

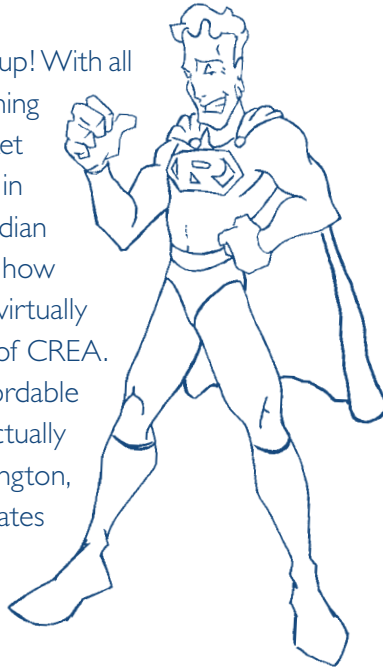
Burlington & Area REAL ESTATE NEWS

& TREND FORECASTING

WINTER 2008

Market Conditions and Spring Forecast

With a bang!.....best describes this Spring market start up! With all the doom and gloom hanging over the States, it's refreshing to hear some positive news. The resale housing market cracked \$100-billion in sales activity for the first time in Canada's 25 largest markets, according to the Canadian Real Estate Association. "The statistics show just how dynamic the Canadian housing market was in 2007 in virtually all parts of the country," said Ann Bosley, president of CREA. "The record sales activity shows it remains a very affordable real estate market." While the average sale price actually declined year over year by 2.16% last month in Burlington, 2008 should remain relatively healthy as interest rates remain low and further anticipated cuts are expected for our buyers. For first-time buyers, the good news is the land transfer savings (up to \$2,000) has been extended to resale homes. This really helps to keep your savings in your pocket during the process! This is the Spring market folks! Time to prepare your house for the market and begin your search if 2008 is your year to make a move! Edwards happily celebrated a move to the core over the holidays and we are poised for your business at 2128 Old Lakeshore Road! In addition, we've just launched our new and improved www.jmedwards.com!



No Condo Fees!

We hear that a ton when initiating a first time home buyer's search. 'Why' is my question? Do you have any idea how many homes in grave disrepair we attempt to sell in a year? 'Why did they let their home deteriorate so badly?' is the common question from potential buyers. In a nutshell, lack of disposable income. Many first time buyers hold onto the belief that paying a monthly condo fee is a waste of money. No, it's not. It protects your investment. By putting the money in the reserve fund, you and all the other condo owners are saving for windows, roofs and driveways. In other words, those repairs you'd often not make because you didn't have the money. Often, it will cost a home seller time and money when they attempt to sell a home they've done nothing to in their term of owning it. Price, condition and location become key factors in any sale. If the condition of a home is poor, pricing is key. But, sadly, many sellers expect a sale at the same level as their neighbour, who made a steady investment in his property by installing new windows, furnace and roof. Condos are not for everyone, but, they do make a lot of sense for a lot of buyers....first time and empty nester! Don't discount them, they offer huge advantages too! Turn the key and Go!



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← BURLINGTON & AREA →

Calendar of Upcoming Events

Feb 09 Tales by a Winter Fire

Mountsberg 905-854-2276 mtsberg@hrca.on.ca
7 - 9pm. A family winter's tradition with stories around the campfire, horse-drawn sleigh rides, hot drinks and snacks and a star-lit walk through the woods. Adults \$12, children 14 & under \$10. Pre-registration required.

Runs till Feb 29 Season of the Snowsnakes

Crawford Lake Conservation Area
905-854-0234 crawlake@hrca.on.ca. Discover native game Snowsnakes! Cherish the magic of winter as you hike, ski or snowshoe amidst beautiful trails! Snowshoe rentals.

Feb 10 Valentine Road Race

Cedar Springs Health Racquets and Sportsclub
Kelly Arnott - 905-639-8053 - www.vrpro.ca
\$30 early registration - 10am-1pm

Feb 16 Sport Marketplace

Mainway Auditorium - Sybille Hamilton
905-635-0634 www.burlingtonsportalliance.com. Featuring registration for camps, leagues in local sport organizations. Free seminars, lots of vendors and giveaways.

Mar 01-30 Maple Syrup Days - Mountsberg

905-854-2276 - mtsberg@hrca.on.ca Weekends and daily during March Break. Come experience a great Canadian tradition! Smell the steam of boiling maple sap in our wood-fired evaporator, make maple candy in the candy house, take a guided horse-drawn sleigh tour through the sugar bush. 10am - 4pm

March 21 Good Friday Road Race

Aldershot High School - Pedro Fernandes
905-635-1791 - www.burlingtonrunners.com
9am 5-10km run, kids can enter the 5km School Team Challenge, or 1km Bunny Hop Kid's Run.

April 13 2008 Burlington Super Cities

Walk For MS 10am - 12pm
Robert Bateman High School. 1-800-268-7582 ext 2240. www.mssociety.ca/en/events/scwalk. Join in to raise money to support research and local services for people living with MS.



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STATS

DECEMBER	# of homes listed during month	# of homes sold during month	Average Sales Price	Days on market	Sale to list ratio
1988	207	150	\$189,764	44	97%
1990	340	90	\$203,808	72	90%
1992	251	84	\$171,330	65	94%
1994	321	94	\$170,621	79	95%
1996	196	185	\$176,050	56	96%
1998	173	126	\$186,589	50	96%
2000	182	127	\$210,272	54	96%
2001	124	169	\$221,917	48	97%
2002	112	110	\$231,122	47	96%
2003	148	161	\$245,129	53	97%
2004	122	154	\$281,812	48	97%
2005	121	164	\$292,894	49	97%
2006	103	152	\$314,797	54	96%
2007	105	150	\$307,981	55	96%

Listing Presentations

The listing presentation is the first step most sellers take when they are looking for a real estate professional to market their home. They communicate what they expect from the Realtor who will list their home, and the Realtor explains his/her marketing strategy, including pricing recommendations, advertising and any special programs they or their companies offer.

A good listing presentation takes careful planning. A written market analysis will help you get a clear idea of local market conditions. Many Realtors will include a marketing plan, as well as suggestions on how to make sure that your home shows well and is accessible to sales representatives. Look for a sales representative who is well prepared, professional and has the best ideas. The most successful transactions involve careful collaboration between the sellers and the Realtor. If a move is in your future, we'd love the opportunity to apply for the job of selling your home!

Lipstick and Rouge

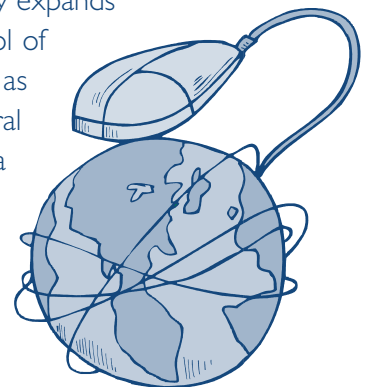
Many buyers make home buying decisions based primarily upon emotional reactions to the homes they see. A freshly painted house with clean windows and waxed floors will sell quicker than a nearby home which needs a lot of cosmetic attention, even with a much lower asking price. That's why home-staging has become so popular the last few years. It really does work!

If you find yourself in the position of comparing two such houses, put your imagination to work. If the only difference is paint, cleaning and carpeting (or getting unsightly furniture moved out), remember that these are fairly low ticket items that you would probably choose to do even if the house is in good shape. If you focus your attention on the location and the condition of the structure and the major systems, you may be able to get a "not very rough" diamond at a great price. If cosmetic problems make you nervous about the home, the professional home inspection can answer most of your questions. If there is a move in your future, we can help!



MLS?

What is the Multiple Listing Service and why do you receive different information from the public system than what your sales representative sends you? Essentially, the MLS is a huge warehouse of information on available properties for sale. Yes, that much is obvious. However, what many buyers don't understand is that they cannot tap into the 'full' detail their Realtor receives up to the minute. Remember the old real estate catalogues? Well, those are pretty much non-existent these days, with the internet taking over and effecting huge changes to the industry. Placing your home on the MLS effectively expands your sales force exponentially by putting your home in the hands of not only an enormous pool of prospective home buyers, but, all their Realtors as well. Your sales representative is being notified as soon as another Realtor 'uploads' a new listing to the data base, typically hours ahead of the general public gaining access to it. This system creates a great opportunity for your Realtor to 'preview' a home's qualities to ensure it meets your needs. In addition, the property listing he receives has more detailed information than you will be privy to on the 'public' multiple listing service. Why? Privacy issues allow a seller to decide to not publish his address, photos and name. In addition, the huge undertaking to standardize the variety of real estate board information to one public forum has been not only time consuming, but, costly to all Realtors, who, by the way, pay fees to, not only their local real estate boards, but, to the various associations they belong.



"Judge a man by his questions rather than by his answers."

Voltaire