

THE

REAL ESTATE NEWS AND VIEWS IN LONDON

HOMEPAGE



SPRING 2019

Distributed to over 1,000 households!

Joyce Byrne's Real Estate Team

Sutton Group Preferred Realty Inc., Brokerage
181 Commissioners Rd. West, London, ON N6C 2P4
Independently owned and operated

Joyce Byrne, Broker,
SRS, ABR, HBA, MA

“Delivering What Others Only Promise”

When considering buying or selling real estate be sure you receive the professional, full time service you deserve. Here's our resumé. We invite you to compare, then call us.



**Canada's Most Complete
Real Estate Site!**



www.homesforsaleinlondon.com

519-471-8888 • joyce@homesforsaleinlondon.com

Our Team's Resumé

- One of London's Top Teams
- Over 68 Years of Award Winning Combined Real Estate Experience
- Complimentary Staging and Home Inspections Included
- Wholly Owned Canadian Company
- U.S. and Canadian Referral Network
- Real Estate Management Experience
- University and College Graduates
- Over 2,000 Transactions Completed
- References Cheerfully Supplied
- Specializing in Residential, Condos, Rural and Commercial Real Estate Services
- The Power of Five for the Price of One!





MARKET REPORT FOR MARCH 2019

March Home Sales Cap A Strong First Quarter For 2019

- 814 homes were sold in March, up 0.4% over March 2018. The number of home resales was right on par with the 10-year average and March was the **third consecutive month to post gains** over sales one year ago.
- London North the average sales price was \$518,991, up 18.3% from the same period last year **up 54.4% compared to just 5 years ago.**
- London South (which also includes data from the west side of London) had an average sales price of \$402,253 in March, up 10.7% compared to March 2018 and **up 61.8% compared to just 5 years ago.**
- The area of London East was \$325,810, up 12% compared to last March and up **61.2% compared to just 5 years ago.**
- The average sale price in the region was \$405,956 up 11.3% from March 2018 and **up 61.2% from March 2014.**
- **The largest year-over-year gain was in St. Thomas**, with a March average sales price of \$361,426, up 21.8% compared to March 2018. 70 homes sold in St. Thomas in March.

We've had a very strong start to the first quarter of 2019, with steady home sales all across our region. Just three months into the year, there have been 1,939 home resales, which is an increase of 6.0% over the same period last year.

It's important to point out that the average sales price does include all housing types, including single detached homes, as well as high rise apartment condominiums. All real estate is local, so your best source for information on the marketplace is going to come from a professional REALTOR®.

Area	March Average Sale Price
Elgin County	\$366,156
London	\$416,085
Middlesex County	\$478,386
St. Thomas	\$361,426
Strathroy	\$386,640

It's a great time to contact me if you are considering buying or selling a property, or just have questions. **Just call me at my office at 519-471-8888. I would love to hear from you anytime.**



SELLERS CORNER

MARKETING YOUR PROPERTY FOR ALL IT'S WORTH

If you or someone you know is considering selling a property now or in the future, here are just a few of our Points of Difference!

1) INNOVATIVE MARKETING

- Our aggressive and innovative marketing techniques lead to more qualified buyer prospects and an auction-like atmosphere to the bidding process which results in a **higher sale price!**
- Sutton Group averaged 12 million views a month from Realtor.ca and 2.5 million from Sutton.com and that was in 2015!
- Our Monthly contact program to buyers and Realtors, our affiliation with networking groups such as LPMA, REIC, ORRT, etc. and our website, (which is **Canada's most complete real estate website**) are just some of the unique marketing techniques that help us increase the number of buyers and Realtors inquiring about the properties we market for sale.
- These initiatives result in not only more money for the properties we sell but a **shorter sale time too!!!**

2) GET IT DONE!

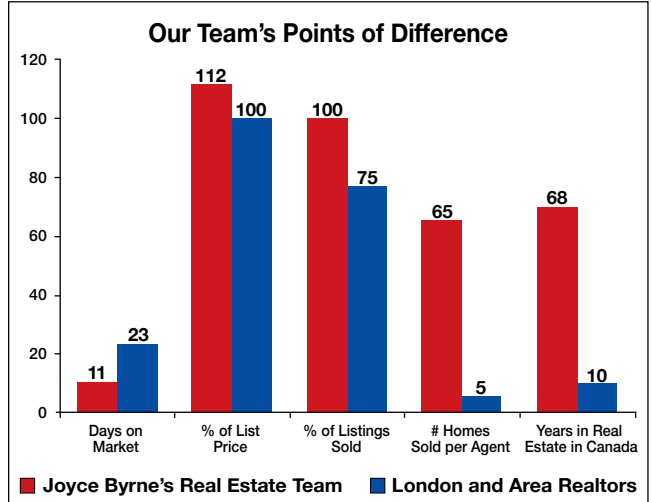
- Statistically properties took on average 23 days to sell last year. However properties listed with Our Team sold in **11 days!**
- And a **faster sale time leads to MORE MONEY!**

3) SHOW ME THE MONEY!

- The average agent sold their listings for 100% of the asking price in 2018.
- **We sold our listings for 112% of the asking price!!** And based on the average sale price in 2018, for a residential property in our trading area of \$368,705 **that's \$44,244 more in your pocket!!!**

4) PROVE IT!

- The properties we list for sale have a **25% greater chance of selling!**



- According to the local Association of Realtors, there were 12,993 properties listed for sale in 2018 but only 9,799 sold.
- This means that only 75% of all the properties listed for sale **actually** sold!
- In contrast **we sold 100% of all the properties we had listed for sale!!!**
- On average a Realtor with the local Association of Realtors was involved in only 5 transactions last year.
- Joye Byrne's Team was involved in **65 transactions.**

5) EXPERIENCE/TEAM APPROACH

- We have over **68 years combined experience in real estate.**
- The average Realtor in North America has only 10 years of experience.
- Only 3 out of 10 Realtors in Canada handle a minimum of **10 listings** in an entire year!!
- We have handled over **2,000 transactions.**

"EXPERIENCE ISN'T EXPENSIVE, IT'S PRICELESS!"

6) LESS HASSLE

- **Cancellation Guarantee.** We provide a written guarantee that removes the risk involved in making the wrong decision when choosing a Realtor!

For more information on our dynamic marketing plan please contact Joyce through my office at 519-471-8888.



BUYERS CORNER

HOW TO PREPARE FOR A MULTIPLE-OFFER COMPETITION

The winner in a multiple offer situation is usually the most qualified buyer who offers the best price with the fewest strings attached.....so what we call a clean offer. Yet there are a few other ideas we recommend that will strengthen a buyers offer.

A clean offer is one that is not loaded with contingencies (conditions that must be satisfied to complete the sale).

One way to put yourself ahead of the pack is to satisfy as many conditions as possible **before presenting your offer.**

For example, you may not be able to receive complete approval for financing, but you can get pre-approved for a loan. We also recommend a 2nd opinion from our Mortgage Broker as we can reach him day or nite to finalize last minute info and clarify the financing options. And believe me, most offers happen just that fast in this market! Sometimes we can send our Mortgage Broker the MLS listing info and get a firm commitment so you don't need a condition on financing. The long standing relationship we have with our Team's Mortgage person is one of the reasons our buyers secure a property over competing offers.

Our Team include home inspections in our buyer services and we encourage our buyers to do one before they make an offer, again allowing buyers to keep their offer clean while at the same time not jeopardizing themselves. If we view a property and the buyers like it well enough to consider putting in an offer we can often do the inspection right there on the spot. And sometimes getting your offer in first is what it takes.

Also, we usually try to find out as much as we can about the sellers and their situation before we show the property and get as much history on it as we can by doing research before our buyers view it. We then know what the sellers paid and when and maybe what work they have done on the property since they bought it. Searching building permits can be enlightening too.

If we happen to run into the sellers while touring their home, it's a good idea to let them know how much you admire their home. (When you are in what looks like it will be a competitive situation, there is no point in putting on a poker face.) But keep your comments short and sweet without revealing anything about yourselves just yet.

Sellers can be swayed by emotional appeal, particularly if they are weighing several similar offers. Try to stand out from the pack. You can include a covering letter with your offer but be extremely careful what you put in it. We will guide you on just what should go into this document and what is better left out.

One of the things that we have never seen done by other Realtors is presenting the mortgage preapproval letter or a document of some kind on bank letterhead stating that our buyers are qualified to then buy the property. We sent this in with our offers! Most sellers will have never seen a preapproval letter but their Realtor will be impressed and assured that if their sellers take our offer it will complete and close. The sellers Realtor will explain this to the sellers if we are not able to present our own offer, which can happen for instance if the seller lives out of province.

The closing date can be very important to the seller so we always call the sellers agent to get the perfect date, and if the buyers can accommodate it, that could be the icing on the cake. We have learned that calling, rather than texting or emailing, the seller's agent can reveal a lot of information we would never have received otherwise!

The best way to start your search for a new property is to meet with us over coffee so we can educate you on what to expect, what offer clauses and conditions we can use to protect you, what kind of properties you will most likely see in your price range and most importantly do a needs and wants assessment so our buyers are much more in the ready, set, go position and understand what they need to do to win in a competitive situation!

Call Our Team at 519-471-8888 to set up a Confidential Get Together.

CRUMBLING CONCRETE REPAIR TIPS

Water and freezing temperatures can make a mess of concrete steps, walkways, and patios.

Often concrete deterioration is just a Surface blemish that can be patched with a thin layer of concrete (sand-cement mixture, no more than 3/8-inch). The trick to getting the new concrete to permanently bond to the existing concrete is to first apply a coat of "cement paint."

Cement paint can be made by mixing water into pure Portland cement, and stirring it until it's a paste with the consistency of latex paint. Make sure the patch area is free of grit or loose material, then lightly spritz the area with water before applying the "cement paint." With the "cement paint" still wet, apply a thin layer of concrete.

If it's more than a surface patch, or to replace chunks of missing concrete, add small stones to the concrete mixture. The ratio should be approximately 60 per cent stone, 10 per cent sand, 15 per cent Portland cement and 15 per cent water for a strong mix. Always use the "cement paint" to bond new concrete to the old.

WHAT BUYERS HAVE TO SAY ABOUT OUR TEAM

"Over the course of several months I dealt with and got to know both Joyce and Connie and have nothing but good things to say.

*Despite my focuses and desires for a home changing several times during my time working with them, they were **always more than helpful and a pleasure to deal with.** They always told me what I needed to hear as opposed to what they thought I wanted to hear; which I really appreciated as a first time home buyer. They were so attentive and spent countless hours getting me into a home I am absolutely thrilled with.*

I can't say enough good things about my experience with Joyce and Connie and look forward to buying my next home with them in a few years!"

DILLON O'HENLY
1750 Applerock Avenue
London, ON N6G 0L7

CONGRATULATIONS & THANK YOU CORNER

Dave and Cindy Macdonald -
Brampton - Welcome to Strathroy!

Deb Ratz-Huisman - for her referral of
Carol Larocque

Victoria Neil - Re/Max Twin City Realty
- Paris - for her referral

Carl Stars - Sutton Group About Town
- Burlington - for his referral of Dillon
O'Henly & Anastasia Edwards

Greg and Anna Ackland - for the
referral of their son - Cullen Ackland
and Hayley Grosse

Cathy Romaine - for her referral of
Marnie and Tony Verhoef

Cole Maricotti - Sutton Group Summit
Realty - Mississauga - for his referral

Tom Nelson - Deerbrook Realty -
Windsor - for his referral

Deb Moysiuk - Re/Max Chatham Kent
Realty Inc - Tilbury - for her referral

Sandra Smith - for her referral of Kim
Smith - Toronto

Kevin Nagle and Nicole Holmes - on
the birth of their daughter - Raelyn
Frances Nagle - born Jan 29th, 2019

Mario Nardi - Re/Max Premiere Inc. -
Toronto - for his referral

Mary Di Felice - Re/Max Premiere
Inc. - Toronto - for her referral of Mario
Nardi - Re/Max Premiere Inc. - Toronto

Colleen Brown - Sutton Group Heritage
Realty - Stouffville - for her referral

Tim Cummings - Realty House -
Chatham - for his referral of Roxanne
Meloche

Judy Sehling - Keller Williams Black
Diamond - Burnaby BC - for assisting
our clients Glenn and Beth Parsons

Marce Miller - Keller Williams Realty
Van Central - Vancouver BC - for her
referral

Bruce Witchel - Sutton Group Summit
Realty - Mississauga - for his referral

Toyanne Lauriston - Ottawa - for her
referral of Toni Lauriston - Toronto

Lou Marinova - for his referral of Marin
Marinov

John Midlige - Sutton Group Heritage
Realty - Whitby-for his referral

Kim Mosier - Sutton Group Heritage
Realty - Oshawa - for her referral

Marin Marinov and Tihomira Marinova
- Mississauga

Mark and Grethell Bohman
Roxanne Meloche - Windsor

Dianne Taylor

Hai Hoang and family
Carol Larocque

Kym Loos and Randy Lucas
Syed Banihani for his referral of
Ahmed Banihani

Ellen McGrath

Pat McNally

Colt Rielhof

Marnie and Tony Verhoef-Dorchester
Jessica Cui - Toronto

Kevin Nagle, Carrie Nagle & Don
Gignac

Megan O'Hara-Cowichan Bay, BC

Dorothy Coolman

Mary Quintana & Dave Cano - Fonthill



FEATURE HOMES



COMING SOON

"COUNTRY IN THE CITY" **Call for Details**

Located minutes from Hwy 401 in South London. Surrounded by conservation and fields. Backs onto creek. Move in ready and updated throughout to better than new. Perfect for singles or couple. **Retire right or start smart!**



JUST LISTED!

"BACKS ON GREENSPACE" **\$204,900**

Walk to ponds, playground, splash pad, trails, library and shopping. Minutes to Hwy 401 in South end. Garage, private drive and next door to visitors parking too. 2½ baths and finished lower level plus privacy fenced patio. **Priced to Sell!**



JUST OUT!

"POPULAR LAMBETH" **\$479,900**

Located on quiet circle of single family executive homes backing onto church parking lot for ultimate privacy. Contemporary design with open concept main floor plus a master with ensuite and a den. There are 2 bedrooms on each level and a media loft on the 2nd floor. Lower is set up as in law suite. **Act Quick!**



FOR LEASE

"HYDE PARK" **\$2,100 MTH**

Nestled on quiet family oriented cul-de-sac in Northwest London. Better than new with a privacy fenced yard and huge covered sundeck plus adorable garden shed. Sunken main floor family room plus 2nd floor family room and 3 beds. Minimum 1 year lease + utilities. **Call today!**

For more info on these homes and any other properties you may be curious about, just give us a call through our office or send Joyce an email anytime!