



TorontoRealEstateCentral.com

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

Sensationalism vs. reality.

Please do not believe everything you read in the papers. Journalism 101, Lesson 1: Bad news sells better than good news. The annual cycle of the real estate market is nearly the same every year and has been for more than we have been in the business (over 20 years): a decline in sales in the summer to match the regular climb in the winter. This spring a number of sellers, perhaps more than normal, have put their homes on the market to take advantage of higher than normal prices. This has an effect of somewhat diluting the market. However, as this map shows, sales continue very strongly and we have a very large number of buyers looking and also to take advantage of the extremely low interest rates, rapid growth of the local economy and a multi-quarter drought in inventory. So if you see something good: Call us!

The key is that the vast majority of transactions are driven by normal forces that still need professional assistance. Our help in deploying effective marketing, managing rapid turn-around of accurate information and transaction pressure is necessary more than ever.

Call us and we will suggest strategic ideas that likely will surprise you.



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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.



SOME TRENDS THIS QUARTER

- A quarter where traditional market cycles are strong. Many neighbourhoods are having untraditional high volumes of transactions, but a modest volume decline and similar pricing compared to last quarter (normal for this time of year).
- Price increases continue generally across the city, although at slower pace than last year. All neighbourhoods are permanently well above a million dollars, with one neighbourhood (Hoggs Hollow) breaking an average of 5 million for the first time.
- Outlying neighbourhoods to the core such as the eastern Beaches and High Park and Bloor West Village are showing very high volumes of sales reflecting turnover as many homes are turning over with suburban migration.