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# ST. CROIX REAL ESTATE NEWS

**MARCH 2020**

## ST. PATRICK'S DAY ON ST. CROIX

**E**xpect downtown Christiansted to be a sea of green on Saturday, March 14 – it's St. Croix's annual St. Patrick's Day parade! Get there early to claim your best viewing spot along the parade route on Company Street or King Street. This year's theme - **Allawe Green** – attests to the unity this event promotes on St. Croix.

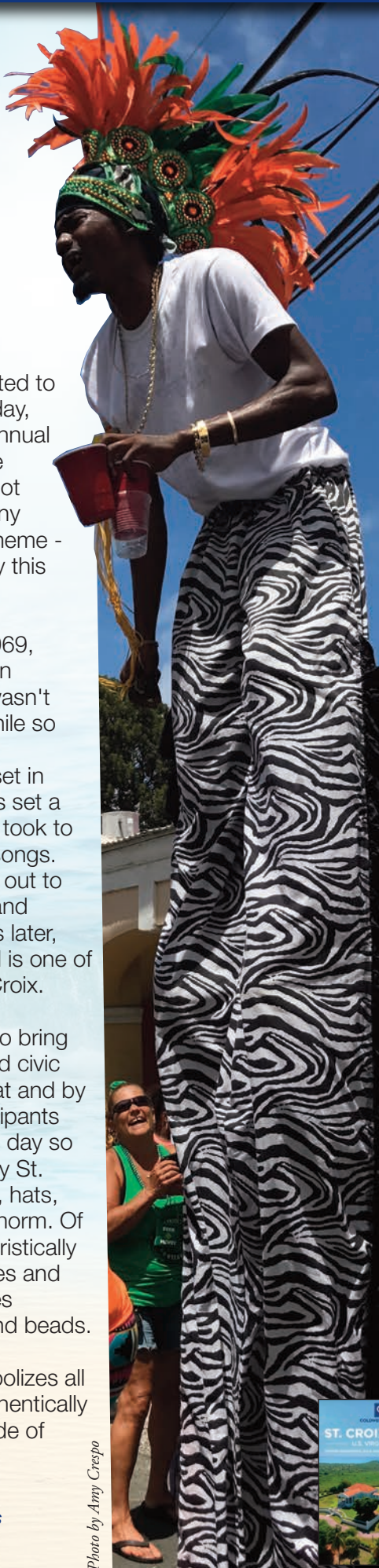
The parade got its start back in 1969, when a group of local businessmen wondered why St. Patrick's Day wasn't celebrated in the Virgin Islands, while so many other holidays were. Almost immediately, the first parade was set in motion. Without delay the planners set a piano atop a stake bed truck, and took to the streets singing Irish and local songs. Shoppers and shopkeepers came out to see what all the noise was about and joined in on the fun. Now, 51 years later, the parade is still going strong and is one of the biggest annual events on St. Croix.

The parade procession promises to bring out friends, businesses, school and civic groups taking to the streets by float and by boat (on a trailer, of course). Participants and spectators are what make the day so much more festive than an ordinary St. Patrick's Day parade – green wigs, hats, and costumes of all types are the norm. Of course, the parade is still characteristically St. Croix so count on moko jumbies and traditional carnival troupe costumes complete with feathers, crystals and beads.

The St. Patrick's Day parade symbolizes all the charm and goodwill that is authentically St. Croix. Put on your favorite shade of green and come out to celebrate!

*This newsletter written by Jennifer Burns  
jennifer.burns@amplivi.com*

*Photo by Amy Crespo*



### Message from Bry...



*Bry Locher*

**I**f you've heard St. Croix in the news more often lately, it's not a coincidence. Hats off to the Department of Tourism for launching a new distinctive brand for St. Croix. The campaign, "St. Croix: A Vibe Like No Other" reflects our island's people, cuisine, history and culture, teamed with our laid-back vibe. Best of all, the campaign features several well-known Crucian personalities.

We're excited to hear that supporting this effort, American Airlines will operate a third daily flight between Miami and St. Croix from June 4 through August 17. Flights will depart Miami International Airport at 10:35 a.m., 12:05 p.m., and 5:35 p.m.

In addition, Spirit Airlines has announced daily nonstop service to St. Croix from Fort Lauderdale International Airport beginning April 22, up from the current four flights per week.

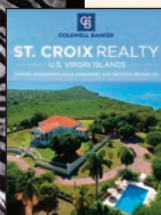
All of this is welcome news as St. Croix was recently named the number one destination to visit in the Caribbean in 2020 in *Caribbean Journal*.

Elsewhere, our annual events are in full swing. Following a successful Festival season we ushered in Fat Tuesday with Mardi Croix, St. Croix's version of Mardi Gras, and will celebrate St. Patrick's Day with an exciting parade in Christiansted in just a few weeks. In April it's the much-anticipated St. Croix Food and Wine Experience with a full week of events around the island.

It's always a good time to come to St. Croix. Stop in our offices in Christiansted and Frederiksted. We'd love to meet you!

*Bry*

Bry Locher, Managing Broker  
Coldwell Banker St. Croix Realty



**EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED**

# FARM TIENDA



**A**griculture on St. Croix has always been something we treasure. Now, seven St. Croix farmers have been given the opportunity to raise awareness of the importance and impact of locally grown, healthy food on the island. Each has received a steel container farm stand thanks to the Farm Tienda project sponsored by the St. Croix Foundation for Community Development, Coca Cola Company and the Virgin Islands Good Food Coalition, a farming advocate agency.

Sommer Sibilly-Brown, Founder and Executive Director of the Virgin Islands Good Food Coalition, explains “The project was inspired by an initiative on Puerto Rico called “Pop-Tienda” (tienda means store in Spanish) that helped mom and pop stores get up-and-running quickly post-Maria by replacing their infrastructure.” Here, the containers will serve a dual purpose: first, as roadside farm stands that will allow farmers to expand their business, and second, to provide farmers a secure means of storage as well as resiliency after storms, as the containers will have solar panels, potable water and Wi-Fi.

Farm Tienda sponsors recognize that farmers are an integral part of our economy. They also want the community to support agriculture on St. Croix. That’s why the tagline *Believe in Local Farms* appears on each container along with the name of the farm. “Everyday citizens can help our agricultural community prosper,” Sibilly-Brown says. “Imagine if everyone spent \$1 per day with a local farmer.”

A prototype stand was on display at last year’s Sunset BBQ at the St. Croix Food and Wine Experience. Now, ten months later, the stands are complete and in place at locations across the island. Farm Tiendas can be found on North Shore, South Shore, Frederiksted and mid-island. Recipients include Jackson’s Farm, GLG Plants & Produce, Sejah Farm of the Virgin Islands, Mystical Farm, Ridge to Reef Farm, Chez Sherron Orchard, New Breed Farm and Marketplace. If you see a Farm Tienda, stop and support our local farms!

## FRANKLIN’S ON THE WATERFRONT

**T**here’s something satisfying about strolling a brick-lined street and finding the perfect gift inside a shop that delights your senses. If it’s been some time since you’ve stepped inside Franklin’s on the Waterfront in Frederiksted, then it’s time to discover what’s new since owner Michelle Zarzeczny took over last summer.



“I’ve focused on increasing the variety of items in the shop,” Michelle says, and as a result you’ll find all new inventory sourced both locally and off-island. From the moment you walk in you’ll be lured by the hint of scents inspired by the sun, the sea, and the Mediterranean coming from fragrance diffusers imported from Tuscany. If you want to pamper yourself or a loved one, Franklin’s carries a variety of lotions, body scrubs, soaps, essential oils, and scented candles. The volcano candle by Capri Blue will leave you feeling like you’re in a scented paradise. For the guys, Franklin’s carries the California-based Preston line of natural grooming products. Pampering not his thing? Franklin’s has an impressive selection of everyday and special occasion cigars.

One of Michelle’s favorite items and a top-seller are the tea towels, handmade in Georgia exclusively for Franklin’s. For those on the go, the Brūmate line of insulated drinkware makes it easy to bring your favorite wine, champagne, pint, mug, or growler with you anywhere.

Michelle is most enthusiastic about her new line of Pampered Pets all-natural clean pet essentials, which she started selling in February. It’s easy to spoil your furry friend and leave them smelling like they just had a spa day. Franklin’s donates \$2 for every Pampered Pets item sold to the St. Croix Animal Welfare Center. Michelle is also personally matching 50% of Franklin’s donations.

There is plenty of local art, too, which Michelle plans to continue at her second location in Christiansted, opening later this year. Mini moko jumbies signed by artist Sandra Michael are only \$10 and small enough to fit several in your carry-on for gifting to your stateside friends. Stop in, enjoy a cold Leatherback beer while you shop, and find the perfect gift at one of St. Croix’s most unique and welcoming destinations.

# PROJECT NORTH STAR



by Corinne King

**Y**ou have probably noticed a subtle change to our email signatures and to our real estate yard signs – a new logo! Coldwell Banker recently rebranded from their signature mark, a brand that lasted 113 years! It is a brand that everyone knows and trusts, and we are also a part of a brand that continually pushes the envelope, pioneers new ideas, consistently innovates and creates, and is cutting edge, yet the logo with the blue box did not represent who we are now as a brand and where we are heading.

“This rebrand for Coldwell Banker could not have happened at a more opportune time to align with the changes and growth we are seeing with our local office at Coldwell Banker St. Croix Realty. Two years ago one of the most successful franchises, Coldwell Banker Schmidt Family of Companies, purchased our company adding tremendous value, tools and support to take us to the next level. I was then hired a year later to facilitate our growth and with doing so our company acquired new agents who came with new ideas and skills. The rebrand perfectly represents the changes within our local office – combining new with traditional! I love seeing seasoned agents help new agents grow and new agents teach our seasoned agents new skills.” – Bry Locher, Managing Broker Coldwell Banker St. Croix Realty

Our rebrand: Project North Star was born from the idea that our agents have served as guides to Buyers and Sellers for 113 years and that our company has consistently set the bar and led the way for our industry. The North Star symbolizes the guiding force that is the Coldwell Banker network.

Tracy Bacigalupi, President of Marketing for the Schmidt Family of Companies, shared with us her thoughts on our rebrand.

“Our new brand is fresh and modern and better represents the truly innovative brokerage firm that we are. That for over a century, Coldwell Banker has stood for something unique in the world of real estate. We’ve kept our signature blue color, while revising our bounding rectangle to a sleeker, more compact square – a profile more in keeping with today’s mobile-first culture. All of the elements of our rebrand unite to create a symbol that represents the essence of what Coldwell Banker is today, and where we are headed tomorrow.

*The rebrand perfectly represents the changes within our local office – combining new with traditional!*

The CB North Star mark features a visual icon that sets us apart – a star. This star represents two distinctive elements that exemplify the Coldwell Banker brand. First, the five-pointed star is a recognized mark of excellence, one that symbolizes the quality of service that we’ve provided since 1906. Second, throughout history the North Star has been the beacon that explorers have used to guide them to the place they most cherished – home. Sitting confidently above the CB, this North Star signifies the fact that we’ve been guiding people home for over a century, longer than any other real estate brand.”

Let us be your north star and guide you to your home sweet home (or vacation home) on St. Croix!

# THIS MONTH'S FEATURED PROPERTIES

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**THE BEACH HOUSE!**

## 110 JUDITH'S FANCY | MLS 20-208 | \$1,195,000

This exquisite waterfront estate is on over an acre with 130 feet of secluded sandy beachfront in the gated and guarded Judith's Fancy subdivision. The main home features an open concept living area with soaring cathedral ceilings and an updated kitchen with granite countertops and SS appliances. Two master suites flank each side of the living space, both with freshly remodeled bathrooms and access to both the courtyard pool and the seaside deck. The separate guest cottage is complete with a full kitchen, bath, and private patio. Additional features include mini-split AC units throughout, professionally manicured landscaping with irrigation and 2 car garage.

*Listing courtesy of David Fedeles*

## 7A & 6C LITTLE FOUNTAIN | MLS 20-162 | \$635,000

Experience serenity on this beautiful site at 375 feet above the sea with amazing views. A 2-BD main house and wonderful separate guest house share the nearly one acre of this tropically planted retreat. Views are to the north, south and east even to Buck Island. The peace and privacy of the location is unmatched yet it is a short drive to beaches, stores and to either town. The main house is a single-story 1,600 sq. ft. designed for easy living, capturing the trade breezes and incorporating the surrounding natural beauty. The front yard has lots of level space for a pool. The private guest house is completely solar powered and is reminiscent of an Indonesian tree house. OWNER FINANCING POSSIBLE.

*Listing courtesy of Isabel Brady*



## N1 CRUZAN PRINCESSE | MLS 20-255 | \$184,900

This slice of paradise is calling your name! The 1BD, 1BA ground floor unit has been COMPLETELY REMODELED from head to toe and offers amazing ocean views! You will find new electrical, plumbing and tile floors throughout along with new fixtures and front windows. Enjoy the beautifully renovated bathroom and fully stocked kitchen. The unit comes turnkey and furnished making this the perfect rental opportunity. The queen size sleeper sofa in the living room is perfect for overnight guests! Consistent trade winds will keep you cool and the sound of the waves is music to the ears. Pets are allowed!

*Listing courtesy of Brooke Myers*



## 383 UNION & MT WASHINGTON MLS 20-300 | \$50,000

Beautiful, easily accessible flat lot with stunning South Shore and Great Pond views. Perfect for building your dream home! .061 acres

*Listing courtesy of Bry Locher*



## 2 CHURCH ST | MLS 19-992 | \$224,000

A rare chance to be part of historic downtown Christiansted! This 0.12-acre corner lot is zoned for endless possibilities and is a candidate for tax credits and heritage grants. Dating back to the 1700s, it consists of two buildings and a private courtyard with space for off-street parking. The main residence is two stories with a beautiful great room and tray ceilings with multiple bedrooms, a bathroom, and kitchen. At one time, it was a jazz club. Downstairs has been used as a salon and candy store, and other various businesses. Inhabitants have included ship captains, police inspectors and musicians. With power and water on site, a successful buyer would be able to start renovations immediately.

*Listing courtesy of Chris & Christie Powers*



## ST. CROIX REAL ESTATE MARKET WATCH

### CLOSED SALES COMPARISON :1/31/18-1/31/19 VERSUS 1/31/19-1/31/20

	2018-2019 SOLD	AVERAGE DAYS ON MARKET	MEDIAN SOLD PRICE	2019-2020 SOLD	AVERAGE DAYS ON MARKET	MEDIAN SOLD PRICE
Home Sales	222	294	\$278,000	182	248	\$299,500 ↑
Condo Sales	122	211	\$167,250	122	178	\$185,000 ↑
Land under \$39,999	62	336	\$27,000	68 ↑	360	\$27,250 ↑
Land over \$40,000	63	385	\$79,000	70 ↑	417	\$74,625
Commercial	15	324	\$600,000	12	549	\$375,000

The Good News...  
**CONDOS  
SOLD FOR  
11%  
MORE**

Information from the St. Croix Multiple Listing Service \* The average sales price and the average days on market could be skewed greatly by only one sale or because of the small number of annual sales.

Through February 2020, compared to the same period last year.

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