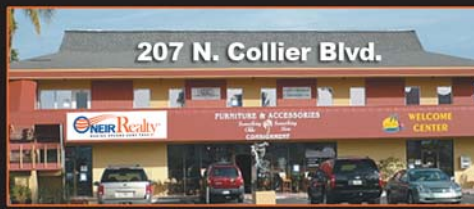




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Joe Charde - 29 Years Selling Marco



ONIER Realty Main Office 2 Blocks North of Residents' Beach



REALTY REVIEW

THE TIDE IS TURNING!

Welcome back to Marco Island and its surrounding areas. Our local real estate market has been exceptionally busy this past summer and most experts are predicting that sales will increase steadily through the fall/winter and continue upward into the 1st and 2nd quarter of 2012.

The total amount of sales and the total amount of price increases in almost each property category has surpassed the previous year's total by double digit percentages. Our inventory is shrinking and I seriously believe the Tide is Turning!

The focus of my article will not be like your typical monthly and quarterly real estate report that you see in your local newspapers. Much has been written showing these real estate statistics. I will study these reports, earmarking any trends that are significant and share them with you as they develop.

Since this article is written only three times per year, my emphasis will be on: educating, informing, teaching and guiding you, the consumer, about your options when considering purchasing here: resale homes, new construction homes, vacant lots (homesites) resale condominiums, commercial real estate, which includes vacant commercial sites, resale buildings and shopping centers and local resale businesses.

There is something for everybody in all price ranges and categories. Many sellers are offering owner financing, so a bank or lender is not needed.

Are you Lost?

I don't know about you, but when I travel outside my "comfort zone" (off island), I have to have a GPS in my car, so I don't get lost - What a great invention! If my car doesn't have one, my I-phone does. How convenient! But all you need on this little 24 square mile island is a map - a GPS is convenient but not really necessary. It's funny, many visitors only ever use one road - Collier Blvd., - which basically goes north/south and parallels our crescent shaped beach. Collier Blvd (951) is our most trafficked road which accesses several hotels, condos, stores, shopping centers/ strip mall-centers, restaurants and real estate companies etc., and it is our main thoroughfare on and off our island.

Since we are learning about roads, there are six major roads on Marco that include Collier Blvd, Barfield Drive, Bald Eagle Drive and Heathwood Drive, which go north/south and two roads which go east/west - Winterberry Drive and San Marco Road or SR92. San Marco virtually disects the island in half and takes you through the environmentally sensitive mangrove area east of Barfield Drive out to Goodland. This road, connects with Route 41 south - aka the Tamiami Trail, which many take south to Miami and their airport.

Where am I Going?

I am giving you an example of what I do best - "giving directions". Marco Island sells itself - I am here to direct you through all

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Realty Review *Continued from page ??*

the real estate obstacles and roadblocks - so you make the wisest decision when investing in our paradise. They call me the real estate GURU. For 29 years, I have lived here, worked here and raised three children with my beautiful wife, Julie. We just celebrated 40 years of marriage this past September. We moved from the New York/Connecticut area almost 30 years ago seeking a better life for our family. We found it!

Your Personal GPS

I want to share what we found with you. I have a wealth of knowledge that will help you choose wisely. Let me be your voice activated GPS system. I am an honest, seasoned, thorough, professional Realtor who will give you 110%. If I don't know the answer to your questions, I will say "I don't know" but at the same time make sure I get you the exact, precise answer.

Window of Opportunity

Many of our possible buyers have been very cautious, sitting on the fence, waiting... Because of everything they hear and see on TV, the press and the internet... another recession, unemployment, stock market, the weak dollar, inflation... What's next? In a time of uncertainty your Marco real estate investment offers stability. It has been said that scary times often bring the best buying opportunities. During the great depression the seven biggest fortunes were made in real estate. I have been called a visionary by some of my satisfied buyers because over the years many of my predictions have come true. These buyers pulled the trigger and jumped off the fence based on my recommendations and their instincts. **THE TIME IS RIGHT!**

The wise investors are diversifying their portfolios and leaving Wall Street to re-enter blue chip real estate markets like Marco. We are presently experiencing the greatest buyers' market in modern Marco Island's 47 year history. **BUY! BUY! BUY!** The end to the really good real estate buys is very near. Your window of opportunity is shorter than you think. Now is absolutely, positively, without a doubt, the best time to buy! We will soon be saying goodbye to the good buys.

Our most competitively priced properties are selling, our inventories are diminishing and demand is picking up substantially. Don't let the national press brainwash you into negative thoughts of doom and gloom and the sky is falling.

If you have the itch to buy something, if you are looking for a place to put your money and watch it appreciate - Marco real estate is your real estate CD. Marco is your safe haven but make sure you have a talking GPS (ME!). I will be your exclusive "Buyers' Agent" (GPS) to help you make the right decision. As your Buyers' Agent, I represent You and your best interest at all times. There are several hundred Realtors on Marco that advertise hundreds of different properties in newspapers, magazines and the internet. Less than 10% of these realtors have been selling property on Marco for nearly 30 years as I have. Calling each different Realtor and all the advertised properties can be very time consuming. My suggestion is to take the advice of AARP and work with one exclusive Buyers' Agent like me.

My team will do all that time consuming work and save you valuable time and money, while you enjoy your vacation. There is so much to learn and understand when you have decided to buy in our area. Feel free to call me on my direct line cell phone 239.592.3000 or stop by our main office at 207 N Collier Blvd, just one block north of Residents' Beach and San Marco Road. We are at the corner of Saturn Court and Collier Blvd. The picture of our building is at the beginning of this article. Ask for Joe Charde, aka "THE GURU". You have nothing to lose and you could win two free tickets to the 2012 Super Bowl in Indianapolis if you register at my office before December 30th 2011, and enter to win.

My 29 years experience is your best investment. Marco sells itself. We will help you make the wisest decision. The best is yet to come.

Joseph B Charde, 10/7/11



View our website
by scanning this QR code.

239.592.3000