

Our Service Will Move You!

TOM & DIANE MITCHELL SALES REPRESENTATIVES

York Region Real Estate

Volume 1, Issue 9

Volume 1, Issue 9

In This Edition:

9 Secrets to Selling Your House Fast in a Slow Market

Mitchell Kids Corner

People Are Talking

Student Works Painting

Life Lessons

Mitchell Team Market Watch

Homes For Sale

Buy or Sell with
Tom & Diane Mitchell
and Use this Truck for
FREE*

9 Secrets to Selling Your House Fast in a Slow Market

1. Know your market

One of the most important things you can do to get your house sold is to learn your market, the value of your property and your competition. Most sellers operate in the dark, simply offering the property for the price they want, without regard to what other homes have sold for and are currently selling for. Undervaluing or overpricing your home can cost you tens of thousands of dollars.

2. Price your home right

With homes sales slowing and prices plunging, there's little doubt that selling for a good price in today's market is going to be tricky. The median existing home price dropped more than 7% compared with the same month last year, according to the National Association of Realtors. So if you try to ask as much for your property as your neighbour got a year ago, you're going to turn off potential buyers. Instead, price your home conservatively by looking at similar houses currently on the market. Also look at the homes that aren't selling. Chances are those owners priced their homes too high.

If you really want to stimulate a sale, you should under price your property by just a little. Trimming the price by a few thousand dollars can generate more foot traffic and create a buzz.

3. Make your home presentable

Keep your house looking good at all times, repair things that are broken, and replace things that are rundown. Add a fresh coat of paint (neutral colors preferred), freshen up landscaping, trim trees, clean up clutter and remove personal items, so that prospective buyers can picture themselves in the home rather than seeing you there.

To guarantee a quick sale, consider using a professional home staging service. Your property must make a strong, positive impression. Staging a home is the cheapest way to make a house look different from your competition so it becomes the most memorable one that the buyer saw.

4. Market your home aggressively

In addition to using the multiple listing service, advertise in local papers and be sure to include beautiful photos.

Each photo should showcase something interesting and unique about the property.

Place numerous signs and flags in front of your home so that your house is easily seen. Consider placing a well designed flyer in front of the house. Make sure the flyer has great photos of the property from all angles, inside and out, as well as a link to a web site where people can take a "virtual tour."

5. Be flexible with showings

It only takes one Buyer to get your home sold. Don't make your Realtor feel as though their request for a showing is an inconvenience.

6. Play up your home's best features

If you have fireplaces, make sure that you have fires burning so that there is a beautiful warm glow and the sound of crackling. If you have a gourmet cook's kitchen, have some great-smelling treats baking in the oven. Turn on soothing music. Set all lights and lamps if the home looks dark or feels heavy. Lighting is crucial. Do the same as if you were having a formal dinner party- the house will certainly sparkle.

7. Offer buyers incentives

A low price may be incentive enough for some buyers, but others might be holding out for something more. This is where creativity can really take over. Perhaps you can throw in a new set of kitchen appliances, or a 3-day paid vacation in Mexico. There are a ton of incentives that speak to the heart of the buyer; be creative and see which one speaks to yours.

8. Offer flexible terms

Often, the best way to sell a home more quickly in a buyers market is to adjust the terms of the sale instead of the price. While it may sometimes be necessary to adjust the asking price downward, or to negotiate a lower price with the buyer, sometimes offering help with closing costs, or an extended settlement date, will go a lot further.

9. The first offer rule

If you get an offer within the first few weeks, the tendency is for sellers to try and hold out for a better offer. This is generally a mistake. The biggest fish usually bite first, so keep in mind that your first offer will often be your best. Lastly, keep a positive attitude!



*Some conditions/restrictions apply.
Subject to availability. Available to charities



KELLER WILLIAMS
ADVANTAGE REALTY, BROKERAGE
INDEPENDENTLY OWNED AND OPERATED

1271 GORHAM ST. #7, NEWMARKET, ON L3Y 8Y7 905-898-6300

Go to www.TheMitchellTeam.com
or Call 905-898-6300

Mitchell Kid's Corner

I Love March Break for two reasons, first because we aren't at school and second because it means the school year is almost over. I can hardly believe in only 3 months school will be finished. My first year in high school has gone by very fast. I celebrated my 15th birthday this month, one more year and I'll be driving. This spring and summer I'm going to play lacrosse and ball hockey. I've never played organized ball hockey before and I'm really looking forward to it.

Megan just finished reading week and she is back at McMaster. She'll be finished her first year of university in just over a month. She is really enjoying it. She has been coming home every weekend to work on her painting business and will be at it full-time starting in May. Jamie-Lee is considering doing her International MBA. She's been doing some research and has found a few schools that are very interesting to her. Jamie-Lee is also very busy working on her painting business and will start at it full-time in May.

My Mom and Dad are doing great, other than the fact that they worked way too many hours. They just came back from a four day real estate conference, they said it was amazing. Last week my Mom took my Nan to visit her Great Aunt Mary. Mary was born in 1913 and still lives on her own. She is in incredible health. She goes camping with her friend Vera, who is 84 and still driving, for three weeks in Temagami every year. This winter she went snowmobiling and ice fishing. She still does all of her own cooking and cleaning and is a walking history book. Her secret to long life and good health, stay active and have fun!

Have a great month!

Luke Mitchell



Diane Mitchell &
Aunt Mary



Diane Mitchell's Mom &
Aunt Mary



Aunt Mary

People are Talking!

Effective Team

I would like to thank the Mitchell team. They are without a doubt a very effective team and everyone I worked with contributed their knowledge and invaluable help and went the 'extra mile' for me,....Thank you all so much.

Bonnie Hennegan

Thank you

....Just want to say 'Thank You' to the Mitchell Team for listing and marketing our house. The colourful brochure of our house was fantastic!!!

James and Sharon Sellers

We are very happy we chose to list with the Mitchell Team...

Selling our home in today's market was, without a doubt, the most stressful thing we've ever done. However, we are very happy we chose to list with the Mitchell Team. Their experience, knowledge and level of communication made things much easier on our whole family.

Mike & Marni Amos

They kept us informed every step of the way...

Selling our home was a very stressful time for us. With over a dozen appointments in the first week our home sold in twelve days. The Mitchell team were on top of things. We appreciate your dedication.

Laura and Jerry Starcevic

Student Works Painting

Hi my name is Megan Mitchell I am currently enrolled at McMaster University in the business program. I am running a Franchise with Student Works Painting. I am offering professional painting services at unbeatable prices.

*-Interior and exterior
-Both residential and commercial
-3 Yr Guarantee!*

Make sure you take advantage of the one year only 15% tax credit available on painting services.

To contact me:

E-mail: meganatstudentworks@hotmail.com or Cell: 289-339-5710

**When it's time to sell, don't settle
for anything less than the BEST!
Call the Mitchell Team and
we'll get the job done!**

**Call 905-898-6300
for a FREE No Obligation
Market Evaluation!**

Life Lessons

Written By Regina Brett, 90 years old,
of The Plain Dealer, Cleveland, Ohio

To celebrate growing older, I once wrote the 45 lessons life taught me. It is the most requested column I've ever written. My odometer rolled over to 90 in August, so here goes:

1. Life isn't fair, but it's still good
2. When in doubt, just take the next small step.
3. Life is too short to waste time hating anyone.
4. Don't take yourself so seriously. No one else does.
5. Pay off your credit cards every month.
6. You don't have to win every argument. Agree to disagree.
7. Cry with someone. It's more healing than crying alone.
8. It's OK to get angry with God. He can take it.
9. Save for retirement starting with your first paycheck.
10. When it comes to chocolate, resistance is futile.
11. Make peace with your past so it won't screw up the present.
12. It's OK to let your children see you cry
13. Don't compare your life to others'. You have no idea what their journey is all about.
14. If a relationship has to be a secret, you shouldn't be in it.
15. Everything can change in the blink of an eye. But don't worry; God never blinks.
16. Take a deep breath. It calms the mind.
17. Get rid of anything that isn't useful, beautiful or joyful.
18. Whatever doesn't kill you really does make you stronger.
19. It's never too late to have a happy childhood. But the second one is up to you and no one else.
20. When it comes to going after what you love in life, don't take no for an answer.
21. Burn the candles, use the nice sheets, wear the fancy lingerie. Don't save it for a special occasion. Today is special.
22. Over prepare, then go with the flow.
23. Be eccentric now. Don't wait for old age to wear purple.
24. The most important sex organ is the brain.
25. No one is in charge of your happiness but you.
26. Frame every so-called disaster with these words: 'In five years, will this matter?'
27. Always choose life.
28. Forgive everyone everything.
29. What other people think of you is none of your business.
30. Time heals almost everything. Give time time.
31. However good or bad a situation is, it will change.
32. Your job won't take care of you when you are sick. Your friends and parents will. Stay in touch.
33. Believe in miracles.
34. God loves you because of who God is, not because of anything you did or didn't do.
35. Don't audit life. Show up and make the most of it now.
36. Growing old beats the alternative — dying young.
37. Your children get only one childhood.
38. All that truly matters in the end is that you loved.
39. Get outside every day. Miracles are waiting everywhere.
40. If we all threw our problems in a pile and saw everyone else's, we'd grab ours back.
41. Envy is a waste of time. You already have all you need.
42. The best is yet to come.
43. No matter how you feel, get up, dress up and show up.
44. Yield.
45. Life isn't tied with a bow, but it's still a gift.

Mitchell Team Market Watch

Aurora - N06	2008	2009
Sales	46	25
Listings	112	103
Average Price	\$415,274	\$374,738
% of Asking	97%	96%
Avg Days on Market	41	62
East Gwillimbury - N15		
Sales	11	8
Listings	42	32
Average Price	\$367,364	\$433,000
% of Asking	98%	97%
Avg Days on Market	48	55
Newmarket - N07		
Sales	69	29
Listings	159	194
Average Price	\$333,769	\$334,678
% of Asking	98%	96%
Avg Days on Market	35	59
West Gwillimbury - N18		
Sales	19	14
Listings	59	72
Average Price	\$295,542	\$235,839
% of Asking	98%	95%
Avg Days on Market	48	52

January 2009

Our Service Will Move You!



TOM & DIANE MITCHELL

SALES REPRESENTATIVES

HOMES FOR SALE



Elite Aurora Neighbourhood...

Sensational SW Aurora. 3500sf of spacious family living. Steps to walking trails & forest. Abundance of space in kit & brkfst area + w/o to deck. Lrg classy prpl rms. 2 f/r's w/gas f/p's. 2 staircases. Hdwd flrg on main. Mbr w/bay wdw & 5pc ens. Private backyard. Shingles '07).

\$539,000

ID#5081



Exec Home w/Inground Pool...

Spac 4 bdrm on quiet cres in prest N.W. Aurora. Eat-in Kit w/b/i desk & walk-out. Cozy family rm w/woodburning f/p. Lrg mstr w/4pc ens., Crown mldng. Mostly upgr wdw's. Steps to walking & bike trails. A Warm & Inviting Family Home!

\$449,900

ID#5171



Family Oriented Community...

Located on a quiet crescent this 4 bdrm home features an updated eat-in kit w/solarium style wdw's, b/i appl's & w/o to a fab w/a 2 tier deck. Mbr w/5pc ens w/i closet & sep sitting rm. New shingles '06. Close to Magna Centre & amenities + just 2 mins to 404!

\$429,900

ID#5111



Premium Pie Lot...

Wow! Outstanding family home on a nicely landscaped premium pie lot with inground pool. F/r offers b/i entertainment centre & cozy f/p. Bright Eat-in kit with w/out to deck. Part fin w/o bsmt w/rec, games rm & addnl bdrm. c/air & furnace '08. This one won't last long!! 10++

\$399,900

ID#5191



Stunning Inside & Out...

Wow! Gorgeous, open concept reno'd home in prime location! Gourmet kit w/cntr isl o/looking d/r w/custom maple cab/enter b/i. 3 way f/p btwn living & dining rm. Huge mbr. Fin bsmt. Spect. grounds w/2 tier wrap around deck, tumbled drive/walkways + perennial grdns.

\$389,900

ID#5211



Woodland Hills Gem...

Imm 3+1 bdrm home has spac open concept design. 9'clngs on mn flr. Thousands \$\$ spent on prof fin bsmt w/ rec rm, games rm, addnl bdrm + 2 pc bath. On quiet st in high demand neighbourhood! Just steps to schools, parks, shopping/entertainment & easy access to hwy's.

\$389,900

ID#5091



Nestled On a Quiet Court...

Fab 4 br home on quiet, mature court in sought-after family neighbourhood. L/R exudes character w/crown mldg, bay wdw & hdwd flrg. F/R offers woodburning f/p, hdwd flrg & w/o to lrg deck. Mbr w/ 3pc ens. Prof landscaped! Private, fully fenced Premium Pie Lot, with inground pool!

\$389,900

ID#5101



Perfection Plus...

Superb 4 bdrm family home w/recent updates. Charming wood porch w/sunset views! Gorgeous Eat-in kit '07 with walk-out to a 2 tier deck & very private backyard. Beautiful dark wide plank hdwd flrg t/out mn flr. Wood burning f/p in f/r. too many fabulous features to list!!

\$374,900

ID#5161



Large Corner Lot...

Attractive home on quiet crescent. Terrific Eat-in kit with w/o to lrg deck. Welcoming Family rm w/gas f/p. Partially fin bsmt offers rec rm & additional bdrm w/4pc ens. Main flr Laundry. Cac. Mins to Go Station. A perfect home for a growing family!

\$369,900

ID#5181



Elegant Family Home...

This well maintained & spacious family home is situated on a premium pie lot, just steps to parks, schools & shopping malls. Family sized eat-in kit w/w/o to lovely porch & lrg deck. Prof fin bsmt w/rec rm + 1 bdrm apt. (non retrofit). F/r offers wood burning f/p. A Must See!!

\$359,900

ID#5221



Backyard Oasis...

Wonderful family home in desirable neighbourhood. Eat-in kit w/b/i appl's & w/o to lrg deck. Mbr w/4pc ens. Part fin bsmt w/rec rm, games rm, office & addnl bdrm. New garage dr '06. Beautiful landscaping. Across from Procter park on quiet cres. Steps to schools. 10++

\$349,900

ID#5231



Desirable Neighbourhood...

Impeccable home on quiet cres offers a fin bsmt w/rec rm, wood burning f/p + garage access; mostly upgrd wdw's; new shingles '07; family sized eat-in kit; d/r w/w/o to lrg deck; mbr w/semi 4pc ens + w/o to backyard. Excellent Value, Call for details!!

\$274,900

ID#5241



KELLER WILLIAMS

ADVANTAGE REALTY, BROKERAGE
INDEPENDENTLY OWNED AND OPERATED

1271 GORHAM ST. #7, NEWMARKET, ON L3Y 8Y7 905-898-6300

905-898-6300

www.TheMitchellTeam.com