

*Ernie MacMaster*



## ***Ernie MacMaster's Newsletter – February, 2021***

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Hello and welcome to my February, 2021 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."***

***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.***

**SOLD - 603 Park Cres., Pickering - \$750,000**



**SOLD - 944 Wingarden, Pickering - \$715,988**





## ***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.

## ***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.

## ***5 Thrifty DIY Fix-Ups To Help Sell Your Home***

When preparing your home for the market, it's great to know there are some relatively inexpensive improvements that can make a big impact with buyers.

A few well-placed pieces of décor and a clutter-free home are simple things you can do on a budget to bump up interest in your home. Once the fundamentals of a well-maintained home are taken care of, these easy initiatives can seal the deal.

**Clear the decks.** Counter space is extremely important for buyers. Be sure to store kitchen and bathroom items off the counters. Purchase storage baskets in several different sizes to help you clear the decks in a hurry and minimize clutter.

**Brighten up storage spaces.** Closets and cupboard space are important selling features. You can make the most of what you have by purging unused items and painting a light colour inside cupboards and closets. Adding battery-operated lighting is also an inexpensive way to brighten a dark closet.

**Replace interior room doors.** Quickly and inexpensively brighten hallways and rooms by replacing interior doors and hardware. New white panelled doors and hardware can quickly freshen the home. Look for sales at your local building centre.

**Tear up dingy broadloom.** You may be pleasantly surprised by what's underneath. Even if you don't like what you see, replacing broadloom is one of the most economical improvements you can make when you consider overall return on your dollar.

**Paint.** Even high-end interior paints are a bargain when you look at what can be achieved with a fresh new finish. Opt for neutral colours in matte or eggshell finishes to camouflage flaws in walls. Trim is best handled with a white shade of satin, semi-gloss or high-gloss finish.



## ***Thinking of Selling Your Home?***

- **First impressions count**

Like a first date or job interview, the first impression of your home is the most important. Walking into a home with fingerprinted screen door windows or cluttered entranceways, can influence the potential homebuyer's decisions. Likewise, strong odours can ruin a sale, so pay close attention to pet, cooking and cigarette smells in your home. Light delicately scented candles or have cookies baking when showing.

- **Curb appeal**

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.

- **Create the illusion of space**

To make your home seem more spacious, it is key to de-clutter and re-organize. Start by removing excess furniture to make rooms feel more open and replacing any items that are not appropriately sized for the room. Clean and organize your closets and remove excess clutter from all areas of your home. Strategically placed mirrors can also help to create the illusion of more space.

- **Modern choices**

Ensure that the décor of your home is modern and tasteful. Use neutral tones on your walls and floors and add colour with removable items such as throw pillows or bedding. Steer away from too many personal touches to create a minimalist and contemporary space, remember less is best!

- **Doggie don'ts**

"Love me, love my pets", doesn't apply when selling your home. Take your pets with you when your house is being shown, or at least keep them outside. Pets under foot will quickly put a damper on an otherwise positive showing. While making sure that your house is odour-free and spotless applies to everyone, pet owners need to take special care.

- **Beautify your backyard**

Don't forget about your backyard. A house showing doesn't always end at the backdoor. Beyond size and layout, potential buyers can also be influenced by the state of your yard. Keep the lawn, hedges and flowerbeds manicured. Buy exterior storage containers to hide gardening tools, kids toys and pool supplies. Lastly, interested buyers may decide to look inside your shed, so make sure that it is organized and clean.

# 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**