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What is happening in this crazy market?!

The first half of 2010 has taken us all by surprise. In the midst of the recession in 2009 we were anticipating (as forecasted by all Economists) that 2010 was going to be a slow year with very little, if any, increase in pricing over 2009. Instead, we had record sales, double digit increases in pricing in some areas, and a plenitude of multiple offer situations.

Consumer confidence bolstered in the 4th quarter of

2009 and sales were strong until about May 2010. What caused this peak in sales? Interest rates were still at all time lows but were forecasted to rise over the summer into the fall, as such, anyone with a pre-approval had an incentive to buy before their approval expired (for those of you who have never seen interest rates higher than 6%, there are the rest of us that remember 21% - Breathe! I kid you not! and also remember how relieved everyone was when they dropped to the very *reasonable* rate of 12%, betcha don't feel so bad about a 6% rate now do you?!); the threat of the HST and increased costs that were going to be incurred was looming; plus, inventory was low. As such it was definitely a Seller's market for the first quarter of 2010 which caused somewhat of a frenzy in the market place.

Then along came May and it felt like someone pulled the plug, the lights died down, the music stopped, and the market returned to a more balanced level. This was good news for Buyers, but not such good news for Sellers who were certainly appreciating that ride. While we don't expect the market to drop for the remaining of 2010, you can expect a slower rate of appreciation with longer days on market.

The key to being in the market we are in now is to price your home as close to market value as possible – with high inventory Buyers aren't interested in 'trying a low offer', they'll just move on to house that is 'priced right'. Presentation – your home must look fabulous! Buyers are picky, picky, picky. They have no interest in *imagining* what it could look like – they want it done, now. Patience – homes are taking longer to sell, if you recognize that going in, you will eliminate a lot of the stress that goes along with having your home on the market. As REALTORS®, our goal is to reduce as much stress as possible for you as well.

So yes, the market has changed, however homes are still selling (expect it to slow down considerably more in the summer and pick up again come September), the market is now balanced which makes it a more level playing field for all involved.

*Questions or Comments?
We would love to hear from you!*

Featured Listings



**501 Cubert St.,
Oshawa**
charming contemporary
2 bedroom home
\$187,900



**35 Worthington Dr.,
Courtice**
gorgeous 4 bedroom home
in prestigious
White Cliffe Estates
\$499,900



**948 Alanbury Cres.,
Pickering**
spacious 4 bedroom John
Boddy home
\$462,000



**59 Lipton Cres.,
Whitby**
fabulous 4 bedroom
executive home
\$439,000



**59 Preservation Place,
Whitby**
custom built luxurious
Denoble 4 bedroom home
\$1,150,000

*If you would prefer to receive a copy of our newsletter by email, please notify us at
deborahkhoury@royalpage.ca and we would be happy to do so!*

Do you have questions about the HST? For more information please visit our website at www.deborahkhoury.com

Staying Cool the *Green* Way

It's cool to be green, and green can keep you cool - especially in hot weather. Here are 10 tips for maintaining a comfortable home without relying on the air conditioner this summer.



1. Heat rises so make sure your roof is well ventilated. Consider installing a temperature controlled attic fan that switches on when the mercury rises.

2. Ensure proper insulation in the walls and ceilings. In Canada, we tend to think of insulation as a must for winter, but proper insulation also guards against the heat of the day in summer.

3. Shade the west side of your home by planting large bushes or trees to mitigate the amount of direct sunlight your west facing walls receive. Be sure any planting is done a safe distance from the foundation.

4. Ceiling fans can cool a room by several degrees. Install ceiling fans in larger rooms and set them to the forward position so the fan rotates counter-clockwise. This will help create a wind-chill effect and make you "feel" cooler.

5. Venetian blinds or California shutters are both aesthetically appealing and effective at shutting out the sun's glare. Another option is to add heat reflecting film on windows. It will help keep things cool, while reducing ultraviolet rays that can damage furniture and floors.

6. Since most summer breezes blow from west to east, open the southwest and northeast windows to allow a refreshing cross-breeze. Open windows at night to allow the cooler air in, and close them in the morning.

7. Use a dehumidifier to absorb moisture in the air, as dry air feels cooler. A dehumidifier can also prevent mold, mildew, and musty odours, especially in the basement.

8. If you can, minimize the use of your stove in really hot weather. Consider using an outdoor barbeque or a slow cooker which emits very little heat.

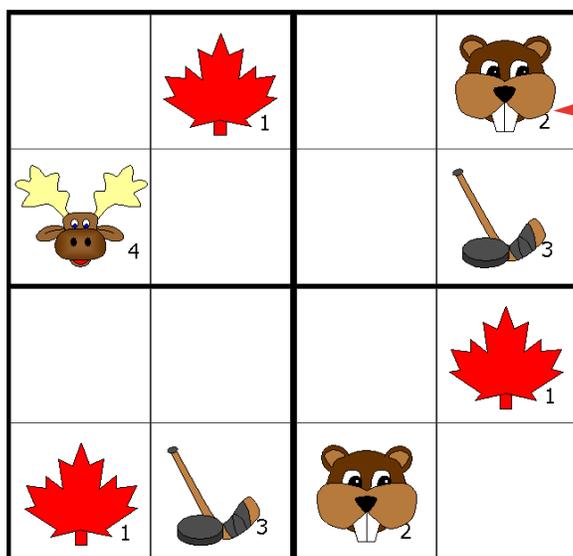
9. Invest in a fold-away gazebo for your deck or garden. It protects from the sun, insects, and summer showers when you want to cool off outside.

10. Lighten up the exterior paint. Light coloured paint doesn't absorb as much solar energy as darker paint, and is a relatively low-cost solution that can reduce your energy bills.

When summer sizzles, think **green**, keep your cool - and enjoy!

Kid Zone

Oh, Canada! Sudoku



Each row, each column and each of the large four squares should have one of each image. Fill in the blanks!



Did you know that on July 1st Canada will be 143 years old?

