



KEEPING YOU INFORMED ABOUT 7 MILE BEACH & THE CAPE

# Hugh's NEWS



 **Prudential**  
**Fox & Roach REALTORS®**  
 The Hugh Merkle Team

**FOR SALE!**  
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**FOR SALE!**  
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Your  
*Special Invitation*

The Hugh Merkle Team  
Invites You To Preview

8901 THIRD AVENUE  
STONE HARBOR



*Waterfront*  
HOME

Special Open House  
Please Join Us

SATURDAY, JULY 2  
5-8PM

Please Join Us to preview this special custom home built in 2003 which offers 5 bedroom, 4.5 baths, two tiered waterfront sun deck and eating area and designer furnishings.

**The State of the Avalon & Stone Harbor Real Estate Market...**  
**LOOKING BETTER THAN 2010**  
**This is a telling sign!!**

The number of units **SOLD** in Avalon from January 1 to May 31, 2011 increased over the same period in 2010 by +25 and increased in dollar volume by + \$29,550,661.

In Stone Harbor during the same period the number of units increased by +2 and increased dollar volume by + \$10,226,000. The market is not back to the 2007 and 2008 numbers before the Stock Market Crash in the fall of 2008, and still far removed from the 2004-2005 numbers of the peak vacation home real estate market. **HOWEVER**, we have witnessed a very good increase in the past two years over the 2009 market when the fewest number of units sold and the smallest dollar volume of the past 13 years. It will be a number of years before property values are back to the peak market numbers of 2004-2005, but the increase in number units **SOLD** and increased dollar volume is a definite sign that the market has bottomed out and is beginning to move into the leveling off period.

**SEE THE CHART ON THE INSIDE BACK COVER PROVIDING THE INFORMATION ON WHERE THE MARKET HAS BEEN IN THE FIRST FIVE MONTHS DURING EACH OF THE PAST FOUR YEARS, AND YOU WILL SEE THAT 2011** is the most ideal time to purchase a vacation home or investment property in Stone Harbor and Avalon in more than a dozen years considering **PRICE POINT** as well as **MORTGAGE INTEREST RATES**. Don't make the mistake of thinking that property values will continue to drop and you will wait until the market bottoms out before you make your move. Even if the property values drop another few percentage points, there is a good chance that mortgage rate increases could prevent you from buying at bottomed out prices. It is **VERY TELLING** that the number of units and dollar volume have increased in both 2010 and 2011 over 2009. The leveling offer period is either here or definitely very close to being here.

**CURRENT SALE INVENTORY:** At the beginning of February 2011 there were 325 properties **FOR SALE** in Avalon and as of 6-19-2011 there are 361 **FOR SALE**. In Stone Harbor there were 207 **FOR SALE** in February and now there are 240 **FOR SALE**. This is very positive for buyers and also an indication that prices will not begin to go up anytime soon. The vacation home buyers who purchased in 2010 and 2011 will look back five to ten years from now and realize they make a very good investment decision considering price point and the mortgage interest rates they secured. If you

Are looking to purchase a vacation home or refinance your primary home or vacation home contact Tim Roach from Trident Mortgage Company at 610-304-2080 or email Tim: [Tim.Roach@prufoxroach.com](mailto:Tim.Roach@prufoxroach.com)

For Stone Harbor and Avalon real estate call Hugh V. Merkle at 877-314-2726 toll free or Hugh's cell at 609-602-0300. Visit Hugh's Website: [www.hughmerkle.com](http://www.hughmerkle.com)



Hugh's goal as your Stone Harbor and Avalon Real Estate Specialist is to consistently provide you with knowledge of the real estate market for Seven Mile Beach. Hugh wants you to be well informed so you have the real estate world at your finger tips. So please join us... "like" us on Facebook, "follow us" on Twitter and visit us on Blogger.



THE HUGH MERKLE TEAM  
"Striving To Exceed All Expectations"  
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**Hugh V. Merkle**

# Hugh's NEWS

JULY 2011

Volume 16-3

Below are the **SOLD** numbers posted by the Cape May County Association of Realtors Multiple Listing Service For January 1 to May 31, 2008, 2009, 2010, 2011:

AVALON	AVALON	AVALON	AVALON	January 1 - May 31	STONE HARBOR	STONE HARBOR	STONE HARBOR	STONE HARBOR
2008	2009	2010	2011	YEAR	2011	2010	2009	2008
\$7,450,000	\$2,850,000	\$5,150,000	\$7,000,000	HIGH	\$5,460,000	\$2,600,000	\$3,700,000	\$8,500,000
395,000	252,000	425,000	65,000	LOW	245,000	179,000	285,000	380,000
1,713,077	1,043,412	1,244,678	1,225,347	AVERAGE	1,582,055	1,299,500	1,409,080	2,005,959
1,275,000	734,166	1,055,000	880,000	MEDIAN	1,250,000	1,450,000	950,000	1,762,500
\$133,620,050	\$47,996,953	69,702,500	99,253,161	TOTAL PRICE	42,715,000	\$32,489,500	\$23,954,000	\$56,166,866
273	309	247	253	DAYS ON MARKET	336	310	271	206
78	46	56	81	TOTAL UNITS SOLD	27	25	17	28

## ANNOUNCING A VALUABLE NEW RESOURCE FOR OUR STONE HARBOR AND AVALON CLIENTS AND FRIENDS...

To Help Everyone Stay In Touch With Up-To-The-Minute Happenings In Stone Harbor and Avalon, NJ! Let us help you enjoy 7 Mile Beach better ...

*The Hugh Merkle Team is committed to placing valuable information on their Facebook, Twitter and Blogger pages to notify you of important information that directly will affect you and your family ...*

Please "like" us on **Facebook**



...

"follow" us on **Twitter**



...

and visit us on **Blogger**



### The Hugh Merkle Team Facebook, Twitter and Blogger Will Report:

- Brand New Sale Properties Full Of Exciting Amenities and Features Along With Price Reductions on Sale Properties and Outstanding Sale Values.
- New Vacation Rental Properties As They Come On The Market With Details and Photos.
- Special Rental Properties highlighted and Rental Price Specials For Summer & Off Season Vacations.
- Stay In Touch With The Local Real Estate Market ... FACTS!!! FIGURES!!! OPPORTUNITIES!!!
- Important Real Estate News plus **Hugh's News** When It Is "Hot Off The Press"
- Upcoming Events Offered On **Seven Mile Beach** For You & Your Family To Participate In And Have Fun....
- A Wonderful Assortment of Beautiful Seven Mile Beach PHOTOS To Help You Remember The GOOD TIMES of Summer to Get You Through The Tough Times of Winter...

So Please Join Us...

"like" us on **Facebook**, "follow" us on **Twitter** and visit us on **Blogger**. to stay in touch with **Seven Mile Beach -- Avalon, "Cooler By A Mile" & Stone Harbor, "The Seashore At Its Best."**

ALSO, YOU WILL ENJOY VISITING HUGH'S NEW and FULLY LOADED WEB SITE:

**HughMerkle.com**

**Hugh@HughMerkle.com**

**www.hughmerkle.net**

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## HUGH MERKLE SENDS YOU **SEVEN MILE TIMES** AND **HUGH'S NEWS** SEVEN TIMES A YEAR ...

... to keep you informed about what is happening on Seven Mile Beach, your special vacation home destination. Hugh looks forward to working for you when you are looking for a realtor who will provide you with the very best in service with positive results. AND, by the way ... Hugh is never too busy for your referrals!!!!

**The GOAL of THE HUGH MERKLE TEAM is to offer "Exceptional Client Service."**

Mailed To You Compliments Of  
**Hugh V. Merkle**



**Prudential**  
**Fox & Roach**  
**REALTORS®**

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Serving Stone Harbor and Avalon

# EXPLORE



## Hugh's NEW Web Site [www.HughMerkle.com](http://www.HughMerkle.com)

featuring **"The Hugh Merkle Team presents Seven Mile Beach"** and **"Tributes to 7 Mile Beach"**

When you visit Hugh's Web Site click on the arrow in the box that says, **"The Hugh Merkle Team presents Seven Mile Beach"** to learn what Stone Harbor and Avalon have to offer. Below that click on **"Tributes to 7 Mile Beach"** to find out what vacationers have to say about Stone Harbor and Avalon and The Hugh Merkle Team.

Hugh's New Web Site offers you a wonderful journey through Stone Harbor and Avalon whether you are looking for a vacation rental or you are interested in purchasing your own special vacation home!!!!



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