



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



JoAnne Gludish's Market Watch

GTA REALTORS® RELEASE DECEMBER/ANNUAL STATS

TORONTO, ONTARIO, January 4, 2018 – Toronto Real Estate Board President Tim Syrianos announced that Greater Toronto Area REALTORS® reported 92,394 sales through TREB's MLS® System in 2017. This total was down 18.3 per cent compared to the record set in 2016.

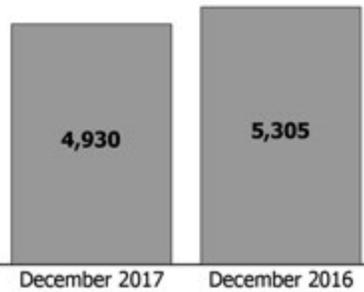
Record sales in Q1 were followed by a decline in Q2 and Q3 after the Ontario Fair Housing Plan (FHP) was announced. The pace of sales picked up in Q4, as the impact of the FHP started to wane, and some buyers arguably brought forward their home purchase in response to the new OSFI stress test guidelines effective January 1, 2018.

"Much of the sales volatility in 2017 was brought about by government policy decisions. Research from TREB, the provincial government and Statistics Canada showed that foreign home buying was not a major driver of sales in the GTA. However, the Ontario Fair Housing Plan, which included a foreign buyer tax, had a marked psychological impact on the marketplace. Looking forward, government policy could continue to influence consumer behavior in 2018, as changes to federal mortgage lending guidelines come into effect," said Mr. Syrianos.

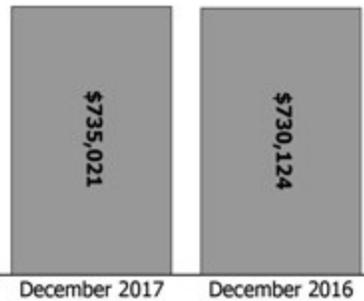
The average selling price for 2017 as a whole was \$822,681 – up 12.7 per cent compared to 2016. This annual growth was driven more so by extremely tight market conditions during the first four months of the year. In the latter two-thirds of 2017, fewer sales combined with increased listings resulted in slower price growth. In December, the MLS® Home Price Index (HPI) Composite Benchmark was up by 7.2 per cent year over year, and the overall average selling price was up by 0.7 per cent year over year.

"It is interesting to note that home price growth in the second half of 2017 differed substantially depending on market segment. The detached market segment – the most expensive on average – experienced the slowest pace of growth as many buyers looked to less expensive options. Conversely, the condominium apartment segment experienced double-digit growth, as condos accounted for a growing share of transactions," said Jason Mercer, TREB's Director of Market Analysis.

TREB MLS® Sales Activity



TREB MLS® Average Price



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TESTIMONIAL

Thank you JoAnne. Did I tell you you're amazing? Actually 2 million thanks but whose counting!
Mills P.

We appreciated your expertise. You would be the first person we would consider making a referral to.

Dianne B.

You'll be my first and last call in the future. Your experience and professionalism was really apparent when I got to meet the competition last night. Very happy to have you on our side!

Derek L.

FOR LEASE



CENTRAL ETOBICOKE

Renovated 3-bedroom, 2-bath home in demand area. Close to schools, parks, transit & highways. Spacious living/dining with bright kitchen. Separate entrance to finished basement. Large gorgeous garden perfect for entertaining. Minutes to downtown and airport. **115 Wedgewood Drive**

FOR SALE



BURNHAMTHORPE GARDENS

Classic custom 4+2 bedroom brick & stone residence on fabulous 50 x 110 ft garden. Featuring gourmet kitchen, entertainment-sized principal rooms & huge lower level. Quality materials & workmanship throughout. Walking distance to subway & GO Transit! **46 Poplar Ave**



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WITH 2017 BEHIND US, I'D LIKE TO TAKE A MOMENT TO REFLECT BACK ON SOME NUMBERS THAT MARKED THIS MEMORABLE YEAR FOR ME...

27,904,002,568: Dollars worth of existing homes sold in Toronto (as at Nov 30/17)
 58: Coffees drank cold because another call came in while reviewing sales data
 4: Offers received one hour after a listing of mine appeared on the market
 6: Times Wilson the beagle chewed his bone on the forbidden white bedspread
 6: Hours spent convincing my children to sort through their photo albums left behind in my basement
Many: Neighbourhoods I happily cover for my clients
 7: Months since my new assistant Sheila joined the team
 3: Hours spent figuring out how to save data on a well loved Blackberry
 3: Offers received on a property I listed on the very first day
 6: Offers placed on different homes by a client before a successful purchase
 10: Number of clients who persevered by making numerous offers on homes before they won the bid!
 60: Smiling sellers; 45: Grinning buyers; 18: Relieved rental clients
 34: Staging consults included as part of my listing program
Many: Satisfied clients who followed my recommended home stager's advice and received their asking price or more!
 52: Complimentary home evaluations done across Etobicoke, Toronto & Mississauga
 34: Years of my son, David, being in school but now Doctor Gludish with Ph.D. in Science
 1: Amazing Natsza (David's wife) and her family for being so supportive
 2: Two proud families!
 14: Consecutive late nights closing deals
 1: Skunk spray for Wilson the beagle 1: Night Wilson slept in the garage
 0: Dollars spent on speeding tickets (two consecutive years in a row!)
 120: Dollars spent on parking tickets
 143: Days Sheila, my Client Care Manager, worked late to complete projects
 6: Clients nervous about moving into retirement residences
 12: Years my daughter, Carolynn has been a Pediatric Registered Nurse and unlimited years of continuing education ahead
 10: Clients I met at coffee, dress and dry cleaning shops on Bloor Street
Many: Favorable comments received for my Realtor Sweep program
Countless: Times our fantastic brokerage front desk team has helped us out, always with a smile
 350: Times the front desk team has suggested JoAnne take a vacation
 47: Weekends spent hosting Public Open Houses for my clients
 0: Number of vacation days taken
 1224: Christmas cards signed & calendars mailed out
 36: Bags of leftover Halloween pretzels eaten by my team
 8: Days I was sidelined by stomach flu after a visit with my granddaughters
 14: File drawers reorganized by our co-op students
 4: Times per week Sheila says, "One challenge at a time."

53: Past & present clients helped with home renovation information
 12: Clients helped by our team of our trusted handymen and professionals
Numerous: Awards and accolades received by my daughter Carolynn for her work pediatric nursing
 22: Letters of Opinion provided to clients
Innumerable: Times I've asked Sheila for phone numbers not saved on my phone
 1: Time Sheila walked around the outside of the CN Tower doing the Edgewalk
 7: Frustrating hours spent waiting for computer updates to finish
 212: Advertisements placed for listings in The Globe, The Star and The Guardian
 174,000: Copies of Marketwatch, my real estate newsletter, distributed by postal walk
 45: Number of charities proudly supported
 10: Different publications we routinely use to advertise listings as part of my marketing plan
 36: Hours of continuing education courses taken by my Team this year
 90: Percentage of listings that used my recommended home stager
 8: Hours spent deliberating whether or not to get winter tires
 12: Blog posts
 5: Years of proudly sponsoring the Dorothy Ley Hospice Bed Race
 124: Hours spent updating social media - Facebook, Twitter, Linked-In and my Blog
 300: Lunches eaten at our desks
 170: Cups of coffee consumed in the office (and not one spilled on the keyboard!)
 16: Trips to Ithaca to visit my two amazing granddaughters
 28: Hours of roaming charges with Rogers Wireless to New York state
 1: Time team member Kathrin Paek sold her home and moved
 0: Times Kathrin is ever moving again due to amount of work involved with 2 young sons at home
 1: Wallet accidentally left at the cemetery overnight (but it was still there the next morning!)
 1: Leg surgery for Mr. Wilson the wonder beagle
 10: Days of wearing the dreaded cone of shame Countless: Extra treats for Mr. Wilson
 1: Devastated little family: Carolynn, Sarah and Winny on the loss of their beloved senior pup Ginger
 124: Fantastic past clients called this year to catch up
 86: New clients welcomed to the family
 5: First time buyers who found great real estate they could afford in the GTA (yes, it's still possible!)
 6: Years of sponsoring the Etobicoke Services for Seniors gala
 0: Days I would rather spend doing anything else
**2017: Was another Challenging and Successful Year!
 A Heartfelt Thank You to All!**

THANK YOU FOR MAKING 2017 A SUCCESSFUL AND MEMORABLE YEAR! MY SINCERE BEST WISHES FOR A HEALTHY AND HAPPY NEW YEAR!



Let's begin...

JoAnne Gludish

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