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AGENT BOSKO'S JOURNAL

Welcome to my July 2011 Newsletter!

Toronto MLS Sales and Average Price Up in June

Greater Toronto REALTORS® reported 10,230 home sales through the TorontoMLS® system in June 2011 – up 21 per cent compared to June 2010. This number represented the third best June result on record behind 2007 and 2009. The number of transactions during the first six months of 2011 amounted to 48,189 – down by 4.5 per cent compared to the first half of 2010. “The strong June result capped off an interesting first half of 2011,” said Toronto Real Estate Board President Richard Silver. “The pace of sales was a bit sluggish at the beginning of the year, but rebounded in May and June. Because of the positive affordability picture, home buyers remained confident in their ability to purchase and pay for a home over the long term.” The average price for June transactions was \$476,371 – a 9.5 per cent increase over June 2010. Through the first six months of the year, the average selling price was \$467,169 – almost an eight per cent increase compared to the same period in 2010. “While sales have been strong, we would be on track for a record number of transactions in 2011 if not for the decline in listings so far this year,” said Jason Mercer, the Toronto Real Estate Board’s Senior Manager of Market Analysis. “Tight supply meant more competition between home buyers and an accelerating annual rate of price growth in the second quarter.” “Home owners will likely react to the stronger price growth by listing their homes in greater numbers. A better supplied market would result in more moderate price increases,” continued Mercer.

Sincerely,



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ROYAL LEPAGE REAL ESTATE SERVICES LTD., BROKERAGE

CORPORATE OFFICE



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DIRECTOR'S
PLATINUM
AWARD

My Seller Service's

- Analyze needs and wants, help the seller clarify the motivating reason to sell, and determine the seller's timetable.
- Sell the home within a specific timeframe.
- Determine the best selling price and strategy given the current market conditions.
- Price the home competitively and find a buyer for the home.
- Develop a marketing plan and establish a marketing timetable.
- Market the home to potential buyers.
- Evaluate offers.
- Negotiate and deal with buyers and their representatives.
- Advise on final terms and conditions of the Agreement of Purchase and Sale.
- Help with Paperwork, inspections and prepare for closing date.
- Keep you safe.

My Buyer Services

- Analyze needs and wants, help the buyer clarify the motivating reasons to buy and determine the buyer's timetable.
- Help find the right home to purchase and help determine how much they can spend.
- Determine the best purchase price strategy given current market conditions.
- Help determine what comparable homes sell for.
- Draft an offer, negotiate counter offers and advise on final terms and conditions.
- Help with price negotiations.
- Resolve last minute issues and complete the transaction.
- Keep you safe.

Why I Do What I Do



I am committed to helping my clients build wealth through real estate. I am also committed to keeping you (and anyone who you refer to me) safe by talking you out of homes that may not be right for you and by taking the time to help you find a great home for your family. I am committed to helping you get the most money for your home as quickly as possible and with the fewest problems. Most importantly, I am committed to you enjoying a smooth contract-to-closing process and giving you honest, dedicated service and the confidence that I will keep the promises make.

5 Quick Fixes That Improve Curb Appeal for Under \$ 500.

It's a known fact: Good-looking well maintained homes sell faster (and command a higher price) than houses that appear worn down and tired. In today's attractive rollercoaster real estate market enhancing curb appeal- the first impression of a house as seen from the street - can mean the difference between attracting serious buyers, resulting in a sale, or having the property languished for months as unsold. "Adding curb appeal is a quick and easy way to liven up the home's exterior and improve value of the home" says Leslie Segrete. She offers the following curb appeal tips for under \$500 :

Tip # 1: Refresh Exterior Wood

One of the most significant curb-appeal improvements home owners can make is to refresh all exterior wood surfaces. Check wood siding, trim, doors, mailboxes, decks and fences for fading, dirt and peeling paint. If the wood is unfinished, use a wood cleaner; if it's finished, use a wood stripping solution. Next, add a fresh coat of stain so these wood surfaces look clean and new again. Consider adding colour to outdoor wood furniture with an exterior wood stain; it's an inexpensive way to "decorate" outdoors.

Tip #2 : Prune Foliage and Shrubs, Add Mulch

Trim shrubs and trees, manicure the lawn. Consider energizing the landscape by planting fresh flowers -simply adding \$100 in brightly coloured annual will instantly improve the total appearance of the yard. Take time to prune the dead branches, trim back overgrown shrubbery and spread mulch or lark around trees, shrubs and flowers for a weed-free, well-kept look. Also, small shrubs are great for concealing unattractive aspects of a home's exterior, including unappealing air-conditioning units.

Tip #3: Freshen Up Windows, Shutters and Gutters

Clean windows that flank the front door and repair broken windows and torn screens. Repair and clean shutters to complement the revitalized front entrance, and remember to clean surrounding gutters as they can instantly ruin a first impression.

Tip #4: Lighten Up

To add warmth and add interest , consider installing exterior lighting fixtures to shed some light on a favourite tree, or illuminate the walkway. Remember to clean existing light fixtures and replace burnt-out bulbs.

Tip # 5: Accessorize

A small number of accessories add charm, especially at the home's entryway. Consider adding a few understated ornaments like burgeoning flowerpots, a colourful welcome mat, a name plate or a small rocking chair to make the space look "homey" and welcome. These small additions will attract home buyers who can envision themselves in the lovely space.

Quick, easy and inexpensive, these five tips will infuse instant energy and appeal into any home's exterior.



What I Do For You...



1. I am your Consultant

As your consultant I will ask profound and insightful questions in order to discover what is really important to you. I also lead you through the process of clarifying your values so that your choices are easy. I will listen vigilantly and then when you have confirmed what I heard you say, I will craft a very specific strategic process.

2. I am your Negotiator

I treat your money like it is mine and when it is time to make or save you money, I am like a Pit Bull!. Like me, you probably believe that it is in your best interest to have a skilled, experienced and focused negotiator on your team. I will skilfully articulate the strengths and weaknesses of the suggestions other agents propose, and as a result you will sooner or later become aware that my negotiating skills alone are worth every penny you pay me.

3. I am your Overseer of the Transactional Details

As you can imagine, every 'i' must be dotted and every 't' must be crossed, because there are 100 pieces of paper requiring upward of 43 signatures and initials, and making a mistake can be very costly to you. Every transaction has 100-200 phone calls, 100-200 emails and each one of them is loaded with critical details. On your Sale or Purchase, 43 people from 14 separate industries(lawyer, title, home inspector, stager. Underwriter, mortgage broker, etc) will be involved in the 7 stages of your transaction.....talk about integrated complexity! I look at my role as your pilot and that is why I created the list of 83 different types of turbulence we could encounter. This checklist helps me anticipate and recognize what could go wrong, to see things from multiple perspectives, and help identify likely, unintended consequences of our decisions.

We also have the same workload when you buy a property as it could take months or even a year to not just find the perfect home, but to also perhaps present 5-10 different offers, if we are in multiple offer situations (which is highly likely as there is a very low inventory and multiple offers are very prevalent right now). You might also do 3-5 Home Inspections etc. We also bring 30 years of experience and over 1400 transactions...and have never been sued or brought before our company, board or provincial ethics and practices committees.



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