

in this issue...

3 TIPS FOR SELLING A SMALL HOME 1

CREATING A PATIO SCENE THAT SELLS 2

HOW TO SELECT THE RIGHT SHEEN TO YOUR PAINT 3

TREB MARKET WATCH 4

REAL ESTATE 101 4

MORTGAGE FINANCING 101 4

AGENT PROFILE 4



Picture Source: <https://goo.gl/PYsaua>



On the Homefront

HomeLife Hearts Realty Inc., Brokerage

** independently owned & operated*

Higher Standards Agents,
Expert Negotiators,
Achieving Higher Results!
Real Estate Innovators,
Team-working With Communities,
Service With A Difference!

At the core of HomeLife Hearts' remarkable success is the company's pledge of Higher Standards. Instilled in each and every one of our Higher Standards Agents, HomeLife's pledge is a unique commitment to professionalism, and excellence in customer service. That pledge, along with a strong dedication to community involvement, assures clients that they are dealing with an ethical, competent and caring Sales Representative.

for sellers >>>

3 Tips for Selling a Small Home

April 25, 2017 | By Erica Christoffer in the **DAILY REAL ESTATE NEWS**

Desare Kohn-Laski, broker-owner of Skye Louis Realty in Coconut Creek, Fla., offers these three ideas that can make a small home a hot sell.

1. Identify the target market.

- ◆ There is a segment of buyers who are attracted to smaller homes. With millennials entering the market for the first time and baby boomers downsizing in retirement, smaller homes are becoming more appealing. These buyers are looking for homes that fit not only their budget but also their lifestyle, says Kohn-Laski. Consumers you may want to target with these properties include single professionals, retirees who can't manage big houses, or even couples without kids, she says.

2. Take advantage of home staging tricks.

- ◆ "No matter how small the square footage of your house is, it can look bigger through proper home staging," Kohn-Laski says. Rearrange furniture or use size-appropriate furnishing to create more open space. Let natural light in through the windows, opt for lighter paint colors with cooler tones, and don't forget to have sellers thoroughly clean and declutter.

3. Highlight particular selling points.

- ◆ Sure, bigger houses offer more space, but sometimes it's the amenities nearby or character of a listing that makes it a coveted commodity. Is it close to a shopping district or urban center? Is there nearby access to public transportation? Because of its smaller size, utility bills such as heating and air conditioning will most likely come in lower, says Kohn-Laski. It also means less square footage to maintain and possibly a smaller yard to care for.

Source: <https://goo.gl/m703Fn>

set the stage >>>

Creating a Patio Scene That Sells

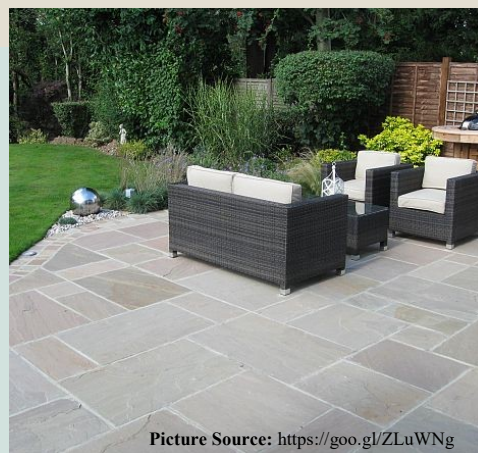
April 13, 2017 | By *Kerrie Kelly*, an accredited ASID interior designer

A home's outdoor space is often key in the potential homeowner's willingness to say, "We'll take it!" With property values on the rise, it's important to create additional living space by bringing the indoors out.

No matter the size, creating an inviting area for entertainment and daily living doesn't have to be a massive construction ordeal. Instead, just a few simple additions to the outdoor space can make all the difference. Let's take a look at ways to create a refreshing outdoor scene that sells, complete with fresh patio furniture and accessories perfectly matched to the home's architecture and surrounding scenery.

Work with What You've Got

While outdoor spaces are key to selling a property, there's no need to do a complete overhaul. Instead, work with what you've got and take advantage of smart design to maximize the space. Overgrown lawns can look like new with some pruning, and weathered concrete patios can be given a new life with simple patio resurfacings or overlays. A good power wash can take years off of an outdoor space, while a slick coat of paint on some well-loved fences and trims can make all the difference at adding new life to a patio.



Picture Source: <https://goo.gl/ZLuWNg>

Channel Style with Outdoor Furniture

Elevating your patio with outdoor furniture is a sure way to have potential homeowners coming back for more. Like any room, furniture is essential for tying together a space—it channels style and makes it easier for clients to visualize themselves entertaining or lounging in the space.

The key is to channel the style of the demographic and the home. Are you selling a swanky Malibu pad fit for a movie star? Time to bring in some sleek and modern lounge chairs for late night business deals. Or are you working with a French-style chateau that would make anyone feel like royalty? Bring that outdoor space alive with an outdoor dining set with rustic wood accents perfect for big family gatherings.



Picture Source: <https://goo.gl/AY>

Source: <https://goo.gl/MK3VXN>



Homelife Hearts
* independently owned & operated

set the stage >>>

How to Select the Right Sheen to Your Paint

March 20, 2017 | Posted in Remodeling Adviser, Staging Tips

Many do-it-yourself painters spend hours selecting the perfect paint colors, but give far less thought to the sheen they'll use. That's short sighted, according to Debbie Zimmer, spokesperson for the *Paint Quality Institute*.

"Paint sheen affects not only the initial appearance of a paint job, but also its long-term performance," says Zimmer. "So, it's important to carefully consider your options when choosing a paint."

Leading paint brands come in as many as six different levels of sheen, which is basically a measure of the reflectivity of the paint once it's applied.

Flat paint is the least reflective, followed by increasingly "shiny" options like matte, eggshell, satin, semi-gloss and—shiniest of all—high gloss.

The Deciding Factors

If the condition of your walls is impeccable, you can choose any level of sheen your eye desires. But if you have sloppy sheetrock, uneven surfaces, or otherwise imperfect walls, be aware that paint with a higher sheen will make these defects more apparent, while a coating with less sheen will help conceal them.

There's another aesthetic aspect of sheen: The shinier the paint, the more it will reflect light, rather than absorb it. So, if you want to brighten your surroundings without inflating your electric bill, consider using wall paint with some significant sheen—trading up from a flat paint to, say, a semi-gloss coating. The difference will be apparent.

Some of the reasons sheen level is important have to do not just with the appearance of your paint on day one, but rather, the way it will look years later.

"Paints with higher sheen are tougher, more durable, more mildew resistant, and more stain-resistant than those with a flat or matte finish," says Zimmer. "They'll hold up better over time. If the room you are painting is heavily used, it's wise to select a wall paint from the glossier side of the spectrum."



Kitchens, bathrooms, and laundry rooms are clearly candidates for semi-gloss, or even high gloss wall paint; so, too, are rooms that are frequented by guests, children, or pets. On the other hand, walls in lesser-used spaces such as entranceways or spare bedrooms will likely hold up well even with flat or low-sheen paint.

Should they ever become soiled, glossier paints are much easier to clean too. High gloss and semi-gloss paints, in particular, will easily give up fingerprints and many other common stains with just light scrubbing. As a result, they're ideal for use not just on walls, but also on windows, doors, and baseboards.

Source: <https://goo.gl/2IGIVJ>



Homelife Hearts
* independently owned & operated

TREB Market Watch:

Strong Growth in New Listings in April

TORONTO, ONTARIO, May 3, 2017 – Toronto Real Estate Board President Larry Cerqua announced that Greater Toronto Area REALTORS® entered 33.6 per cent more new listings into TREB's MLS® System in April 2017, at 21,630, compared to the same month in 2016. New listings were up by double-digits for all low-rise home types, including detached and semi-detached houses and townhouses. New listings for condominium apartments were at the same level as last year.

Total sales for the TREB market area as a whole amounted to 11,630 – down 3.2 per cent year-over-year. One issue underlying this decline was the fact that Easter fell in April in 2017 versus March in 2016, which resulted in fewer working days this year compared to last and, historically, most sales are entered into TREB's MLS® System on working days.

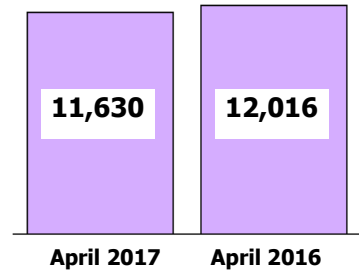
"The fact that we experienced extremely strong growth in new listings in April means that buyers benefitted from considerably more choice in the marketplace. It is too early to tell whether the increase in new listings was simply due to households reacting to the strong double-digit price growth reported over the past year or if some of the increase was also a reaction to the Ontario government's recently announced Fair Housing Plan," said Mr. Cerqua.

The MLS® Home Price Index (HPI) Composite Benchmark Price was up by 31.7 per cent year-over-year in April 2017. Similarly, the average selling price for all home types combined was up by 24.5 per cent to \$920,791.

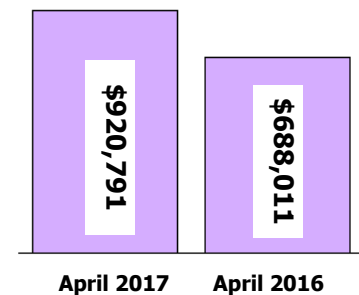
"It was encouraging to see a very strong year-over-year increase in new listings. If new listings growth continues to outpace sales growth moving forward, we will start to see more balanced market conditions. It will likely take a number of months to unwind the substantial pent-up demand that has built over the past two years. Expect annual rates of price growth to remain well-above the rate of inflation as we move through the spring and summer months," said Jason Mercer, TREB's Director of Market Analysis.

Source: Toronto Real Estate Board. (2017). *Market Watch (April 2017)*. p.1.

TREB MLS® Sales Activity



TREB MLS® Average Price



Real Estate 101

Closing:

sometimes called a settlement, is the last stage of a real estate transaction. At the closing, the buyer finalizes his or her mortgage and pays any closing costs for which he or she is responsible, while the seller finalizes and hands over the deed and the keys to the property.

Source: <https://goo.gl/nen7Yq>

Mortgage Financing 101

Appraisal:

is the estimate of value of real property made by a third party not involved in the transaction. Appraisals usually involve comparing the sales price to the value of similar properties in the area. Mortgage lenders typically require an appraisal before they will make a loan.

Source: <https://goo.gl/nen7Yq>

Homes Humor



Source: <https://goo.gl/QiYZJi>

Would you like to know how the home buying process works? Call your higher standards agent to guide you!!



Would you like to know your home's current market value? Call your higher Standards agent for a FREE market evaluation!!

HEAD OFFICE:
151 Courtney Park Drive West #101
Mississauga, ON L5W 1Y5
Bus: 905-712-9888
Fax: 905-712-9886

BRANCH OFFICE:
3850 Finch Avenue East #G3
Toronto, ON M1T 3T6
Bus: 416-298-8880

Yolanda Peckson-Doran
BROKER

Cell: 416-315-2115

Yolandadoran@homelife.com