

REALTOR RELATIONS COMMITTEE NOTES - February 5, 2015, 3:05 PM

Present at Meeting: Ginny Berg, Kim Kuebler, Don Lummus (POA Liaison), Michael Quain, Susan Reed, Annie Shimp, Mary Thrasher, Hayes Shimp, Linda Todd

Hayes mentioned that the Board has decided for an undetermined period of time that our committee will now be called the Realtor Relations Committee and that the marketing function "GCMI" will be spearheaded by Joe Glasson and a highly focused team working with Joe.

Hayes updated our committee on the meeting planned for March 17 with Allan Tate Realty. This meeting will use the feedback gained from the November Coldwell Banker meeting to make the presentation shorter with a longer question and answer period.

Hayes updated the committee on the status of the Meet and Greet initiative. During the last two months there has been little demand for the service, probably due to the time of year when visitors are less likely to be viewing real estate.

Linda pointed out that the information on hotels for visitors to stay when using the discovery packages only shows local hotels and does not include the Club Cottage currently available for rent. Our committee recommended the Blue Ridge Cottage be added to the website's list of available accommodations.

Plans are going forward to identify top 10 area realtors to be invited to major Club functions.

Mary started a discussion regarding effectiveness of holding public open houses in this area as compared to other parts of the country where they are more popular and productive. The two Realtors present noted that attracting prospects to open houses outside the gates was not as successful in Chapel Hill as in other areas they lived and noted that holding public open houses within Governors Club was a difficult task. That is why most open houses here are held for Real Estate Brokers and Agents.

Discussion regarding the idea of having a continuing care facility in the Club Cottages garnered mixed reaction from attendees. No conclusions or recommendations were reached by the committee. Don says that nothing has been decided and that the POA is taking it under advisement.

Discussion on the Chapel Hill Country Club mailer received by most committee members revealed that they felt the flyer was of a lesser standard than would be acceptable if Governors Club decided to produce such a mailer. Kim Kuebler agreed to provide additional CHCC information at our next meeting.

The new video on the POA website showing the neighborhood was discussed. It was determined that this was not approved by the POA Board and that it needs to be reviewed. Most felt that it was too fast and that it was not an effective marketing piece, but rather was only pictures of homes in specific neighborhoods. The committee suggested that realtors be consulted in producing a more cohesive marketing piece for the Board's review.

Joe Glasson has obtained the permission of the Chatham Park development team to allow Governors Club to use some of their marketing photography, in particular, the fly-over shots of the area, including our property.

Linda presented statistics comparing current and last year's sales to 2013.

Governors Club current listed homes average 4404 s/f, \$777,277 and \$169 per s/f, DOM 215

	<u>2013</u>	<u>2014</u>	<u>2015 YTD</u>
Active Listings			64 (which is low for this time of year)
Pending Sales			9
GC Homes Sold	48	44	2
Ave Sold Home Size	4117	4122	3880
Ave Sold Price	\$631,685	\$599,884	\$680,750
Sold Price per sq/ft	\$153	\$146	\$175.46
Days on Market (DOM)	149	165	180

2014 Chapel Hill Average Sale - 1034 sold, size 2287 s/f, Price \$381,197. \$163 per sq/ft, DOM 84

Linda invited the committee to come to a February 19 Brokers Open House and Progressive Luncheon for five homes in Governors Square. These homes are listed by 4 agents, each from a different realty office.

Hayes reported that he had just finished assembling VIP packets for realtors, including explanations of the neighborhoods, how to obtain a QR code, Club materials, POA & Club contacts, etc. These will be given to the Alan Tate realtors at the March meeting.

Discussion of attached list of Realtor Barcode usage. Susan will give Mary the last couple of months reports, Mary will contact the agents on the list to determine if they would like to have a barcode.

Meeting adjourned at 4:35

Respectfully submitted by Linda S. Todd