

LAKE LANIER 2011



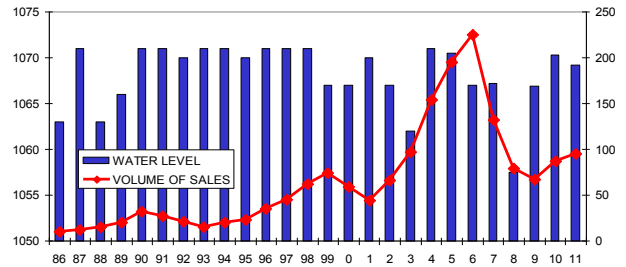
Lake Lanier Real Estate continues to show its resilience to the National economic malaise and the continuous fluctuating lake level. For two years now Lake homes (with own or private docks on property) increased their average sale price up 6.75% to \$466,465. From all the available data it is clear that Lake Lanier's housing market has hit bottom and is on the slow climb back. Regardless of the market economic conditions or the inconsistent water level the reality is that Lake Lanier dockable property has a finite supply. Norton Native Intelligence™ analysis of the raw sales data indicates that while more homes sold over \$800,000 in 2011 vs. 2010, the real story is the sheer cost of the market under \$600,000 with 162 homes trading hands from \$100 to \$600,000 or 79% of the total market.

In today's market a buyer has to perceive **hidden value**. A million dollar listing has to look and feel like a TWO million dollar property and a half million dollar lake home needs to look like \$750,000; if not the property is overlooked or pelted with low offers. Homes priced **tight (buried value) to value** and looking like more than their asking price are selling **FAST**.

Underwriting standards and appraisals are critical to lake sales. While we see many homes sell as all cash transactions we are seeing the emergence of seller financing for either all or heavy 2nd mortgage positions.



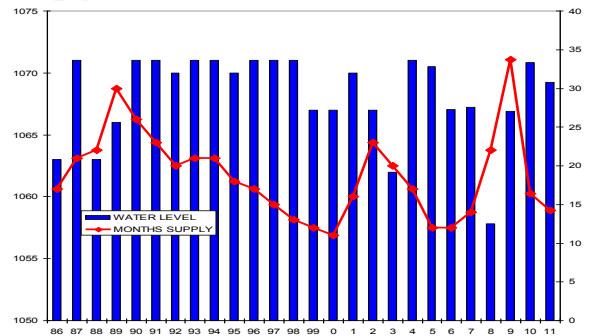
LAKE LANIER WATER LEVELS VS \$ VOLUME OF SALES



COPYRIGHT NATIVE INTELLIGENCE 2012 WATER LEVEL JUNE 1 OF EACH YEAR



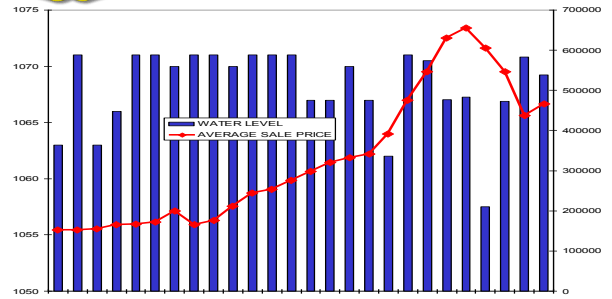
LAKE LANIER WATER LEVELS VS MONTHS SUPPLY



COPYRIGHT NATIVE INTELLIGENCE 2011 WATER LEVEL JUNE 1 OF EACH YEAR



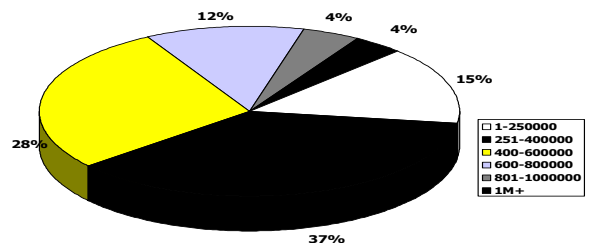
LAKE LANIER WATER LEVELS VS AVERAGE SALE PRICE



COPYRIGHT NATIVE INTELLIGENCE 2012 WATER LEVEL JUNE 1 OF EACH YEAR



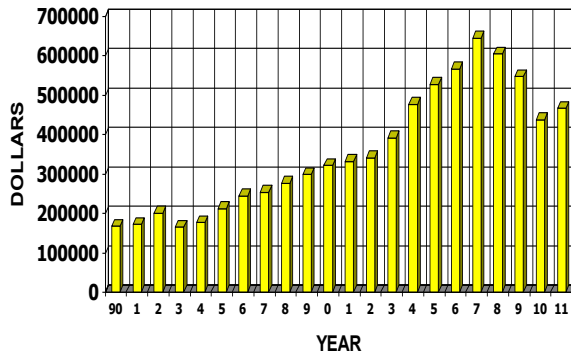
LAKE LANIER PRICE RANGE SOLD 2011



COPYRIGHT 2012 NORTON NATIVE INTELLIGENCE



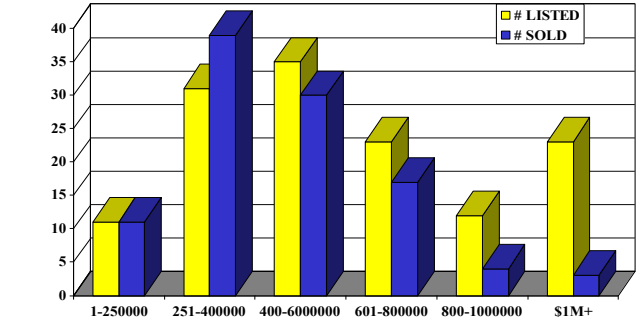
LAKE LANIER AVERAGE SALE PRICE



COPYRIGHT 2012 NORTON NATIVE INTELLIGENCE



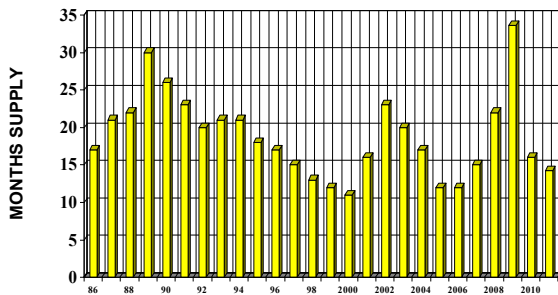
HALL LAKE PROPERTY 2011 LISTED VS SOLD



COPYRIGHT 2012 NORTON NATIVE INTELLIGENCE



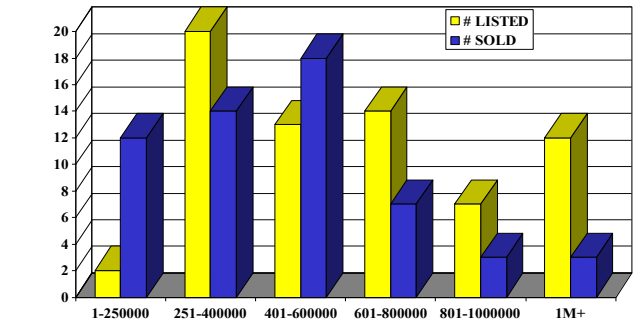
LAKE LANIER HOME SUPPLY & DEMAND



COPYRIGHT NATIVE INTELLIGENCE 2012



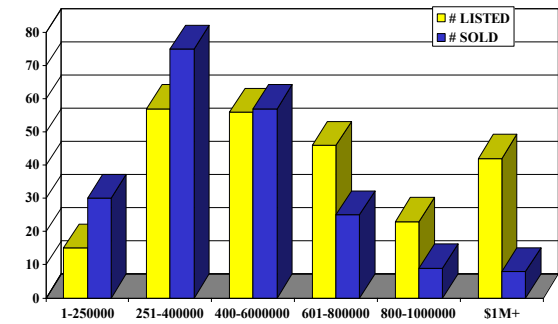
FORSYTH LAKE PROPERTY 2011 LISTED VS SOLD



COPYRIGHT 2012 NORTON NATIVE INTELLIGENCE



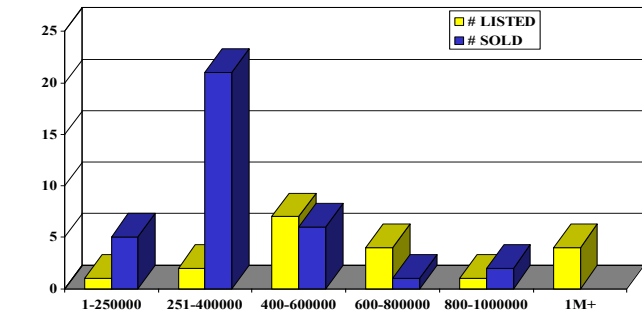
ALL COUNTIES LAKE PROPERTY 2011 LISTED VS SOLD



COPYRIGHT 2012 NORTON NATIVE INTELLIGENCE



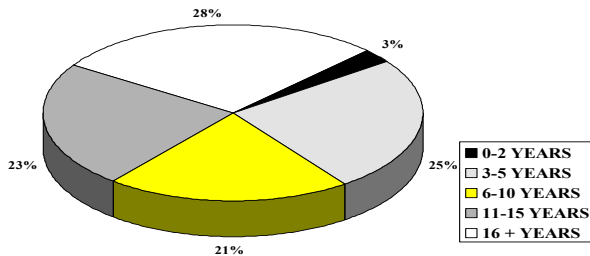
DAWSON LAKE PROPERTY 2011 LISTED VS SOLD



COPYRIGHT 2012 NORTON NATIVE INTELLIGENCE



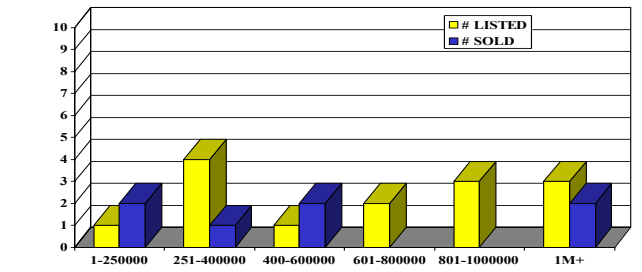
LAKE LANIER AGE OF SALE HOMES



COPYRIGHT 2012 NORTON NATIVE INTELLIGENCE



GWINNETT LAKE PROPERTY 2011 LISTED VS SOLD



COPYRIGHT 2012 NORTON NATIVE INTELLIGENCE

