

REAL ESTATE ROUND UP

Looking to buy or sell a home? We'd love to meet you. Stop on by or call us at 505.474.6233.



3 AVENIDA DEL OSO - RANCHO VIEJO
RANCHO VIEJO FOR UNDER \$300k!
 Rincon model features open concept floorplan, eat-in kitchen, and cozy living room with kiva fireplace. This home sits on a spacious corner lot and is adjacent to greenbelt. Master bedroom opens to walled in backyard—complete with relaxing water feature and carefree landscaping. This house is sure to make you feel at home! Priced at \$295,000. MLS 702387 Contact Brian Fairchild, 505.310.4055.



37 CALLE CAPULIN - LAS LAGUNITAS
 Adobe estate on 1.29 acres in gated Las Lagunitas. Pueblo style living (3,900 sq. ft.) features two master suites and attached guest suite with kitchen. Artisan details include exposed beams, hand-hewn cabinets, arches, and bancos. Chef's kitchen offers stainless steel appliances, wine cooler, and breakfast nook. Luxury abounds with 2 swamp coolers, formal dining room, 11 ceiling fans, 4 fireplaces, 3 outdoor patios, and masterful landscaping. Priced at \$850,000. MLS 705083 Contact Rosemary Thompson, 505.690.1150.

6465 CERROS GRANDES - TIERRA CONTENTA

Spacious 2,060 sq. ft. home located on top of vista with fabulous views of the Jemez, Ortiz and Sandia mtns. 4 oversized bedrooms (1 downstairs), and 3 baths. Master features his/her closets, spa-like bathroom and walk-out balcony. Kitchen has expansive cabinetry and convenient serving bar. Generous living space with lots of natural light. *Seller will contribute toward some of buyer's closing costs.* Priced at \$315,000. MLS 706028 Contact Amy Fairchild, 505.930.1562.



27 TWO TRAILS - HONDO HILLS

Stunning 2,800 sq. ft. custom home secluded on 25 wooded acres. 4 bedrooms, 3 baths with beautiful slate and diamond plaster walls. Dream kitchen is splendidly appointed with built-in wine cooler, custom cabinets and granite countertops. BONUS—pool table in living room conveys with sale. Priced at \$634,000. MLS 704879 Contact Rosemary Thompson, 505.690.1150.



This is not intended as a solicitation if your property is currently listed with another broker.

REWARD
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WILD WEST
 A REAL ESTATE COMPANY
 SANTA FE

Our REAL ESTATE WRANGLERS are all-fired up to work for you!
 Santa Fe real estate market
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 Innovative marketing
 qualified real estate broker
 One-on-one relationship with
 Comparative market evaluation
 Stress-free selling experience



COMMUNITY ★ EXPERIENCE ★ INNOVATION ★ EMPOWERMENT

SANTA FE REAL ESTATE How to Succeed in a Changing Market

SANTA FE SOUTH SIDE MARKET RECAP

There has been a significant change in the climate of the Santa Fe real estate market. To find success, both buyers and sellers need to be aware of the changes and how they affect them.

There is a bright spot in the Santa Fe real estate picture. "Prices are holding steady," says Rosemary Thompson, Qualifying Broker at SFWW. For the major neighborhoods on Santa Fe's south side, the average listing price to average selling price ratio was 95-99% in the six months ending Aug. 31, 2007. This is fantastic news! What it means is that sellers are waiting for and receiving solid offers that are very close to asking price. Santa Fe's south side neighborhoods are not seeing a dramatic price drop and property values are holding.

WHAT SELLERS NEED TO KNOW

For sellers, price is not the major challenge. However, there has been a significant increase in inventory and sellers should expect a longer time period to sell their homes. "There is a lot more inventory," explains Thompson.

"Sellers must do everything possible to make their house stand out above the rest. They need to consider how their home compares to the other homes on the market."

"Having a knowledgeable Realtor is crucial. He or she can educate you about the overall market, your direct community competition, the average time required to sell your home and help you determine a correct listing price," says Amy Fairchild, Associate Broker. She adds that when sellers are choosing a potential Realtor they should ask how he or she will specifically market their home and what their knowledge of the neighborhood is before signing a listing agreement. "You really need someone that understands the ins and outs of your community," adds Fairchild.

Further, it is critical that sellers select a Realtor that will be proactive in finding out as much as possible about potential buyers' borrowing abilities. "A broker needs to help sellers evaluate every offer in terms of the likelihood of closing successfully," Fairchild comments. "The best scenario is to accept an offer from a

buyer with a preliminary loan commitment. This signifies that a bank will finance them," says Thompson. This is a good way to avoid fall out and it can also shorten closing time significantly.

Another tip for sellers—get creative! Create a plan with your Realtor to offer incentives to potential buyers. "This can include paying some or all of the closing costs, offering alternative seller financing, or giving specific credits such as landscaping or carpet allowances," comments Thompson.

WHAT BUYERS NEED TO KNOW

On the flip side, there is a lot of choice for buyers. "Buyers have a wonderful selection of homes to choose from and a lot of negotiating power," says Fairchild. Although technically the market is skewed in favor of buyers, the challenge may be in acquiring financing. Lenders are scrutinizing clients much more closely so buyers need to do some legwork in order to secure good financing. "Clearing up credit issues to ensure a good credit score is the No. 1 way to get a good mortgage rate," advises Fairchild.

Finding out a credit score should be the very first step for any home buyer, even before the home search begins. "Buyers should find out their credit scores and do everything they can to improve them; 680 and above signifies a good score," she says. Buyers should also get pre-qualified prior to submitting offers, and they should shop around for mortgage rates from at least three lenders to get the best deal possible.

The real estate experts at Santa Fe Wild West understand the ups and downs of the Santa Fe market and have the skills to negotiate the best deal possible, whether you are buying or selling. For more information on your area and a free market analysis, give us a holler at 505.474.6233 or email info@sfwwp.com.

Homes Sold in South Santa Fe

(March through September '07)

COMMUNITY	HOMES SOLD	LISTING PRICE	SALES PRICE	LP TO SP RATIO	AVE. DOM*
Eldorado	83	\$428,833	\$419,765	98%	124
Highway 14	10	\$464,179	\$440,629	95%	195
La Cienega	4	\$461,250	\$450,025	98%	147
Rancho Viejo/ Nava Ade	78	\$403,312	\$399,896	99%	163
Tierra Contenta/ Vista Primera	86	\$281,799	\$276,213	98%	86

* Days on Market

Presorted
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Santa Fe Wild West Celebrates 1 Year!



SFWW is a family owned and operated real estate company that offers a full range of real estate services. The Realtors of SFWW hold fast to the core principles of professionalism, honesty, experienced knowledge of the Santa Fe area, innovative marketing, and the ability to negotiate and close real estate deals smoothly.

Top: Les Gutierrez, Brian Fairchild, Rosemary "Posy" Thompson, Maggie Jeter.
Bottom: Pam Brightwell, Amy Fairchild, Chuck Ferran.

THE WILD BUNCH is a motivated group of Realtors who focus on helping buyers and sellers on the south side of Santa Fe—all of the team call south Santa Fe home and several are lifelong residents. Areas of concentration include communities such as Tierra Contenta, Rancho Viejo, Vista Primera, La Cienega, Highway 14 corridor, and Eldorado. SFWW headquarters is conveniently located on Santa Fe's south side at the intersection of West Frontage and Los Pinos roads in La Cienega. SFWW is the only real estate company located in south Santa Fe, and recognizes the unique needs and considerations of these growing communities.

If you are currently interested in buying or selling a home, The Wild Bunch is here to help. We will handle every aspect of the real estate transaction and keep it moving seamlessly. Give us a holler at 505.474.6233 or email info@sfwwp.com

THE SOUTH SIDE PICTURE Active Listings as of October 1, 2007



THE LOCAL HITTING POST

ONGOING THROUGH FALL

Sages Art Center at Sunrise Springs

Throughout fall, Sages Art Center offers classes in Raku pottery glazing and firing, clay hand building, personal clay stamps, and Chinese brushwork on scrolls and pottery. Great for holiday gift-making. www.sunrisesprings.com, 505.428.3615

OCTOBER 20-21

20th Annual Galisteo Studio Tour

More than 30 artists open their homes for a weekend of art touring. www.galisteostudiotour.org

NOVEMBER 25-26

La Cienega Studio Tour

View traditional and contemporary art throughout La Cienega. www.lacienegastudiotour.com

NOVEMBER 22

Opening Day at Ski Santa Fe

If the snow gods have been kind, Santa Fe's ski area opens today. www.skisantafe.com, 505.982.4429

NOVEMBER 28 TO DECEMBER 2

Santa Fe Film Festival

Here's your chance to see a discriminating selection of worldwide films. Enjoy events, talks and parties, too. www.santafefilmfestival.com, 505.988.5225

DECEMBER 1

Santa Fe Community College Holiday Arts Fair

Here's a great chance to pick up some holiday gifts—all vendors must create their own work.

DECEMBER 1-2

19th Annual Winter Spanish Market

More than 100 local Hispanic artists display and sell their handcrafted traditional arts. Admission is free. At the Parish Hall at Santa Maria de la Paz Catholic Community.

DECEMBER 24

Canyon Road Farolito Walk

Enjoy the sights, sounds and aromas on Santa Fe's most festive holiday street.

SFWW'S Top Tips for Home Sellers

- ★ Declutter. Pack up knick-knacks, clean your kitchen counters, organize the garage, and put kids' toys away!
- ★ Depersonalize your home so that buyers can picture the home as theirs. (Put away all personal photos and items.)
- ★ Clearly identify each room's purpose. Avoid a catch-all office/work out/nursery space—select one theme per space.
- ★ Rearrange your furniture to maximize room square footage. Eliminate extra furniture (rent a storage unit).
- ★ Hire a professional house stager, if funds permit.
- ★ Play up your home's strong points. Make minor repairs. Fix leaky faucets, patch walls, paint walls (consider neutrals like white and off-white), fix doors and drawers that close improperly.
- ★ If your budget allows, update the kitchen and baths—these areas show the best return for your improvement dollars.
- ★ Create a spotless home. Clean carpets, recaulk tubs and showers, wash all windows, replace worn rugs and/or carpet, clean fireplace, clean oven and appliances, etc.
- ★ Organize closets and cabinets and start packing. Buyers will open doors and drawers so get them straightened out.
- ★ Secure financial documents and valuables.
- ★ Improve curb appeal. Trim bushes, mow lawn, pull weeds, replace wood chips/river rocks, and repair fences. Consider colorful plants—planters are easy to maintain.
- ★ Set an ambiance. Light candles, open blinds/shades, bake cookies, and set out fresh-cut flowers.
- ★ Consider a home inspection to eliminate any surprises.
- ★ Call Santa Fe Wild West at 505.474.6233 for other creative marketing tips on how we can help to sell your home.

Visit us on the Web
www.SantaFeWildWest.com