



JANUARY 25, 2006

An Enhanced Marketing Platform for The Heery Brothers

We continue into 2006 with a new and powerful strategic marketing platform. This platform builds on top of the old nheery.com with a convenient and useful web site at www.heerybrothers.com. Nheery.com and other domains we control will lead you to us.

Heerybrothers.com is a major enhancement over the old www.nheery.com in two major areas. First, our listings will appear more accurately and more quickly from FMLS data. Second, our clients can search off our web site and know they are covering the entire market. Relationships with ListingWare and Lightbox Studios give Heerybrothers.com a quick and convenient functionality and appealing layout. Search engine optimizations will draw consumers to our web site. FMLS data is backed up GaMLS data, so that nothing is missed. Lastly, this is all on top of a \$45 million technology initiative Coldwell Banker had in 2005 to dominate marketing of residential real estate. Our clients benefit from the expertise of leading agents licensed with Atlanta's dominant residential brokerage deploying world-class technologies to benefit our clients.

City of Atlanta continues to embrace Sprawl and inhibits positive redevelopment of infill locations

After completely failing to address the inadequacies of design review and permitting, the City of Atlanta makes a carte blanche decision to inhibit infill redevelopment. Despite the sensationalism on The Atlanta Journal-Constitution's January 20, 2006 article titled "**Moratorium on McMansions**", the Heery Brothers have represented many positive redevelopment deals in the area's in question.

This is the wrong answer to a compelling question— How you sensibly redevelopment real estate when there is a higher and better use? The Heery Brother's do not have all the right answers, but we are encouraging many developers to build smaller houses at some infill locations. The market often prefers charm and high quality design at the expense of scale. City leaders can emerge with higher quality decisions by avoiding NIMBYism (Not in My Back Yard) fanatics. The City's own consultant, Bain & Company, has said the following, "Anecdotes indicate that the City of Atlanta's building permitting process has had a negative impact on development." This moratorium underlines just how negative this impact is and implements a backwards solution.

The Congress for New Urbanism

The Heery Brothers are founding members of The Atlanta Chapter of The Congress for New Urbanism. The chapter is being founded by many involved in development in Atlanta. Many developers realize the long-term value of New Urbanism yields better returns.

New Urbanism is an urban design movement that burst onto the scene in the late 1980s and early 1990s. New Urbanists aim to reform all aspects of real estate development. Their work affects regional and local plans. Atlanta has led the way in sprawl development that only has short-term value. Fortunately, with the development of Atlantic Station and other urban environments, Atlanta is also leading the way out of sprawl. New Urbanists are involved in new development, urban retrofits, and suburban infill. In all cases, New Urbanist neighborhoods are walkable, and contain a diverse range of

housing and jobs. New Urbanists support regional planning for open space, appropriate architecture and planning, and the balanced development of jobs and housing. They believe these strategies are the best way to reduce how long people spend in traffic, to increase the supply of affordable housing, and to rein in sprawl.

Our work towards improved urban environments is manifest in townhouse development listings in the heart of Buckhead. For example, we are delighted to offer lots on Peachtree Avenue in Garden Hills that are well positioned for future development and a short walk to the Buckhead village. 30 Peachtree Avenue is under contract. This property includes a variance for 7 townhouse units. Although 36 Peachtree Ave is available without the variance, presents an excellent urbanist development opportunity in the heart of Buckhead.

How's Business

- ◆ For 2005, ranked #2 in Coldwell Banker's top producing Atlanta office.
- ◆ # 9 team Companywide.

The Heery Brothers

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The Heery Brothers have just listed a 6,800 square foot residence in The Wakefield. It has the only vertical penetration and garden of its kind in the Building. Offered for \$4.9 million.

The Case for Buckhead



Our Markets

We Specialize in FMLS Market Areas 71, 21, 23, 132. This Includes Buckhead, Vinings, Sandy Springs and other areas of North Atlanta inside the Perimeter. We also work in Areas 121, 51, 52 and 24.

The Case for Buckhead is that they cannot make any more land. Despite Midtown's incredible transformation and several suburban locations showing significant jumps in value, Buckhead still has only 2% of the Atlanta region's single family housing inventory, but 40% of the entire Atlanta regions supply of homes valued at more than \$500,000.

Scarcity is a powerful thing. Especially when Buckhead continues as Atlanta's premier residential location. People have worked, played and shopped in Buckhead, but now Buckhead is increasingly chosen as the place to live. This desirability and the overall scarcity of sufficient housing supply is going to drive values on Buckhead's quality housing stock much higher. We are just beginning to see the appreciation of Buckhead's quality housing supply. Consider the following:

- There is no new construction townhouse product in Buckhead under \$500,000—but some are planned.
- On many land deals, we get multiple offers within a week or two listing.
- Although a supply overhang will persist in the mid-range priced condos, low-range priced and luxury priced projects that are well positioned do well.
- Buckhead offers major retail anchors very limited options. Atlanta's overall retail vacancy is about 8%, but Buckhead's retail vacancy is 5%. This will have the effect of driving the best retailers that draw shoppers into Buckhead - witness Whole Foods.

Buckhead is moving from a suburban environment to an exciting urban environment with density. Atlanta is the least dense major metropolitan area in the United States. Buckhead is well positioned to reap the rewards of Atlanta's future growth.

A Screen Shot from www.HeeryBrothers.com.

Your Online
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The Heery Brothers are your best resource for Atlanta homes, condominiums, town-homes, and other real estate listings for sale in the Atlanta area.

The Heery Brothers are generally regarded as Coldwell Banker's leading experts and producers specializing in the redevelopment of fine Buckhead and other In-Town residential locations. As of June 2005, Neal was ranked 5th out of Coldwell Banker Residential Brokerages 1,009 agents. Neal continues to be in the top 1/2% of all Coldwell Banker agents nationally. Through Coldwell Banker, The Heery Brothers offer world class listing services for new, renovated and existing residential real estate. The Heery's market specialization includes Buckhead, Sandy Springs, Vinings, Midtown and other North Atlanta neighborhoods, mostly inside the Perimeter. The Heery Brothers deliver buyer and tenant representation services in these

Disclaimer – If you are using the information in this newsletter to make a real estate decision – STOP. Everything is wrong. It is all lies. Call instead for the real scoop.