



84 Peachtree Road Suite 200
Asheville, NC 28803
www.LifestyleHomes.net

viewpointe Lifestyle Homes of Distinction, Inc.

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The Calhoun Historic Lofts	402 North Main St.	Anderson, SC 29621	864-226-4426
www.TheCalhoun.com	Lisa Price	lisa@thecalhoun.com	Hours: Mon, Tues, Thr, Fri 10-5, Sun 1-5
The Orchards of Flat Rock	90 Summerfield Place	Flat Rock, NC 28731	828-697-5022
www.TheOrchardsofFlatRock.com	Diane Skillman	dskillman@prulifestyle Realty.com	Hours: Mon-Sat 10-6 Sun 1-5
Pinebrook Farms	25 Pinebrook Club Drive	Asheville, NC 28804	828-645-7703
www.PinebrookFarms.net	Judy Spector	jspector@prulifestyle Realty.com	Hours: Mon-Sat 10-6, Sun 1-5
Vistas of Westfield	61 Westfield Way	Candler, NC 28715	828-667-0770
www.VistasofWestfield.com	Karen Cuthbertson	karenc@prulifestyle Realty.com	Hours: Mon-Sat 10-6, Sun 1-5
Wynnshire Ridge	820 Wynnshire Drive	Hickory, NC 28601	828-324-1629
www.WynnshireRidge.com	Sandy Langos	slangos@lifestylehomes.net	Hours: Mon-Sat 10-6, Sun 1-5
Prudential Lifestyle Realty	5 Locations in Western NC to Serve You		Toll-Free: 800-601-8622
www.PrudentialLifestyleRealty.com			

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viewpointe

SUMMER - FALL 2009 EDITION
QUARTERLY NEWSLETTER



Bruce Alexander
President

If you've read my Viewpointe articles in the past year, you may have noticed I've written quite a bit about the news and how it has not only affected the housing industry, but also the mindset of our customers. Well a funny thing has happened at the newsstands. Over a month ago the biggest thing I noticed was a lack of all that "negative" news. This continued for weeks, then as quick as that happened "good news" began to filter into the headlines. Then daily this "good news" spread throughout every publication, website and email I read.

There is a lot to cheer about; the Dow topped and remained over 9000. This has to make consumers, active adults in particular, more comfortable seeing their nest egg portfolios consistently moving in the right direction.

Another bright spot is the housing market report on existing homes sales. Existing homes sales rose for the third month in a row and the level of existing home inventories also dropped and the supply now stands at 9.4 months, almost back at June 2006 levels. Homes are selling quicker and at a higher asking price. The National Association of Realtors reported that hasn't happened since early 2004, during the boom. Joel Naroff, president of Naroff Economic Advisors Inc. wrote, "The turnaround in the housing market appears finally to be here and indeed may be gaining some speed."

So where do we go from here? We know our new homeowners are locals right-sizing their lives and others from all over the country, even some from outside the US. This national news has already begun to help our market area that remained fairly healthy through what the media called "housing slump" or "housing bubble." This is especially true for our buyers, the active adult or "baby boomers"; the sale of their home frees them up to purchase a new home and move on to their new lifestyle.

Even with current news we have seen a strong start earlier this year. March was the company's best month since October 2007 and the following months were better than expected as well.

In closing, you can read some of these topics throughout the newsletter. As always we have some updates about homes, communities, amenities and events, so please enjoy our "good news" edition, it is a refreshing change. ☺

MSN Money picks the top 10 places to buy a second home.

(Article Copied from MSN-Money May 2009)
Looking for vacation property that's a good investment as well? These communities offer weather, scenery and active real estate markets.

A beautiful setting is a must, but here are some other important factors:

- Proximity to growing urban centers.
- Plenty of recreational opportunities.

- Decent weather.
 - Significant commercial investment.
 - The "it" factor. The community gets discovered by movers, shakers and celebrities — or at least enough other folks like you — for prices to get bid up.
- Here are MSN Money's Top 10 List:**
1. Asheville, N.C. This mountain town boasts the Biltmore Estate and a thriving arts and crafts community. Home prices are up 35% in the past five years, compared with the national median growth of 27.8%.

IN THIS ISSUE

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- The Case-Shiller Numbers Has the Market Turned?
- Best 2nd Home Markets in the USA.
- Prudential Offers Specials for Those Seeking to Sell Homes

UPCOMING EVENTS

- Anniversary Party - Vistas of Westfield 8/15/2009
- Flatrock Playhouse Party The Orchards 8/23/2009
- Summertime Sneak Peek - Wynnshire Ridge 8/29/2009
- Special Parade of Homes Pinebrook Farms 8/29/2009
- Downtown Sounds Pre-Party The Calhoun - Every Thursday

2. Park City, Utah.
 3. Ashland, Oregon
 4. Port Townsend, Washington
 5. Beaufort, S.C
 6. South Lake Tahoe, California
 7. Daytona Beach, Florida
 8. Sunriver, Oregon
 9. Myrtle Beach, S.C
 10. Charlevoix, Michigan
- Viewpointe Editor: Obviously it is a compelling reason to live here year round and is a solid investment at any level. ☺

Community Spotlight Pinebrook Farms



The community spotlight shines on Pinebrook Farms this quarter. Located in North Asheville the development boasts a great number of amenities in a beautiful pastoral setting just a few minutes north of downtown.

Pinebrook Farms uses Arts & Crafts architecture throughout. All the single-family, townhome and new carriage home designs are adorned with lap and shake siding reminiscent of the Craftsman era and modeled in rich earthtones and other color schemes of that time. Exterior features also include covered rocking chair porches on the streetside of the homes and large outdoor decks in the rear.

Interior designs came from a growing awareness that new houses were getting bigger and bigger but with little redeeming design merit. The designs at Pinebrook utilize the ideals that a home can be designed in a much more logical fashion, providing a very functional layout with lots of storage.

Both the new Carriage Home and Townhome designs have been modeled after this philosophy. Four townhomes have been sold in the last eight weeks alone.

For more information call or visit Pinebrook Farms (828.645.7703).

LEADING INDICATORS SHOWING POSITIVE TRENDS

WASHINGTON - The three most important things in real estate: location, location, location. It's true for recovery from a real estate bubble too. Overall, many economists expect the national economy to return to growth later in 2009, perhaps as soon as this summer. Poised for swift recovery are many cities, areas that did not see the massive real estate bubble that formed in states like California, Nevada and Florida. *Forbes Magazine* - July 22, 2009

NEW-HOME SALES SOAR IN JUNE New U.S. home sales jumped in June by the largest amount in more than eight years as buyers took advantage of good prices, low interest rates and a federal tax credit for first-time homeowners. The figures released were another sign the housing market is finally bouncing back. The data showed home resales rose 3.6 percent in June, the third straight monthly increase. The last time new home sales rose so dramatically was in December 2000.

Employee of the Quarter Dawn Jones



Dawn Jones is the Lifestyle Homes Employee of the Quarter. Dawn is the Controller for the company and started in 2007. A lifetime resident of North Carolina, Dawn has lived in Reidsville, Boone and Asheville. Dawn has spent 26 years in the residential construction industry in various accounting fields. Dawn spends most of her spare time sewing and gardening.

A Look at Case-Shiller Numbers
As reported in the Wall Street Journal **The S&P/Case-Shiller home-price indexes, a closely watched gauge of U.S. home prices, recently reported some month-to-month gains in the top 20 metro market index in their recent study. Fifteen cities reported month-to-month increases, up from nine last month. Prices in Tampa and New York were flat, while just Los Angeles, Seattle, Miami, Phoenix and Las Vegas posted monthly declines.** Wells Fargo's John Silvia says the month-to-month pattern is more important than the steep annual declines. "Once again TV commentators that emphasize the year-over-year numbers being down 17% are welcome to have their sarcasm but they are missing the point as well as the turn," he said. "Recession is over, economy is recovering — let's look forward and stop the backward looking focus."

Community Progress

THE ORCHARDS OF FLAT ROCK

The new walking trail is nearing completion at The Orchards of Flat Rock. Late this spring a looping nature trail was cleared, leveled and mulched. Work has gone hand-in-hand with the Phase 2 construction and will be completed this fall. A picnic area, benches and other trailside amenities are planned. The scenic ponds in the pine grove have been planted with grass and are ready for resident's use. Please contact Diane Skillman at 828.697.5022 for further details. ✂



New Walking Trails

WYNNSHIRE RIDGE

Wynnshire Ridge and it's walking trails have received plenty of attention lately. The trails system has been regroomed and completely remulched this summer. The new Courtyard Home Series has received a lot of attention as well. We have our first new homeowners for the new design and construction of the Courtyards should start sometime this fall. For more information on the great new homes contact 828.324.1629. ✂



THE VISTAS OF WESTFIELD

Lifestyle Homes has started breaking ground for the new Carriage Home designs at The Vistas of Westfield. The Craftsman style homes were initially released at Pinebrook Farms and have become extremely popular with the well designed floorplans, premium view lots and maintenance-free lifestyle they afford. If you are interested in these fantastic new designs contact the Vistas of Westfield or visit Pinebrook Farms for a tour. ✂



Pinebrook Farms Carriage Home

INTEREST RATE WATCH

Our preferred lender, Wells-Fargo Mortgage recently released their outlook on interest rates and the effect that inflation may have on them, including mortgage rates.

Wells-Fargo...

What's Going on with Inflation and Interest Rates?

If you've seen the news lately, you know concerns about inflation are increasing. But what does it really mean to you?

The fact is, inflation is a very serious issue, and it will likely be on the rise as 2009 proceeds... and along with it, home loan rates will rise too.

Because home loan rates will be on the rise, if you or any of your family, friends, neighbors or co-workers have been considering a purchase, now's the time to act.

Although mortgage rates are still hovering around 5% in the south-east (The lowest region in the country) they are expected to go up. For the full story please watch the video link at:

www.mortgagesuccesssource.com/go/inflation/index.html

Our sister company, Prudential Lifestyle Realty recently grew to five offices, opening a location in Champion Hills Golf Club in Hendersonville, NC. The Property Owner's Association chose Prudential as the preferred real estate firm for the top-ranked golf community. Prudential and its 100+ REALTORS are currently offering a special incentive for buyers in a Lifestyle Homes community. If you have a home to market in the Western North Carolina area, Prudential will provide 1% off of any commissions paid on the sale of your home. For more information or to learn how you can receive a free professional Competitive Market Analysis call 800-601-8622.

