

Around the Corner



Keller Williams Energy Real Estate Brokerage

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Find Out What Your Home Is Worth

Please do not hesitate to call.

I will be happy to assess the Current Market Value of your home and talk about any Real Estate queries you may have.

It is always a pleasure!

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Not intended to solicit those already under contract

Market Statistics

Second-Best Year on Record for Sales

Toronto, January 5, 2012 — Greater Toronto REALTORS® reported 4,718 transactions through the TorontoMLS® system in December 2011. The December result capped off the second-best year on record under the current Toronto Real Estate Board (TREB) boundaries. Total sales for 2011 amounted to 89,347 – up four per cent in comparison to 2010.

Summary of Existing Home Transactions in Durham Region

	New Listings	Active Listings	Avg. Sold Price	Avg. Days on Market
Durham Region	548	1,592	97%	37
Ajax	98	197	98%	25
Brock	11	111	95%	120
Clarington	93	275	98%	43
Oshawa	145	380	98%	37
Pickering	75	198	98%	32
Scugog	25	90	96%	53
Uxbridge	15	104	96%	39
Whitby	86	237	97%	36

“Low borrowing costs kept Buyers confident in their ability to comfortably cover their mortgage payments along with their major housing costs,” said TREB President Richard Silver. “If Buyers had not been constrained by a shortage of listings over the past 12 months, we would have been flirting with a new sales record in the Greater Toronto Area,” added Silver.

The average selling price in December was \$451,436 – up four percent compared to December 2010. For all of 2011, the average selling price was \$465,412, an increase of eight percent in comparison to the average of \$431,276 in 2010.

“Months of inventory remained below the pre-recession norm in 2011. Very tight market conditions meant substantial competition between Buyers and strong upward pressure on selling prices,” said Jason Mercer, TREB’s Senior Manager of Market Analysis.

“TREB’s baseline forecast for 2012 is for an average price of \$485,000, representing a more moderate four percent annual rate of price growth. This baseline view is subject to a heightened degree of risk given the uncertain global economic outlook,” continued Mercer.

To view the full Market Watch Report visit www.CherylGordon.ca

A Little Paint Goes A Long Way

A fresh coat of paint is the fastest and most inexpensive way to make your property more attractive to buyers. It can make just about any room look stylish and new. The challenge is determining what paint colors and options you should choose out of the hundreds available. Should you be daring and select “designer” colors? Should you consider stippling, ragging and other effects?



Experts say to keep it simple. Stick to just two or three traditional colors for your entire home. The simple consistent tones will make your property appealing to the tastes of more buyers.

For more information on big impact, visit www.CherylGordon.ca

Community Events

Wine Tasting Weekend Hot Deal at Willow Pond Country B&B

Start Date: Jan 27-29

City/Town: Orono

Venue: 7570 Best Road

Rates: Event is free. Overnight accommodations @ 20% off this weekend!!

Website: www.willowpondbedandbreakfast.ca

Songwriters Music Festival - Concert

Date: Jan 28

City/Town: Whitby

Venue: Whitby Centennial Building, 416 Centre Street South

Rates: Event is free. Tickets \$20, Seniors/Student \$10, VIP package (12 tickets) \$300

Website: www.songwritersmusicfestival.com

To Kill A Mockingbird

Date: Feb 2-4

City/Town: Oshawa

Venue: Oshawa Little Theatre \$20.00 per person

Rate: \$20.00 per person

Website: www.OshawaLittleTheatre.com

Salsa Babies

Date: January 31 2012

City Town: Oshawa

Venue: Public Library Legends Center

Rate: Free resitration at any branch

Website: www.Oshawalibrary.on.ca

Salsa Dancing for Mom and Babies



Common Mistakes Most 1st Time Homebuyers Make & How To Avoid Them

Applying for a mortgage and becoming a home buyer can seem overwhelming especially if it's your first time. With the help of one of our expert and dedicated Mortgage Specialists, it can be easy. They'll meet with you anytime to guide you through the process and help you find the best mortgage for your specific needs. We've put together a blueprint of the most common pitfalls and how to deal with them, so that you can feel confident and prepared to take the first steps towards homeownership!

Here are the next two pitfalls our mortgage specialists can help you avoid.

3. Not considering a mortgage pre-approval. Knowing the amount you will be approved for gives you the confidence to begin looking at homes within your price range. As long as you earn sufficient income and have no major credit issues or large debt, you should be pre-approved for a mortgage. At RBC®, your preapproved mortgage rate will be guaranteed for **90 days (or lower if rates drop) so you can continue shopping around and don't have to commit to anything right away.
4. Assuming you will not qualify for a mortgage. Have you ever been declined for a mortgage for any reason, even bankruptcy, and still dream of owning your own home? If you don't qualify for a mortgage with RBC your RBC mortgage specialist may still be able to help you get the home of your dreams by finding an alternative mortgage solution. Although an alternative mortgage may cost a little more initially, once your credit situation has improved we may be able to help you lower your mortgage cost in the future.



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More to come in our next issue...

Terminology Tip

Mortgage

A debt instrument, secured by the collateral of specified real estate property, that the borrower is obliged to pay back with a predetermined set of payments. Mortgages are used by individuals and businesses wishing to make large value purchases of real estate without paying the entire value of the purchase up front.

Mortgages are also known as liens against property, or claims on property.

If you're thinking about buying or selling, and have any questions about the process,

call Cheryl 905-430-2320 or visit www.CherylGordon.ca



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