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2018
WINTER NEWSLETTER

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MARKET UPDATE

WINTER 2018

With a slower start than a year ago; the Realtor's Association of Hamilton and Burlington (RAHB) reported 660 sales for January 2018 down 27.2% from January 2017 and down 12.5% vs the 10 year average for January.

The average price of a freehold property was virtually unchanged vs a year ago; but the average price of the condominium market increased by 6.9% vs that same period.

It is hard to know for sure but the new mortgage stress test that became effective January 1, 2018 and an increase in the lending rate may have affected sales for the month. The winter has also be a long cold one which may also be contributing to keeping the buyers at bay.

CANADA'S HOME BUYER MOST DIGITALLY ACTIVE IN THE WORLD

In a survey of 9000 people in 9 Countries, it was found that Canadians are the most digitally active homebuyers in the world. It was found that over 92% of homebuyers start to research potential properties on the internet. It was also found that less than 1% of homes today sell as a result of print ads in newspapers and magazines.

How is this relevant to selling your home today? Make sure your agent has a well thought out top shelf web platform to market your property through to maximize your impact and web exposure to potential buyers. Visit my web site www.YourRealPro.com to view a sample digital home tour!

Canadians Most Digitally Active Homebuyers in the World

92% of homebuyers start to research potential properties on the internet

1% less than 1% of homes today sell as a result of print ads

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OPEN HOUSES & LAWN SIGNS

Each year, the National Association of Realtors produces a study that shows how buyers found the home they purchased. The study includes those listing without an agent or realtor, and those listing with. In the most recent survey, it showed 10% of buyers found their home through a yard sign or open house. So should you use a for sale sign? YES! Let's take a look at some more details.

The fact that more than 1 out of every 10 buyers finds the house they ultimately purchase via For Sale Sign or an Open House shows both are a very effective form of promotion. The same study by the National Association of Realtors shows 8% of buyers found the home they ultimately purchased through a social connection, such as a friend or relative. It's likely safe to assume that a sign/open house brought the home to the attention of at least some percentage of this 8%.

Sellers sometimes tell me they don't want the for sale sign in front of their home - typically because they don't want their neighbors to know they're selling. I advise against this approach because the statistics cited above indicate that the seller may be losing serious buyers.

The research for Open Houses points us to the fact that they're far more effective when conducted immediately with new listings. In fact, when a new listing has an open house in the first week, it's 13% more likely to sell compared to new listings that don't have one. Additionally, a home or listing is 26% more likely to sell if the open house is held during the first week than if it is held open but in later weeks.

Buyers still like open houses and 41% still find Open Houses useful in their home search and Open Houses put a feeling of urgency on prospective Buyers viewing the home in the days leading up, feeling the open house will sell the house from under them. Perhaps the psychology behind new listings holding open houses selling faster than homes that do not.

I am a big believe in using every tool at my disposal to maximize my listings exposure to the marketplace Lawn Signs and Open Houses are a proven tool in the sale of homes today.

10%

**of buyers
found their
home through
a yard sign or
open house**

8%

**of buyers
found the
home they
ultimately
purchased
through
a social
connection**

41%

**still find Open
Houses useful
in their home
search**

THINKING ABOUT SELLING YOUR HOME?

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Call me today at 905-689-0011 or email geoff@yourrealpro.com

MORE THAN JUST A PICTURE OR VIDEO

You only get 1 chance to make a great first impression and as 92% of buyers start their search for a new home online. The first impression they get of your home is typically a picture of the homes exterior. This picture should be the best picture possible and should capture the essence of your home and make them want to see more and click through the rest of the pictures of the home. If there are no pictures of the home, interest is quickly lost and they feel the home must not be worth a look any further else the agent would have showcased the property – true or true?

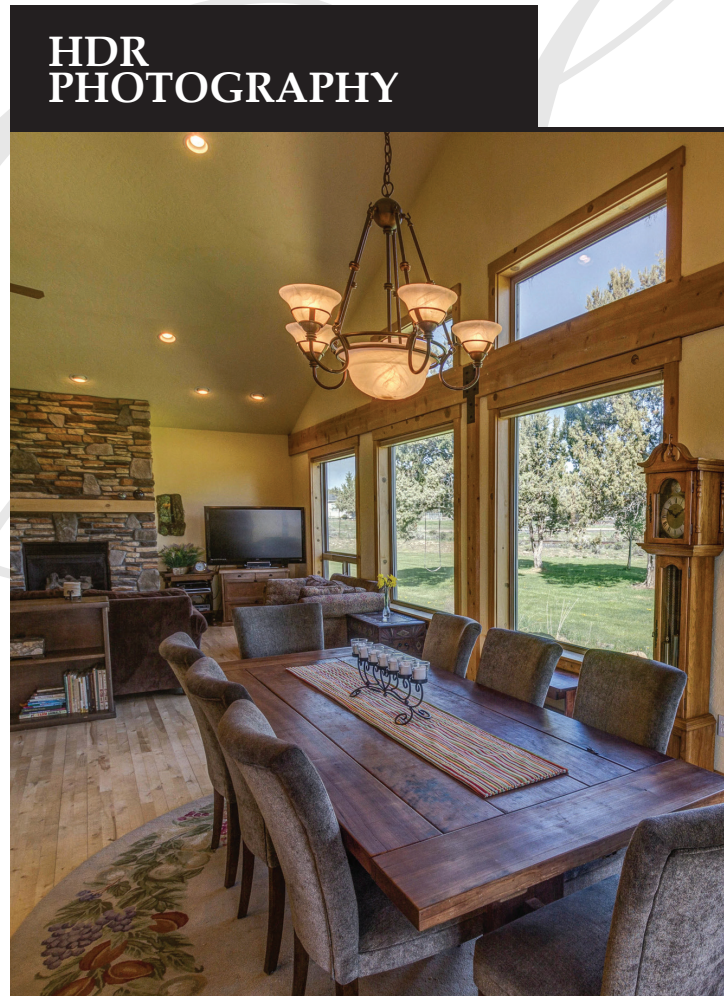
Did you know 97% of buyers said “pictures determined what property’s they would see” and that homes with professionally shot pictures had 61% more views than those with lesser photography. I want my listings to sell faster and for more money. The blood, sweat and tears of preparing the home need to be captured optimally to get the homes marketing firing on all cylinders.

I utilize High Dynamic Range (HDR) photography exclusively through Virtual Viewing located in Burlington. This photography eliminates the struggle between light and shadows delivering a picture showing all the detail the human eye would see if there. We utilize Truetour Video and Matterport Tours to provide an almost true walk through of the home from top to bottom. My virtual tours showcase the home and provide detailed notables of the listing to entice Buyers to come and view the home. I also map, provide aerial views and school information to help further qualify your home in the buyers mind. For examples of the photography and video formats used by me, please visit my website at

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97%
of buyers
said “pictures
determined
what property’s
they would
see”

92%
of buyers start
their search for
a new home
online



THINKING ABOUT BUYING A NEW HOME?

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GEOFF SMITH

Sales Representative

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COMMITTED TO YOU!**

Established 2006

Investment Property Advisor

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Downsizing Advisor

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Financing Specialists

First Time Home Buyers

Multi Award Winning Agent



TOP 10 POINTERS FOR AN EASIER MOVE

Moving can be one of the most stressful experiences in life. Getting yourself and your family organized will take the stress out of the day and allow you to focus on the fun stuff - like the fact that you're moving into a great new home!

1. The secret? Be organized. Start early and work steadily.
2. Give yourself a "time cushion."
3. Create a timetable and Master "to do" checklist!
4. Purge! Get rid of things you no longer want or need.
5. Pack Like Items Together and Label Boxes on All Sides
6. Decide what, if anything, you plan to move yourself or must-haves during the move, should probably stay with you
7. Use the right box for the right item and don't pack loosely. Heavy items in small boxes.
8. Do not over pack boxes — boxes that are packed comfortably will be less likely to break. Wrap each fragile item separately and pad the bottom and sides of boxes.
9. Keep your moving documents together, including phone numbers, the driver's name, and van number.
10. Inspect each box and all furniture for damage as soon as it arrives.

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