



Market Conditions and Fall Forecast

This Spring has seen a little of a roller coaster approach to the market. For a lot of sellers, the past month has been extremely healthy. Buyers are being put through the wringer in an attempt to get into homes quickly enough to make a hasty decision before the homes goes into a bidding war. It's high pressure and very difficult to make a solid decision when you are forced to act immediately. Quite frankly, it is much the same as last year, it just took some time to get here as last Spring, saw this pent up demand at the tip of the market and it ran right through to the end of May. I think the weather had a lot to do with the sluggish start. April and May saw a very quick turn over of just 34 and 30 days average time on the market, not as quick as last year (26 and 29 days respectively), but, nonetheless, we posted some solid numbers. A trend I've noticed is the movement across the bridge...yes, Stoney Creek has become an interesting spot to watch as frustrated Burlington buyers have approached that market as a very viable option. Will we start to see that pricing rise? Yes, it already has. Average price in Burlington at the end of May was \$422,110 with an average of 30 days on the market at 98% of asking price. Have a safe and pleasant summer Burlington! I'm predicting a solid summer and fall market.

Calendar of Upcoming Events

August 1 - Civic Holiday

Joseph Brant Day 10 am - 5 p.m.

La Salle Park - Celebrate the legacy of our Cities original settler, Joseph Brant Thayendanegea. Activities for all ages, live entertainment, music, special historical re-enactments and demonstrations, exhibitors. Free Admission.

August 4 - Movies under the Stars presented by Tim Horton's

Free Outdoor Movies. Come early to join in activities. BYO lawn chairs and blankets. 9 p.m.. Concession open - call Special Events Hotline 905-335-7659 for rain delay/cancellations.

August 7 - Lakeside a la Carte

Spencer Smith Park - lakesidealacarte.com Huge white tents provide a temporary home to more than three dozen restaurants, wineries and breweries. There is truly a delight for every taste. From 1 p.m. till 5 p.m.. Tickets required.

August 11 - Discover Sandcastles Festival -

www.burlington.ca 905-335-7766

Join in for a day of fun at the new Discover Sandcastles Festival including the 3rd Annual Sandcastle Competition. Sandcastle demos, face painting. Register to sculpt your masterpiece. Beachway Park in front of the Snack Shack.

Sept 2-5 - Rotary Ribfest

Spencer Smith Park 905-332-1996. Free Admission. Canada's Largest Ribfest! The 16th annual ribfest sponsored by the Rotary Club of Burlington Lakeshore! Four days of warm weather and sunshine brought over 175,000 people to last year's ribfest in Spencer Smith Park crushing the previous attendance record of 148,000. An astonishing 150,000 lbs of ribs consumed over the weekend!

Oct 2 - CIBC Run for the Cure

Central Park - 519 Drury Lane
10:30 am start. On-line form registration. Whether you are a long time supporter, or this is your first time participating in the Run for the Cure, thank you for choosing to direct your time, effort, dollars and heart to the Canadian Breast Cancer Foundation!

Quite the Quote

**"If you want to know exactly
where the property line is, just
watch your neighbour cut the
grass"**

- Tom Antion



We're moving!

A move can be made with excitement and trepidation. And as the boxes start getting packed and discussion turns to the eventuality of it all, sometimes, it merits pause for reflecting on just how each member of your family is dealing with the change. Check in with them throughout the process. A new trend we have been seeing for years now is for parents to involve their children in, not only the decision of the home, but, the selection of their new bedroom and the decorating choices that will be to come. Some tips for you:

- Discuss the decision to move with the entire family focusing on each person's concerns - you

may be able to incorporate all the pluses in for most, but most often, one person will be out of sorts.

- Start packing even before your current homes is listed. This way, you are working to de-cluttering and, if you've little ones, they will get re-acquainted with their old toys in a hurry when you arrive at your new home.
- Involve everyone, but, don't go overboard. Most often, there are solid reasons to move. Kids adjust much quicker than adults do, so don't worry that they won't make new friends and acclimatize.

'Tis the season, the moving trucks are on the streets! Have a smooth move Burlington!



Jamie Edwards
B.A., CRB, CRS
BROKER OF RECORD
jamie@jmedwards.com



STATS

JUNE	# of homes listed during month	# of homes sold during month	Average Sale Price	Days on market	Sale to list ratio
1988	416	250	\$175,578	49	96%
1990	609	127	\$189,229	66	95%
1992	587	195	\$191,979	64	94%
1994	455	177	\$187,009	57	95%
1996	397	237	\$178,158	64	96%
1998	383	261	\$207,134	54	96%
2000	411	265	\$203,841	49	97%
2002	287	245	\$234,595	36	97%
2004	423	362	\$274,744	32	97%
2006	392	324	\$317,276	40	97%
2008	430	350	\$354,864	41	97%
2009	382	417	\$374,166	48	98%
2010	438	309	\$384,067	40	98%
2011	439	349	\$420,894	33	98%

Today's House Hunters

The internet and all the available marketing sources for homes on the market has created a well informed buyer who understands not only pricing, but renovation costs and their ultimate resale potential value perspective. What does that mean for a seller? Price, condition and location will always factor into a buyer's decision. Those are constant and have not changed, even with the internet presence. So how do you ensure your home stacks up against your competition? Here are some tips:

Go visit the competition - go with an open mind in terms of those key factors... will my price compare? Does my condition compare? And finally, how does my location compare with theirs? All things being equal, why should a buyer choose mine or my neighbour's home?



Stage - staging simply makes sense. Staging doesn't have to be replacing furniture, it simply means to ensure your home's best

features are brought to the forefront. It may be traffic flow, it may be re-painting a room or two, it will most often mean cleaning and de-cluttering. You want to appeal to the widest possible audience so that means you will have some work to do.

Everyone does.

Price correctly - take a look at a buyer's price sensitivity at your price point. If in the 200-300 range, that will be about 5-10 thousand. 400-500 = 10-20k, 600-800 = 20-30k, above that, 50 k or more. If you're attempting to list well above your Realtor's recommendation, know that the buying public will respond

in one of two ways, they'll either not come through, or, come through to see why you are priced the way you are...then, they'll either comment, or stay silent. Don't take their silence as acceptance...if no-one comes forward with an offer...3 factors are in play... PRICE, CONDITION, LOCATION.

Improve Your Home

Many home buyers want the 'all done' home. However, there is nothing wrong with purchasing a move-up which requires some sort of repair or work. Although the first year or two is often the most difficult in terms of cash flow, it's important to tackle some jobs as quickly as you can, particularly those defects pointed out during the home inspection. If a house needs a new roof, for example, put one on as soon as possible. You don't want leaks, or worse, in the middle of winter or during the spring thaw. Home improvements like thermal windows and additional insulation reduces heating and cooling costs in the long run. Of course, the most popular home improvement many home owners choose is painting. Let's face it, painting is affordable and an excellent way to make your new home feel like it is truly yours and reflects your personal tastes instead of someone else's. The best thing to do is compile a list of what needs to be done and what you want done. The "I want" can wait, but the "I need" should be attended to. As with anything, be sure to budget carefully and stick to it! What you need to keep in mind is that if you have a mind set to move in a few years, the updated home will be easier to sell then if you simply leave the repairs for the next owner in line. A few more years of wear and tear may cost you dearly in your sale. Don't wait until you are forced to complete a project, often by that point the job is much more serious and costly then when you first were made aware of the problem. Give me a call if I can help you!



Relocation Requires Special Attention

Most sellers fantasize about receiving an inflated offer from a newly-arrived buyer coming from an area of high-priced housing. This occasionally does happen, especially when the Realtor working with the out of town buyer is not adequately educated on market pricing. If you are making a long distance move, my suggestion would be to consult with your Realtor in town to see if he or she can refer you to a qualified Realtor in the area you will be purchasing. One of the important points to stress is that you wish to work with a Realtor who is well versed in relocation. Relocating families needs are many, there are schooling, transportation and recreational activities to consider. Not to mention the emotional toll the move will take on each member of your family. Children will be affected and often if the Realtor takes the time to involve a child in the decision process, the move will be smoother for the entire family. We deal with many relocating families each year and have learnt over time it's the little touches that will make all the difference. We have a network of qualified Relocation Brokers in our data base so that when a client calls to say they have a transfer, anywhere in the world, we can refer them to the best Relocation Brokers in that area. If we can help, please call!