. When they add to that dedication the caring and support that comes from personalized service, it's simply amazing. The members of The Home Team take the extra step by providing you help and assistance concerning the area and its communities. They are truly helping you find home.

**THE HOME TEAM**  
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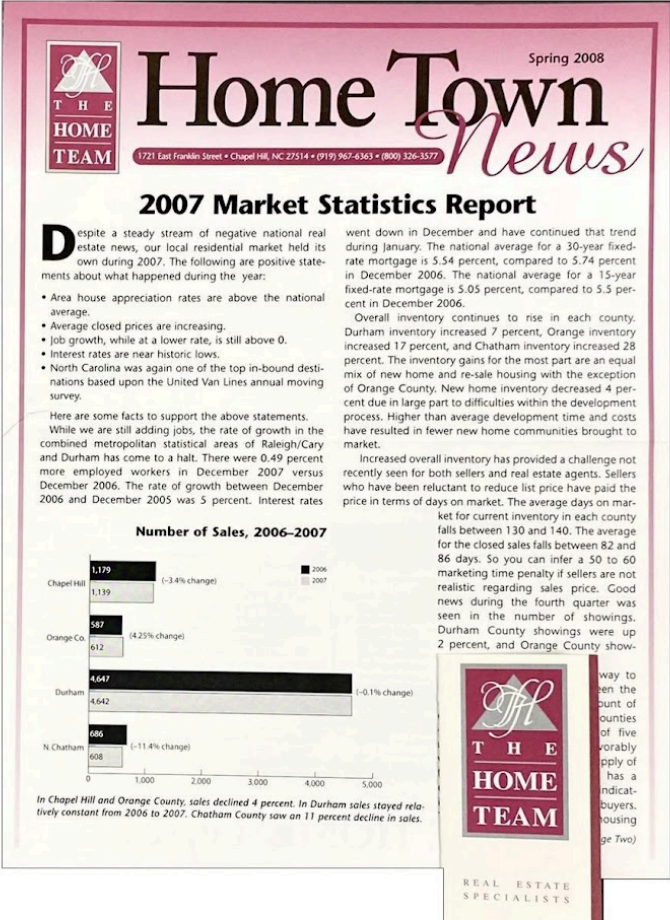


Princess Julia    Darth Chase    Obi-Wan Jock    Darth Garrett    Princess Dede

## Thank You!

Greetings to all my friends, customers and clients! Thanks to all of you who attended my movie screenings. I hope you all enjoyed them as much as I enjoyed seeing all of you. Please think of me when you have friends or colleagues buying or selling—and I'll see you at the movies!

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# Home Town News

Spring 2008  
1721 East Franklin Street • Chapel Hill, NC 27514 • (919) 967-6363 • (800) 326-3577

## 2007 Market Statistics Report

Despite a steady stream of negative national real estate news, our local residential market held its own during 2007. The following are positive statements about what happened during the year:

- Area house appreciation rates are above the national average.
- Average closed prices are increasing.
- Job growth, while at a lower rate, is still above 0.
- Interest rates are near historic lows.
- North Carolina was again one of the top in-bound destinations based upon the United Van Lines annual moving survey.

Here are some facts to support the above statements. While we are still adding jobs, the rate of growth in the combined metropolitan statistical areas of Raleigh/Cary and Durham has come to a halt. There were 0.49 percent more employed workers in December 2007 versus December 2006. The rate of growth between December 2006 and December 2005 was 5 percent. Interest rates went down in December and have continued that trend during January. The national average for a 30-year fixed-rate mortgage is 5.54 percent, compared to 5.74 percent in December 2006. The national average for a 15-year fixed-rate mortgage is 5.05 percent, compared to 5.5 percent in December 2006.

Overall inventory continues to rise in each county. Durham inventory increased 7 percent, Orange inventory increased 17 percent, and Chatham inventory increased 28 percent. The inventory gains for the most part are an equal mix of new home and re-sale housing with the exception of Orange County. New home inventory decreased 4 percent due in large part to difficulties within the development process. Higher than average development time and costs have resulted in fewer new home communities brought to market.

Increased overall inventory has provided a challenge not recently seen for both sellers and real estate agents. Sellers who have been reluctant to reduce list price have paid the price in terms of days on market. The average days on market for current inventory in each county falls between 130 and 140. The average for the closed sales falls between 82 and 86 days. So you can infer a 50 to 60 marketing time penalty if sellers are not realistic regarding sales price. Good news during the fourth quarter was seen in the number of showings. Durham County showings were up 2 percent, and Orange County showed

### Number of Sales, 2006-2007

County	2006 Sales	2007 Sales	Change
Chapel Hill	1,179	1,139	(-3.4% change)
Orange Co.	587	612	(+4.25% change)
Durham	4,647	4,642	(-0.1% change)
N. Chatham	686	608	(-11.4% change)

In Chapel Hill and Orange County, sales declined 4 percent. In Durham sales stayed relatively constant from 2006 to 2007. Chatham County saw an 11 percent decline in sales.

**THE HOME TEAM**  
REAL ESTATE SPECIALISTS

Portfolio Sample

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