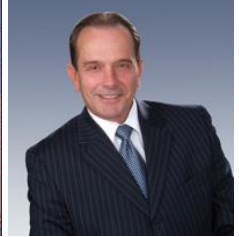


*Ernie MacMaster*



## ***Ernie MacMaster's Newsletter – October, 2014***

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Hello and welcome to my October, 2014 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**

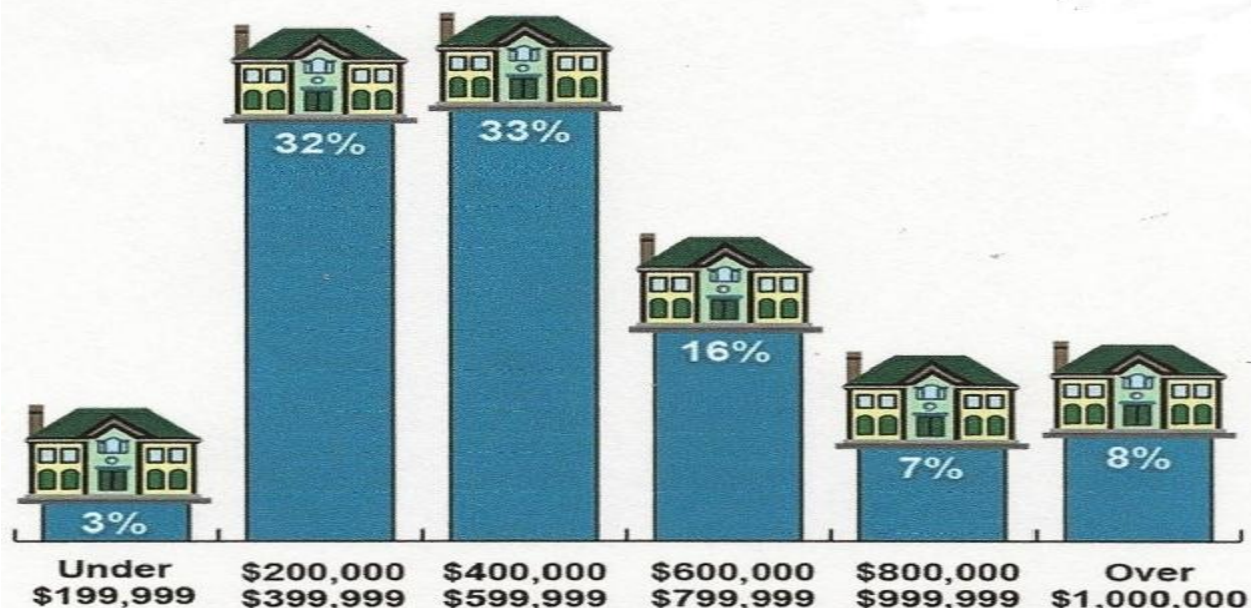
**Contact Me For A *FREE* Property Evaluation**

*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."*

### Market Statistics

#### What They Sold For - September 2014





## ***Selling Checklist***

Whether you're moving to accommodate your growing family or looking for a smaller space to be your empty nest, selling your home is a big decision. To help you make smart decisions, it's important to think with your head and not your heart. The Real Estate Council of Ontario (RECO) shares their tips for being home smart when you're looking to make the sale.

**Shop around.** Don't be tempted to hire the first real estate professional you meet. Make sure the fit is right, check their references and visit the RECO website to confirm their registration.

**Understand what you're signing.** Before you sign a listing agreement with the brokerage, ensure you know what it means, how long it will be in effect and what the different clauses mean. Ask questions and seek independent legal advice if you'd like a second opinion.

**Show the facts.** Include all your home's details in the listing, from the square footage to recent renovations to items that are and aren't included (water heater, appliances, drapery, etc.).

**Know your options.** When reviewing offers on your home, the details of the offers will remain confidential between you and your real estate professional. You may get multiple offers, and your real estate professional is there to help you make the best choice.

**Budget accordingly.** Remember that there are closing costs associated with selling a home: real estate commissions, legal fees, moving expenses, and more.

**Expect the unexpected.** Does your closing date on the sale align with when you'll be moving into your new home? Have a contingency plan in place in case the dates don't match up.

### ***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.

**Visit my Website at [www.erniemacmaster.com](http://www.erniemacmaster.com)!**

## **Sales and Average Price Growth Continued in September**

**October 3rd, 2014** -- Toronto Real Estate Board President Paul Etherington announced that there were 8,051 transactions reported through the TorontoMLS system in September, 2014. This result represented a 10.9% increase compared to September, 2013. On a year-to-date basis through the first three quarters of the year, sales were up by 6.9% annually to 73,465.

"Despite a persistent shortage of listings in some market segments, we have experienced strong growth in sales through the first nine months of 2014. This is evidence that GTA households remain upbeat about purchasing a home. The majority of home buyers purchase a home using a mortgage. The share of the average household's income dedicated to their mortgage payment remains affordable, which is why buyer interest has remained solid," said Mr. Etherington.

The average selling price for September, 2014 transactions was \$573,676 - up by 7.7% compared to the same period in 2013. Average year-over-year price growth was strongest in the city of Toronto, both for lowrise homes like detached and semidetached houses and for condominium apartments. The average selling price year-to-date was \$563,813 -- up 8.5% compared to the first nine months of 2013.

"If the current rate of sales growth remains in place, we could be flirting with a new record for residential sales reported by TREB members this year. On the pricing front, the multitude of willing buyers in the marketplace coupled with the short supply of listings will continue to translate into very strong annual rates of price growth in the fourth quarter," said Jason Mercer, TREB's Director of Market Analysis.

## ***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.

***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.***



## ***Fall Maintenance Tips:***

The early fall is an excellent time of the year to do an exterior check-up on your home so that any necessary repairs or maintenance can be completed before winter arrives.

- ***Check all your exterior wood trim, particularly around window and door openings.***
- ***Where required, scrape and paint all exterior wood trim.***
- ***Exposed wood will eventually deteriorate, resulting in wood rot and water leakage.***
- ***Check the caulking around exterior window and door openings.***
- ***Recaulk where you notice deterioration.***
- ***Replace any damaged weather stripping to ensure that your home is energy efficient and water tight.***
- ***Do a quick check of your roofing shingles. Repairs are more easily completed when the shingles are still soft and pliable in the early fall.***
- ***While you're looking at the roof, check the flashings around the chimney and plumbing stacks. The flashings help protect those transition areas from water penetration.***
- ***Check for flashings that have lifted, cracked or separated and could allow water entry.***

***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.***