

THE

REAL ESTATE NEWS AND VIEWS IN LONDON

HOMEPAGE



SPRING 2012

Distributed to over 1000 households!

Joyce Byrne's Real Estate Team

Sutton Group Preferred Realty Inc., Brokerage
Independently owned and operated

"Moving You Into Your Future"

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 Largest Real Estate Web Site!

www.homesforsaleinlondon.com

519-471-8888 • joyce@homesforsaleinlondon.com

Resumé

- One of London's Top Five Teams
- Relocation Specialists
- Real Estate Management Experience†
- University and College Graduates
- Over 83 homes sold in 2011*
- Staging Consultation and Home Inspection Services Available
- 50 Years Combined Experience
- Provincial Broker & Sales Licences

†Formerly Canada Trust Realty

*London Board Average was only 8





MARKET REPORT FOR FEBRUARY 2012

Market Activity	500 detached homes and 137 condos exchanged hands in February 2012, for a total of 637 transactions.														
Type of Market	Balanced														
Listings	Active detached home listings end of period were down 0.1 %. Active condo listings end of period were up 5.2%.														
Average Price February 2012 (Compared to January 2012)	<table border="1"> <tr> <td>Total Residential (Detached & Condo)</td> <td>\$230,624 up 2.5% (\$225,027)</td> </tr> <tr> <td>All detached homes in LSTAR's jurisdiction</td> <td>\$245,258 up 3.9% (\$236,101)</td> </tr> <tr> <td>All condos in LSTAR's jurisdiction</td> <td>\$169,801 up 0.4% (\$169,069)</td> </tr> <tr> <td>All two-stories in LSTAR's jurisdiction</td> <td>\$327,195 up 8.7% (\$301,078)</td> </tr> <tr> <td>All bungalows in LSTAR's jurisdiction</td> <td>\$172,101 down 3% (\$177,379)</td> </tr> <tr> <td>All ranches in LSTAR's jurisdiction</td> <td>\$284,309 up 3.9% (\$273,709)</td> </tr> <tr> <td>All townhouse condos in LSTAR's jurisdiction</td> <td>\$158,523 up 6.3% (\$149,097)</td> </tr> </table>	Total Residential (Detached & Condo)	\$230,624 up 2.5% (\$225,027)	All detached homes in LSTAR's jurisdiction	\$245,258 up 3.9% (\$236,101)	All condos in LSTAR's jurisdiction	\$169,801 up 0.4% (\$169,069)	All two-stories in LSTAR's jurisdiction	\$327,195 up 8.7% (\$301,078)	All bungalows in LSTAR's jurisdiction	\$172,101 down 3% (\$177,379)	All ranches in LSTAR's jurisdiction	\$284,309 up 3.9% (\$273,709)	All townhouse condos in LSTAR's jurisdiction	\$158,523 up 6.3% (\$149,097)
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Most popular in February	Two-storeys, then bungalows, then ranches, and then townhouse condos.														
Affordability	<p>Homes in LSTAR's jurisdiction continue to maintain their affordability compared to other major Ontario and Canadian centres. According to the Canadian Real Estate Association's Major Market MLS® Statistical Survey for January 2012, the average price year-to-date for:</p> <ul style="list-style-type: none"> • Vancouver -- \$771,415 • Victoria -- \$459,904 • Toronto -- \$488,478 • Calgary -- \$409,626 • Hamilton-Burlington-- \$338,962 • Ottawa -- \$346,451 • Kitchener-Waterloo -- \$336,190 • Edmonton -- \$352,029 • Saskatoon -- \$306,489 • Regina -- \$292,905 • Halifax-Dartmouth -- \$275,568 • London and St. Thomas -- \$225,027 														
Market Factors	<p>"We are heading into what's shaping up to be a very busy Spring market," observes Whitney. "The number of new listings processed in February was up a significant 14.2%, while the number of active listings at month's end – in other words, our inventory -- was up 0.9%. This means that properties are moving – good for sellers -- but there's also lots to choose from – good for buyers. In other words, our local market continues balanced. And the unusually warm and clement winter certainly hasn't hurt. Weather always factors in, good or bad."</p>														



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 is just a few of our Points of Difference!

1) INNOVATIVE MARKETING

- Our aggressive and innovative marketing leads to more qualified buyer prospects and an auction-like atmosphere to the bidding process which results in a **higher sale price!**
- Our Monthly contact program for buyers and realtors, our affiliation with networking groups such as LPMA, REIC, NLN and our website, which is **Canada's largest real estate website** (www.homesforsaleinlondon.com), these are just some of the unique marketing techniques that **more than triple** the number of buyers inquiring about the properties we market.
- This results in, not only more money for the properties we sell but a shorter sale time too!!!

2) GET IT DONE!

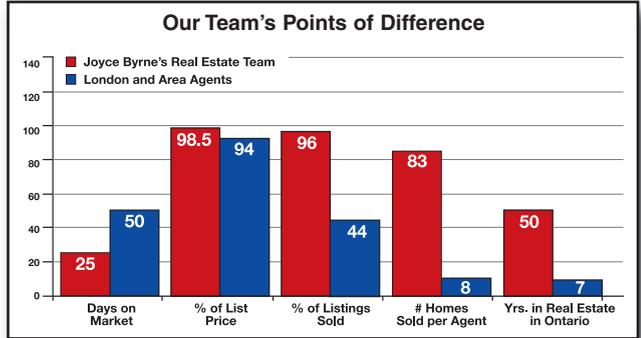
- Statistically, properties took, on average, 50 days to sell last year. However, properties listed with Our Team sold in **25 days** - half the time it takes other Realtors!
- And a **faster sale time leads to MORE MONEY!**

3) SHOW ME THE MONEY!

- The average agent sold their listings for only 94% of the asking price in 2011.
- **We sold our listings for 98.5% of the asking price!!** And based on the average sale price in 2011 for a residential property in London of \$232,387 **that's \$10,458 more in your pocket!**

4) PROVE IT!

- The properties we list for sale have a **TWO Times greater chance of selling!!** According to the London & St. Thomas Real Estate Association, there were 19,464 properties listed for sale in 2011 but only 8,642 sold.



- This means that only 44% of all the properties listed for sale actually sold!
- In contrast, **we sold 96% of all the properties we had listed!!!**
- On average, a Realtor with the London St. Thomas Real Estate Association sold only 8 homes last year!
- **We sold 83!!**

5) EXPERIENCE/TEAM APPROACH

- We have over **50 years combined experience in real estate sales.**
- The average Realtor in Ontario has only 7 years experience and 80% of all the Realtors in Canada have less than 10 years of selling experience!!
- We handled over **83 transactions last year!!** 7 out of 10 Realtors in Canada handle less than 10 listings in an entire year!!

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

6) LESS HASSLE

- 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 program, please contact us through our office at 519-471-8888 and ask for Joyce Byrne.



BUYERS CORNER

Buyers may be new to an area or neighbourhood, but we are not! We can save buyers time, trouble and considerable money.

With **over 50 years of combined real estate experience**, how can we fail? We are right on top of the ever changing market forces, and are knowledgeable about local schools, amenities, resale values and more.

Not every property that is available for sale is on the Internet or on Realtor.ca.

So even if buyers are familiar with an area, chances are that we have access to properties that buyers or some other real estate agents may be unaware of.

We are well positioned to not only help our buyers target the right homes and areas, but also to negotiate the best price. We often introduce buyers to neighbourhoods they never even knew about or thought about.

Our services do not cost our buyers any money as we get paid through the transaction when they purchase a home and it closes!

We have also designed a system **to help identify your housing requirements**, and ultimately helps us target the properties that are best suited to your needs. And best of all, you will receive listings of homes for sale within minutes of them coming on the market and with the same information we as Realtors get!

Since **we sold 83 homes last year** (the average agent in Ontario sold less than 8!!), when it comes to house-hunting it makes sense to have us in your corner!

Why Do Buyers Need Their Own Agent?

To find a home, buyers usually either look on the Realtor.ca internet site, in the newspaper, see a sign, or simply do "drive by's". Buyers will then quite often call the Realtor whose name is on the sign or in the ad. Buyers often assume that the listing agent is the best person to deal with since they know the property.

HOW TO FIND THE BEST PROPERTY AND MAKE THE BEST BUY

Beware:

The Seller's Realtor is the agent of the seller, and is legally obligated to get the best price & terms for the seller, not the buyer! Also, since they have a vested interest, they are **not likely to tell buyers about other properties that may be superior to their listing and legally cannot do this!** Buyers are really on their own.

Sellers have Agents...Buyers Should Too!

When buyers have their own loyal agent to represent them, that agent can spend the time and effort necessary to truly learn and understand what their buyers wants and needs are. They are better equipped to search out properties that most closely meet their buyer's needs, thereby **saving considerable time, aggravation and yes, even money for their buyers!**

The buyer's Realtor is able to advise buyers about any negative factors as well as the positive points of each property they may be considering and do often point out reasons why a property may not be the best investment. Every action or recommendation we make puts our buyers in the very best position and gives them the best advantage. The most important thing we bring to the table is **Advice and Experience!**

"Experience isn't expensive, it's Priceless!"

Before you start shopping for a home call us so we can put our knowledge and over 50 years experience to work for you by designing a plan of action to help you find the best property in a reasonable time frame for the absolute best price!

Contact us today **at 519-471-8888.**

Let us Share in your Journey to find your Dream Home!





MORTGAGE RATES

Rates as of Monday, March 5th, 2012
Rates are subject to change at any time (E & O.E.)

Rate information
provided by:

Andrew Young
Mortgage Agent

**Mortgage Wise
Financial**

519-630-5905

Andrew.young@bemortgagewise.ca

Terms	The Bank	Our Rates
1 Year	3.20%	2.44%
2 Years	3.55%	2.64%
3 Years	3.95%	2.84%
4 Years	4.64%	2.99%
5 Years	5.29%	3.24%
7 Years	6.16%	3.95%
10 Years	6.75%	3.95%
VIRM	3.00%	2.50%
The prime rate is 3.00%		

WHAT HOME SELLERS SAY ABOUT OUR TEAM

"I can't begin to thank Joyce and her Team enough.

I had my home on the market for over 6 months with a different agent. I took my home off the market in December and when I relisted, I went with Joyce Byrne.. this was the best decision that I have ever made. Joyce connected me with her Team of professionals that helped me prepare for the sale of my home. Once my house went on the market I had 2 offers within 4 days and one of them was \$5,000 over asking. I then had to purchase a new home and again Joyce and Lee and the team were amazing. I found my new home in no time with their help.

I have never known a real estate agent that dots their I's and crosses their T's and does it all with such friendliness and professionalism. I would recommend Joyce and her team to anyone who wants to sell or purchase a home. Top rate service! Thanks again to you all."

WENDY BADGEROW
221 Trowbridge Avenue
London ON N6J 3M2

CONGRATULATIONS & THANK YOU CORNER

George Willson - George H Willson Realty - Chatham
- for his referral of The Mitchells

Pat Lorimer - Remax Twin City - Kitchener - for helping our
client Lisa King

Stephanie Irvine - for her referral of Paul Whitehead

John and Yvonne Irvine - for their referral of their neighbours

Linda Szabo - for the referral of Tanya Hicks

Brent Gudgeon - for the referral of Marlene Cornelis

Paul Maranger - Sotheby's International Realty - Toronto
- for his referral of Cindy Stiller

Joanne Muegge - Remax Preferred Realty - for helping our
clients Laurel and Silvio Di Benardo

Wendy Badgerow - for the referral of Dwayne and Kim Delaney

Feisal Sachedina - Century 21 Percy Fulton LTD - Scarborough
- for his referral of The Ladaks

Adam Auger and Jackie Kinsella - on their Wedding March 3, 2012

Andrew Young - Mortgage Wise Financial - for his referral of
Hatem Abouzeenni

Ron Fraser - Toronto - for his referral

Paul Gomes - Sunlife Financial - for his referral of Gary and
Ann Revington

Tristan and Patience Mitchell - Chatham - welcome to London

Nick and Erica Hermida - on their new business The Latino
Market at Dundas and Colborne

Email or call us if you have news to share!

LAUGH TRACKS



A turkey was chatting with a bull.

'I would love to be able to get to the top of that tree'
sighed the turkey, 'but I haven't got the energy.'

'Well, why don't you nibble on some of my droppings?'
replied the bull. They're packed with nutrients.'

The turkey pecked at a lump of dung, and found it actually
gave him enough strength to reach the lowest branch of the
tree.

The next day, after eating some more dung, he reached
the second branch.

Finally after a fourth night, the turkey was proudly
perched at the top of the tree.

He was promptly spotted by a farmer, who shot him out
of the tree.

Moral of the Story:

B. S. might get you to the top, but it won't keep you there.

Thanks to Rob Gifford for this one!

How Can We Help You With Your Business?

Do you have your own full time business you would like to promote or know someone who does? Networking is one of today's soundest way to build relationships and get the word out about what you do. By joining a networking group you not only get to meet other like minded entrepreneurs, you can also exchange referrals and business tips to improve what you are doing.

Email me if you would like more information on joining a networking group at
joyce@homesforsaleinlondon.com



FEATURE HOMES



JUST LISTED! "WHITE OAKS" \$229,900

Premium treed, flower filled yard with large veggie garden, above ground pool and lovely patio with pond off kitchen. 4 updated levels of space too!



JUST LISTED! "COUNTRY GENTLEMAN" \$259,900

Nestled on 2 private acres with large steel insulated and heated barn / workshop / garage. Perfect for horses with paddock and 2 stalls. 4 bedroom updated home too!



HERITAGE HOME! "WEST LORNE" \$149,900

Large duplex now set up as 4 bedrooms with 1 bedroom apartment. You can own this for as little as \$405 a month plus property taxes. Call us to find out how!



COMING SOON! "WHITEHILLS"

Not On MLS. Updated spacious Raised Ranch with 4 bedrooms and 2 baths plus attached Garage. Perfect layout for Mortgage Helper or 2 Families. Call us for details!

For more info on these homes and others, go to our website under "Homes for Sale" at www.homesforsaleinlondon.com

It's Canada's Largest Real Estate Site