

ROYAL LEPAGE

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

JoAnne Gludish's Market Watch



TORONTO MLS SALES UP IN FEBRUARY

TORONTO, March 5, 2014 – Toronto Real Estate Board President Dianne Usher announced that February 2014 home sales reported by Greater Toronto Area REALTORS® were up by 2.1 per cent compared to the same period last year. Total February sales amounted to 5,731 compared to 5,613 last year.

"Despite the continuation of inclement weather in February, we did see a moderate uptick in sales activity last month. The sales increase was largely driven by resale condominium apartments. New listings of resale condominium apartments were up on a year-over-year basis, giving buyers ample choice. This is in contrast to the listings situation for singles, semis and townhomes, where supply continued to be constrained.

Some would-be buyers had difficulty finding a home that met their needs," said Ms. Usher. "If we see renewed growth in listings for low-rise home types, the pace of sales growth will accelerate as we move through the year," Ms. Usher continued. The average selling price for February 2014 sales was up by 8.6 per cent to \$553,193, compared to the average of \$509,396 reported for February 2013. The MLS® Home Price Index (HPI) Composite Benchmark was up by 7.3 per cent year-over-year. "While the strong price growth experienced over the last year should prompt an improvement in the supply of listings, sellers' market conditions will continue to prevail this year. Home prices, on average, will trend upwards at a pace well-above the rate of inflation.

The impact of strong price growth on affordability will be mitigated by low borrowing costs," said Jason Mercer,

TREB's Senior Manager
of Market Analysis.

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TorontoMLS Sales Activity^{1,7}



TorontoMLS Average Price^{1,7}



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TESTIMONIALS

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

"We chose the agent not the Company."

"Please ensure you keep her very happy. She is indeed a valuable asset to your company (and quietly elegant)."

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

FOR SALE



9 FRIARS LANE

Rarely Available, Glorious 95X203 Ft Lot In Treasured Thorncrest Village. Endless Possibilities To Build Or Renovate On Private Crescent. 4 Bed/3 Bath Home, Flr To Ceiling Windows & Wood Burning Fireplace. L-Shaped Kitchen With Walkout. Close To All Amenities! \$2,500,000

FOR SALE



54 POPLAR HEIGHTS DR

Sprawling 4 Bed/4 Bath Home In The Greens Of St. Georges. 79 X 100 Ft. Lot. Spacious, Bright Principal Rooms, W/Hardwood Flrs. Great Eat-In Kitchen W/Walk-Out To Balcony. Separate Bedrm Wing, Generous Bedrms! Master With 4 Piece En-Suite & Walk-In Closet. Separate Side Entrance! \$1,150,000

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SELLING THIS SPRING

Are you considering selling your home this spring? As we head into the year's busiest real estate season, ensuring that your home is in its best condition will help attract maximum interest. Here are some tried and true steps to follow:

Begin the purge.

Put your house on a diet. Give consideration to the appeal of a tidy and organized house and begin removing or donating both the things that clutter your home and the things you don't want to move with you. Choose a drawer, shelf or storage bin, and begin streamlining, room-by-room, a little bit at a time. Seasonal changes can create great opportunities for sorting unworn clothes. You'll be happy to have less on moving day and your closets will look bigger to potential buyers. A garage sale is a great way to purge before your home's first showing.

Fix what's broken or damaged.

Determine what house maintenance is in order.

To pass a home inspection, certain repairs may be unavoidable. Taking care of these issues now will ease your burden later and improve your sales opportunities. Simple repairs are also well worth the effort. Painting those chipped shutters and replacing the broken banister rail will provide a return in creating the right impression for a timely sale.

Think like a buyer.

This can be the hardest step since we love our homes and generally assume others will too. Accept that potential buyers have different tastes and consider hiring a house staging professional or 'fluffer' who can objectively determine what needs to change. Consider basic staging techniques such as removing clutter; putting away personal items like photos and trophies; cleaning and sanitizing inside and out, from top to bottom; freshening and neutralizing your colour scheme; making your entrance way appealing; eliminating pet and food odours; enhancing the illusion of space, beautifying your backyard. See the 2006 Royal LePage House Staging Report for more information.

Contact your Realtor.

I am your partner in selling what is likely your largest asset. I can assist you in getting your home prepared for sale and in helping you understand the current buying and selling real estate markets. As an experienced, attentive and committed Realtor, I know the market and can put the strength of an established, leading real estate brand to work for you. It's my goal to help you sell your home in the shortest amount of time possible and at the best possible price.

Alternatively, if you have a friend, relative or colleague, who is considering buying or selling, please tell them about me. Your referrals are genuinely appreciated. I will treat your friends and family with the care they deserve so you can be proud you referred me.



Let's begin...

ToAnne Gludish



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