

Ernie MacMaster



Ernie MacMaster's Newsletter – February, 2016

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Hello and welcome to my February, 2016 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!

Virtual Tours, Slide Shows, Photos & Feature Sheets for all my listings can be viewed at 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."

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.

60 Bodywood Lane, Toronto - \$998,988



599 Park Crescent, Pickering - \$599,900





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.

GTA Housing Prices See Strong Gains

Source: Royal LePage Real Estate Services, The Canadian Real Estate Association and local real estate boards

The Royal LePage House Price Survey [1] released today showed double digit increases in the year over year price of homes in 10 of the 13 regions surveyed in the Greater Toronto Area (GTA). In the third quarter of 2015, the aggregate [2] price of a home in the GTA rose 11.3 per cent over the year prior to \$612,261. Broken out by housing type, the median price for a two storey home in the GTA increased significantly, jumping 14.0 per cent year over year to \$731,601. Bungalows also saw a strong appreciation when compared to the third quarter of 2014, with the median price increasing 8.0 per cent to \$588,776. During the same period, condominium prices rose moderately by 2.7 per cent year over year to \$358,271.

In some cases, price increases and sales activity in the GTA's suburbs are outpacing those in the central core. The greatest price jumps in the region were seen in Richmond Hill and Vaughan, which posted median price increases for two storey homes of 18.6 and 18.0 per cent to \$963,561 and \$842,173, respectively, while the price in Toronto rose 17.1 per cent to \$961,656. On an aggregate level across housing types, home prices in Richmond Hill rose 17.8 per cent to \$884,802 and in Vaughan by 16.0 per cent year over year to \$762,428, while aggregate prices in the city of Toronto climbed 11.2 per cent to \$639,970. Meanwhile, in a similar trend, the price of a home in Ajax rose 14.5 per cent year over year to \$524,710, while a home in Pickering rose 12.6 per cent to an aggregate price of \$540,896.

"In addition to continued strong house price appreciation in central Toronto, we are seeing a significant increase in home prices and sales activity in the markets outside of the Toronto core," said Gino Romanese, senior vice president, Royal LePage. "With a continued influx of buyers into the GTA, listings are staying on the market for shorter periods of time. As a result, buyers are being forced to act quickly, which is putting upward pressure on prices."

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.



Questions to Ask Your Agent

How can you help me find the right home?

Good agents will impress you with their knowledge of the local real estate market and their ability to appreciate what you are looking for in a home. They should be able to show you what is available in your price range, and how the features and benefits of specific houses and neighbourhoods fit your requirements.

Given our particular circumstances, what advice would you offer?

Every family is different, and a good real estate agent appreciates this. He or she should be able to advise you on how to find a home that meets your unique circumstances and lifestyle.

Why should I work with just one agent?

If you don't have an exclusive agency agreement with your sales representative, you're not legally obligated to work only with him to find your next home. It may, however, greatly benefit you to do so. Talk to your prospective real estate agent to find out his position, and then determine what's best for you.

What happens when you are not available?

Agents work extremely long hours and try to be available whenever and wherever you need them. But however accommodating they try to be, they are not always available. Ask your prospective real estate agents what arrangements they have in place when they are not available.

What makes your real estate service special?

Every agent tries hard to give top-notch service, but what distinguishes a really good one from the rest? Ask them. You may be surprised at what they have to say and, just as importantly, how they say it.

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.

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 Aly and 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 while Aly was on vacation 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

"Aly and Ernie, what can we say? How do we begin to thank you both? 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 cards and hopefully it will drum up some business for you. We are very grateful to you both for your hard work and professionalism and wish you both 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 Aly Buckingham and Ernie MacMaster for their 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 both Aly and 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 Both Aly and Ernie for all their 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 both again!"

Wayne and Janet Shaw, 49 Wichey