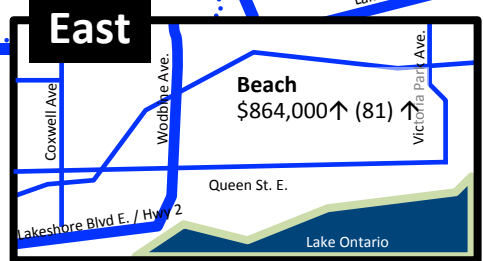
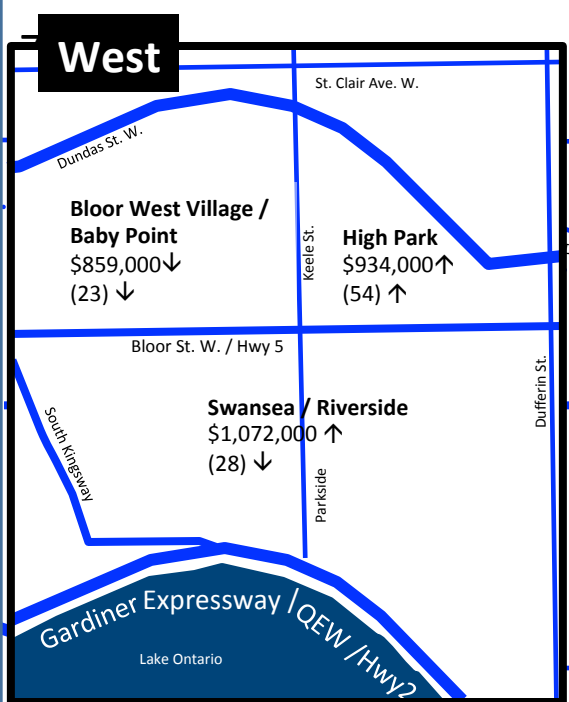
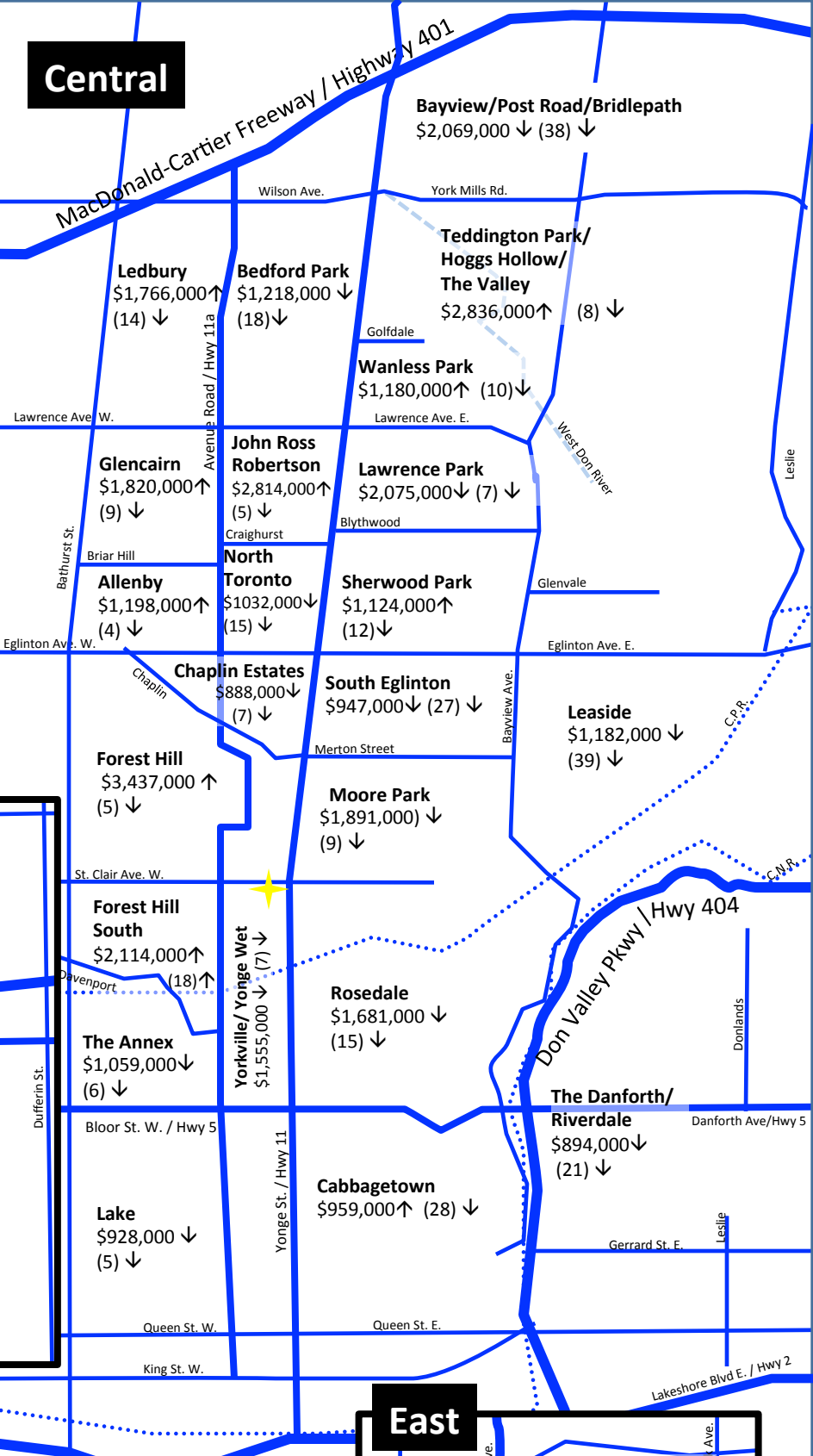


Average Freehold House Prices
 (select Toronto neighbourhoods)
July 1, 2013 to September 30, 2013

Legend
 \$ = Average House Price
 () = Volume of Houses Sold
 ↑ = Change from previous quarter
 ⊕ = Insufficient Sales
 (Average not necessarily accurate. Please contact us for details.)
 ★ = Central Toronto Branch



This map shows average selling prices for specific neighbourhoods. Figures are based upon Toronto Real Estate Board Multiple Listing Service® statistics, and are simply an indication of trends. They should not be applied to a specific home or situation. If you wish to know changes and trends for your neighbourhood or street, please call Barbara or Imre at your convenience. Stay tuned for more.
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***These maps represent the average prices of freehold houses only. If you, or someone you know, would be interested in similar statistics for condominiums, please contact us directly.*



Our strategic services have proven essential for hundreds of buyers and sellers at accomplishing their financial goals and aspirations. Contact us today for efficient and practical help.

FOR SALE BY OWNER (FSBO) – Is this for me?

You may have seen these signs around your neighbourhood and wondered: is it easy to sell my own house? why pay any commission fees to a real estate agent? The old adage of “you get what you pay for” definitely holds true in this case. There are many dangers and hidden pitfalls in selling your own house.

A “for-sale-by-owner” homeowner is potentially at great risk, and this is by far the first and foremost concern. FSBO houses can be prime targets for serious security issues, like theft and burglary. With an experienced real estate agent and the backing of their professional firm, you can rest assured that all showings will be done with the utmost care and safety.

There are many legal and official steps involved in selling a house, far more than just a sign and a couple of showings. Inexperience with paperwork, inspection regulations, legal agreements and handling of disputes can lead to mistakes - costing you time, effort, opportunity and money. A very large percentage of private sales end up in court.

It’s important to list your house at a proper price - too high, your house will take much longer to sell; too low and you could cost yourself some serious money. Most buyers expect a house that is for-sale-by-owner to be cheaper than a house being sold by realtors, because they subconsciously deduct what would have been the commission. Typically, homeowners who set their own listing price, end up listing it too high because they are unable to give an objective evaluation of the house. We have an intimate understanding of the current local real estate market. We also have access to professional stagers and photographers to make your house show at its best. Let us help you get it right, right from the start.

In order to sell a house quickly and for the best price, it must be marketed and promoted well. FSBO homeowners incur the expenses out-of-pocket for promotional marketing, ad postings, and web-postings, etc. We will put your listing on our international company website, on our personal website, and on the MLS to promote your house to thousands of other agents. We have a huge customer (buyer) base – let us put that to work for you!

Days-On-The-Market is an important factor in the listing and selling of a house. “For Sale” for too long sends messages to potential buyers that there may be something wrong with your house. Typically, FSBO houses take much longer to sell than those houses sold with a realtor, either because it is listed for an inflated price, or there is limited marketing exposure, or agents are steering their buyers away from FSBO houses (because of the headaches, legal costs and red tape that inevitably come with dealing without a sellers agent.)

There are many outside contractors and businesses who are often necessary to involve during the listing of a house. We know the industry, the leading inspectors, attorneys who specialize in real estate, and top-notch contractors. These are the connections we make every day.

Ultimately, you want to get the best selling price for your house. We are skilled at negotiating with buyers and their agents. Statistically, sellers make more money on selling their house when using a professional real estate agent, even after the commission!

Listing and selling a house takes much time and energy. As professional realtors, we will guide you through this process, every step of the way. Let us take the stress out of selling; after all, helping you is what we do.