



The only specialist in Palmetto Dunes, Shelter Cove and Leamington since 1976

The Plaza At Shelter Cove
50P Shelter Cove Lane
Hilton Head Island, South Carolina

schembrarealestategroup.com | luxuryrealestate.com

Historical Comparison: 2010-2019

Sales and Prices: January 1, 2010 – September 30, 2019

Palmetto Dunes | Shelter Cove | Leamington

Year	Homes Sold	Avg Price	Inventory	Pending	Villas Sold	Avg Price	Inventory	Pending	Homesites Sold	Avg Price	Inventory	Pending
2010	47	\$1,029,607	111	8	103	\$414,233	201	22	3	\$521,167	27	1
2011	43	\$1,085,221	93	10	91	\$446,091	199	26	3	\$235,667	26	3
2012	39	\$1,041,604	80	16	132	\$408,866	180	21	7	\$375,714	29	1
2013	41	\$1,097,888	79	16	143	\$454,590	141	27	10	\$814,886	19	1
2014	41	\$1,012,519	90	11	97	\$424,138	147	19	9	\$701,833	23	1
2015	59	\$860,344	74	13	100	\$386,236	141	24	5	\$419,000	19	1
2016	42	\$1,108,628	71	15	123	\$451,350	141	23	5	\$766,000	21	0
2017	44	\$1,180,898	76	5	131	\$417,200	123	25	11	\$416,273	18	1
2018	50	\$970,253	68	9	139	\$481,503	111	18	9	\$431,167	11	1
2019	68	\$1,129,759	54	13	146	\$493,666	109	29	9	\$522,467	10	0

Market Trends | Inventory Update

If you take a look at the numbers above, you'll see that the real estate market in Palmetto Dunes is exceptionally strong. Across the board we're seeing signs of positive growth and plenty of reasons to be optimistic. As you start comparing prices and sales, a few key points jump out as being especially important.

The most encouraging of these is the average price for homes, which has exploded in the past year. In just a year, we've seen the average price rise \$160,000. And that's with 59 homes sold or pending in 2018 vs. 81 sold or pending in 2019. Average villa prices have also risen, but the big takeaway is how many sold or are pending in 2018 vs. 2019. Last year, that number was 157. This year, we're already at 175 with several months to go.

Palmetto Dunes Amenity Update...

The Palmetto Dunes Property Owners Association (PDPOA) Beach Front Amenity AdHoc Committee proposed tearing down the Dunes House and re-building it as a two-story building, with a rooftop lounge. The first floor would be a commercial dining facility operated by Greenwood Development and the second floor and rooftop lounge would offer exclusive use for the Palmetto Dunes property owners.

Another proposal for a community amenity, located in the heart of the residential area has been suggested for the recently purchased property at 7 Lee Shore. In my opinion, both in terms of value to homeowners and deferred cost, the Beach Front Amenity located on the site of the present Dunes House is a much better fit for a property owner's amenity, and I urge Palmetto Dunes property owners to make their voices heard.



— REALTRENDS | TomFerry —
AMERICA'S BEST
REAL ESTATE PROFESSIONALS

Phil Schembra 2019:

**#1 Individual Sales Volume
Hilton Head Island**

**#14 Individual Sales Volume
South Carolina**



The Good Days are Here Again

After 43 years in real estate right here in Palmetto Dunes, Shelter Cove and Leamington, I've witnessed my share of ups and downs. I've been through a period where a string of bankruptcies threatened our Island's future, and I worked to help us recover. I saw the real estate crisis of 2008 drive property values into a death spiral, and did all I could to help steer our market through the storm.

The point is, I've seen what recovery looks like. I've seen the tipping point where a real estate market turns a corner and begins to thrive once again. And I'm seeing it right now.

Across the board, the numbers continue to impress me. Sales of homes and homesites are up approximately 15%. When you combine an increase in sales with a decrease in inventory, you just have to watch as prices soar. Already, home values on average rose \$160k from last year to this year.

For years, even during the downturn, I was able to sell in this community because I love living here. I understand the tremendous value it represents to families and the quality of life each of its residents enjoy. I knew that everything our community offers would help steer it through a sluggish economy, and at last the cold, hard numbers are starting to prove that true. Values are up, sales are up and the real estate market has course-corrected and is ready to begin soaring once again.

It's been a long road to get here, but there are a few factors that played a significant part. As mentioned

elsewhere in this newsletter, Hilton Head Island has been attracting major attention from national outlets in recent years, garnering awards for our beautiful beaches and community spirit.

National demographic trends show that more and more people are making their way to the Southeast from colder climates in the north. Part of this is our friendlier climate and tax structure. Part of it is the emergence of a digital workforce who can ply their trade anywhere there's Internet. Regardless of the cause, developments at Hilton Head Island Airport have made it easier than ever to get them here.

The secret's out, and this confluence of factors is making Hilton Head Island more attractive and accessible than ever. Our real estate market is already reacting positively to these developments, but what's really exciting is what it will do over the next 5-10 years as these trends continue to grow.

More people will hear about what a special place we call home, and more of those people will travel here seeking the same lifestyle we enjoy as residents of Hilton Head Island. Their impact on our real estate market is already pushing us in the right direction. Where do we go from here? In a word, up.

The good days are truly here again. And the great days are just around the corner.

Location, Location, Location!

Hilton Head Island is within a 15-hour drive-to-radius for 105,000,000 (million) people and is attractive to international visitors. Factor in that the United States is in the midst of a historic migration from New York, New Jersey, Pennsylvania, Connecticut, Illinois and other Northeast and Midwest states, and you'll see that we stand to reap the windfall of this mass exodus. People are making their way to the Southeast drawn by lower taxes, jobs, a more hospitable climate and an overall higher quality of life, and they are finding it all here in our own home state.

South Carolina is in the path of growth and is experiencing an increase in population. For those looking to make the Palmetto State home, Hilton Head Island offers a sub-tropical climate with four seasons in a vibrant, diverse community. Many land-planning experts consider Hilton Head Island the best land-planned community in the country because of low density, design, an overabundance of amenities, covenants, and sensitivity to the environment.

Hilton Head Island's first Mayor, Benjamin Racusin, Carol's cousin, and his Town Council initiated the original Land Management Ordinance (LMO) which outlined the strict density restrictions that made our Island the special place that it is today. They never wavered in their vision of "quality over quantity." As a result, Hilton Head Island is a controlled real estate market and is virtually built out of developer inventory.

The ongoing success of our leadership's vision and forward-thinking have provided more services and amenities to make our "piece of paradise" the special place that many of us are fortunate to call home.

It's a Great Time to Buy!

You cannot put a price on family enjoyment and creating lifetime memories. Hilton Head Island is an ideal getaway for a stress-reducing vacation or year-round home. New owners have a solid long-term real estate investment with added benefits of great financing, tax write-offs if applicable, vacation savings, forced savings, rental income if desired to help defer costs and potential capital appreciation. Check with your tax advisor.

The 2019 vacation rental market is the best we have ever seen! Rates and occupancy have increased significantly due in part to all the awards and notoriety Hilton Head Island is receiving world-wide, such as:

- **#1 Island in the U.S.**, 4th year in a row, *Travel + Leisure*
- **South's Best Beach Town**, *Southern Living's* 2019 South's Best Awards
- **Best Island in the US**, 3rd year in a row Reader's Choice Awards, *Conde' Nast*
- **South Carolina 3rd Friendliest State in America**, *Big-Seven Travel*

If you compare oceanfront | ocean-oriented prices to other high-end resort communities on the East Coast, Hilton Head Island is moderately priced and represents exceptional value. As we are a resale community, future inventory can only be generated from existing owners deciding to sell. This will naturally cause upward pressure on prices, as demand will always out-strip supply and dictate price increases. With a continued strong economy and strong consumer confidence, imagine where prices could be in 5, 10, or 20 years as families continue to migrate to the Southeast.

Hilton Head Island Airport...

The expansion of the airport runway has not only helped us with commercial flights but also allows corporate and private jets to fly to the Island, thus opening up the high-end luxury market. According to the Island Packet, our airport has seen a 236% increase in passengers for the first six months of this year compared to the previous year. There has been an overwhelming response to the direct flights we now offer to Atlanta, Charlotte, Chicago, New York City and Washington, DC.

Savannah | Hilton Head International Airport...

It's not just the airport on Hilton Head Island that has seen a rise in connections. The Savannah | Hilton Head International Airport, just a half-hour away, offers direct flights to Atlanta, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Denver, Detroit, Houston, Lehigh Valley, Minneapolis, New York, Newark, Philadelphia, Pittsburgh, Providence, and Washington, DC.

Why I Specialize!

Why do I continue to drive home the importance of specialization? With over 1,700 realtors that have the opportunity to sell in our community, my specialization has set me apart. Since January 1, 2019, my personal sales volume is approaching \$55,000,000 (million), which is more than individual agents 2 - 7 selling in Palmetto Dunes, Shelter Cove and Leamington combined.

As a Palmetto Dunes owner and resident since 1976, I made a commitment to specialize 100% in Palmetto Dunes, Shelter Cove and Leamington. Living, working and raising my family in Palmetto Dunes has given me the opportunity to experience how the community has evolved from a quiet, sleepy southern resort into the sought-after world-class oceanfront destination residential resort community it is today. I understand that buyers chose Hilton Head Island because they love our community and our "quality of life" and want to be here with their families. More importantly, I understand how Palmetto Dunes delivers on that score. Understanding the intrinsic value of what made our community extraordinary has provided me a competitive

edge along with proven sales results, superior knowledge and expertise in all facets of the community. I know where prices have been, where they are now and where they are headed in the future.

In today's market knowledge, expertise, strong negotiating skills and commitment to both buyers and sellers are extremely important. This is critical in helping a client make an informed decision on the ideal property for them, at the best price to help them achieve their goals and objectives.

When I first began my real estate career locally, I was told that it was a mistake to specialize; that I was limiting myself. It turned out quite the opposite. Specializing allowed me to spend 43 years working exceedingly hard to help improve the quality of life for our property owners and help to increase prices. Beyond that, it allowed me to help thousands of families achieve their real estate goals, cultivating many long-term personal relationships along the way. I feel an immense amount of pride and gratitude.

Hilton Head Island Performance Group

Another great source of potential buyers for Schembra Real Estate Group has been our motivational publishing company. For almost 40 years we have published motivational weekly planners that are used all over the world by leaders in business - both in corporations and in the world of sports.

Please visit our website to find out more about how our motivational planners have become a vital tool for some of the world's greatest professionals at all levels.

Get Organized for 2020!

These motivational planners make for the Perfect Holiday Gift!

- The Total Executive® 2020
- The Total Salesperson® 2020
- The Total Person® 2020

Special 20% Savings for Palmetto Dunes, Shelter Cove and Leamington Owners and Friends!

Please visit: hhperformancegroup.com or call Lynn at 843.785.2452 or 800.845.9506 or stop by Schembra Real Estate Group at The Plaza at Shelter Cove.

Thank You...

I appreciate your kind comments and support. Since 1976, my specialization and focus in our community has afforded me professional relationships and an incredible network of ongoing referrals. If your needs have changed, or if you are thinking of reinvesting or selling your property, please contact me. The results speak for themselves.

Sincerely,



Philip A. Schembra
Broker-In-Charge

Stay Connected...

Future properties, we are here to help! If you would like to receive our newsletter by email, please get in touch. We believe in establishing personal relationships and personal communications. If we can assist you with setting up a wish list for future properties, please get in touch.



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