



MIKE ROACH

The Perfect Fit

Some things fit just right. For Mike Roach, life along Lake Keowee and throughout the upstate area is the perfect fit. A dedicated family man, avid outdoorsman and proven businessman, he simply feels comfortable here in this idyllic setting.

As a leading local real estate professional and co-owner of ERA Top Guns Realty, Mike has proven to be the perfect fit for many people throughout the area looking to make the most of their real estate opportunities. From raw land to vacation homes on Lake Keowee to primary residences throughout the upstate area, he is the ultimate resource for the ultimate lifestyle.

Mike strives to make you feel comfortable throughout every step of the real estate process. His care, energy and enthusiasm put you at ease from the first instant, and his knowledge and experience ensure you get the best possible results. Call Mike today and experience *The Perfect Fit* for your real estate needs!

Roach Brothers

15481 N. Hwy. 11 • Salem, SC 29676



Demographic Report (Permanent Residence) Lake Keowee Purchaser \$850,000 or Below

While demographics can show you the most likely person to purchase your home they in no way imply that this is the only type of person who may buy your home.

The most likely person to purchase your \$650,000 to \$750,000 home according to the latest statistics will have these characteristics:

- They will most likely be 45-65 years of age
- They will most likely be married.
- Their household income will be \$150,00 or above
- Due to the current difficulties with Jumbo loans they will probably need/want to get a loan for \$417,000 or less.
- They will have owned their previous residence.
- Their main reasons for purchasing a home more space, new job, transit, relatives, schools. 57%
- Repeat buyers are most likely to purchase a detached single family home--79%
- Their new home will typically be within 13 miles of their prior residence
- Neighborhood quality is the most important factor influencing neighborhood choice followed by being close to job/school, close to friends/family, and school district in that order.
- 9% of all homes sold nationally are between \$250,000 and \$299,000.
- The buyer will have first learned about your house 36% of the time through a real estate agent directly, 24% by way of the Internet, and 15% by way of a yard sign. These three methods make up 75% of how homes are first learned about by the buyer who purchases that home.