

THE REPRESENTATIVE

Your Hamilton Area Real Estate Newsletter

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July market activity compares well to last year

The July 2011 real estate market in the Greater Hamilton, Burlington and outlying areas* experienced an increase in listings, sales and average sale price compared to July of last year, according to Multiple Listing Service® (MLS®) statistics released today by the REALTORS® Association of Hamilton-Burlington (RAHB).

It was the condominium market that saw the largest gains over the same month last year, with a 23.3 per cent increase in sales and a six per cent increase in average sale price. The residential freehold market wasn't far behind, with a 21.3% increase in the number of sales over last year and a 5.6% increase in average sale price.

"July certainly compared very well to last year at this same time," said RAHB's President, "but that is something of an unfair comparison, given that last July's results were adversely affected by the implementation of the HST. What is the more telling comparison is how July stacked up against the average for the month for the last ten years. If you look at those numbers, July was slightly below average in sales and slightly above average for numbers of listings. Only the condominium market showed higher-than-average numbers of sales."

Overall year to date, residential sales are 2.9 per cent lower than in the same period last year.

"Every community in our marketing area has their own localized residential market with larger swings than we see in the overall numbers," said the President. Hamilton West, Hamilton Mountain, Dundas, Grimsby and Glanbrook all saw significant increases in numbers of sales, while Dunnville and Flamborough showed fewer sales compared to July of last year.

Dundas was the only community with a sizeable decrease in average sale price compared to last

year. Dunnville and Burlington were the only communities with sizeable increases in average sale price, with Dunnville showing a 13 per cent increase and Burlington a 16.1 per cent increase.

Figures quoted are for sales and average sale prices of units located in the jurisdiction* of the REALTORS® Association of Hamilton-Burlington and processed through RAHB's Multiple Listing Service® (MLS®). Unit sales reflect "all property types" including residential, condominium, commercial property, farm, vacant land and business, unless otherwise specified.

* RAHB's jurisdiction includes Burlington, Waterdown, Flamborough and Dundas in the north; Hamilton, Ancaster, Stoney Creek, and Grimsby along Lake Ontario; and extends down to the shores of Lake Erie, including Glanbrook, West Lincoln, Smithville, Dunnville, Cayuga, Caledonia, and Hagersville.

Source: REALTORS® Association of Hamilton-Burlington

Quick Market Stats

All Property Types

	2010	2011	% change	10-year average
Listings	1271	1483	+16.7%	1452
Sales	908	1095	+20.6%	1132
Average Sale Price	\$312,334	\$331,721	+6.2%	N/A

Residential Only

Listings	1174	1347	+14.7%	1327
Sales	880	1059	+20.3%	1090
Average Sale Price	\$309,169	\$326,242	+5.5%	N/A

Freehold Only

Sales	681	826	+21.3%	863
Average Sale Price	\$330,232	\$348,833	+5.6%	N/A

Condominium Only

Sales	189	233	+23.3%	227
Average Sale Price	\$232,160	\$246,155	+6%	N/A

Guest Expert Q&A: Home Staging

with Karen Hubert, Center Stage Design
www.centerstagedesign.ca

Jeff Bonner: Hi Karen, could you tell us a little about yourself?

Karen Hubert: My name is Karen Hubert and I am the owner of Center Stage Design home staging. I have been certified by Canadian Staging Professionals. As a member of the Real Estate Staging Association I have been awarded the "Pro" designation. In business for 4 years, I know what buyers are looking for.

JB: So for anyone not familiar with the term, what is home-staging?

KH: Home staging is the proven art of preparing a property for sale with the goal of selling it quicker and for as much money as possible. After cleaning, repairing, packing, and updating, home staging is the final phase of preparing for sale. The home is set up to look as much like a model home as possible.

This is accomplished by using staging techniques not considered in everyday living.

JB: Who is the typical client for home-staging?

KH: A typical client for home staging is any property owner preparing to sell. Property owners already listed on the market but having difficulty selling are also good clients. Builders, property flippers and real estate agents make good partners for home stagers.

For real estate agents, home staging is something they can offer clients for added value service.

JB: Can any interior designer do home-staging effectively?

KH: Although home staging requires specific design and decorating techniques, I don't believe just any interior decorator can do it effectively.

Unless they are specifically trained in the lifestyle selling techniques required by home staging and the 8-7-6-5™ rule of staging, then I don't believe it can be done effectively. Interior decorating is for the homeowner and home staging is for the homebuyer. Home stagers are in the business of marketing.

JB: What qualifications should a seller look for when choosing a home-stager?

KH: When a property seller is looking for a home stager, they should look at their qualifications. Has the home stager been trained by a reputable company?

Other questions they should consider are "Do they have a portfolio" and what was the outcome of the portfolio photos. Home staging company statistics are very important.

The home stager should have testimonials to share.

As a home stager, I believe any property can use some degree of home staging. It can be as little as advice or "tweaking" or as much as a full stage.

Having an objective eye can be the difference between not making a sale and making a sale.

Referral Resource Directory (Abridged)

Air Quality, Filters
Air Quality, Testing
Accountant, Business
Accountant, Personal
Acupuncture
Automotive Repairs
Automotive Sales
Banking, Commercial
Book-keeping
Business Machines
Carpet Cleaning
Cleaning, Commercial
Coach, Personal
Coach, Business
Contractor, general
Electrician, Residential
Electronics & Appliance Sales
Family Business Consultant
Feng Shui Consultations
Florist & Gift Shop
Heating & Air-Conditioning
Home Inspector
Insurance, Life & Disability

Lawyer, Real Estate
Lawyer, Wills & Estates
Marketing, Social Media Strategy
Marketing, Web Design
Marketing, Printing & Signs
Mediator, conflict resolution
Metal Fabrication, Custom
Mortgage Broker
Painting, Residential
Paralegal, Accident benefits
Paralegal, Small Claims
Photography, Wedding/Personal
Printing & Copying
Property Management, Small Landlord
Renovations, General
Seamstress
Signs, Storefront
Travel Consultant
Wedding Boutique

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