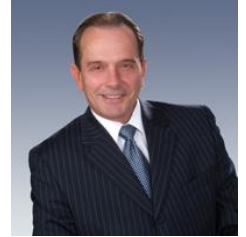


*Ernie MacMaster*



## ***Ernie MacMaster's Newsletter – August, 2013***

**Signature Realty Brokerage - 8 Sampson Mews Unit 201, Toronto, ON. M3C 3M9**

**Tel.: 416-443-0300 email: [emacmaster@trebnet.com](mailto:emacmaster@trebnet.com)**

Hello and welcome to my August, 2013 Newsletter. Each edition of this newsletter will contain a variety of information regarding buying and selling a property and properties currently available. Call on my experience, know how and complete extensive knowledge of our marketplace. View great free Real Estate tips on buying, selling, staging, moving and testimonials from hundreds of satisfied customers on my website at [www.erniemacmaster.com](http://www.erniemacmaster.com)!

***Virtual Tours, Slide Shows, Photos & Feature Sheets for all my listings can be viewed at [www.erniemacmaster.com](http://www.erniemacmaster.com)***

**More Listings Needed for My Clients / Buyers**

**Contact Me For A *FREE* Property Evaluation**

***Did You Know...***

***"It is the greatest personal reward for me as an agent to receive a referral from a past customer or to do repeat business with a client."***

***I have successfully represented purchasers frequently in their efforts to locate a new home or condominium. I will work for you as your professional sales representative to sell your house for the highest possible price and to provide you with 'How to' tips to prepare or stage your home for selling using my extensive background to make this a smooth and pleasant experience.***

Not intended to solicit anyone already under contract with a fellow Realtor!

**SOLD: 38 Khartoum Avenue - \$484,900**



**SOLD: 44 Benroyal Crescent - \$379,900**



## **Home Staging Tips:**

Homebuyers decide whether or not to look inside a house by the appearance of your home's exterior. Paint or wash the outside of your home. Check your gutters and chimney and make necessary repairs. Keep your lawns trimmed and flower beds weeded. Use urns to define walk spaces and ensure that window boxes are full of healthy all-season plants. In winter ensure your driveway and walkways are clear of ice and snow.



## **Selling Tips for Your Home**

### **Keep it clean:**

Look at your home as though you're seeing it for the first time. Is every room neat, spotlessly clean, dusted and uncluttered? Steam clean carpets and wax floors. Wash walls, heating and A/C vents and light fixtures. Pay special attention to your bathroom and kitchen - make sure that tile grout is mildew free and baseboards scrubbed. Clean the refrigerator and stove as well as the washer and dryer (inside and out).

### **Lose the clutter:**

Have a yard sale or donate old furniture, clothing and knick-knacks to charity. Organize shelves, put away items and purge your home of unnecessary items. Make sure that your kitchen and bathroom counters are free of small appliances and personal effects.

### **De-personalize your home:**

Although experts advise us to make your home "anonymous", so that buyers can envision it as their potential home, I favour some personal touches! Put away most family photos, sports trophies, collectibles, kick-knacks, and souvenirs. This will also help to remove clutter and create more space.

### **Freshen-up:**

Adding a fresh coat of paint and laying new carpet will clean and brighten up your home. Choose neutral colours and make it consistent throughout the home. If you choose to wallpaper, make sure that the paper is properly applied, your colour choice is neutral and patterns are kept to a minimum.

*"Special thanks for your patience (over 2 years) and all your encouragement and support along the way! Your team is effective and dedicated. We really enjoyed the stager (Alison Overington) and your solid advice and guidance with preparing our home for sale. It took a while, but at the end of the day, the final sale of 270 Koning Court and the time it took both exceeded our expectations and we are thrilled with the final result. Best wishes to you for your continued success. You both deserve it!"*

***Rick and Marion Basserman, 270 Koning Court***



### **What home improvements get the best return on my investment?**

Kitchens and bathrooms are the biggies. Followed by windows, flooring, decorating, roof and furnace upgrades.

A swimming pool regrettably, does not earn you more money. If you are putting in a pool consider it to be for your own family's enjoyment and not a serious asset. Don't forget the power of a sparkling clean home, landscaping and a good driveway. We only get one chance to make a good first impression.

### ***What does the home inspector inspect?***

The home inspection goes well beyond window dressings, as your home's important structural, functional and safety features will be under the magnifying glass.

A qualified home inspector will give your house a thorough examination, checking the heating and cooling system, plumbing and electrical systems, the roof, attic, walls, ceilings, floors, windows, doors, foundation, basement and visible structures of the home.

The inspector will point out the need for major repairs, identify areas that may need attention in the near future, and explain what maintenance will be necessary to keep the house in good shape. You should expect a written report that identifies all findings, including fire and safety concerns.

You can use the report's findings to target essential pre-sale repairs. Your real estate agent can advise you which repairs are vital to the sale of your home at a price you're happy with.

You should know that if you become aware of issues in your home that need repair, you must disclose them to the buyer by law. That includes anything the inspector discovers during the house inspection.

Home inspections are relatively inexpensive. Expect to pay several hundred dollars and up. Consider this a small price to pay if it means the difference between making a sale and scaring off potential buyers.

For more information or to obtain a complimentary home evaluation, feel free to contact me by telephone or email.

***In all my years as a Real Estate Professional dating back to 1980, I've been through many cycles. But one thing has remained constant: When hired by someone to perform a service, you must give 100% of yourself to provide that service. Allow me to provide you with the same Award Winning Service.***

# ***Recent Sales:***

**882 Baylawn Dr., Pickering**



**33 Dunwatson Dr., Toronto**



**23 Haviland Dr., Toronto**



**101 Acheson Blvd., Toronto**



**270 Koning Court, Toronto**



**6 Clearlake Ave., Toronto**



**54 Cockburn Dr., Toronto**



**68 Tilley Drive, Toronto**



**126 Ridgewood Rd., Toronto**



**59 Blakemanor, Toronto**



**1744 Ada Court, Pickering**



**66 Tilley Drive, Toronto**



**714 Pebble Court, Pickering**



**1640 Goldenridge, Pickering**



**54 Linderwood Dr., Toronto**

