



BALLANTRAE

COMMUNITY MARKET REPORT

by Helen Hunt, Sales Representative

Your Community Real Estate Resource!

Reducing The Jitters Of Listing Your Home

It's easy to get so nervous about the thought of selling your home, that you actually dissuade yourself from listing it! You might be wondering:

- Will my house sell quickly in the current market?
- What if we don't get the price we want?
- What happens if we can't find another home in time?
- Where will we get all the help and advice we need?
- How much work will be required to prepare our home for sale?
- How many buyers will want appointments to view our property?

None of these worries are unusual. In fact, they're normal, especially if you don't have a lot of experience selling a home and purchasing another.

Fortunately, there are ways to reduce the jitters, and even make the experience enjoyable and exciting.

The best way to do that is to make sure you understand the process of selling a home. You'll feel much more comfortable if you know the steps involved – and what to expect during each of the steps. That's why we walk our clients through the selling process, and answer all their questions simply and clearly. The more you

know, the less worried you'll be.

It's also very important to get the right professionals to help you. Obviously, you'll want to hire the best REALTORS® – like us, who specialize in this neighbourhood and know how to sell these properties. You may also need to find a good mortgage broker, real estate lawyer, and moving company, as well as other professionals. (We can help you with that too.)

By the way, we're all about helping homeowners sell their homes, while ensuring the process goes smoothly for them. Contact us to learn more.

What Happens At An Open House For Your Property?

If you list your home for sale, then, depending on a number of factors, an Open House may be recommended to help generate more interest. You've probably attended a few Open Houses as a buyer, but you may be wondering what the experience is like on the other side – as the seller.

The first thing we will do is agree on a date and timeframe for the Open House. For example, Saturday, 2pm to 4pm. This

is usually done at least a week in advance.

Next, you'll want to prepare your property for the event. This typically means making everything clean and tidy, while eliminating as much clutter as possible.

Behind the scenes, as your REALTORS®, we will promote the Open House. That might include advertising, strategically placing signs nearby, and inviting the buyers we know who are looking for a

home like yours.

During the Open House, it's best to let us play host. You can use the time to visit friends or take your family out to a movie. If you have pets, consider having someone look after them for those few hours.

To find out about everything else we do to make an Open House a big success, contact us today.

Words of Wisdom

"Prepare your mind to receive the best that life has to offer."

Ernest Holmes

"Our character is what we do when we think no one is looking."

H. Jackson Brown, Jr.

Is it time for a better fit?

We eventually outgrow everything: cars, clothes, even jobs. So if you think you might be outgrowing your home and need something that's a better fit, give us a call. We're here to help.



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COMMUNITY CORNER

The close of 2017 has brought the Toronto Real Estate market to a "normalized" position with enough inventory to sustain 4+ months of sales. We are not seeing the frenzied early 2017 over heated market.

Condo's in downtown Toronto appreciated faster (19.5%) than detached homes last year largely as a consequence of affordability.

Millenniums and Investors interested in this market segment will benefit the most with the continued rise in condo sales.

Single family homes are currently offering a healthy inventory with very interested "sellers".

We expect with the new stress test on mortgages that the government has imposed as of January 2018, that the market may stay flat for the next few months as this stress test works its way through.

If all of this appears to make the market that much more confusing, we would be more than happy to help discuss the ramifications. As your Realtors, this is a service we're happy to offer. Give us a call.

All the best,

Helen and Steve

Will A Low Price Sell Your Home Faster?

When the owner of an electronics store wants to drum up more business, he puts items on sale. There's nothing like advertising "50% off LED Televisions!" to bring in the crowds. So, it's reasonable to wonder whether the same tactics apply to selling a home. If your list price is really, really low, will your property sell faster?

The simple answer is: probably.

For example, if you set the list price

20% lower than what similar properties in the neighbourhood have sold for recently, you're going to attract a flurry of buyers. No doubt about it.

Unfortunately, it's also likely you'll end up selling for far less than you could have, even if you get multiple offers.

A far better approach is to price your home strategically. That means setting a price that attracts plenty of qualified

buyers, yet maximizes the money you eventually get for your property.

So, when it comes to deciding on a list price, don't think "High? Or low?"; instead think strategically.

By the way, because we specialize in this neighbourhood, we know exactly how to price homes so they sell for the highest price in the shortest time. Call us!

Do You Know What Your House Is Really Worth?

Call today for a complimentary, no obligation Real Estate Check-Up.

Cars get tune-ups, furnaces get maintenance and you see your doctor and dentist at least once a year, but did you know that your real estate investment needs a periodic check-up too?

Your home is probably one of your largest assets. That's why it's important for you to keep up-to-date on market trends in your immediate area.

Don't wait until the last minute – call today and we'll review:

- The current resale value of your house.
- Helpful hints on improving the value of your house.



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