13 Home Staging Secrets
Highlight your home's strengths, downplay its weaknesses and appeal to prospective buyers with these secrets.

- **Use Color Creatively**: Color can be incorporated in many ways, so don't be afraid to use it creatively. From unique pieces of art to decorative pillows, a pop of color can really catch a buyer's eye.
- **Conquer Clutter**: Throw out old belongings that simply add to a clutter-filled home.
- **Less Is More**: Too much furniture is one of the biggest mistakes homeowners make. Consider arranging a few core pieces in your space and see the difference.
- **Float Furniture**: Pull furniture away from the walls to create groups within a room and to help with the traffic flow in and through the space.
- **Mix It Up**: Shake up the room's style and attitude by periodically moving furniture around and incorporating old accessories into your design in a new way.
- **Repurpose Unused Rooms**: Make that junk room into a dreamy crafts room.
- **Let Light In**: Letting outside light in can brighten the space and make the room feel larger.
- **Light It Up**: Most homes are improperly lit. Aim for 100 watts every 50 square feet in layers of ambient, task and accent lighting.
- **Rearrange Your Art**: Displaying art in traditional ways -- in a circle at the same height around the room -- can make it invisible. Leave the stereotype behind and display art in surprising ways.
- **Paint It Black**: Looking for a chic, dramatic style? Try freshening your furniture with a coat of black paint.
- **Accessorize With Threes**: Odd-numbered groups of accessories, especially threes, tend to be more eye appealing.
- **Bring the Outdoors In**: Head outside and grab some greenery from your yard to bring a fresh look indoors.
- **Make an Entrance**: Creating a warm entrance to your home is welcoming to your guests.

Source: [www.HGTV.com](http://www.HGTV.com)
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Community Events

Habitat for Humanity Durham’s 911 Build
When: August 15th, 2017, from 10am-4pm
Where: Centre Towne- 372 Centre Street

Local Craft Beer Sampling
When: August 17th, 2017 from 5-7pm
Where: Milestones Grill + bar Whitby – 75 Consumers Drive
When: July 22, 2017 from 8:30am to 12:00pm

Market Stats

August 3, 2017 -- Toronto Real Estate Board President Tim Syrianos announced that Greater Toronto Area REALTORS® reported 5,921 residential transactions through TREB's MLS® System in July 2017. This result was down by 40.4% on a year-over-year basis, led by the detached market segment – both in the City of Toronto and surrounding regions. While sales were down, the number of new listings reported were only slightly (+5.1%) above last year's level.

"A recent release from the Ontario government confirmed TREB's own research which found that foreign buyers represented a small proportion of overall home buying activity in the GTA. Clearly, the year-over-year decline we experienced in July had more to do with psychology, with would-be home buyers on the sidelines waiting to see how market conditions evolve," said Mr. Syrianos.

"Summer market statistics are often not the best indicators of housing market conditions. We generally see an uptick in sales following Labour Day, as a greater cross-section of would-be buyers and sellers start to consider listing and/or purchasing a home. As we move through the fall, we should start to get a better sense of the impacts of the Fair Housing Plan and higher borrowing costs," said TREB CEO John DiMichele.

The MLS® Home Price Index (HPI) Composite Benchmark price was up by 18% on a year-over-year basis. However, the Composite Benchmark was down by 4.6% relative to June. Monthly MLS® HPI declines were driven more so by single-family home types. The average selling price for all home types combined was up by five per cent year-over-year to $746,218.

"Home buyers benefited from more choice in the market this July compared to the same time last year. This was reflected in home prices and home price growth. Looking forward, if we do see some would-be home buyers move off the sidelines and back into the market without a similar increase in new listings, we could see some of this newfound choice erode. The recent changes in the sales and price trends have masked the fact that housing supply remains an issue in the GTA," said Jason Mercer, TREB's Director of Market Analysis.

To read the full Market Watch Report, visit my website at www.JeffreyFinney.com