

RON SOLDANO'S REAL ESTATE UPDATE

WELL HERE WE GO...

- ▶ ... gearing up for the next century and the business challenges that lie before us. I am not necessarily speaking about the technical problems we may all be facing rather what innovations a professional real estate agent will need to implement to meet those challenges. I for one have an **Action Plan in place to not only meet but exceed my goals of 1999**. It involves some sophisticated **marketing for my clients** whom have chosen to list their property with me. Want to know more? Feel free to "e-mail" me at: ras@stoneharbor.com to discuss this topic further, or call:

- ▶ **DIRECT, 800-708-5796.**

SALES ACTIVITY:

- < Welcome to the **AUTUMN 1999** Edition of **Ron Soldano's Real Estate Update**. Real Estate Values in Stone Harbor and Avalon are still keeping pace with other positive economic variables, thank you. Average Single family home prices in Stone Harbor in the **2nd Quarter of 1999** hit a record **\$696,781!!!** This is in part due to the **beachfront** home at **106th Street** selling for a **record \$2,900,000** on **October 30, 1998** and then again on **May 28, 1999** for **\$3,102,000**, roughly a **13% increase !!!!** (on an annual basis).

NEWSFLASH:

- ▶ Do you watch Public Television, specifically NJN, New Jersey Network? If you watched the December Pledge Drive last year you would have seen **Yours Truly** being interviewed and a group of my fellow Coldwell Banker James C. Otton Real Estate Associates on **LIVE TV** answering telephones and taking pledges. All this in the spirit of **Community Service and Great Cultural, Educational and Entertaining Programming**. I initiated this volunteer work for the company, as I always have believed in giving back to the **Community and State** we love, live and work in. **One's time is the best anyone can offer and once again we were asked by NJN to participate**

this coming December. I am working out the logistics and **this year** there may be an **even bigger surprise in store for ALL the Stone Harbor and Avalon Viewers!!** I can't say any more except I'll keep you posted as to the date and time if all goes as planned.

- ▶ Yes, of course I still have time to discuss your **real estate needs and desires** further. Just pick up the phone and call **DIRECT, 800-708-5796.**

BY NOW YOU'VE HEARD...

- < **Stone Harbor and Avalon** made "**WORTH**" Magazine's, June 1999 edition, "250 Richest Towns In America List". Why? I personally contacted the **Editor**, compiled and sent her **SOLD** information on our towns and followed up **personally** with her. **Stone Harbor ranked 192nd and Avalon 216th**. Want the article? Call me and I'll be happy to fax or mail to you. **800-708-5796, (DIRECT)**. **Thanks to those who have already responded.**

- < And while in Stone Harbor why not drop in to discuss the present value of your Stone Harbor or Avalon property. You don't own? Let's talk about what's for sale in these fine communities! **I am always available to service The "7 Mile" Beach Real Estate Needs of you and yours! Call anytime, DIRECT, 800-708-5796.** Oh, don't forget to visit

my new **web-site:**
[www.realestatejers
evshore.com](http://www.realestatejers.evshore.com)

Let me know what you think!

Ron is a Realtor Associate and GRI Graduate with Coldwell Banker James C. Otton Real Estate Offices in both Stone Harbor and Avalon, NJ.

Ron can be reached



directly at 1.800.708.5796 for questions or comments or at his e-mail address: ras@stoneharbor.com.