



You have **great** Real Estate.  
Shouldn't you have  
a **great** Real Estate agent?

# JoAnne Gludish's Market Watch



## AVERAGE HOME PRICE UP STRONGLY IN 2012

TORONTO, January 4, 2013 – Greater Toronto Area REALTORS® reported 3,690 sales through the TorontoMLS system in December 2012 – down from 4,585 sales in December 2011. Total sales for 2012 amounted to 85,731 – down from 89,096 transactions in 2011.

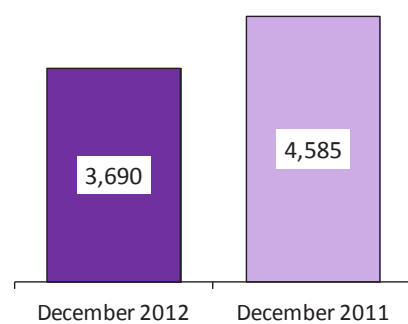
“The number of transactions in 2012 was quite strong from a historic perspective. We saw strong year-over-year growth in sales in the first half of the year, but this growth was more than offset by sales declines in the second half. Stricter mortgage lending guidelines resulted in some households postponing their purchase of a home. In the City of Toronto, the dip in sales was compounded by the additional Land Transfer Tax, which buyers must pay upfront,” said Toronto Real Estate Board (TREB) President Ann Hannah.

The average selling price in December 2012 was up by 6.5 per cent year-over-year to \$478,739. The average selling price for 2012 as a whole was up by almost seven per cent to \$497,298.

“Robust annual rates of price growth were reported through most months of 2012. Price growth was strongest for low-rise homes, including singles, semis and townhouses. Despite a dip in sales, market conditions remained tight for these home types with substantial competition between buyers,” said TREB’s Senior Manager of Market Analysis Jason Mercer.

“The MLS® HPI detached benchmark price, which tracks the price for a home with the same attributes over time, was up by almost six per cent in Toronto, suggesting that market conditions for low-rise homes remain quite tight despite a changing mix of sales,” added Mercer.

### TorontoMLS Sales Activity<sup>1,7</sup>



### TorontoMLS Average Price<sup>1,7</sup>



## JOANNE GLUDISH

SALES REPRESENTATIVE

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### TESTIMONIALS

“She was so terrific, we could not imagine listing with anyone else.”

“It was pleasant working with her and her team”

“She is a good negotiator and seizes opportunities when they arise, working with her was great”

“She is extremely knowledgeable, always professional and a good strategist.”

### FOR SALE



97 EVANS AVENUE

Absolutely Gorgeous 3Bdrm 4Bath Home. 2,400 S.F. of luxury living, Open Concept Living & Dining Rm With A Beautiful Eat-In Kitchen W/ Walk Out To Custom Built 2 Tiered Deck. Prime location close to all amenities. \$774,900

### FOR LEASE



1101 - 2230 LAKE SHORE BLVD

Breathtaking south facing lakefront condo. Luxurious and stunning, sun-drenched, open concept 1 bedroom + Den, with large balcony with two walk outs with an unparalleled view of the lake and downtown Toronto. \$389,900

## 2012 BY THE NUMBERS

**3:** Number of ordinary assistants required to fill the shoes of my one extremely talented Client Care Manager

**2:** Number of skilled, dynamic associate sales representatives I'm proud to have on my team

**26:** Number of years I've been selling Toronto Real Estate

**Zero:** Number of times this year I would rather be doing anything else for a living!

**1:** Daughter, a Registered Nurse at Holland Bloorview Kids Rehabilitation Hospital in Toronto

**100's:** Number of very lucky children who benefit from her care at Holland Bloorview!

**1:** Son in an Ivy League Veterinary dual DVM/PhD degree

**1:** Daughter-in-law who teaches developmental anatomy and runs an academic research lab studying intestinal birth defects in babies

**1:** Exceptionally brilliant granddaughter, 11 months old!

**20,000:** Number of extra kilometers accumulated on my car visiting my baby granddaughter in New York State

**1,000:** Ballpark number of unique visitors a month to Joannegludish.com, my newly developed real estate website

**7:** Average number of times a day my website is updated

**25:** Average number of emails received and responded to before 10 AM every morning.

**85:** Average number of emails received and responded to after 10 AM every day.

**1:** Number of days on the market for my fastest selling listing of the year

**1,350:** Approximate number of showings generated by my listings this year

**1:** Date in January of my first closing of the year.

**2,240:** Number of home sales in Etobicoke for 2012 (W07, W08, W09)

**132:** Number of sales I transacted in 2012

Numerous: Houses I've sold to a major league sports, music or film celebrity

**Zero:** Number of times I thought these clients deserved any more or any less than the attention and service I give to all my clients

**3:** Number of international countries in which I have personally put together a deal via mobile phone

**6:** Number of curious White Tailed Deer who were surprised I had enough bars of mobile service to do a deal, in the belly of the night, somewhere in the woods, somewhere in upstate NY.

**7500:** Average number of minutes in a month I spend conducting business on my mobile phone.

**3:** Worn out Blackberries (1 fewer than last year, due to a design improvement!)

**Zero:** The number of days or times I am too busy to personally deal with your real estate transactions, questions or concerns

**1,600:** Approximate number of homes I showed to prospective buyers this year

**21:** Number of pairs of shoes worn out in the process of selling Toronto Real Estate in 2012

**Zero:** Number of times I passed the outlet mall in Waterloo, NY, without stopping to buy new shoes

**\$2,300,000:** Largest sale of the year

**\$158,000:** Smallest sales of the year

Numerous: Sales somewhere in between

**20:** Leases negotiated

**\$950/mth:** Smallest lease of the year

**\$4,500/mth:** Largest lease of the year

**6:** Sets of long time clients who referred their children to me.

**5:** Sets of first time buyers who I'm sure thought I was a wet blanket about my real estate advice to them

**5:** Same sets of first time buyers who told me they wished they'd followed their parents' advice and called me sooner.

**1200:** Hand written Christmas cards

**72:** Number of fruit baskets sent this year

**55:** Number of complimentary home staging consultations provided to my clients

**12:** Number of killer attack dogs tamed during home showings this year

**12:** Dozen doggy treats dispensed

**0:** Number of pets, wild animals or pedestrians harmed in the process of JoAnne Gludish selling real estate in 2012 (a personal best!)

**18:** Number of pets enjoying a new yard to explore

**47,000:** Approximate number of 'Just Listed' cards sent to your neighbours in Toronto in 2012

**120,000:** Monthly Market Watch newsletters distributed

**70:** Minimum number of compliments and referrals received from Market Watch and Just Listed cards.

**13:** Buyers and sellers who said they found their next home through Market Watch

**1:** Beagle hound Wilson, now growing up and becoming more lovable. (not chewing anymore furniture)

**Numerous:** Times I was reminded that good marketing works!!

**Countless:** Number of times I'm reminded how important my family is to me and my success in Real Estate

Thank you for making 2012 a most successful and memorable year! From my family to yours, Best Wishes for a New Year filled with Health, Hope and Opportunity.

Let's begin...

JoAnne Gludish

JoAnne



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