

# Sotheby's

INTERNATIONAL REALTY

## NEIL LYON GROUP 2016 CLOSED TRANSACTIONS

4 North Brisa Fresca (B)	\$1,095,000
8 Avenida Herrera (B)	\$700,000
4 Lilac Circle (S)	\$719,500
6 Via Pampa + Lot 5 (S)	\$1,130,000
405 Estrella Court (B)	\$925,000
1508 Summit Ridge (S)	\$1,250,000
27 Hollyhock Circle, Lot 49 (S)	\$60,000
3 East Arrowhead Circle (S)	\$950,000
349 Calle Loma Norte (S)	\$445,000
3101 Old Pecos Trail #501 (B)	\$480,000
155 Brownell Howland (B)	\$1,800,000
165 Brownell Howland (B)	\$1,950,000
14 Paintbrush Circle, Lot 292 (S)	\$50,000
479 Camino de las Animas (SB)	\$1,960,000
413 Los Altos Way (S)	\$929,000
19 Koshari, Lot 734 (S)	\$49,000
613 Camino del Monte Sol (S)	\$1,050,000
511 Camino Pinones (S)	\$2,175,000
55A South Double Arrow Road (S)	\$1,395,000
352 Hillside Avenue (SB)	\$1,350,000
48 Calle Mi Gusto, Lot 53 (S)	\$38,500
616 East Alameda, Unit E (S)	\$1,049,000
34 Sangre de Cristo Drive (S)	\$843,000
138 Avenida Frijoles (S)	\$559,000

## UNDER CONTRACT

1012 Marquez Place, Unit 210A (SB)	\$249,000
820 Los Lovatos (S)	\$698,000
657 Garcia Street (S)	\$1,095,000
962 Cerro De La Paz (B)	\$3,400,000

Prices are listing prices at time of sale  
S = represented Seller, B = represented Buyer

January 1, 2017

"Change is the law of life. And those who look only to the past or present are certain to miss the future."  
—John F. Kennedy

If there were ever a year to embrace change, it was 2016. Embrace may not be the most appropriate word for many, however, this last year caused so many of us to think about our world in truly new ways.

Ironically, the real estate market in Santa Fe in 2016 wasn't much different from the year before. Overall sales were 1% greater than in 2015. The most notable changes were in the higher end market segment. Why higher end sales were off as they were was discussed and theorized often once the trend became obvious. Was it oil trading at such a low price, keeping those who were interested in a vacation home on the sidelines? Was it the ever-present claim that activity slows down in anticipation of a presidential election? Was the lack of urgency due to prices remaining stable? Did buyers come to buy but didn't because they couldn't find the perfect house, due to limited choices?

It was these factors and likely other less obvious dynamics that contributed to the outcome.

Back to change...

2016 was a year of growth and expansion for the Neil Lyon Group. Roberta Lowe joined us as my partner. It was a coup to attract Roberta, who brings great strength, substance and style to the team. Another addition was Jackson Blagden, who returned to Santa Fe after honing his vast education and skills in distant lands to join my group as the Operations Manager. My wife Cindy also joined my group to roll out a stunning new technology that is transforming the web experience for those seeking a Santa Fe home.

We acquired Matterport, a truly cutting edge tool that allows viewers of our High Definition 3D Virtual Tours to walk through our listed properties as they wish... room by room, at their pace, viewing a home unlike any way they have ever walked through a home... remotely. The quality is remarkable and the user experience is unlike any in the past. The reaction to Matterport has been incredible. Once you see our virtual tours, you'll understand.

We are now filming all of the properties we are marketing to show them to the world through the eyes of Matterport. The most frequent question asked by our new clients is "what will this cost me?" We proudly answer "nothing", as we have integrated Matterport into our ever-increasing toolbox of marketing assets and services.

We also embarked on the re-branding of the Neil Lyon Group, which will result in many new tools and resources and the rollout of NeilLyon.com 3.0 late in the first quarter. Our new website will expand on the theme of enhancing the user experience, to the benefit of all who work with our Group.

Despite the challenges of the market, we sold an impressive amount of real estate in 2016, but we remain focused on getting the job done for our many buyers and sellers who are making changes in 2017. We are grateful to our many clients and supporters who have made this last year such a great success. We now take a bit of time to rejoice in the many victories that were achieved for our clients in the year that has just ended. However, our focus is on the future and completing the critical transactions for those who have engaged the Neil Lyon Group to achieve their real estate goals in this New Year.

We are off to work!

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