

The Galvin Report

Fall 2015

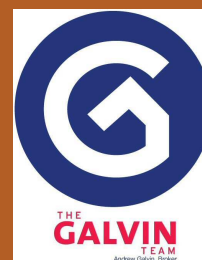


Photo by: Brian Crangle

THE GALVIN TEAM, RE/MAX EASTERN REALTY INC. BROKERAGE. PETERBOROUGH



Market Update:

By: Andrew Galvin, Broker

The market has been hot the last few months with a lots of buyers and not enough houses for them. Prices in Peterborough are up about 6% this year with competing offers (2 to 3 offers at a time, not the 12-20 offers you hear about in Toronto) buoying those prices. The number of listings were down every month July-September versus the same period last year and sales were up 25% and 21% over last August and September. In particular, west end bungalows are in short supply. CMHC is forecasting moderate price increases of 1 to 2 percent over the next two years if interest rates stay low.

Money Saving Tips

- ◆ If you own a century home you can apply to have it designated historically through PACAC. The Peterborough Architectural Conservation Action Committee. PACAC designates only the important historical features, not the whole house! You can receive up to 40% discount on your tax bill to cover the sometimes higher cost of maintaining those historical features. Call Eric Hanson at City Hall 705-742-7777 ext. 1489 for more information.
- ◆ If you have a vacant commercial building or unit you can receive a tax break up to 21 % on the taxes for that vacant portion. Call City Hall tax department for more information 705-742-7777 ext.1865.
- ◆ The Peterborough Utilities offers commercial lighting upgrades including the lighting and labour to commercial property owners up to \$1500.00 (parts and labour) who have an electrical audit of their building completed. Eligibility is determined by usage of 50 kW or under of power. Call Cathy Mitchell at the P.U.C 705-748-9300 for a free assessment audit, each business can apply once only.
- ◆ I read an article recently that said a dirty air filter in your furnace can cost up to \$200.00 per year in extra utility costs. Dirty ducts or leaking or uninsulated ducts can reduce the efficiency of a high efficiency furnace by as much as 40%.
- ◆ Just an FYI- After the huge rain storm on October 28th, we had a few home owners call to report leaky basements. Most were due to leaf plugged eavestroughs overflowing into low spots or uncovered window wells around the foundation.
- ◆ The government has announced that it is probably bringing back the home improvement tax credit in 2016.

Pricing Your House Right . . . The first time

Educating our clients is becoming a large part of what we do as real estate professionals. It is very important to us that you understand the process so we can make good choices, together. One of the toughest decisions clients' make after deciding to sell is price. Price is the number one factor that most home buyers use in determining which houses to view. Although the price is set by you, the seller, the value of the home is determined by the buyer. When putting your home up for sale, attracting buyers is the name of the game. As a seller, you have two goals: To get the most money possible and, to sell as quickly as you can. Here are some factors to consider:



What Affects Your Asking Price?

- Urgency ~ How quickly must you sell?
- Competition ~ Are there just a few or many homes available in your price category and area?
- Competitive Market Analysis ~ Do you know what similar homes in the area sold for within the last six months?
- Expenses ~ What are your selling costs?

What Doesn't Affect Your Asking Price?

- **Original Cost** ~ Your price is determined by today's market Investment in Improvements. Potential buyers will evaluate your home (i.e. wallpaper and carpet) and may include the costs to remove or replace)
- **The Cost to Build Your Home Today** ~ A replacement value is determined for insurance purposes only

- **Personal Attachment** ~ Buyers purchase based on their emotions, not yours.

- **Neighbour's Claims** ~ Don't listen to what your neighbours tell you is the fair market value for your home. Other homes in your neighborhood may not be as similar as you think.

What Happens to an Overpriced House?

- You'll Help Sell the Competition ~ The "correctly priced" homes look even better if yours is overpriced. Most buyers are competitive shoppers
- Your Home Will Stay on the Market a Long Time ~ Did you know that 80% of your potential buyers will see your house in the first four to six weeks? If you don't sell them then, statistics tell us that it takes approximately three months to replace them with an equal number of newcomers
- You'll Lose Market Interest and Qualified Buyers ~ Serious buyers use the value, quality and price of similar properties as deciding factors
- A Negative Impression is Created ~ People will wonder why your house is still on the market - they'll believe something is wrong with your home.
- You (The Seller) May Lose Money ~ You may have to make extra mortgage payments as well as incur taxes, insurance and unplanned maintenance costs.
- You (The Seller) May Have to Accept Less Money ~ Studies show that the longer a house is on the market, the greater the discount off the list price. Often a seller will accept less than fair market value in order to sell because of an approaching deadline.



2015 RE/MAX Christmas Client Appreciation Movie Morning

Please join us on Saturday November 28th for the annual RE/MAX Client Appreciation Day. This year, there is a choice between four movies: 2 movies for kids (Peanuts Movie or The Good Dinosaur), and 2 movies for adults/teens (007 Spectre or The Hunger Games, Mockingjay. This is a PRIVATE showing for RE/MAX clients only. I must receive your RSVP by the end of the day on November 13th. This is a popular event so please register early to avoid disappointment. Please call me or email to register sford@topproducer.com or 705-743-9111 X 299. Please note this year's Registration starts at 8:30 a.m. The movie starts at 9:30 a.m. **You MUST be on the list to attend.**



Andrew Galvin

26 years in business



Lorrie Tom

10 years in business



Eric Mickee

5 years in business



Sharon Ford

12 years in business



THE
GALVIN
TEAM

Andrew Galvin, Broker