

December 2008

Heritage Point Design Consultant, Mary Walter, Earns Home Staging Accreditation

If you had one more tool that could help you sell your house, and if that tool was available at no cost, would you take advantage of it?

Here at Heritage Point we are offering a valuable home staging service to qualified prospective buyers to help them sell their house sooner and for more money than houses that are not staged.

Home staging is a hot topic in the real estate market. It is a marketing tool that helps sellers prepare their house for sale. It is not decorating, which is much more personal.

Because the market is saturated with homes that are listed for resale, sellers need to do everything in their power to entice buyers just to get out of their cars. This is where home staging comes into play.

Heritage Point Design Consultant, Mary Walter, has recently completed a program to earn certification as an Accredited Staging Professional (ASP). Staging professionals like Mary can help sellers "depersonalize" their home and transform it into a house prepared for sale, making it more attractive to a greater number of potential buyers.

Statistics show that staged houses sell for 7-10% more and faster than houses that are not staged. Of course, there are no guarantees, but

experienced sellers know that staging works.

Staging professionals offer an unbiased perspective with recommendations that can improve your possibilities of selling your house, and this can often be accomplished at little or no cost to you.

Prospective buyers will be looking for all of the potential ways that your house will fit their particular taste and lifestyle. By assisting buyers to see your house instead of your personal belongings, you are increasing your chances of making a sale, thus enabling you to purchase the retirement home of your dreams.

Our staging plans will enable you to remain in your house until it is sold, and we will cooperate with your real estate agent in the marketing of your house.

With Mary's new ASP designation, Heritage Point now has one more way to assist you with the sale of your house. We continue to offer our convenient, risk-free Smart Seller Program, which allows you to get your house SOLD before you commit on the purchase of your Heritage Point home.

For more information about home staging or about our Smart Seller Sale of Home Contingency Program, please call the Sales Office at 609-698-8100. ■■

The Year In Review...

► Heritage Point won 'Community of the Year' from the Shore Builder's Association of Central New Jersey.



► The Montauk Grande won 'Best Single Family Home' from the Shore Builder's Association of Central New Jersey.



► Mignatti Companies won 'Builder of Integrity' from the Quality Builders Warranty Corporation.



► New lot release in Section 6! We released for sale beautiful new wooded lots. Heritage Point is now more than 75% sold out!

HERITAGE POINT
1200 West Bay Ave.
Barnegat, New Jersey 08005

Phone: 609-698-8100
Or toll free at 877-811-1500

Open Mon — Sat 10 am to 5 pm
Sun 11 am to 5 pm

From Points North:

Garden State Parkway South to Exit 67.
Right on Rte 554. Go 1 1/2 mi to Heritage Point on
the right.

From Points South:

Garden State Parkway North to Exit 63A. Rte 72 W
to SOCH Hospital. Right on Nautilus Dr at SOCH.
Proceed approx. 3 mi to end. Make left on West Bay
Ave, Rte 554. Proceed 1 mi to Heritage Point on the
right.



Expecting an e-mail from us, but you haven't received it? Try this:

1. Open your junk folder and look for an e-mail message from your salesperson or from **hpsales@mignatti.com**
2. RIGHT CLICK on the message
3. Choose 'Junk E-mail'
4. Choose 'Add Sender to Safe Sender's List'

Follow the same procedure with your 'Spam' folder and with any other folder that catches junk e-mail messages.

Then, send us a test e-mail message, and let us know if you would like to receive *That's the Point* and other information from us by e-mail! Our e-mail address is **hpsales@mignatti.com**.



Holiday Home Tour



On December 6th, 8 of our Heritage Point residents graciously opened up their homes for holiday open house tours. 30 guests, who were invited by special invitation, toured the following resident occupied homes:

- Barnegat with no family room
- Newport without a loft
- Hatteras with a conservatory
- Chatham without a loft
- Cape May without a loft
- Sanibel with a study
- Nantucket with a basement
- Hatteras with no wall between the study & family room



Guests also toured our 2 clubhouses, met with Marie Clark, the community's on-site Resort Director, met a number of our Resident Ambassadors and enjoyed a catered lunch.

Our guests received these special invitations because of the level of interest that they have shown in Heritage Point. In fact, they all fully intend to live at Heritage Point in the future and most are putting their current houses on the market after the first of the year. Stay tuned for future events similar to this one.

Heritage Point residents love their homes, and they love to show them off. A special THANKS goes out to our homeowners, our resident ambassadors and to Marie Clark, Heritage Point Resort Director, for making the event so successful.

Our next Resident Home Tour will be held in the spring.

Our next Inside Story Tour & Smart Seller Luncheon will be 2/21/08.



1200 West Bay Avenue
Barnegat, NJ 08005