

THE

REAL ESTATE NEWS AND VIEWS IN LONDON

HOMEPAGE



WINTER 2013

Distributed to over 1000 households!

Joyce Byrne's Real Estate Team

Sutton Group Preferred Realty Inc., Brokerage
Independently owned and operated

"Delivering What Others Only Promise"

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Resumé

- One of London's Top Teams
- Relocation Specialists
- Real Estate Management Experience[†]
- University and College Graduates
- Over 83 homes sold in 2012*
- Staging Consultation and Home Inspection Services Available
- 50 Years Combined Experience
- Provincial Broker Licence

[†]Formerly Canada Trust Realty

*London Board Average was only 8





STATISTICAL BREAKDOWN FOR 2012

LONDON STATS

of Residential Units Sold (includes Condos) ..8,020
 # of Condos Sold1,508

of Listings Taken18,624
 Average Residential Detached Sale Price..\$254,434

Average Residential Price		Average Condo Price		Residential Sales	
YEAR	PRICE	YEAR	PRICE	YEAR	SALES
2012	\$238,822	2012	\$154,232	2012	8020
2011	\$232,387	2011	\$157,035	2011	8048
2010	\$227,056	2010	\$155,998	2010	8129
2009	\$213,402	2009	\$146,272	2009	8,070
2008	\$210,888	2008	\$145,292	2008	8,356
2007	\$202,256	2007	\$136,120	2007	9,378
2006	\$188,942	2006	\$131,185	2006	8,916
2005	\$178,058	2005	\$123,417	2005	8,859
2004	\$166,138	2004	\$111,921	2004	8,903
2003	\$152,586	2003	\$101,667	2003	8,120
2002	\$142,106	2002	\$98,238	2002	8,097

	2011 Avg. Sale Price*	2012 Avg. Sale Price	%
NORTH			
Total Detached North	\$303,622	\$318,346	4.8%
Total Condo North	\$208,969	\$209,957	0.5%
Bungalow North	\$219,866	\$252,050	14.6%
Two Storey North	\$341,265	\$344,319	0.9%
Ranch North	\$332,829	\$367,893	10.5%
Townhouse Condo North	\$190,519	\$192,739	1.2%
SOUTH			
Total Detached South	\$269,759	\$269,941	0.1%
Total Condo South	\$151,805	\$153,782	1.3%
Bungalow South	\$203,748	\$201,111	-1.3%
Two Storey South	\$328,724	\$334,382	1.7%
Ranch South	\$304,749	\$288,109	-5.5%
Townhouse Condo South	\$143,901	\$141,778	-1.5%
EAST			
Total Detached East	\$199,007	\$204,486	2.8%
Total Condo East	\$188,630	\$147,403	-21.9%
Bungalow East	\$161,733	\$165,345	2.2%
Two Storey East	\$263,435	\$272,202	3.3%
Ranch East	\$199,511	\$202,905	1.7%
Townhouse Condo East	\$125,301	\$122,821	-2.0%

Listings in December
 Active detached home listings were down 2.8%. Active condo listings were up 3.3%

Average Price December 2012 (Compared to November 2012)

Residential	\$236,137 up 0.1%
Detached Homes	\$254,740 up 1.0%
Condos	\$168,304 up 2.3%
Two-storeys	\$346,208 up 0.7%
Bungalows	\$176,010 down 3.3%
Ranches	\$294,338 up 8.5%
Townhouse/Condos	\$142,941 up 1.2%

Most Popular in December
 Two-storeys, then bungalows, then ranches, and then townhouse condos.

ST. THOMAS STATS

	2011 Avg. Sale Price*	2012 Avg. Sale Price	%
Total Detached	\$182,758	\$181,343	-0.8%
Total Detached	\$184,089	\$191,949	4.3%
Total Condo	\$212,579	\$227,143	6.9%
Bungalow	\$168,315	\$177,004	5.2%
Two Storey	\$227,987	\$237,513	4.2%
Ranch	\$199,370	\$197,621	-0.9%
Townhouse Condo	\$0	\$0	n/a

of Units Sold in St. Thomas616 (down 9.7%)

Average Residential Sale Price in St. Thomas\$191,607 (up 1.2%)



SELLERS CORNER

8 WAYS TO TURN OFF A HOME BUYER!

What a difference a couple of years makes.

Back in 2007, homebuyers would beg to purchase your house. They would even bid more than the asking price for the privilege to do so.

Today... well, not so much. Once the real estate bubble burst, bank sales increased the housing pool, mortgage rules changed, restraining lending, buyers suddenly regained the upper hand. But instead of buying, they're waiting, convinced that housing prices will continue to drop.

What's a smart seller to do in this environment? Avoid these 8 home sale killers!

1. **Dirt** - Nothing turns off a buyer quicker than a dirty house. The No. 1 biggest mistake is not getting the home in the best possible condition. We often recommend that sellers go the extra mile (especially in this market), from steam cleaning tile, grout and flooring to cleaning windows and all trim work.
2. **Odors** - Buyer's, it's said, buy with their noses. Make sure your home smells fresh and inviting. It's best to not cook fried food, fish or greasy food while the house is on the market. It's important to get rid of pet paraphernalia and have a "pet plan" to make sure the animals are not around when the house is shown.

The same rules hold true for smokers. Remove all ashtrays, clean all rugs, curtains and upholstery, and smoke outdoors while your home is on the market.

3. **Old Fixtures** - Replacing cabinet hardware and doorknobs will probably cost all of \$400 to \$500, but it makes a huge difference. The same holds true for dated ceiling fans and light fixtures. Coloured kitchen appliances should be replaced as they will date the entire kitchen!
4. **Too many personal items** - Psychologically, when buyers tour a home, they're trying it on to see how it fits, just as they would a skirt or a pair of pants. If your house is cluttered with too many personal items, it's like the buyer is trying on those clothes with you still in them. A fit is unlikely.

I tell my clients that how we decorate to live and how we decorate to sell are different, and right now, we're decorating to sell. Sellers should try to eliminate personal items, including family photos, personal effects and even unique colours. Buyers get very distracted by family photos. "Oh, did I go to school with him? What do their children look like?" Suddenly you're selling your family, and you're not selling the home.

5. **Snoopy Sellers** - Realtors and buyers alike generally bristle when the seller greets them at the door for a showing. We've sold thousands of homes and we have a system. We know how to get people the maximum value for their home. It's always best to let trained professionals show your property.
6. **Misrepresenting Your Home** - Misrepresenting your house is a sure way to really upset buyers and their Realtors. Be sure of your facts. Recently I showed a home that advertised new windows, furnace and air in 2009. It turned out only one window was new in 2011, the furnace was 2005 and the air was installed in 1979!! You can imagine how we reacted.

7. **Poor Curb Appeal** - Much is made of curb appeal, and for good reason: it's your home's handshake, the critical first impression that lasts with most buyers. Seller's should trim and edge their yard to get it into the most immaculate condition possible. It's a big mistake to not freshly mulch your flower beds and trim the trees or paint the front door and install a new exterior light fixture and mailbox. You may need to power-wash the exterior siding, patio, sidewalks and sundeck. In the winter shovel, shovel, shovel! The deck and patio too!
8. **Clutter** - Whether inside or out, less is more when it comes to clutter. Start in the closets. Why? Because most people looking for a house have outgrown their previous home and they are looking for more space. Kitchen counters and built-in bookshelves should showcase spaciousness by following the rule of three. For kitchens, there should be no more than three countertop appliances. Meanwhile, bookshelves should be divided into thirds: one-third books, one-third knick knacks and pictures, and one third empty. The home office should be very generic so any type of professional can imagine working there. Tips for toddler parents or those with pets is to pack away extraneous toys etc. and keep a laundry basket handy. When you get that phone call before a showing, toss toys and pet items into that basket and take it in the car with you, your kids and your pets and your all set!



BUYERS CORNER

THE FINAL ANALYSIS

Not to be skipped by a buyer is their final walk through inspection. It is **your last chance to ensure your new home is conveyed to you in a satisfactory condition**. Here are a few words of advice about your pre-closing viewing.

Your Realtor should always attend your final walkthrough with you. We know what to check for, and should there be any problems we can advise you of your options and immediately contact the seller's representative or your lawyer.

It's a great idea to take a camera so you can document any problems. We advise you to take the photos you took during your home inspection with you to your final walk through and compare the home's condition then to its condition now.

We also bring along a copy of your contract so we can ensure that all items included in the sale have been left behind and that all agreed upon repairs have been made. We also bring along the home inspection report so we can check if any problems revealed (but not repaired per the contract) have not gotten worse.

We ask the sellers to provide our buyer's with any manuals and warranties for the home's appliances or work done, and leave them out for the final walk through.

We also supply our buyers with a checklist of what they should be looking for when they attend the walkthrough as well as an email reminder outlining and explaining what a final walkthrough is and ideally when it should be done. For more info on your final walk through, see our website for more details... It's Canada's Largest!



MORTGAGE RATES

Rates as of Monday, January 14th, 2013
Rates are subject to change at any time (E & O.E.)

Rate information provided by:

Andrew Young
Mortgage Agent

Mortgage Wise Financial

519-630-5905

Andrew.young@bemortgagewise.ca

Terms	The Bank	Our Rates
1 Year	3.10%	2.39%
2 Years	3.29%	2.59%
3 Years	4.05%	2.75%
4 Years	4.39%	2.89%
5 Years	5.24%	2.99%
7 Years	6.35%	3.55%
10 Years	6.75%	3.89%
VIRM		
The prime rate is 3.00%		

CONGRATULATIONS & THANK YOU CORNER

Rachael and Jon Crellin on the birth of their baby girl Oct 8th
Sandra Guilfoyle for her referral of Carol Crawford
Joan and Emmet Lecompte for their referral of Hubert Clarke
Kierstan Warren - Royal Lepage Kawartha Lakes Realty - Lindsay - for her referral of Jeanette Whibbs
Haim Hartman - Sutton Group Admiral Realty - Toronto - for his referral of Ed Schild
Deb Stacey - Sutton Masters Realty - Kingston - for her referral of Pam Dietrich
Brian Barfoot - Peak Premiere Realty - Listowel - for his referral of Beverly Abbott
Inge Zachert for her referral
Patrick and Rebecca Sitlington on the birth of their baby boy
Dan and Terri Cooper on the birth of their baby boy
Deanne Babcock for the referral of Linnea Cameron
Colette Cooper - Judy Marsales Real Estate - Hamilton - for her referral of the Homer's
Jill Cardinal for her referral
Jill Golding for her referrals
Josie Gallitrico - Sutton Group Quantum - Oakville - for her referral of Dawn and Mike Wells
Shannon Senese and James Lawson on their wedding January 21st
Trevor Schultz - Sutton Group Realty Systems - Mississauga for his referral of Lisa Schoffer
Yolinde Coetzee - CIBC - for her referral of Bruce Rodrigues

OUR INNOVATIVE COMING SOON PROGRAM

Not Quite Ready For Buyers to View Your Home?
This Innovative Program will Get You More Money, Fewer Problems and the Best Closing Date Possible!

For more details check out our website under the Selling section.



The Reason for Our Success!

The following people have referred their friends, relatives or business associates to us for their Real Estate needs in 2012! This type of business is the lifeblood of any sales career! We wish to thank each of you very much for your faith and continued support. May you enjoy a bountiful 2013!

Joanne Muegge - Remax Preferred - Windsor
Bob McFee - McFee Design
George Willson - George H Willson Realty - Chatham
Stephanie Irvine - Stephanie Irvine Designs
John and Yvonne Irvine
Paul Maranger - Sotheby's International Realty - Toronto
Paul Gomes - Sun Life Financial
Andrew Young - Mortgage Wise Financial
Wendy Badgerow - New Brunswick
Donna Sutherland - Remax Escarpment Realty - Hamilton
Feisal Sachedina - Century 21 Percy Fulton - Scarborough
Dave Kelley - Sutton Masters Realty - Kingston
Eddie and Judy Lipfert - Grand Bend
Marion Rafferty - Sutton Future Realty - Newmarket
Susan Steele
Carol Myers - Realty House - Chatham
Kate Wiggins

Jay McKinnon - McKinnon Landscaping
Jim Alexander and Tanya Sehmrau
Dianne and Stewart Taylor
Mary-Ann Semen - Sutton Realty Systems - Mississauga
Paula and Louie D'Orazio - Ingersoll
Guy McPhee - Remax Escarpment Realty - Hamilton
Ruth and Mike Wilds
Brent and Nancy Woodcock
Gift Kamana
Nikki and Mario Bertoia
Ian Guerra - Peak Real Estate - Kitchener
Josie Gallitrio - Sutton Group Quantum Realty - Oakville
Mary Carrier - Re/Max Ultimate Realty - Toronto
Barb Biernaski
Simon Esposito
John Forrester
Sandra Smith - Toronto
Mohammad Fahed - Royal Lepage State

Realty - Hamilton
Julie and Dave Pickard - Uxbridge
Stephen Painter - Sutton Summit Realty - Mississauga
Sandra Guilfoyle
Joan & Emmet Lecompte
Haim Hartman - Sutton Group Admiral Realty - Toronto
Kierstan Warren - Royal Lepage Kawartha Lakes - Lindsay
Deb Stacey - Sutton Masters Realty - Kingston
Brian Barfoot - Peak Premier Realty - Listowel
Inge & Uwe Zachert - Thamesford
Diana Klejne - Sutton Centre Realty - Burnaby, BC
Deanne Babcock
Colette Cooper - Judy Marsales Real Estate Ltd - Hamilton
Jill Cardinal
Judith Robinson - Coldwell Banker First Ottawa
Ruth and John Wilds

Thank You!

To all the people who helped us
have another record setting year!

Joanne Muegge - Remax Preferred - Windsor
Bob McFee - McFee Design

Sandy Sheach - Remax Grey Bruce Realty -
Wiarthon

Ellen Boyce - Royal Lepage State Realty -
Ancaster

Guy McPhee - Remax Escarpment Realty -
Hamilton

Meaghan Spence and Dave Zwambag -
Dorchester

Donna Koenen - Royal LePage Triland

George Willson - George H Willson Realty -
Chatham

Kathy Dimaline - Remax Grey Bruce Realty -
Lion's Head

Clarissa and Paul Lewis - Toronto

Pat and Carolyn Lorimer - Remax Twin City -
Kitchener

Stephanie Irvine - Stephanie Irvine Designs
John and Yvonne Irvine

Paul Maranger - Sotheby's International
Realty - Toronto

Paul Gomes - Sun Life Financial

Andrew Young - Mortgage Wise Financial

John Munn - Realty Executives Elite

Wendy and Doug Badgerow - New
Brunswick

Olev Maimets - Toronto

Brent Gudgeon and Marlene Cornelis - London

Bob & Susan Steele - London

Tristan and Patience Mitchell - Chatham

David Matthews - Elgin Realty - St Thomas

Julie Varley - Century 21 1st Canadian

Suzanne Aziz - Century 21 1st Canadian

Feisal Sachedina - Century 21 Percy Fulton
- Scarborough

Dan Baker and Rosa Scala-Baker - Ingleside

Pat Scott - Sutton Select

John Forrester - London

Sherry Farid - Remax Centre City

Dave Kelley - Sutton Masters Realty -
Kingston

Dwayne & Kim Jackson - Appin

Eddie and Judy Lipfert - Grand Bend

Marion Rafferty - Sutton Future Realty -
Newmarket

Dale Morrish - Sutton Select

Tanya Crepulja - Sutton Realty Systems -
Mississauga

Kate Wiggins - London

Jason Cheese - Keller Williams Lifestyle
Realty

Ruth and Mike Wilds - London

Carol Myers - Realty House - Chatham

Jenna Cane - Royal LePage Triland

Judy Schram

Jim Alexander and Tanya Sehmrau

Dianne and Stewart Taylor

Sean and Holly Hurley - Fingal

Martha Debacker - Remax Centre City

Alfredo Pinzon - Realty Executives Elite

Stephanie Handsor - Chatham

Tony Roach - Nu-Vista Realty

John and Maxine Bovenkamp - Stittsville

Jennifer Eadie - Rembrandt Homes

Donna Fagan

Mary-Ann Semen - Sutton Realty Systems -
Mississauga

Paula and Louie D'Orazio - Ingersoll

Jamie Winkler - Realty House - Chatham

Lou Ojo

Mary Jane Murray-Royal Lepage Landco

Murray Armstrong - Oliver and Associates

Kate Ahrens - Realty Executives Elite

Jamie Riehl and Janet McGlynn

Clint Claxton - Nu-Vista Progressive Realty

Norman Philibert and Maryse Simard

Kim Mullan - Sutton Select

William Lopez-Cortez - Prudential Family
Realty

Del Wadsworth - Royal LePage Triland

Brent and Nancy Woodcock

Mark Hornyak - Re/Max Centre City Realty

Gift Kamana

Heather and Peter Heathcote

Coleen and Andrew Noel

Nikki and Mario Bertoia

Ian Guerra - Peak Real Estate - Kitchener

Dylan Sworik - Sutton Group Select Realty

Jill Cardinal

Josie Gallitrico - Sutton Group Quantum
Realty - Oakville

Mary Carrier - Re/Max Ultimate Realty Inc -
Toronto

Susan and Andrew Wood

Barb Biernaski

Leonore Woodcock - Mildmay

Diane and John Wilds - Exeter

Jason Sims - Agent Realty Pro

Laurel and Silvio Di Benardo - Tilbury

Simon Esposito

Ty & Christeen Forster - Agent Realty Pro Inc
Phil & Anne Shantz

Sandra Smith - Toronto

Ainsley Gordon - London Living Real Estate

Sil Iacobelli - Homelife London Realty

Dale & Marilyn Brown - Komoka

Toyanne Lauriston - Ottawa

Chris Graham - Sutton Preferred

Mohammad Fahed - Royal Lepage State
Realty - Hamilton

Julie and Dave Pickard - Uxbridge-

Stephen Pointer - Sutton Summit Realty -
Mississauga

Donna Sutherland - Remax Escarpment
Realty - Hamilton

Sandra Guilfoyle

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Lakes - Lindsay

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Kingston

Elizabeth and David Gracey - Newburgh

Brian Barfoot - Peak Premier Realty -
Listowel

Inge & Uwe Zachert - Thamesford

Chris McNally & Jennifer Ward

Deanne Babcock

Diana Klejne - Sutton Centre Realty -
Burnaby, BC

Colette Cooper - Judy Marsales Realty -
Hamilton

Shawn and Melissa Ashworth

Jay McKinnon - McKinnon Landscaping

Tom Kelly - Kelly, Hayes and Kilpatrick Law
Firm

Mark Sinkins - Virtual Assistant

Sylvia Twinn - My Visual Listings

Associated Real Estate Inspections

Lisa Flesher - Doubleclick Advertising

Nancy Maki - NM bookkeeping

Smart Web Pros - Derek and Jeff

Bob McFee Designs

Andrew Young-Mortgage Wise Financial

Rosemary Mounsey - Royal Lepage Triland

Middlesex Printing

Judith Robinson - Coldwell Banker First
Ottawa