

*Ernie MacMaster*



## ***Ernie MacMaster's Newsletter – December, 2017***

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Hello and welcome to my December, 2017 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 would like to wish everyone a wonderful Holiday Season, a Happy and Healthy New Year and a very Merry Christmas.*



**Listed & Sold in One Day!  
2044 Blue Ridge Crescent, Pickering**



**Sold Exclusively in One Day!  
603 Park Crescent, Pickering**





## ***Making Your Dream Home A Reality***

Buying a home can be a bit overwhelming. There's so much to think about and do. So, it's important that you have someone you can trust to make the process as smooth as possible and offer expert advice.

Since 1980, I have been helping people find their dream homes and guiding them every step of the way – from determining what you can afford and showing you homes that match your wants and needs to presenting an offer and closing the sale.

## ***Cooking A Turkey:***



**Step 1:** Thaw it. If using a frozen turkey, thaw in its original plastic wrapper **in the fridge**. Allow for **five hours per pound**, or per 500 g.

**Step 2:** Season it. Prepare the turkey by removing giblets and neck. Rinse and wipe the cavity; sprinkle with salt and pepper or stuff lightly using skewers to fasten skin over the cavity.

**Step 3:** Roast it. Place turkey, breast side up, on rack in roasting pan. Brush with melted butter or oil. Tent loosely with foil. Roast in 325°F (160°C) oven for about 20 minutes per pound (500 g) or until juices run clear when turkey is pierced and when thermometer inserted into thickest part of thigh registers 180°F (82°C) for a stuffed turkey or 170°F (77°C) for an unstuffed turkey. Remove tent for last hour of roasting.

**Step 4:** Cover and leave it. When turkey is done, transfer to warm platter. Tent with foil and let stand for 20 to 30 minutes. This allows time for juices at the surface of the bird to distribute evenly throughout the meat.

**Step 5:** Carve turkey. Eat and enjoy!

## ***Home Staging Tips:***

When it comes to selling your home, there's one thing to keep in mind: people don't buy houses, they buy homes. Your goal is to make it easy for potential buyers to picture themselves living in your home. The act of grooming and decorating a house to properly showcase its features and make it more attractive is referred to by industry experts as home staging. Ask me for more information.



## ***Home Staging Tips:***

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).

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.

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.

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Experts suggest that you put up to 30% of your things in storage when preparing your home for sale. This is unpractical for most people, but it does pay to make your home look as spacious and uncluttered as possible. Here are a few tips:

- ***Store It*** - *A friend's basement or garage is your cheapest alternative. There may be public storage facilities located nearby as well.*
- ***Sell It*** - *Have a moving sale. You can place an ad in the local newspaper or stick a few notices around the neighbourhood. Garage sales work very well too.*
- ***Give It Away*** - *Many non-profit organizations accept used items such as furniture and clothes. Some will even pick them up for you.*
- ***Dump It*** - *Sometimes the best place for an item is your local garbage dump or recycling depot.*

## ***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 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.

# Client Testimonials:

Thank you so much for selling our home for us! Only three days from the For Sale sign going on our front lawn! To see the SOLD sticker on the sign on our front lawn was so exciting! It was an end to our nervousness about how long it would take to sell as we had already gone ahead and purchased another home in a town closer to our family. As soon as we realized that it was time for us to sell our home in Pickering, we thought of you as you had successfully sold a condo for our family in Toronto more than a few years ago, on the one and only scheduled day that we needed for accepting offers. You were very professional and that brought us back to you this time. You are very knowledgeable, personable and skilled at your profession. It's very refreshing to be able to work with someone who actually knows what they are doing. Thank you so much.

**Sharon & Asher**

Ernie - I can't thank you enough for the great job you did. Your calm, down to earth approach worked so well to keep my selling jitters to a minimum. Best of all, you gave us a realistic price and you got it for us. Neat, clean, and fast - wonderful! Thanks again Aly & Ernie.

**Sharon M. 18 Hillcrest Ave Suite 1508**

"We wanted to take the opportunity to thank both Ernie for the excellent and professional service you offered. It was nice to see how well you coordinated your services and worked so efficiently as a team which was especially helpful to us in our circumstance. Ernie, you were very helpful and patient when asked to go above and beyond especially and you were handling all business.

It was especially refreshing to be treated with respect and honesty through the whole process. Your dedication was much appreciated. It is with pleasure that we will certainly refer you to all of our friends, family and colleagues when/if they require real estate services in the future."

**Marc and Lorraine Germain, 1676 Goldenridge Road**

" Ernie, what can we say? How do we begin to thank you? We received first class service and are ever grateful for your help in selling our homestead in Guildwood. Our sincere regrets for not thanking you for the quick sale of our home and also the gift you sent to us last Christmas. We are settling into our new home and of course being close to the family is great. Our neighbours are still in awe re the sale. They all have your business card and hopefully it will drum up some business for you. We are very grateful to you for your hard work and professionalism and wish you all the best!"

**Jan and George Lake, 10 Avonmore**

"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**

"I would like to thank you for looking after the sale of my home recently that closed on October 31st. Your expertise, patience, support and knowledge made the whole experience less stressful. There was always a personal touch. You spent unlimited time with me which was beyond anything that I expected. I would highly recommend Royal LePage for selling or buying a house. My family and I will always remember this as a positive experience."

**Sandy Ferris, 66 Tilley Drive**

"I would like to thank Ernie MacMaster for his skillful help in selling my house. Their expertise and professionalism from beginning to end was greatly appreciated. Staging really does work for the seller and the buyer. A beautiful virtual tour and pictures emerged from that effort. The 'Open House' was a success and Aly outdid herself in the way she handled the offers and the agents in the last stage of selling my house. I would recommend Ernie to anyone thinking of selling their properties now or in the near future. You will not find anyone else so accommodating and down to earth."

**Norah Bonner, 6 Clearlake Avenue**

"We would like to thank Ernie for all his knowledge and guidance throughout our selling experience. Not having any experience with the real estate business since our purchase 41 years ago, we needed all the help we could get and the two of you came through beautifully. Because of your suggestions and help, we were successfully able to sell within a week above the asking price. What more could anyone ask? Thank you again!"

**Wayne and Janet Shaw, 49 Wichey**