



# TELL-E-GRAM

**SPECIAL EDITION**

**FEBRUARY 15, 2019**



**TELLICO VILLAGE  
PROPERTY OWNERS ASSOCIATION  
BOARD MEETING AGENDA  
WEDNESDAY, FEBRUARY 20, 2019 AT 1:30 P.M.  
TELLICO VILLAGE YACHT CLUB**

	<b>Outcome</b>	<b>Responsible</b>
I. President Announcements	Call to Order	Bruce Johnson
II. Minutes (January 23, 2019)	Approve	Bruce Johnson
III. Advisory Committee/Liaison Reports		
• HOA Update		Ellen Fox
• Finance Report		Parker Owen
• Long Range Planning		Wayne Enderle
• ACC		Jeff Gagley
• Public Service		
• Kahite Annex Replacement Update		
• Toqua Clubhouse Replacement Update		
• Wellness Center Dehumidifier Update		
IV. 2019 Board Goals & Objectives	Approve	Bruce Johnson
V. Other/Member Comments- Discussion		

# WHAT IS GROWTH?

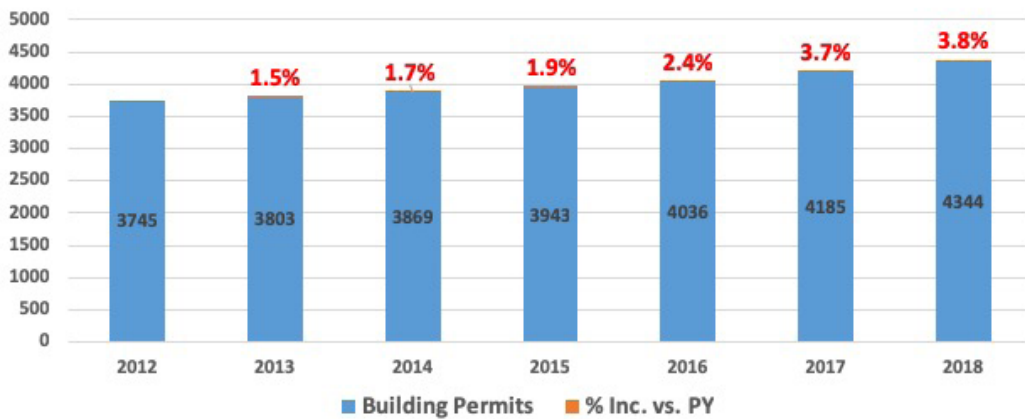
## JOE BOGARDUS, TVPOA MARKETING TEAM MEMBER

(Editor's note: The Tellico Village Property Owners Marketing Department presented results of the community's 2018 marketing efforts at the February 5th Board workshop. The team reported 2018 information has been folded into this broader article on Village growth from 2013-18. The Village re-launched the Tellico Village brand in 2013.)

### Growth and change in Tellico Village has many faces.

Randy and Dawn Bray, formerly of Naperville, IL, are two of those faces that represent growth in Tellico Village. The Brays arrived in East Tennessee in May 2017 and rented in the area. Originally, they considered building a new home, but instead found a spec home that met their needs on Coyatee Circle. They moved into the home in the Fall of 2017. The Brays are younger than the average TV residents, though they are involved in many activities and are delighted with their new lifestyle. They play pickleball, boat, golf, fish and are members of New Villagers. Dawn has opened a business and is a member of the Tellico Village Business Alliance. The Brays' arrival, along with others, helped increase the Village's population and propel total residences (homes and townhome) in the community to an all-time Tellico Village high of 4,344. Last year, the community experienced its best growth year in the past twelve years. Since 2012, the Village has grown 16.0 percent for an annual average of 2.5 percent. In 2017 and 2018, the growth rate was 3.7 and 3.8 percent, respectively. Over the past six years, this represents an increase of 599 households or approximately 1,138 people (599 households x 1.9 people per household\*) for an average of 190 new residents yearly. Tellico Village has grown at a manageable pace and is changing.

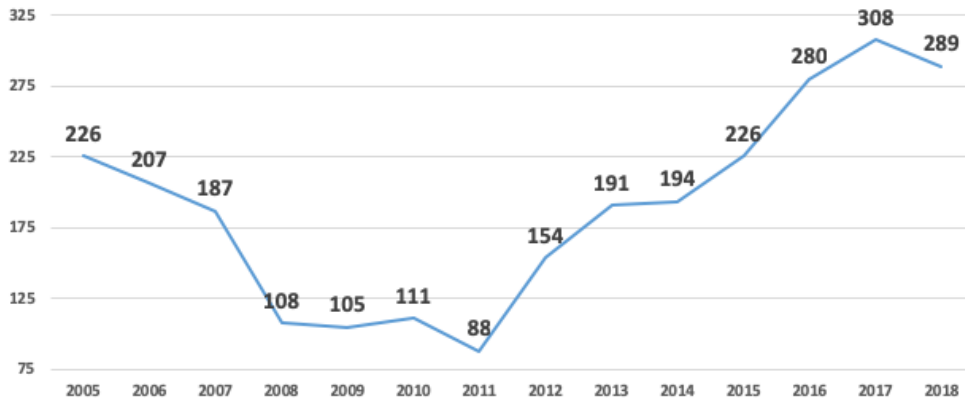
### Tellico Village Annual HH Growth Building Permits: 2012 - 2018



In December of 2015, Charlie and Jane Thompson visited Tellico Village and discovered an existing home "with potential" on Seminole Lane in the Coyatee neighborhood. They purchased the home in early January 2016 and in the spring, started the process of making it their own. Like the Brays, the Thompsons are the faces of change. Beyond managing their numerous household improvements, they play pickleball, golf, and are members of New Villagers and the Tellico Village Lions Club.

According to the Multiple Listing Service (MLS), the Thompson purchase was one of 1,488 TV existing homes or townhomes that changed ownership from 2013 to 2018. This represents a population turnover of more than 2,800 Villagers, who, like the Brays and Thompsons, tend to be younger and more active. In 2016, 2017, and 2018, there were 280, 308, and 289 homes sold in the community; these three years represented record years for existing home sales. The 308 homes sold in 2017 were a 100 percent increase over 2012 sales.

## 2016 -2018 MLS Home Sales are highest in Tellico Village History



The home the Thompsons purchased was built by Dick and Mary Grace Joyner. It was one of the first homes on Seminole Lane when the Joyners took possession in 1998. In 2014 and 2015, Dick and Mary Grace experienced health problems which curtailed their participation in various Village and neighborhood activities. Subsequently, their children prevailed upon them to return to their home state of Illinois.

Many of the community's older residents are being forced to alter their lifestyles. Fortunately for the Joyners, their home was on the market for less than three months. They received a fair market price and used the proceeds to help underwrite their new independent living unit in Illinois.

In an aging community like Tellico Village, it is important that the older residents be able to sell their homes for a reasonable price in a reasonable amount of time. Since its inception in 2013, the marketing program has had significant impact on property values and the selling time for Village homes. At the end of December 2018, price per square foot had increased to \$151.90, the highest in the community's history and time on market had shrunk to less than three months. Equity in an average-priced TV home valued at \$427,285 has increased by 14.4 percent or \$53,784 over the past 24 months. The marketing program was launched at an ideal time as the housing market and economy gathered steam after years of listless performance. Today, 57 percent of all 2018 TV MLS sales can be traced to leads generated by the marketing department's efforts.

## 2018 Property Values (Avg. Sales/Square Foot) are Highest in Tellico Village History



## 2018 average MLS Home Months-on-Market are lowest in Tellico Village history



The community's biggest transformation has come from increased participation in all types of Village activities by TV's newest arrivals, most of whom have bought homes from aging Villagers. They are younger— median age of people moving to Tellico Village from January 2014 to February 2017 is 62.5 years. There have been more than 3,900 younger Villagers who are re-energizing the community and bringing new ideas, new programs, and new organizations to the Village. They are making our community vital and vibrant. They are using amenities with greater frequency than the people they replaced and demanding additional and updated facilities. These changes and growth in new offerings are critical to helping make Tellico Village an attractive place for future residents while also benefiting current Villagers.

\*Long-Range Planning Advisory Committee calculates Village population by using 1.9 people per household.