

Planning Meeting Minutes of February, 27, 2017

Attendees: Casey, MacDonald, Meljac, Quince, Shouse

Absent: Dugger, Holbrook

Audience: one resident observer

I. Opening remarks by chair Phil Quince and introduction of guest speaker, Charity Cicardo, Barefoot Salesperson

Americana Cove is viewed by prospective buyers. Salient points included:

a. Inventory is down with only 5 homes listed for resale, suggesting strong demand. When questioned about the 80ish empty lots, she said buyers are looking for resales, however, lack of inventory may result in more interest in installing new homes.

b. Prospects generally have a favorable impression of the facilities and physical location. Waterfront views and access in particular seem to be one of the most attractive features and strongest sales points. Pool/Tiki area, clubhouse, gated entry, storage, and Founders Park are among the top attributes mentioned by potential buyers.

c. Waterfront properties sell very quickly when they become available.

d. Prospects impressed by level of friendliness they see when touring community.

III. SUGGESTIONS/COMMENTS

a. Buyers looking for "resort" style. Americana Cove should take full advantage of its waterfront public common areas.

b. Multiple buyers express surprise that there is only one pool for a community of our size.

c. (Use Charity's comments - they are in the form of questions which is less explosive).
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II. POSITIVE ATTRIBUTES. Charity gave presentation from a sales perspective as to how Americana Cove is viewed by prospective buyers. Salient points included:

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Approved 6-1
March 13, 2017

Chuck MacDonald