



# 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

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## Demographic Report (Second Home) Lake Keowee Purchaser \$850,000 or Below

While demographics can show you the most likely persons to purchase your home they in no way imply that this is the only type who may buy your home. The most likely person to purchase your second home property, according to the latest statistics, will have these characteristics:

- They will be 55 years of age with an income around \$150,000
- Due to the current difficulties with Jumbo loans they will probably need to get a loan for \$417,000 or less.
- 57% want their vacation home close to job, school, or primary residence.
- 86% will not rent out their second home.
- Median distance between home and second home is 49 miles
- 88% of vacation home buyers travel to the property by automobile
- 83% of the time the second home purchased is a single family detached homes
- Median purchase price of a vacation home is \$190,000
- 83% of the time vacation-home buyers use a real estate agent in their search.
- 59% of the time they will also use the Internet.
- 70%+ of vacation home buying households have no children under 18 residing in the home.
- 29% of the time this will be a personal family retreat, 27% of the time it will be the primary residence in the future, 16% of the time it will be used solely as a vacation home.
- The 4 most important attributes of a second home in order are: Close to job/school, close to primary residence, close to preferred recreational activity, and is safer than their primary residence.
- The four most important leisure activities: Beach/lake/water sports, biking/hiking/horseback riding, Golf, boating/hunting.
- 54% of Vacation homebuyers spend less than 3 months in the property.
- 92% of vacation homebuyers see it as a good investment
- 67% will not purchase another within 2 years
- 85% of second homes are within 199 miles of primary residence.
- 56% of all vacation homes are between 1000& 1500 sq. ft.
- The four most used sources of information to find a vacation home are: Real Estate Agent, Yard Sign, Open House, Internet.
- The two main places where a buyer first learned about their vacation home are: Real Estate Agent, Friend/Neighbor/relative.
- 40% frequently used the internet in their search
- The median search time for a second home is 7 weeks
- The median number of homes visited is 6