



# Home In Style With Sherry Pyle

905.430.2320

Sherry@SherryPyle.ca

## Winter Selling Tips

If you find yourself with a 'For Sale' sign on your lawn this winter take these simple steps to enhance the process for potential buyers and watch this translate into higher offers.

1) Shovel the snow (or deal with rain): Sounds simple, doesn't it? But hectic schedules coupled with less-than-ideal weather conditions, means that many home sellers forget the basics. Clearing a path to the front door is not only critical (if people can't get in they won't go in!) but it's also vital for the curb appeal of your home. That means you need to be consistently shoveling snow off your walkways, not just once a day. It also means sprinkling a layer of sand or salt on pathways (to prevent ice forming) and remembering to open up all the pathways to your home—such as a removing snow banks that block a potential buyers access to your path, or removing snow from patios or decks.



2) Turn on the heat: Selling your home in the winter is not the time for penny pinching on heating bills. Instead, set the thermostat for a degree or two above normal and leave it.

There are practical reasons for doing this. A warm house is a welcome invite that prompts buyers to linger, and this works in your favour when it comes to selling. If your house is too cold, buyers will rush through your home and leave with a less-than-warm feeling.

Another reason for keeping your heat up is that some furnaces can be loud when they kick on. By keeping the heat up, you minimize the number of times your furnace will kick in while a potential buyer is in the home.

3) Set the mood: If you have a fireplace, consider lighting a small fire (just make sure it's safe). In the bathroom, hang plush robes and towels and make sure all personal care items are put away. Consider putting fresh flowers around your home—a nice touch when nothing is growing outside. Turn music on in key rooms (such as the living room or bedroom) just make sure it's not too loud. Also, highlight entertaining rooms. For instance, dress a dining room table for a meal, or leave out a few key items on your kitchen counter (such as a cutting board with a fresh loaf of bread and a knife, or a bottle of wine and two glasses).

4) Let there be light: Regardless of where you live in the country or the type of home you are selling you will need to concentrate on how to bring more light into each room. And not just any light but warm light. Warm light bathes a room in a glow that makes it inviting—and if a potential buyer gets that impression, you are one step closer to getting an offer.

5) Highlight other seasons: If you've got photos of your home's attributes in other seasons, consider putting them on display. It's hard to highlight the pleasure of the backyard cabana and pool when they're covered in snow, but with pictures, potential buyers will get a better sense of what hidden gems your home offers.

Source: [www.moneysense.ca](http://www.moneysense.ca)

## Sherry Pyle

Full Time Sales Representative

Keller Williams Energy  
Real Estate Brokerage

Direct: 647-223-6647

Office: 905-430-2320

Sherry@SherryPyle.ca

[www.SherryPyle.ca](http://www.SherryPyle.ca)

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## This Month's Preferred Vendor



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## What Colour Do You Feel

When designing a room or space, it's never about just one colour. Yet pulling colours together so they flow can be overwhelming. The Voice of Colour® Colour Game eliminates the feeling of having too many choices and offers you your own personal set of colours for all the design elements in your room or space. Check out this link to see how 5-colour combinations provide colour opportunities for walls, trim, accent areas, and home décor (furniture, pillows, window treatments, flooring). After finishing the game, you'll have a starting point for designing your entire space around your personality, your style, and your own five senses. Have fun with colour! [\[Learn More\]](#)

## Market Stats— Sales & Price Growth Continue in November

December 4, 2014 -- Toronto Real Estate Board President Paul Etherington announced that Greater Toronto REALTORS® reported 6,519 residential transactions through the TorontoMLS system in November 2014. This result was up by 2.6% compared to 6,354 sales reported in November 2013. Through the first 11 months of 2014, total sales amounted to 88,462 - up 6.6% compared to the same period in 2013.

The average selling price for November transactions was up by 7.4% year-over-year to \$577,936. The year-to-date average price was up by 8.4% to \$567,198. The MLS(R) Home Price Index Composite Benchmark price for November was up by 7.7% compared to a year earlier.

For full market watch, visit [www.SherryPyle.ca](http://www.SherryPyle.ca)

### Summary of Existing Home Transactions in Durham Region

	New Listings	Active Listings	Avg. Sold Price	Avg. Days on Market
Durham Region	893	1,094	99%	23
Ajax	170	121	99%	17
Brock	22	73	96%	66
Clarington	145	194	98%	21
Oshawa	222	231	99%	20
Pickering	125	146	99%	20
Scugog	32	87	97%	61
Uxbridge	31	101	96%	43
Whitby	146	141	99%	17



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Not intended to solicit those already under contract

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