

Location makes the difference

When you decide to sell your home, one of the first decisions you will face is "how much should I ask?"

You want to price your home low enough to produce a quick, efficient sales, but still high enough to get a reasonable return on what is probably your major investment. Therefore, it is essential to determine a fair market value.

"Fair market value" is defined as the price a willing buyer will pay to a willing seller without duress or pressure.

Like any other product, the value is based on supply and demand. However, no two homes are exactly alike. Factors such as location, community, age, condition, improvements, and design all have an impact on a home's worth. Since similar homes compete for the same buyers, you will have to make sure your home is priced competitively.

The state of the market also affects value. If there are a lot of homes for sale and just a few people interested in purchasing — a "buyers market" — prices tend to go down. You may need to lower your estimate of value in this kind of market. In a "sellers' market," there are many buyers and fewer homes for sale. In this case, you can expect to receive a slightly higher price for your home.

You probably have a rough idea of the general price range for homes like yours by talking to friends and neighbors, reading newspaper articles and real estate advertisements, and comparing your home to others which have recently been sold in your neighborhood.

What you need now is solid, factual information that will allow you to judge the value more accurately.

Your best source for this kind of information is a real estate sales representative, who deals with buyers and sellers on a day-to-day basis.

Reputable representatives will provide you with a market evaluation of your home, free of charge or obligation. This evaluation will take into account market conditions, asking and selling prices for homes of the same type and all the special features that make your home unique.

Your representative also has access to complete computer information on the homes in your community that have either recently been sold or are currently listed for sale.

By entering information about your home into the computer — i.e. location, size and special features; the representative can get a list of similar homes, complete with asking and selling prices. Then you can compare these homes with yours, discussing the differences and how they will affect the value.

Keep in mind that many homeowners tend to overestimate the value of their homes. Personal attachment, pride of ownership and a desire to obtain as high a price as possible all influence judgement. Try to take an objective look at your property.

If you overprice your home, you are taking a number of risks: 1. It will take much longer to sell it and 2. you will probably have to reduce your price to a more realistic market value. Such reductions don't help your bargaining position.

Location is the major factor affecting the value of your home. Virtually every thing else can be changed by the buyer, but the location is fixed.



KEVIN FLEETWOOD
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ANNOUNCEMENT



KARL POINTNER

Linda Killackey, Manager of Family Trust Corporation Realtor welcomes Karl Pointner to her Unionville Sales Team. Born and raised in the Village of Markham, Karl is proud to call the Markham-Unionville area home.

Karl has had plenty of first-hand experience in the housing industry being partner of the family run Pointner Construction. Incorporated with several quality developments in this vicinity to their credit.

Karl is anxiously looking forward to his career in Real Estate and, by applying his past knowledge of home construction, he will be better able to serve his clients' needs. Karl may be reached at 477-1270 or his residence, 477-1384.



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SECLUDED CUSTOM-BUILT HOME

On 5 wooded acres near McCowan and Aurora Rd. Enter via remote controlled electric gate and 300' interlocking stone driveway. This uniquely designed 2830 sq. ft. home is 3 years old and in as-new condition. Superior quality materials and workmanship, plus extensive use of natural oak, create warm luxurious atmosphere. Huge 20' x 50' living area, with clear cedar cathedral ceiling, skylights, floor-to-ceiling fireplace, panoramic view, and w/o to patio. Beautifully designed kitchen with built-in appliances. Impressive dining room. Large master with custom jacuzzi ensuite, 2-3 other bedrooms, 2 more full baths. Full finished basement with fireplace and w/o. Extra large 3-car garage. Long list of original and desirable features. Private sale. \$369,000. Phone 640-1460.

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Hwy. 48 and No. 7 Hwy. — Reeve Drive — New Executive home. Lot 63' x 117'. 2400 sq. ft.; 4 bedrooms, 2 1/2 baths, main floor family room and laundry room, central vacuum, double garage, \$235,000.

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ROYAL LEPAGE

ROYAL LEPAGE REAL ESTATE SERVICES LTD. REALTOR



IN DOWNTOWN STOUFFVILLE

\$92,500 is the asking price for this 1 1/2 storey home on large lot 66' x 132' with back porch and wood cook stove for fall harvest. Call Norm Muir 889-0544/727-2575.



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It's true, market conditions are excellent. Due to our excellent location, we have many buyers waiting to purchase in the area. These are the professionals you should get to know. Knowledgeable, competent individuals working as a team to provide you with the best service in real estate. Whether buying or selling, you can rely on our expertise for effective results. Call or drop by anytime and say hello to Adele Gallo, Glenda Barber, Karen Croft, Vikki LeDez, Lynda Hughes, Sherry Joudrey (Secretary), Valérie Infurhari, Bill Burd, Maria Gallo, Ross Gallo, Alan Elson, Royden Croft and Earl Elson.