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Beran & Steele Interviewed by duPont Registry

ST PETERSBURG, FL - In its upcoming June issue, *duPont REGISTRY* interviews the real estate team of Deborah Beran and Dixie Steele on luxury real estate at Smith Mountain Lake.

The special waterfront issue also focused on luxury home living in Virginia. With a circulation of 90,000 *duPont REGISTRY* is the pre-eminent luxury real estate publication in the U.S. Subscribers include professional athletes, actors, entertainers, Fortune 500 executives and private business owners.

“This really helps establish Smith Mountain Lake as a luxury real estate market on a national level,” says Beran, associate broker with RE/MAX Lakefront Realty. “As part of our marketing efforts, we frequently advertise our listings in *duPont REGISTRY* since that publication reaches our target market.”

Be it a luxury “trophy” property, of which Smith Mountain Lake has many, or elegant waterfront condominiums, the waterfront real estate market is driven by the same factors that have created the incredible rise in waterfront values globally - low interest rates, a volatile stock market, a lifestyle choice and the belief that waterfront is the best investment in real estate.

According to Dixie Steele, the phrase “luxury home market” usually includes a price point of one million dollars. “In truth, the one million dollar price has long been surpassed for some of our more prestigious properties and prime locations,” she explains. “A luxury home stands apart from other properties, not only in money but the lifestyle statement each home makes. All are waterfront, impeccably built and perfectly presented.”

Beran and Steele, the Lake’s only luxury home marketing specialists certified by the Luxury Home Marketing Institute, say the area is exemplary of how this market is faring. “Some people have seen their investment double, triple and quadruple in the last several years,” explains Steele. “I have a client who brought property in 1999 for \$200,000 and just sold it for over \$1 million - that’s appreciation.”

The profiles of buyers have also changed considerably. Today’s clients include early retiring Baby Boomers with extra disposable income, investors looking for holding properties and families who, due to advances in technology, are able to work from home in their “office with a view.”

According to Beran, a top producer at the Lake since 1996, while the needs and wants of luxury home buyers change over time the mind set remains the same. “They want the best and the market for that is growing quickly at Smith Mountain Lake