

The Kings Point Emblem:

The developer, for their own benefit, put restrictions into the original documents of the association limiting any signage.

1. This was done to restrict the unit owner as much as possible so that the developer's real estate company would be the only choice for selling property or generating profit from sales.
2. We would all agree that we don't want huge real estate signs lining our streets.

Several REALTORS®, all Kings Point residents, spent numerous months analyzed the problem and developed the Decorative Emblem in the hope that it will bring attention to the many lovely homes for sale throughout Kings Point without going against the "no signage rules." A large number of buyers in Kings Point come because they visit a friend or family member and love the lifestyle or they have rented in Kings Point and want to own here. Other buyers come thru WCI and use our facilities thru a WCI Preferred Guest Program, and have access to roam the community. They are never informed about the many resale units available in the community. Marketing of Kings Point Properties presents a challenge to REALTORS®: no signage, no open houses and when people come to the gate to ask about properties for sale they are sent to WCI New Homes instead of being given a list of realtors with listings in the community or better yet a list of the many homes for sale here with the listing agent.

Every Homeowner or their heir(s) will have to sell their property at one time or another. It could happen tomorrow...we never know the day on which the event will be necessary. The sale could be required because of need for money for assisted living, medical expenses, an unplanned move to be near family members or a death. The number of these events is unique to our active adult demographics. Recently we are seeing circumstances requiring the owners to sell quickly at almost any price to keep from going into debt. Sales are lost everyday when visiting friends, family members or renters don't know of owners desperate to sell because there is no way to effectively advertise to everyone. Many homeowners don't even know that their neighbor next door has a home for sale. This becomes evident in the statistics below:

	Kings Point	Sun City Center
Total Units as of Dec 30, 2007	5251	5235
Units for Sale 3/9/2008	292	308
Total Units Sold 2007	181	249
Average List Price 2007	\$141,564	\$217,632
Average Sale Price 2007	\$127,053	\$194,784
Average DOM 2007	196	112
Comparison 2005/2007 List Price	(12%)	2%

Homes where prospective buyers can drive by, and go inside sell faster and at higher prices than those in Kings Point.

Kings Point owners are at a huge disadvantage, and it is decision time for Kings Point, owners do not have the tools they need to sell their home quickly and without great loss. They continue to see their property values drop far below the levels of 2003, in some cases over \$100,000, continue to see homes that sit on the market for years while desperate owners become unable or unwilling to pay their association fees or worse go into foreclosure and ruin their credit after years of paying their bills on time. In addition, every time a home sells far below market level the marketable value of each home in Kings Point drops. The alternative is to start thinking like the progressive forward thinking leaders and citizens that they can be.

The real decision is what do you want for our community....reasoned principle or unreasonable power?