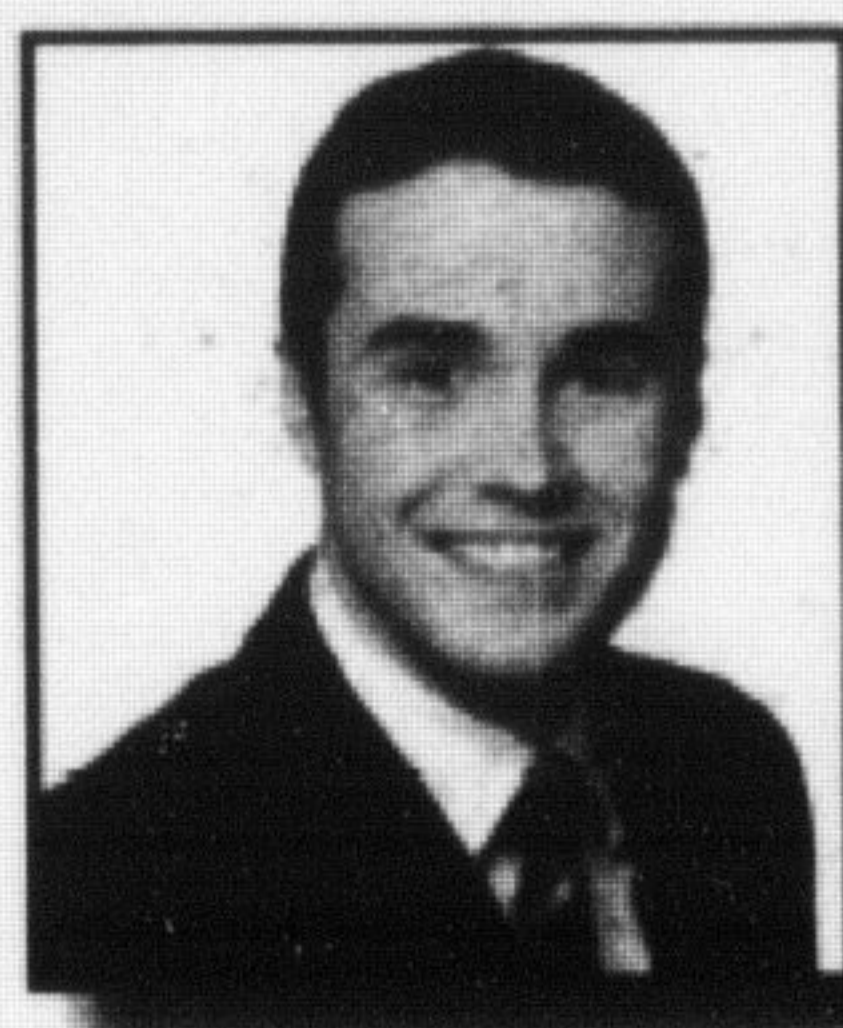


The Value of Service



Seth Ferguson

Sales Representative
Milton's Local Experts



FUTURE REALTY INC.
BROKERAGE

Anyone living in Milton will tell you that real estate in town is not normal. With a population expected to grow to 231,000 people in the next twenty years, Milton is easily Canada's fastest growing community. Open house signs crowd corners on weekends, and for sale signs sprout on front lawns faster than dandelions. It is safe to say the housing market in Milton is booming.

With such a rapidly changing real estate landscape, it's important to get the right advice and guidance when thinking of buying or selling a home. Many people are intrigued by the strong market, and reach out for information and expertise. That's great! Anyone thinking of being active in the market should gather as much relevant information as possible.

However, I will put a disclaimer on that infor-

mation. It's easy to become inundated by the deluge of information out there, especially on the Internet. Everyone is entitled to their own opinion, and unfortunately, many people like to put their unsubstantiated opinions all over the web, to the detriment of the unsuspecting reader. It's important to consult a professional who works full-time in the local real estate market, who can help you weed out the garbage and keep the good stuff.

In saying that, not every real estate agent is created equal. One noticeable addition to the Milton real estate community is the "discount" brokers. Beware; I'll use the Toronto Maple Leafs as an example. When the team is doing well, everyone jumps on the bandwagon. When the team goes on a losing streak, everyone jumps ship. Similar things happen in real estate. Milton is an exceptionally strong market, and many brokers are looking to jump on the bandwagon while things are good, and make a quick buck. This has happened for decades. History shows that not only do they appear very quickly, discounters disappear faster still!

These individuals have probably not been in the local market for long, and are attracted by the

prospect of quick sales and a plethora of clients. The majority do not even live in Milton! Someone who actually lives in the community knows it best. If it were me, I would not be placing my trust in someone who is of this mindset, especially when in the market for one of the biggest investments of my life. Service and knowledge is paramount, because when dealing with houses, the stakes are high.

I'll cite the old adage, "You pay for what you get." The majority of brides do not buy a dress at deep-discount stores, for obvious reasons. Now ask yourself, "Why someone would go to a similar operation when looking to purchase a home?" A wedding dress is a big deal, but a home is an even bigger deal!

As a lifelong Milton resident, I've seen the town grow and prosper. I've seen the fields exchange their cows and crops for houses and driveways; kept a hand on the town's pulse. That's why I work with the only locally-owned major brokerage in Milton. If you would like more information on how the Internet has shaped Real Estate, or help on finding or selling your home, please feel free to contact me: www.sethferguson.ca.

Seth Ferguson is a Sales Representative with CENTURY 21 Future Realty in Milton. 905-875-2100. He serves Halton Region, including Milton, Georgetown, Oakville, Burlington and Acton. Looking to buy or sell? www.sethferguson.ca.



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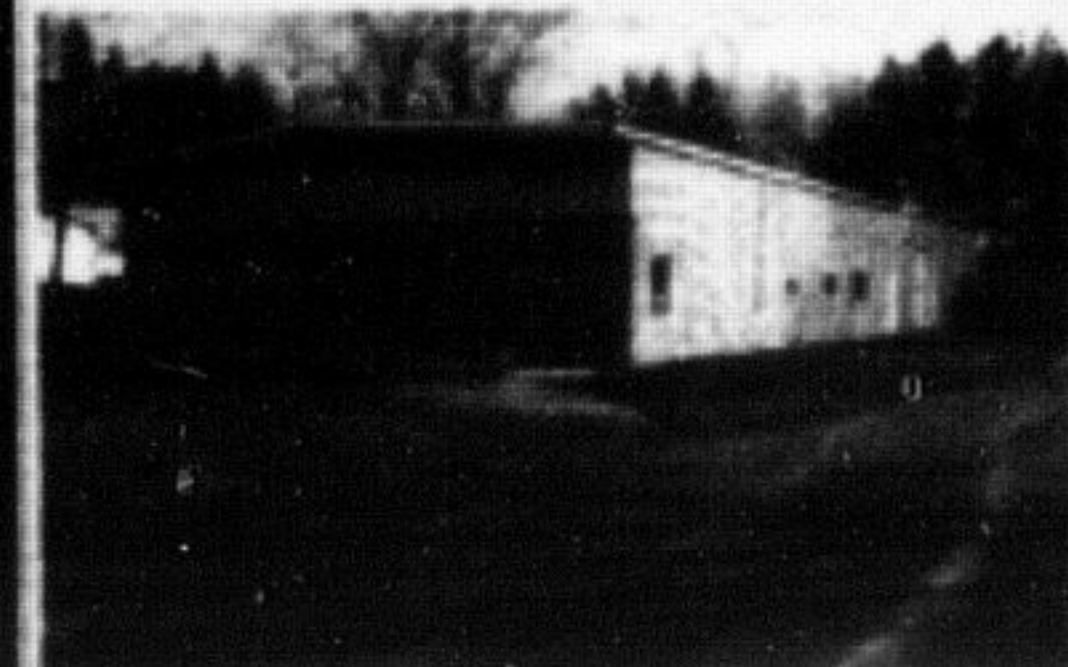
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