

NEIGHBORHOOD NEWS

The
ORCHARDS
Group

SUMMER 2013

**SUMMERTIME
MEANS FUN
TIME AT THE
ORCHARDS!**



SUMMER 2013

WHAT GOES DOWN, MUST COME UP

Over the last four years, as you drove down any major road in North Atlanta, what has clearly disappeared? The answer: Land Development and New Home Construction.

That's right! Builders who flocked into the market, snatching up bank owned properties, have all but built them out over the past 18 months. So much so that land prices have increased tremendously as land sellers now see builders and developers have no other options but to go back to buying undeveloped land for new home communities.

If you or someone you know bought a new home in the past 24 months, congratulations. Your investment has indeed paid off. If you are still considering a new home purchase, read on.

With increasing land costs – reflected in what will be higher finished building site costs – and increasing materials costs in combination with a historically low level of available inventory, prices are bound to continue to go nowhere but up. In fact, the *Atlanta Business Chronicle* reported that in February 2013 alone we saw a 16.50% average price jump from February 2012 in Metro Atlanta. Yes, you read that correctly: 16.50%!

This trend may sound great if you are looking to sell your home, but take note: Prices on the buying side will be going up as well. Many builders have reported price increases of more than 10% when they have moved from one new community into the next. And with the reduced levels of inventory, selection may be limited, furthering the push upward on pricing.

Needless to say all of this is really good news. A striking improvement such as this in the real estate and construction landscape will reap tremendous benefits to the local economy. And with that, improvements in consumer confidence and spending should ensue as well. Now that's how to improve an economy!

Enjoy your summer! See you in September!

The Orchards Group Team • Mitch Block, sales and marketing director • mjblock@orchardsgroup.com

MEET TINA MCELVEEN



Tina McElveen has been with The Orchards Group since 2006. She loves her job in property management because each day brings different challenges as well as interactions with wonderful homeowners.

In her time away from the office, Tina loves checking out local yard sales, completing home improvement projects and curling up with a good book and cup of hot tea.

Favorite local attraction:

The Fox Theater, Atlanta

Favorite local eatery:

Sage at North Point

Last theater movie she saw:

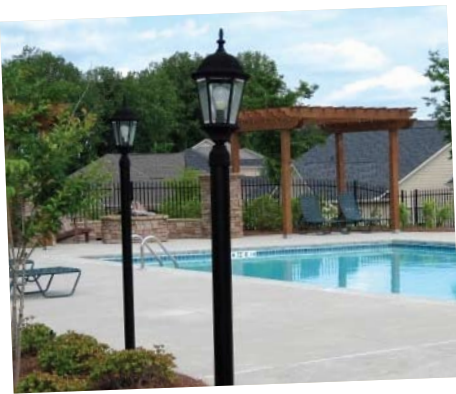
The Fast and the Furious 6

What she listens to on the morning commute:

WSB news or classical symphonies

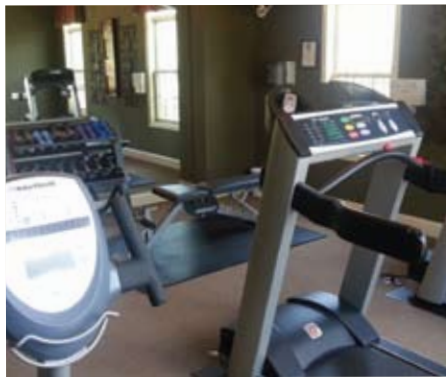
ORCHARDS NEIGHBORHOODS OFFER A "RELAXED" SOCIAL CALENDAR

Many of our homeowners have either lived in, or have friends who live in, a large scale master planned retirement community. Even though these "cruise ship on land" neighborhoods offer a multitude of activities for the residents, the feedback we get from our homeowners is that often times too much is TOO MUCH! Orchards neighborhoods offer an appealing blend of compact size (as opposed to thousands of homes and neighbors), attractive and useful amenities, and enough organized social gatherings for everyone to enjoy their new lifestyles. Most important to our homeowners is the comfort they feel in getting to know all of their neighbors in a more casual and relaxed atmosphere.



Cool off from summer heat

All Orchards communities offer a refreshing opportunity to relax and be with friends at the pool. Read a book, take a dip or even take a nap. The cool water awaits.



Get Fit at East Cherokee

Many homeowners take advantage of the Fitness Room in all of our Clubhouses. It's a great place to stay in shape, burn off those few extra calories, and help to maintain a healthy lifestyle.



Gracious gathering inside Clubhouse

Whether it's a small gathering of a few friends or a community wide social function, the Clubhouse offers an inviting and comfortable environment.

MEET SALES AND MARKETING DIRECTOR MITCH BLOCK



Mitch Block is the sales and marketing director for The Orchards Group. With the company for eight years, The Orchards Group's innovation, team spirit and open mindedness keep him passionate about his job.

When he's not sharing the benefits of living in an Orchards community with others, he stays busy taking long walks with his dog Bentley.

Favorite local attraction:

The Appalachian Trail

Favorite local eatery:

Wisteria in Inman Park

Last theater movie he saw:

Django Unchained

What he listens to on the morning commute:

PANDORA Internet radio

OUT AND ABOUT

An Orchards of Sweet Apple homeowner recently chaired a committee to raise funds to erect an American flag. Bill started by asking the community to contribute to this noble cause. The project cost was approximately \$1,674; they raised \$1,500. Carefree Properties and the Sweet Apple board made up the deficit. The campaign lasted one month and ended on Labor Day. The committee dedicated the flag to the Sweet Apple veterans at the flag raising ceremony on Sept. 20, 2012. About 70 homeowners showed up for the dedication. This was a great event that showed community spirit and patriotism by the residents who live in The Orchards of Sweet Apple.

FABULOUS FACTS ABOUT THE FOURTH OF JULY

The educational website LiveScience.com lists 50 amazing, obscure and otherwise interesting facts about America's Independence Day. Here are some of them:

- The Fourth of July commemorates the adoption of the Declaration of Independence. It was initially adopted by Congress on July 2, 1776, but then it was revised and the final version was adopted two days later.
- The Declaration of Independence was signed by 56 men representing the 13 colonies.
- Three U.S. presidents actually died on July 4. Two of them passed away within hours of each other on July 4, 1826: John Adams and Thomas Jefferson. The two had been political rivals and then friends later in life. The other to share the distinction was James Monroe, who died July 4, 1831.

For more fun facts to amaze your friends, visit www.livescience.com.





TAKE IN THE FILM FESTIVAL AT THE FOX

If the heat is more than you can take this summer, pop into the Fox Theatre's Coca-Cola Film Festival running through the end of August. For just \$10 a ticket, you can enjoy classic films and even old-fashioned Saturday morning cartoons throughout the summer at this historic theater. On varying days and at varying times, there's a movie for everyone. To check out a schedule or buy tickets online (advance tickets highly recommended), visit www.foxtheatre.org.

MAKE A SPLASH: *UNDER THE SEA*

This summer, Fernbank Museum of Natural History's IMAX theater presents *Under the Sea*, a film which explores some of the ocean's most exotic and isolated undersea locations and is narrated by Jim Carrey. According to AtlantaPlanIt.com, you'll come face-to-fin with some of the planet's most extraordinary marine creatures — from the exquisitely stunning to the downright deadly. The film also offers an inspirational look the impact that global climate change has had on the ocean wilderness, combining stunning underwater cinematography with state-of-the-art digital surround sound. www.fernbankmuseum.org

FREE MOVIES UNDER THE STARS

Many locales offer outdoor film series throughout Atlanta's steamy summer months. Showing on various evenings, often through September, participating locations include:

Atlantic Station:
Movies in Central Park

B98.5 B at the Movies:
(varying locations in metro area)

Friends of Candler Park:
Screen on the Green

Canton:
Georgia Movies in the Park

Chastain Park:
Summer Movie Series

John's Creek:
Movies at Newtown Park

Kennesaw:
Outdoor Movie Series

THE ORCHARDS OF BRANNON OAK FARM



Brannon Oak Farm Villa Homes



Hoisting Roof Trusses for New Villas



Rear Yard View from Screened Porch

The Orchards of Brannon Oak Farm. Countdown to Grand Closing!

The strength of the Atlanta real estate market continues to drive our success at this flagship neighborhood – so much so that we are proud to announce that fewer than 40 opportunities out of the original 218 remain.

“With three product lines, the average number of homes remaining per product type is around 13,” said Mitch Block, sales and marketing director.

Deborah Reahm, sales associate for The Orchards Group added, “Naturally when you wind things down we expect a bit of a rush on sales, especially since the new homes marketplace here in Forsyth County has been so strong since mid 2012.

“We have many potential buyers who have been on the fence for quite sometime, and announcing this impending SOLD OUT status is sure to get some of them motivated as well,” Reahm continued.

If you are seriously considering making a move to a new “Orchards Lifestyle,” then you need to come and visit soon. Remember there are three different villages at Brannon Oak Farm, each with its own unique set of floor plans, homeowner benefits and low maintenance features. Location, location, location is the key to this incredibly successful Orchards neighborhood. **Come out to see the selection of homes and homesites now before it's too late. Open Monday through Friday 10 a.m. – 5 p.m. Saturday 11 a.m. – 5 p.m. and Sunday 1 p.m. – 5 p.m. Model Home: 678-513-8879**

FUN FACT:
The Georgia Aquarium
in Atlanta is the largest
aquarium in the world.

THE ORCHARDS OF EAST CHEROKEE

The Orchards of East Cherokee. Affordable Single-Family Homes Almost Sold Out! With the overall strength of the new homes market here in North Atlanta, The Orchards Group is pleased to announce the declining availability of single-family homes at The Orchards of East Cherokee, particularly the more affordable homes built on level, non-basement home sites. In fact as of this writing, only 4 homesites were remaining.

FUN FACT:

Georgia is the largest producer of peanuts in the country.

Six homes that will be built on basement home sites are now being more aggressively marketed, with many more prospective purchasers showing an interest as the market continues to improve. "We have seen this many times before, during a slower market the price points sought after seem to decline to some extent, but once recovery is in full swing, price desirability increases, typically to levels above and beyond what they had been." remarked Craig Smith, sales associate.

"Prices have no where to go but up as stronger demand and lower supply of homes and higher materials costs impact our pricing strategy," added Mitch Block, sales and marketing director. Waiting will cost our buyers more in the long run. **Come see us soon. Open Monday through Saturday 11 a.m. – 5 p.m. and on Sunday 1 – 5 p.m. Model Home: 770-345-5409**



The Grand Clubhouse



The Ashewood Ranch Condominium



Waterfall Feature at the Pool

SERVE UP FRUIT SUMMER-STYLE

Eating fruit is a lot more fun when it's skewered!

20 skewers

Kiwi, sliced

Strawberries, halved

Cantaloupe, cubed

Green grapes

Red grapes

Alternate fruit by threading on skewers and arrange decoratively on serving platter.

ONE INGREDIENT BANANA ICE CREAM

Freeze a banana until frozen solid (maybe 1-2 hours).

Peel. Chop into bite sized chunks.

Blend in food processor or blender until creamy, even a little gooey.

Tada! You've got ice cream!



HELPFUL HINT FOR THE SUMMER HEAT

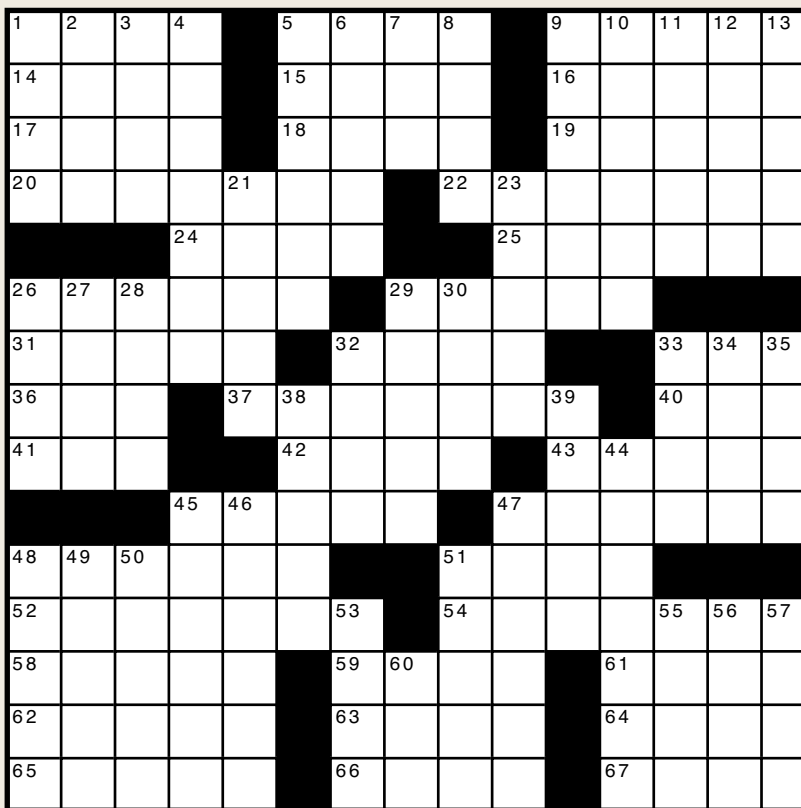
Most air conditioning issues are a result of a dirty filter.

If you have not replaced your filter within the past 90 days, chances are it needs to be replaced.

Your home cooling problems could be as simple as that!

Across

1. Slippery swimmers
5. Aloe ____
9. Eurasian juniper
14. Blind part
15. Nastase of tennis
16. Muse of love poetry
17. Edible corm
18. Japanese wrestling
19. Conger catcher
20. Spinster
22. Chats
24. Sunburn soother
25. Fourth highest peak in the world
26. Bird having a very large bill
29. Cowboy display
31. Vows
32. Leaf of a book
33. Breach
36. Before, once
37. Seesaws
40. Guadalajara gold
41. Draft org.
42. Away from the wind
43. Marsh of mystery
45. Seizes with teeth
47. Door
48. Sunflower seed, botanically
51. Fiddling emperor
52. 1992 David Mamet play
54. Voter
58. ____-car
59. Nike's swoosh, e.g.
61. Cube maker Rubik
62. Unspoken
63. Work without ____
64. Film unit
65. Mountain ridge
66. PBS science series
67. Shout

**Down**

1. This, in Tijuana
2. Airline since 1948
3. Hog fat
4. Abdomen
5. Sight
6. Evade
7. Outer edge
8. Long time
9. Boil
10. Playground retort
11. Hired parker
12. Anatomical passages
13. Like Eric the Red
21. As ____ resort
23. Tree of the birch family
26. Digits of the foot
27. Rowing implements
28. Western Indians
29. Gives a 9.8, say
30. Arch type
32. Brazilian soccer star
33. Capricorn's animal
34. Horne solo
35. Wading place
38. Consumed
39. Night noise
44. Food store
45. Scram!
46. From birth
47. Jai alai ball
48. Main artery
49. Lucid
50. Therefore
51. Israeli desert region
53. King of comedy
55. Hammock holder
56. Like Nash's lama
57. Drum sound
60. Lennon's lady

MARK YOUR CALENDARS!

Summer fun!



Fourth of July!

Events are taking place all around the metro area to celebrate our country's birthday.

Cheer on the Braves as they compete against the Marlins and conclude the game with a spectacular fireworks display.

Centennial Olympic Park, Stone Mountain Park, Lenox Square and Callaway Gardens are also marking this festive holiday by lighting up the night sky. Call each venue or go online to find more information.



July 13-14

Flying Colors Butterfly Festival

This annual festival sees the air filled with beautiful butterflies as they are released into the air. Located in Roswell, Chattahoochee Nature Center's new butterfly exhibit allows visitors to hand-feed more than 250 free flying butterflies. Live music, arts and crafts, face painting and more. Children are welcome to wear butterfly costumes and join in a parade each day. For more information visit <http://www.chattnaturecenter.org>.

July 27

Atlanta Ice Cream Festival

This free third annual event in Atlanta's Piedmont Park features various ice cream vendors, health and wellness exhibits, fun activities and much more.

www.atlantaicecreamfestival.com

August 18

Josh Groban serenades the audience at Chastain Park Amphitheater, 8 p.m. For tickets, visit www.ticketmaster.com.

Sky High Hot Air Balloon Festival

Soar into September at Callaway Garden's 15th Annual Sky High Hot Air Balloon Festival. The weekend kicks off with the extraordinary Friday Night Balloon Glow and continues with balloon flights and tethered balloon rides, a classic car show, live music, beach activities, t-shirt tie-dyeing and much more. Call 1.800.CALLAWAY for information on overnight packages. www.callawaygardens.com



Aug. 30 - Sept. 1

SCENE AROUND THE ORCHARDS



Above: Discussing new flooring samples with our Shaw rep

Below: Keeping our framers busy



Above: Taking care of the East Cherokee pool

Below: Derek, our interior trim specialist



CROSSWORD ANSWERS

1	E	2	E	3	L	4	S		5	V	6	E	7	R	8	A		9	S	10	A	11	V	12	I	13	N
14	S	L	A	T					15	I	L	I	E					16	E	R	A	T	O				
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65	A	R	E	T	E				66	N	O	V	A					67	Y	E	L	L					



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RESALES & LISTINGS...



FOR SALE

Orchards of Roswell. 3901 Village Lane. Great location in the community! Abbey two master floor plan. Lovely home with hardwoods throughout. Chef's kitchen has extra cabinets for storage. Current homeowners love to spend the mornings in their bright sunroom.

Orchards of Roswell. 2601 Village Lane. Abbey two master floor plan. Hardwoods in the living areas. Warm maple cabinets and hard surface countertops are featured in the well equipped kitchen. Beautiful green space outside the sunroom windows.

Orchards of Crabapple. 2237 Orchard Place. This three-bedroom Canterbury floor plan has a spectacular view. Tucked away on the green space, it feels like you are living in a park. A great opportunity and listed at an aggressive price.

Coming Soon. Three-bedroom Canterbury at The Orchards of Sugar Loaf Parc!

SOLD

SOLD Harris Orchards at Duluth 3022 Orchard Place

SOLD Orchards of Windward 3049 Oakside Circle

SOLD Orchards of Windward 2925 Oakside Circle

SOLD Orchards of Sweet Apple 106 Sweet Apple Circle

SOLD Orchards of Hopewell 13105 Windrush Lane

SOLD Orchards of Roswell 1105 Village Lane

Attention Homeowners! I have people calling daily looking for The Orchards Group homes. If you would like to sell your Orchards home, please give me a call!

DEAR FRIENDS & NEIGHBORS,



Dear Friends and Neighbors,

Things have been really heating up in the real estate market. Although sales have slowed down just a bit for single-family homes, partially due to the lack of inventory, condo sales have increased. NOW is a great time to buy or sell your Orchards condo.

As predicted, Interest rates have gone up this summer. They are now hovering around 4%. Historically an increase in interest rates has produced an increase in sales. Did I mention yet that NOW is a great time to list your Orchards condo!

Due to the lack of inventory, the market has turned from a buyer controlled market to a more reasonable seller's market. It is worth repeating: NOW IS A GREAT TIME TO SELL YOUR ORCHARDS HOME.

If you are contemplating selling your home, as always, I have some tips to put your home at the top of the list.

1. Clean, clean and then clean some more. Give the buyer a great first impression.
2. Start packing. We all love our little nick knacks, but they are distracting for someone looking at your home. You want your home to be clutter free.
3. Clean off those bathroom countertops. Make your bathroom look like a hotel bathroom. Put out clean fluffy towels and put all those products and medications away.
4. Clean off your kitchen countertops. Allow the buyer to see all counterspace available.
5. Clean out your closets. When you have your home on the market your closets should be half full. Good rule of thumb if you did not wear it in the last year, off to Goodwill it should go.
6. Clean your windows! Let the sun shine in. A bright home is very appealing.
7. Sweep up all the cobwebs off the front porch, put out a new welcome mat and put out fresh flowers. Make those buyers feel welcome!
8. Buyers want a move-in ready home. Take care of any repairs or painting that needs to be done.

As I said before, it is a ideal time to buy or sell you Orchards home. Please call me for a free comparative analysis to estimate the value of your home! Enjoy your summer!

Geri Beckmann, Orchards' Resale Specialist

404-290-2330 Direct, 678-795-0200

gbeckmann@orchardsgroup.com

Visit my website www.orchardsgroup.com/resale/

Special Offer to New Orchards Customers. If you are interested in one of our two currently marketed The Orchards neighborhoods and have a home to sell that is NOT currently on the market, contact me immediately to discuss our Special Listing Incentive Program designed for sellers just like you. **Call today: 404-290-2330.**