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NEWSLETTER

VENETIAN BAY EDITION



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THIS MONTH'S TOPICS

**My Home Didn't Sell!
Now What?**

**Lemon Bar
Recipe**

**Venetian Bay
Listings Available!**

My Home Didn't Sell! Now What?

When it comes to listing their home, most home sellers want three things: 1) to make a lot of money, 2) to put in minimal time and effort, and 3) to sell quickly. But the reality is, selling a home is rarely that simple. And homeowners who try to do it themselves—or receive bad advice—can end up

stuck (months later) with a property that hasn't sold.

If that's you, don't panic! We've outlined the top five reasons a home doesn't sell—and action steps you can take to overcome each of these issues.

Not sure why your property didn't sell? If you're not already working with an agent or your listing has expired or been withdrawn, give

us a call! We'd be happy to offer a free, no-obligation assessment and create an action plan to get your home SOLD.

This marketing piece is not intended as a solicitation for properties currently in an exclusive agreement with another Broker.



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My Home Didn't Sell! Now What?

BAD TIMING

If your home didn't sell after several months on the market, timing could've been a factor. Markets are driven by the law of supply and demand, and real estate is no exception.

When there are a lot of people who want to buy homes (demand) and a shortage of inventory (supply), it's considered a seller's market. During a seller's market, listings tend to get snapped up quickly. In a buyer's market, however, there are more homes for sale than active buyers. This can cause homes to sell for less money and to sit on the market for a longer period of time before receiving an offer.

What causes the shift between a seller's market and a buyer's market? Economic factors like interest rates, affordability, domestic growth, and the unemployment rate can all impact buyer demand. Over the past year, for example, higher mortgage rates have not only made it harder for some borrowers to qualify for a home loan, they have also sharply pushed up homebuyers' anticipated monthly payments.¹ So even if a buyer was interested in your home, they may have passed on it if they couldn't qualify for a mortgage at your asking price.

Seasonal factors like weather, holidays, and school schedules can also increase or dampen the activity and motivation of buyers. Additionally, unexpected events, such as a natural disaster or a stock market crash, can cause some buyers to put their purchasing plans on hold until conditions normalize.

Now What?

If timing does appear to be a factor, it may be advisable

to delay relisting your property. Of course, that's not feasible (or desirable) for every seller.

In most cases, buyers can be motivated to act with a combination of improvements, incentives, and pricing. Where there's a will to sell, there's usually a way. Fortunately for sellers, people will always need a place to live, and there will be a percentage of the population that is motivated to buy quickly.

If you suspect timing played a role in your inability to sell, consult with a knowledgeable real estate agent. We're in the field every day and have access to the latest market data. We can estimate how long a home like yours should take to sell given current market conditions and help ensure that your asking price is competitive.

INEFFECTIVE MARKETING

Did your home get a steady stream of showings when it was on the market? If not, you may need to try a new promotional strategy.

Take a look at the listing description. Did it entice buyers to visit your property? A well-written description should be clear and compelling while highlighting your home's most desirable features. Additionally, it should have utilized best practices for search engine optimization (SEO) to ensure that it was found by buyers who were looking for homes online.

And how well did the listing photos showcase your property? Many buyers use photos of a home to decide whether or not to visit it in person. In fact, 85% of buyers who browse online find photos "very useful" in their home search.² Poor quality or a low quantity of listing photos could have kept potential buyers from stepping through your door.

Another factor to consider is whether your listing reached the right audience. This can be especially important if you have a unique or highly-customized home. The Multiple Listing Service is a great place to start, but some properties require a more robust marketing approach.

Now What?

If you suspect ineffective marketing, consider turning to a skilled professional with a proven approach. We employ a strategic Property Marketing Plan that uses the latest technologies to seed the marketplace, optimize for search engine placement, and position your home for the best possible impression right out of the gate.

For example, we know what buyers in this market want and can craft a persuasive description to pique their interest. And since good listing photos are so crucial, we work with the top local photographers to ensure each shot is staged to your home's advantage.

We also know how to get your listing in front of the right audience—one that will appreciate its unique features. By utilizing online and social marketing platforms to connect with consumers and offline channels to connect with local real estate agents, your property gets maximum exposure to your target market.

Want to learn more about our multi-step marketing strategy? Reach out for a copy of our complete Property Marketing Plan.

POOR IMPRESSION

If your property received a lot of foot traffic but no offers, you may need to examine the impression you made on buyers who visited your property.

Start with your home's structure and systems. Are there large cracks in the foundation? How about doors and windows that don't properly close? Are there water stains on the walls or ceiling that could signal a leak? These can be major "red flags" that scare away buyers.

Next, examine your curb appeal. Does the yard need mowing or do the hedges need trimming? Are there oil stains on the driveway? Any peeling paint or rotted siding? If your home's exterior looks neglected, buyers may assume the entire house has been poorly maintained.

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Now move on to the interior of your home. Is it clean? Is there a noticeable odor? Have you taken the time to depersonalize and declutter each room? Buyers need to be able to picture their items in your home, but that's difficult to do amongst your family photos and personal collections. And oversized furniture and packed closets can make a space seem small and cramped.

Now What?

When we take on a new listing, we always walk through it with the homeowner and point out any repairs, updates, or decluttering that should be done to maximize its sales potential. We also share tips on how to prep the property before each showing.

In some cases, we will recommend that you utilize staging techniques to highlight your home's best features and help buyers envision themselves living in the space. Home staging is one of the hottest trends in real

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estate—because it works! According to the Real Estate Staging Association, professionally-staged homes sell, on average, 9 days faster and for \$40,000 over list price.³ In addition, the National Association of Realtors suggests that staging can help push up your final sale price by as much as 20%.⁴

Some sellers choose to hire a professional home stager, while others opt to do it themselves, using guidance from their agent. We can help you determine the appropriate budget and effort required to get your home sold.

PRICE IS TOO HIGH

Many homeowners are reluctant to drop their listing price. But the reality is, buyers may not seriously consider your property if they think your home is overpriced.

Attitudes have changed since the Federal Reserve started hiking interest rates. Many of today's homebuyers are no longer willing or able to pay as high a price on a new home as they might have when borrowing costs were lower.⁵ If your home's original asking price was set using sales data from the market's peak, then you may need to rethink your pricing strategy.

Economic factors aren't the only reasons, though, why a home's asking price might not match its market value.

Pricing a home can be tricky, regardless of the economic climate, because so many factors can impact how much buyers are willing to pay. For example, unique, highly customized, and luxury properties are particularly difficult to price because there aren't a lot of comparable homes with which to compare them.

Regardless, if your home sat on the market for months without an offer, then chances are good that your asking price needs to be reevaluated.

Now What?

If you aren't in a rush to sell your home, adjustments to timing or marketing may bring in a new pool of potential buyers. And repairs, upgrades, and staging can increase the perceived value of your home, which may be enough to bring a buyer to the table at your original list price.

However, if you need to sell quickly, or you've already exhausted those options, a price reduction may be necessary to get your home the attention it needs to sell.

We are local market experts and have access to the latest market data and comparable sales in your neighborhood. We can help you determine a realistic asking price for your home given today's market conditions. Just reach out for a free home value assessment!

YOU HIRE THE WRONG AGENT (Or Worse, No Agent at all)

If you suspect that your previous real estate agent didn't do enough—or used the wrong approach—to sell your home, you're not alone. Many sellers whose listings languish until they expire or are withdrawn feel this way.

While most agents have the best of intentions, not all of them have the skills, experience, instincts, or local market expertise to devise a winning sales strategy in this challenging market.

Or, perhaps you chose not to hire a listing agent at all and have been trying to sell your home yourself. This can be an equally frustrating endeavor.

Although selling your home independently can help cut some costs, it can also be extremely risky and may

even lose you money in the long run. For example, research by the National Association of Realtors suggests that For Sale By Owner (or FSBO) homes tend to sell for less than homes represented by a professional. In 2021, for example, the average FSBO home sold for \$105,000 less than the average home sold with the assistance of an agent.⁶

Now What?

If either of those scenarios sounds familiar, you need to ask yourself: “Would I still be interested in selling my home if I could get the right offer?”

If so, we should talk. We understand how frustrating it can be when you’ve put a lot of time, money, and effort into prepping your property for the market and it doesn’t sell. We also empathize with how disruptive a delayed home sale can be to your life.

By now, don’t you owe yourself more than the status quo when it comes to your real estate representation? Our multi-step Property Marketing Plan can help you sell your home for the most money possible, and in the process reconnect you with the excitement you originally felt upon first listing. It’s time for a new agent, new marketing, new buyers, and most of all... new possibilities.

READY TO MAKE A MOVE?

Let’s talk. We can help you figure out why your home didn’t sell and how to revise your sales strategy and set your home up for success.

The housing market has experienced a shift and the waters may be choppy than usual for a while. But there’s still plenty of opportunity in the current market: You just need a guide who knows where to look and how to find it.

This marketing piece is not intended as a solicitation for properties currently in an exclusive agreement with another Broker. The above references an opinion and is for informational purposes only. It is not intended to be financial, legal, or tax advice. Consult the appropriate professionals for advice regarding your individual needs.

Sources:

1. New York Times - <https://www.nytimes.com/2022/12/30/realestate/housing-market-prices-interest-rates.html>
2. National Association of Realtors - <https://store.realtor/2022-nar-profile-of-home-buyers-and-sellers-download/>
3. Real Estate Staging Association - https://www.realestategingassociation.com/content.aspx?page_id=22&club_id=304550&module_id=164548
4. National Association of Realtors - <https://www.nar.realtor/blogs/styled-staged-sold/why-staging-matters-even-in-a-sellers-market>
5. Marketplace - <https://www.marketplace.org/2023/01/26/housing-slump-may-have-bottomed-out/>
6. National Association of Realtors - <https://www.nar.realtor/research-and-statistics/quick-real-estate-statistics>



Lemon Bars

www.lovefromtheoven.com

INGREDIENTS

FOR THE CRUST

- 8 oz butter, melted
- 1/2 cup sugar
- 2 cups flour
- 1/4 tsp sea salt

FOR THE FILLING

- 6 eggs
- 1 1/2 cups sugar
- 1 cup lemon juice
- 2 tsp vanilla extract
- 1/4 cup flour
- Confectioner’s sugar

INSTRUCTIONS

- Preheat oven to 350°. Line a 9×13 inch baking dish with parchment paper.
- Add butter & sugar to bowl, whisk together
- Mix in the flour and salt.
- Press crust into bottom of the baking pan and bake for 15-20 minutes.
- While the crust is baking, prepare the filling.
- Add eggs & sugar to bowl and mix together
- Add lemon juice, vanilla and flour and mix.
- Pour filling mixture over cooked crust and return to oven. Bake 20-22 minutes.
- Remove from oven and allow to come to room temperature. Place in fridge to chill.
- Dust bars with powdered sugar & remove from pan before cutting into squares.

20 23

Solds

VENETIAN BAY TEAM VASILE SALES

Statistics don't lie.

We personally SOLD all these homes.

STREET NAME	BR	BA	CLOSED PRICE	SQFT	\$ PER SQFT	AGENT
3351 Torre Boulevard	3	2	\$449,000.00	1,976	\$227.23	Carl/Team Vasile
3343 W Locanda Circle	3	4	\$654,000.00	3,242	\$201.11	Carl/Team Vasile
3515 Casalta Circle	3	2	\$438,500.00	1,831	\$239.49	Carl/Team Vasile
147 Portofino Boulevard	3	3	\$700,000.00	2,245	\$311.80	Carl/Team Vasile
3529 Romea Circle	2	3	\$324,900.00	1,634	\$198.84	Carl/Team Vasile
3363 Tesoro Circle	3	2	\$525,000.00	1,884	\$278.66	Carl/Team Vasile
232 Caryota Court	3	2	\$395,000.00	1,650	\$239.39	Carl/Team Vasile
3585 Romea Circle	3	3	\$369,900.00	2,030	\$182.22	Carl/Team Vasile
3342 Caterina Drive	4	3	\$875,000.00	3,202	\$273.27	Carl/Team Vasile
3309 Meleto Boulevard	4	2	\$449,900.00	1,878	\$239.56	Carl/Team Vasile
3363 Tesoro Circle	3	2	\$525,000.00	1,884	\$278.66	Carl/Team Vasile

Pendings

STREET ADDRESS	BR	BA	LIST PRICE	SQFT	\$ PER SQFT	AGENT
2805 Paradiso Court	4	5	\$1,599,900.00	3,338	pending	Carl/Team Vasile
260 Caryota Court	3	2	\$369,900.00	1,610	pending	Carl/Team Vasile
3303 Bellino Boulevard	3	2	\$549,900.00	1,717	pending	Carl/Team Vasile

Testimonials

"Excellent experience from beginning to the end. Highly reccomend. Carl helped me sell a home and purchase our new home. We will use his professional services in the future."

"Over the years in obtaining a Realtor, Jane and The Team are by far the best ever!! Jane and The Team were always prompt, accurate, responded quickly to our questions, and alleviated stress. Their knowledge and expertise of the area is superior!"

"Carl and Jane where a pleasure to work with. We knew what we wanted and they listen and helped us with getting the house we wanted. We highly recommend them, because they are the best."

2022 Venetian Bay Team Vasile SOLD! Statistics don't lie.

STREET NAME	BR	BA	CLOSED PRICE	SQFT	\$ PER SQFT	AGENT
151 Portofino Blvd	3	-	\$814,000.00	-	-	Carl/Team Vasile
3303 Modena Way	3	2	\$710,000.00	2,301	\$308.56	Carl/Team Vasile
3505 Casalta Circle	3	3	\$385,000.00	2,030	\$189.66	Carl/Team Vasile
3365 Tuscano Avenue	4	2	\$439,900.00	1,662	\$264.68	Carl/Team Vasile
3316 E Locanda Circle	3	3	\$710,000.00	2,285	\$310.72	Carl/Team Vasile
424 Luna Bella Lane #C415	2	2	\$350,000.00	1,478	\$236.81	Carl/Team Vasile
3548 Mirano Terrace	3	2	\$650,000.00	2,017	\$322.26	Carl/Team Vasile
2904 Palma Lane	5	4	\$1,080,000.00	3,372	\$320.28	Carl/Team Vasile
352 Caryota Court	2	2	\$362,490.00	1,956	\$185.32	Carl/Team Vasile
3239 Modena Way	3	3	\$949,000.00	2,497	\$380.06	Carl/Team Vasile
3539 Tuscany Reserve Blvd	4	3	\$985,000.00	3,321	\$296.60	Carl/Team Vasile
424 Luna Bella Ln #222	3	3	\$350,000.00	2,170	\$161.29	Carl/Team Vasile
3412 Medici Blvd	4	3.5	\$425,001.00	2,372	\$179.17	Carl/Team Vasile
3607 Casello Drive	2	3	\$329,990.00	1,826	\$180.72	Carl/Team Vasile
323 Caryota Ct	3	2	\$359,490.00	1,649	\$218.00	Carl/Team Vasile
3362 Caterina Drive	4	2	\$599,000.00	2,170	\$276.04	Carl/Team Vasile
3581 Maribella Dr	3	3	\$845,000.00	2,500	\$338.00	Carl/Team Vasile
511 Romdini Street	3	2	\$635,000.00	1,904	\$333.51	Carl/Team Vasile
3353 Torre Blvd	3	2	\$400,000.00	1,953	\$204.81	Carl/Team Vasile
3085 Borassus Dr	3	2	\$630,000.00	1,820	\$346.15	Carl/Team Vasile
430 Venetian Palms Blvd	3	2.5	\$325,100.00	1,758	\$184.92	Carl/Team Vasile
424 Luna Bella Ln #234	2	2	\$280,000.00	1,492	\$187.66	Carl/Team Vasile
270 Ventian Palms Blvd	3	2	\$589,983.00	1,767	\$333.88	Carl/Team Vasile
234 Caryota Ct	3	2	\$366,000.00	1,505	\$243.18	Carl/Team Vasile
3459 Medici Blvd	3	2	\$389,672.00	2,311	\$168.61	Carl/Team Vasile
3451 Medici Blvd	4	3	\$425,000.00	2,372	\$179.17	Carl/Team Vasile
3416 Medici Blvd	3	2	\$375,500.00	2,311	\$162.48	Carl/Team Vasile
2922 Meleto Blvd	4	2	\$375,777.00	2,063	\$189.99	Carl/Team Vasile
3077 Borassus Drive	3	2	\$515,000.00	2,016	\$255.46	Carl/Team Vasile
3363 Pegaso Avenue	4	3	\$551,000.00	4,382	\$166.57	Carl/Team Vasile
3096 Borassus Drive	3	2	\$500,000.00	1,716	\$291.38	Carl/Team Vasile
3348 W Locanda Circle	3	2	\$621,000.00	2,206	\$281.50	Carl/Team Vasile
3430 Leonardo Lane	3	2	\$565,000.00	2,317	\$243.85	Carl/Team Vasile
3525 Casalta Circle	3	3	\$375,000.00	2,124	\$176.55	Carl/Team Vasile
2912 Linari Ct	5	4	\$881,402.00	3,159	\$264.32	Carl/Team Vasile
3061 Borassus Drive	2	2	\$472,000.00	1,738	\$271.58	Carl/Team Vasile
424 Luna Bella Lane 229	3	2	\$295,000.00	1,659	\$177.82	Carl/Team Vasile
3449 Medici Blvd	4	4	\$400,000.00	2,379	\$168.14	Carl/Team Vasile
208 Venetian Palms Blvd	4	3	\$465,000.00	2,095	\$221.96	Carl/Team Vasile
3655 Pini Ave	3	2	\$370,000.00	1,682	\$219.97	Carl/Team Vasile
424 Luna Bella Lane 228	3	3	\$345,000.00	2,172	\$158.84	Carl/Team Vasile
3317 Meleto Blvd	3	2	\$399,000.00	1,617	\$246.75	Carl/Team Vasile

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WORKING TOGETHER TO SERVE YOU BETTER

FOR SALE 3021 Borassus | \$549,000

Welcome to your like new move in ready pool home. Situated on a premier lake front lot with captivating views. This large 3 bedroom home also includes an office or den in addition to its 3 bedrooms. Some of the upgrades and features are as follows; large screen covered custom pool, plantation shutters, and so much more.



FOR SALE 3364 Poneta | \$575,000

Welcome home! That is what you will feel when you pull up to this corner lot tile roof pool home with a manicured lawn and landscaping. As you enter the home you immediately see it has some very high end finishes such as tile floors, granite countertops, stainless steel appliances, open floor plan with a large open kitchen and so much more.

PENDING 260 Caryota | \$369,900

This WOW. This like new move in ready two year old home awaits you. Offering 3 large bedrooms, 2 full bathrooms, granite counters, stainless steel appliances, open floor plan, preserve front lot, house water filtration system, paver driveway, smart home technology, and so much more.



SOLD 3303 Modena Way | \$710,000

Popular sought after Jasmine model Platinum Builders , located in the Estates of Verona, Venetian Bay. This 3 bedroom, 2 bath, 4 car garage homes has meticulously maintained for three years. Premium lot size of 90x170 with a large paver driveway, full house gutters, lush landscaping and custom made Bahama shutter. Once inside you will notice tray ceilings, 8ft doors and crown moldings throughout.

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SOLD 234 Caryota Court | \$366,000

This beautiful 3 bedroom, 2 bath, 2 car garage home completed in august of 2020 sits on one of the most beautiful lots in the Palms located within the Venetian Bay subdivision. The layout of this 1504 square foot home features a formal dining room or den area, great room, with the master bedroom located at the back of the home to be front and center of the waterfront lot, with preservation bordering the back of the lake.



SOLD 3342 Caterina | \$899,900

This home offers what everyone wants. Over 3100 sq feet under ac with 4 bedrooms, plus a private office, living room, family room, 3 and half bathrooms, newer hardwood floors, 2 pantries, custom salt filtered dual heated pool, gas heated spa with waterfall overflow, storm shutters, oversized lanai, outdoor custom California kitchen area, tongue and groove ceilings on lanai, and so so much more.

FOR SALE 424 Luna Bella Lane 330 | \$329,900

Rare 3-bedroom, 3-bathroom condo is located in the Tuscany Square community within Venetian Bay. Large open floor plan with spacious rooms and private garage parking. The community is gated and secured. Located on the 3rd floor of a 4 story building you have the security and privacy on your side with electric gates and each building has its own elevator.



SOLD 151 Portofino Blvd | \$814,000

Must see brand new move in ready paytas built home is located in a gated section of Portofino Reserve.

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SOLD 3351 Torre Boulevard | \$449,000

This is a great opportunity to live in the highly desirable maintenance free Savannah Pointe in Beautiful Venetian Bay. Situated on a Rare corner , this is a one owner single story custom style duplex. It has 3 Bedrooms, 2 Baths, Den and or Office and a 2 Car Garage.



SOLD 3343 W Locanda Circle | \$654,000

Large move in ready well maintained Paytas home on lake front lot. Offering three large bedrooms as suites with full baths, and three bathrooms and half bath offering over 3,250 sq ft under air.

SOLD 147 Portofino Boulevard | \$700,000

Must see brand new move in ready paytas built home is located in a gated section of Portofino Reserve. It has 3 bedrooms, 2.5 bathrooms and a 3 car garage, impact windows and sliders, solid core 8ft doors throughout, all tile throughout, and wonderfully positioned on a beautiful water front and preservation view lot and so much more!



SOLD 3585 Romea Circle | \$369,900

Rare three bedroom unit located in Parkside Townhomes of Venetian Bay. This move-in ready home offers a (true) full ground floor master suite, two additional large guest bedrooms, and two and a half baths, lake view location and also located on the preserve for total privacy.

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SOLD 2917 Linari Court | \$1,599,000

MOST LIKELY THE NICEST HOME IN ALL OF VENETIAN BAY, IS THIS EXECUTIVE ESTATE HOME, OFFERING 4 BEDROOM, 4 BATH PLUS OFFICE/DEN CUSTOM BUILT HOME WITH A HUGE OVERSIZED 3 CAR GARAGE THAT IS ALSO AIR CONDITIONED.



PENDING 2805 Paradiso Court | \$1,599,900

The best of the best is what this custom Olsen Construction home offers. The owners are extremely meticulous and it shows when you enter this estate home situated on one of the largest preserve cul-de-sac lots, your eyes are immediately drawn to the 10 foot tall glass pocket sliders that open the inside to the outside allowing for captivating views of the salt water pool.

PENDING 3303 Bellino Boulevard | \$549,900

Well maintained 3 bedroom, 2 bath, pool home on a corner lot with lake view. Many nice features and upgrades.



SOLD 3363 Tesoro Circle | \$525,000

Spectacular is what you will say the moment you walk into this rare 3 bedroom 3 bathroom townhouse with a ground level floor bedroom. Features include an oversized 2 car garage, quartz counters, custom tile throughout with carpet in bedrooms, just to many wonderful upgrades and features to mention them all.

EXIT Real Estate Property Solutions

Servicing Volusia County & 4 office locations:

431 Canal Street, Suite B, New Smyrna Beach, FL 32168
424 Luna Bella Lane, Suite 135, New Smyrna Beach, FL 32168
3132 S. Ridgewood Ave, South Daytona, FL 32119
602 W Indian Blvd, Suite 6, Edgewater, FL 32132

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31.5% Market Share Overall Market Share	\$1.8 Billion Claims Reserve	348 Thousand Direct Orders Closed Q2 2022
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Are you ready to take your business to the next level?

Laurie Roshelli
Business Development Executive
386-324-1995

Visit our office!
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fast · convenient · affordable

We are a 24 hour a day 365 days a year. Tom and Jane opened Snap Fitness in Venetian Bay in 2008 and have been voted gym of the year for the past 8 years.

Our 4 certified personal trainers can help you start a work-out program and guide you to a healthier lifestyle.

Need to jump start your fitness?
Our Intro to Fitness package-
\$120.00 for 4 - 30 minute sessions



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We are open 24 hours a day.
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Jane: 386-690-8783



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