



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



JoAnne Gludish's Market Watch

NEAR RECORD SALES IN 2014

January 7, 2015 -- Toronto Real Estate Board President Paul Etherington announced that Greater Toronto REALTORS® reported 92,867 residential sales through the TorontoMLS system in 2014, including 4,446 in December. The calendar year 2014 sales result represented a 6.7 per cent increase over the 2013 sales figure of 87,049 and was just short of the record set in 2007.

"TREB's 2014 sales figures are a testament to the importance Greater Toronto Area households continue to place on home ownership. GTA households realize that home purchases have been a quality long-term investment. While home prices certainly increased substantially in 2014, the purchase of an average priced home remained affordable, in terms of the average household's ability to comfortably cover their monthly mortgage payments," said Mr. Etherington.

"Even with a constrained supply of homes for sale in many parts of the Greater Toronto Area, buyers continued to get deals done last month. Households remain upbeat about home ownership because monthly mortgage payments remain affordable relative to accepted lending standards. This is coupled with the fact that housing has proven to be a quality long-term investment," stated Mr. Etherington.

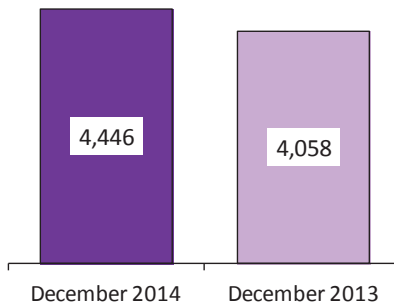
The average selling price continued to grow on a year-over-year basis in calendar year 2014, with an 8.4 per cent increase over calendar year 2013 to \$566,726. This included a seven per cent increase in the December 2014 average selling price to \$556,602. Throughout 2014, annual increases in the average selling price and the MLS® HPI Composite Benchmark were consistently reported on a monthly basis for most market segments, from detached homes through to condominium apartments.

"The strong price growth we experienced in 2014 can be explained with two words: listings shortage. The constrained supply of listings was especially evident for low-rise home types like singles, semis and town houses. The number of households looking to purchase these home types increased, while the number of homes from which they could choose decreased. This situation resulted in more competition between buyers and more aggressive offers," said Jason Mercer, TREB's Director of Market

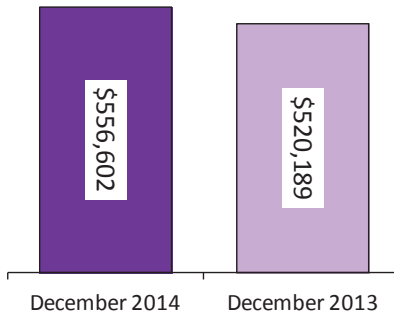
Analysis.



TorontoMLS Sales Activity^{1,7}



TorontoMLS Average Price^{1,7}



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TESTIMONIALS

"Thank you for the great work you did in marketing and selling the property, you can always count on us for future referrals."

"In the sea of uncertainty that the real estate market can be at times, JoAnne was our guiding light."

"JoAnne's experience, determination, generosity and creativity exceeded our expectations and helped to close the deal."

FOR SALE



9 DEANEWOOD CRESCENT

Prime West Deane Park! Desirable 4Bdrm Family Home W/Lr Dr Combination, Sep Family Rm, Reno'd Gourmet Kitchen, Sunroom & Hardwood Thru-Out! Master Boasts 3Pc Ensuite! Sprawling L-Shaped Rec Room/Office On Lower! Backyard Paradise W/20X40Ft Salt Water Pool!

FOR SALE



3 CONNORVALE AVENUE

Solid Brick Bungalow In Sought After Alderwood In Need Of Some TLC! Attention Contractors & Builders! This 2+1Bdrm Home Offers Hardwood On Main, Eat-In Kitchen, Private Yard! Large, Bright Rec Rm With Gas Fireplace! Being Sold "As Is, Where Is" Condition!

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MAKE AN ENTRANCE: WARM UP YOUR ENTRYWAY THIS WINTER

Winter. It's a time of crisp air, gently falling snow, and piles of coats, slushy boots and soggy mittens in your front hall. This season, make your entryway organized and inviting. Here's how:

Make first impressions count. Give your door a fresh coat of glossy paint, and put down a new doormat. Hang a nice winter wreath or plant an evergreen in a sturdy urn.

Store your stuff out of sight. If you don't have enough closet space, add storage by hiding a garment rack behind a curtain, using an armoire, installing a coat tree or hall stand, or by trying one of these storage ideas:

- A bench with built-in storage holds your stuff and offers a convenient spot to sit down and put your boots on.
- A small bookshelf with labeled baskets is good for storing small items.
- A chest of drawers can make your front hall look more like a furnished room, and it gives

you a surface for photos, a lamp or incoming mail.

Stay in season. Move non-winter items to a different part of your home. Leave some extra space and extra hangers for your guests' coats.

Tame your shoes. Set a limit to how many pairs each person can keep by the door, and install a shoe rack to keep footwear organized. Avoid putting boots on a mat that doesn't drain - they won't dry properly and the leather will get damaged. A perforated tray with a mat underneath will let your footwear drip-dry.

Hook it. Heavy-duty hooks keep backpacks, scarves, purses and coats off the floor. Hang them at a height where kids can reach them to make it easy for them to put away their things.

Make a place for your misplaceables. How much time do you spend hunting for keys,

sunglasses, cell phones and dog leashes? Dedicate a basket or bowl to these important items by the front door, and you'll never have to search under the couch cushions again.

Design idea 1: Install a hook and small shelf for each person, and stencil their name on the wall beside it.

Design idea 2: Hang an ornate frame and fill the blank space in the middle with small, pretty key hooks.

Floor décor. Offer a warm welcome with a soft, washable rug that doesn't show dirt easily. Put a mat outside, too; wiping your feet before you go in will mean less muck and less cleaning.

Don't forget to decorate. Paint your entryway a striking colour, hang a graceful mirror, incorporate family photos or a favourite piece of art, add a table lamp and an accessory or two. Make it welcoming and beautiful. After all, it's the first place people see when they come into your home.



Let's begin...

JoAnne Gludish



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