

THE SPECULATOR

www.jroberts.com

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J. Roberts & Co.

Spotlights

- J. Roberts & Co. Launches New Lee County Program
- Fantastic Rental Property Opportunities Available
- Lee Co. Unemployment 3.3%
- Florida Real Estate Gets a Shot of Adrenaline with the Arrival of Retirees
- Affordable Housing the Next Wave for RE Boom

“Congratulations to all of our clients, Real Estate Professionals, and Mortgage Professionals!!! We have met all of our goals in Hernando”

FLORIDA JOB GROWTH “STEADY AS SHE GOES”

Florida is a great place to live and work and business is booming in Florida. Latest job release figures show unemployment at 3.3 percent for November 2006 and the nation’s 4.3 percent, according to the Florida Agency for Workforce Innovation. A total of 211,400 news jobs have been created in Florida since November 2005, about twice the national growth rate.

Lee County’s jobless rate ranks much lower than that of the state and the nation. Basically, anyone who wants a job can have a job in SW Florida. Companies are hiring. Florida is a destination state because so many move here from colder climates, and growth fuels growth. As the economy heats up, look for even more hiring in the coming months and years.

According to renowned corporate consultant and market analyst Hank Fishkind, he expects the Fort Myers-Cape

Title	November 2006 Employment	November 2005 Employment
Total Nonagricultural Employment	8,126,200	7,914,800
Construction	621,100	591,400
Manufacturing	396,300	400,400
Trade, Transportation, and Utilities	1,614,400	1,587,400
Information	168,200	169,100
Financial Activities	547,600	533,400
Professional and Business Services	1,405,400	1,347,000
Education and Health Services	977,200	948,600
Leisure and Hospitality	934,600	903,600
Other Services	344,300	337,100
Total Government	1,109,700	1,089,700

Lee County Tops the State and the Nation in Job Growth

Coral (Lee County) market to benefit from housing prices that are relatively lower than Naples or Sarasota. The region’s increasingly diversified economic base remains a positive factor for the real estate market.



Florida Job Growth Ascends

HERNANDO COUNTY UPDATE

Congratulations to all of our clients, Real Estate Professionals, and Mortgage Professionals!!! We have met all of our goals in Hernando and are into phase two. Our clients have built out the targeted number of homes for speculative work as of March

2006. We had initially projected that the area would support close to 500 new homes based on '04-'05 market absorption and area growth. However, due to our constant market analysis identifying competing investors and the increasing con-

struction we had limited our building to approximately 300 homes. This was a move directed at preserving the viability of our client projects against the competing new construction traffic.

LEE CO. PRIME FOR AFFORDABLE HOUSING HOME FIELD ADVANTAGE COMES BACK AROUND!

Lee County Florida is coming back into its own. Our company began its tenure in Lee County providing real estate services for property investors nearly three years ago. J. Roberts & Co. has serviced clients in several thousand transactions since. Nearly all of these transactions were for investor clients. Much of our work was done in Lee County, Florida which ranked among the nation's top five real estate markets for almost a seven year stretch. Our Company has supplied thousands of investors with professional transactional services which have subsequently provided perspective home buyers with a fantastic selection of homes in almost every sector of the housing marketplace. After years of soaring prices in the Lee County area the recent market changes have slowly turned the tables and transformed the Lee County market from a seller's advantage to a buyer's environment. As a result, the pricing and avail-

ability of raw and/or vacant "buildable" land has ventured back into the realm of reason. Additionally, another benefit is that home builders have become less obstinate in their pricing as well. With all of this in



mind, add to the mixture the constant and increasing rate of population and job growth and a savvy investor with an eye for opportunity begins to get that warm and fuzzy feeling about Lee County all over again. Considering all of the above mentioned characteristics J. Roberts & Co. has reoriented its focus on the Lee County housing market and identified a very specific need for affordable housing. The pricing over the first half of

this decade has out paced many of the local buyer's abilities. The recent market changes have finally provided an appropriate climate in which to address this need and construct a program that will provide for it. The math is relatively simple. Lower land pricing plus lower construction costs will yield a lower sale price. Our market assessment is strong. The need for such affordable housing is evident and consistent. All of this points to an opportunity that has a fantastically lucrative potential. Each new construction home project is intended to serve as an asset that will appreciate over time.

For more information on the J. Roberts & Co. Lee County, New Construction Program contact us at www.jroberts.com or call us at 866-617-7878. Ask to speak with a Real Estate Professional about our Lee County Program.

"J. Roberts & Co. ...identified a very specific need for affordable housing."

"Lower land pricing plus lower construction costs will yield a lower sale price."

NEW CONSTRUCTION IS STILL AVAILABLE IN HERNANDO COUNTY

However, it is recommended that any new construction in Hernando be focused on:

- multi-family
- very small single family (Spartan in nature)
- Small commercial (commercial condos, small strip malls, etc.)

Due to substantial population increases over the last 3-5 years in that area there is a clear shortage of commercial services and small business presence.

There is a large gap that is becoming more and more evident as the inexpensive inventory is exhausted. **People in Hernando need inexpensive rents or inexpensive purchases** (for example: one side of a quality duplex can be rented or sold). The most important factors for successfully building in Hernando have changed over the last 9 months. Looking forward the initial costs (home, lot, loan costs, etc) will dictate the future use possibilities. Additionally, the marketing strate-

gies are radically different and require additional forethought, a larger time commitment and increased planning.

Pre-existing Rental Homes are Available. For more information contact J. Roberts & Co. When speaking with your J. Roberts Real Estate Professional be sure to emphasize your interest in existing homes or building truly affordable housing. You can reach us at www.jroberts.com or call us at 866-617-7878.

"...savvy investor with an eye for opportunity begins to get that warm and fuzzy feeling about Lee County all over again."

Hernando County is "Rent Ready!"

We have begun phase two, or the transitioning of any of the remaining inventory of completed homes or homes under construction in Hernando to the rental stage. At this time we are satisfying a huge demand for investor "existing home buy and hold" strategies and as well providing a much needed affordable rent option to the local residents. Recently, in the Hernando area, potential home buyers had been priced out of the

market due to astronomical appreciation and cost increases. Our program is ideal for providing for the current rental market demand. Ask your J. Roberts REP about the availability of rental homes. Much of our completed client inventory is sold and renting. However, there are homes being completed monthly and the pricing and available financing is considerate of rental strategies.

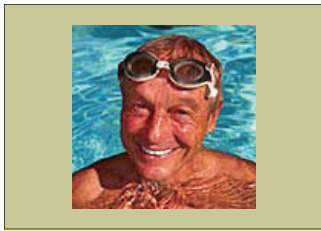


Rent "Plays out "differently in Hernando County

"Our program is ideal for providing for the current rental market demand...pricing and available financing is considerate of rental strategies."

FLORIDA CONTINUES AS TOP DESTINATION FOR AMERICAN RETIREES

According to the United States Dept. of Personnel Management it is estimated that 18.5% of the NSFTP (Non-Seasonal, Full Time Permanent) employment base in America will retire between 2006 and 2010. This is up 2.8% from the actual number of people retiring between 2001 and 2005 (14.7%).



Retirees Seek the Benefits of the Florida Living.

As the Baby Boomers begin to make ready for their twilight years it becomes more and more evident to those in the Sunshine state that much of those preparations are being made in Florida. Hundreds of thousands if not millions of Americans will be relocating across the nation to sunnier and more recreationally friendly environments over the next decades. Apparently, Florida is tops on the list. "...Florida remains the top state in the nation for retiree and second-home purchases..." says Tony Polito, Tampa/Sarasota director for Metrostudy (Florida Realtor Magazine Jan '07). That being the case, Florida needs to brace itself the biggest and potentially the most impacting hurricane yet....Hurricane Snowbird. Luckily Florida has been making preparations of its own for that last several years. The booming real estate market has contributed to this effort with thousands of new homes, condos, high rises, town houses, and themed communities. Additionally, with the subsidizing property prices attributed to the recent market changes, it seems that the many hundreds of thousands of buyers are poised to strike. Vacant land in top desirable areas such as Cape Coral (Lee County), Northport (Sarasota County), Ocala (Marion County), and Lehigh Acres (Lee County) have become

ideal targets for individuals seeking investment opportunities designed to cater to the buyers that seek homes with little maintenance necessary, good location, proximity to local services, hospitals, recreation such as golf, hiking, fishing, coastal areas, and as well access to major highways, airports and thoroughfares. With this in mind many real estate investors and developers with an eye for opportunity are turning the soil and planting the seeds for future housing needs all over the Florida landscape.

A quote from the news letter published by National City Bank for its investor clientele notes the activity of the current market is favorable for investor Developer/builders.

Savvy investors shift focus to single family new construction...As the amateur real estate speculators run for the exits, the seasoned professional investors are reclaiming their historically lucrative marketplace. Even the most sophisticated investors, however, aren't sure how long the pause in the robust appreciation of Florida real estate will last. One method savvy property investors are deploying is to avoid having to precisely time the housing market recovery, by building investment housing rather than purchasing existing housing stock. The advantage to the purchaser is having the ability to have a home delivered in 12 to 18 months while locking down today's lot and construction costs.

National City Bank Investor Newsletter Issue No 3

It's obvious that no one is capable of telling the future and that the viability of any investment is subject to the countless variables of the marketplace. However, it seems that the United State Department of Personnel Management is relatively confident in the sheer volume of people that will move to Florida over the coming years. Also, National City Bank, the nation's eighth largest bank holding company is readying itself and preparing finance products to facilitate the development and construction of those investors seeking to capitalize on the massive population increases expected.



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33907

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3421 W. Kennedy Blvd
33609

Ocala

925 SE 17th St. suite B
34472

Arizona

Scottsdale

8502 E Via De Ventura
#101
85258

New York

New York City

350 5th Ave suite 4009
10118

J. ROBERTS & CO. REAL ESTATE SERVICES

Are you looking for an ordinary real estate agent, or do you expect to partner with an expert who is dedicated to maximizing results? The J. Roberts & company team encourages you to consider the difference.

We are redefining the real estate experience with a true partnership approach. Our team of experienced and knowledgeable real estate professionals benefits from an expanded and highly efficient support system that allows us to provide an unprecedented level of service.

The company's superior business structure enables us to devote the full attention of our expert team to create a customized strategic plan that is tailored to your needs, wants, desires, and concerns. We take ownership of your goals, making them our own.

We are a company that buyers, sellers and investors want to work with time and again. We are Professionals with a passion for real estate!!!

- HOME BUYER SERVICES
- HOME SELLER SERVICES
- INVESTOR SERVICES
- TRANSACTIONAL EXPERTS
- MARKET ANALYSIS AND VIABILITY CONSULTING

LEE CO. BOOMS, U.S. POP. TO GROW SLOWLY IN '07

By Erin Gillespie

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Originally posted on December 28, 2006

The United States will grow about 1 percent in 2007 after its population reached the 300-million mark this year. That's the projection of the U.S. Census Bureau, which released next year's national population numbers today. On Jan. 1, there will be 300,888,812 people in the United States, up from 2,863,990 on New Year's Day 2005. Over this decade, the country's growth is expected to be 9.8 percent — much lower than the 25 percent that Florida is expected to grow and 47 percent projected increase for Lee County. Here are more tidbits about population growth throughout the county, state and nation.

UNITED STATES

- The population for 2007 is calculated by one birth every eight seconds, one death every 11 seconds and one immi-

grant every 27 seconds. That means that every 15 seconds, a new person is added to the country.

- The U.S. population should reach 400 million by 2045.
- The population is more concentrated in the South and West, with declines in the Northeast and Midwest.
- The number of foreign-born people in the United States has reached an all-time high of more than 35 million. But at 12 percent of the total population, the share of foreign-born people is lower than it was between 1860 and 1920, when it ranged from 13 percent to 15 percent.
- International migration accounts for about 40 percent of U.S. population growth.

FLORIDA

- The 2006 Florida population is estimated at 18,089,888.
- According to the Census Bureau, Florida remains the third most populous state, behind California and Texas.
- Florida gained 321,697 people be-

tween July 2005 and July 2006. That was a larger increase than any state except Texas.

- Florida is projected to have more than 26 million people by 2030.

LEE COUNTY

- The 2006 Lee County population is estimated at 585,608.
- According to the University of Florida Bureau of Economic and Business Research, Lee County will add between 75,000 and 100,000 people every five years until 2030.
- That means that the county will have added as many people in 25 years as it did in the 45 years before.
- Between 1960 and 2005, the population growth was about 500,000. It's expected to double by 2030, bringing the total population to 1 million.

