

# Oakville & Burlington Market Watch

**Welcome Back & Hello to the Fall Market**

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## Welcome Back and Hello Fall Market

No one can say that the summer market did not have its ups and downs. I believe none of you are strangers to the constant media coverage about the correcting housing market, the shift from seller to buyer market, lost equity and new mortgage and real estate regulatory proposals.

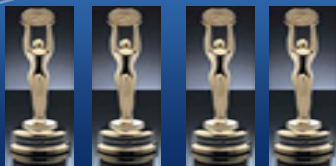
I took this time to regroup, sell many properties and change brokerages. I believe change is good but with so much change during that time, I decided to not publish a newsletter or record daily videos. Instead, I concentrated on my many active listings and clients to ensure they were satisfied and kept up-to-date on the ever-changing market.

The real estate market did see the number of listings increase, sale prices decrease and number of sales decrease. Borrowing got a bit tougher but I am happy to say all of my buyers and sellers completed their transactions happy and settled into or out of their homes.

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**Darlene Darragh**

Award Winning Sales Representative 2013 - 2016

CENTURION® Producer\*



## Welcome Back and Hello Fall Market

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So after all the doom and gloom coverage what are my observations?

### Sellers

- Sellers are starting to realize a home not priced right will sit on the market with few or no showings. Make sure your home is listed with an agent who will price it right. Don't be fooled by agents offering to list at the highest price or be fooled by extras like promises about staging, guaranteed buyers, etc.
- Sellers must be reasonable with buyers re: showing times, pricing, and expectations or buyers move on to the next property.
- Days on market have gone back to a more balanced market. Holding back offers to expect multiples does not work. Price it right, show it, and be patient for offers to come. Homes can stay on market longer but if priced right they will sell. Sale prices are still worth being patient and selling is still a wonderful option as homes are still worth substantially more than a year ago.
- Marketing, real estate expertise and an agent advocating for you are key to selling your home. The days of selling it on your own are over. Don't waste your time with For Sale By Owner sites or methods. You need the expertise and exposure an experience Sales Representative offers in this competitive market. Homes simply do not sell themselves.
- List prices have gone down since the frenzy and homes sold must be priced right in order to be appraised so a buyer can buy the home.
- The frenzy is over and is not returning anytime soon. Government and banking is making sure of that so sell to cash out, move, buy up, etc.
- The future is unknown both for sellers and buyers but home ownership is the best way of maximizing equity, saving taxes and securing your future.

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## Award Ceremonies



*"Now is the time to list your property with the inventory being so low".*

**Centurion Award  
Recipient of a 2016 Centurion® Award.**

"To achieve Centurion status is to earn one of the most prestigious awards presented to a producer, individual, or team. Only a small number of sales professionals in the system ever reach this elevated status."

**PROMISES KEPT,  
RESULTS  
DELIVERED**

**YOU  
ONLY  
LIST  
ONCE**

WHEN YOU LIST WITH ME

# Darlene Darragh

Award Winning Sales Representative 2013 - 2016

CENTURION® Producer 2016

\*

Contact me at  
905-484-4653  
for details



## Welcome Back and Hello Fall Market

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### Buyers

- Buyers now have an opportunity to buy and consider homes and neighborhoods they were shut out of before.
- Buyers started in the month of August to come back to the table. Showings were up for homes priced well but buyers were taking more time to decide.
- Offers are including conditions once again for items like financing and inspections.
- Buyers are starting to realize the hard way that it is not a 'fire sale' and are becoming more reasonable on what they are willing to pay. Yes, there are a few desperate sellers but if a home is priced right both sides need to be reasonable.
- Multiple offer situations does not mean a home will go above list price and it may be unnecessary to exceed your budget to buy the home of your dreams.
- Financing may become more difficult so now is the time to get into the market.
- Obtain your pre-approved financing so you know what you can afford.



### “Lets Talk Real Estate” Podcasts

I am thrilled to expand my online marketing to now include podcasts in addition to video.

Starting in July we launched the “Let’s Talk Real Estate – Let’s Get Real Podcast series.

The response has been overwhelming. We are talking about topics submitted by the viewers and includes topics such as:

- Staging
- Selling your home on your own
- Discount brokerage pitfalls
- Renovating
- Buying a home for your children
- Buying investment properties

You can listen to these podcast by:

- Following my social media sites
- Accessing a direct link from the [www.OakvilleDailyHouses.com](http://www.OakvilleDailyHouses.com) or [www.BurlingtonDailyHouses.com](http://www.BurlingtonDailyHouses.com) website posts or emails if you are on my automatic daily listing emails
- Selecting Podcast on the [www.DarleneDarragh.com](http://www.DarleneDarragh.com) or [www.HomeSaleDivas.com](http://www.HomeSaleDivas.com)

## New Listing



Real Estate Sales Representative  
**Darlene Darragh**  
www.DarleneDarragh.com

2323  
Confederation  
Parkway –  
PH5  
Mississauga

Amazing Opportunity!  
Central Location In  
Mississauga, Close To  
Everything. With  
approx. 1,190 square  
feet, this 2 Bedroom  
Unit has beautiful dark  
laminated hardwood eat-  
in kitchen, master with  
2 piece in-suite  
bathroom, new  
windows, 2  
lockers and  
parking.  
Amenities  
include  
indoor  
pool,  
sauna,  
game  
room, party  
room, etc.

**NEW  
LISTING**

### 2323 Confederation Parkway – PH5 (Mississauga)- Listed at \$260,000

Amazing Opportunity! Central Location In Mississauga, Close To Everything. With approx. 1,190 square feet, this Spacious 2 Bedroom Unit Has an Enclosed Balcony, Beautiful Dark Laminated Hardwood Flooring throughout, Eat-in Kitchen Offers Plenty Of Cupboard Space And A Dinette Eating Area. Master Bedroom Boasts 2Pc Ensuite. Especially Awesome Is That As A Penthouse There Are No Upstairs Neighbours! Includes 1 Underground Parking Spot & 2 Lockers. Recent Building Upgrades include New Sun Drenched Windows and Updated Laundry Facilities. Great Amenities Including Indoor Pool, Exercise Room, Sauna, Party Room, Meeting Room & Visitor Parking. Minutes To School, Hospital, Qew, Hwy 403, Cooksville Go Station & Square One. Don't miss out. Call or email Darlene at [DarleneDarraghHomes@gmail.com](mailto:DarleneDarraghHomes@gmail.com) or call/text 905-484-4653 for a private showing.

## New Brokerage and Branding

During the summer real estate season, I was extremely busy. While others in my field were finding themselves slowing down, my number of listings increased, sales continued, closes occurred, and showings on my properties were sometimes at a frenzied pace for sellers. I am happy to report that listings sold, buyers found their dream homes and I was able to take the much-needed time to consider how I wanted to move forward in 2017 and beyond.

I have been lucky that my business in 2017 so far has once again exceeded all other years even as the market slowed. I did, however, decide to rebrand and move brokerages to Right At Home. This state-of-the art brokerage allows me more technology choices for my sellers and buyers, a comprehensive network of in-house realtors to work with and more control on my listings and viewings. Everything is now at my fingertips.

My new full service brokerage is the largest independent brokerage in Canada. Over the last several years I kept working with Right At Home agents so I thought now was the time to make the move.

With a renewed focus on marketing, branding and selling, I am confident my clients will enjoy the experience and benefit from the latest technology my new brokerage offers. I leave Century 21 Dreams grateful for my wonderful experience but believe that change is always good.

I do believe, however, that my real estate business and relationships with my clients is about me and my clients and that the brokerage is only as good as my reputation, hard work and honesty I provide when selling and buying homes. A brokerage can provide the backbone of the operation but if I don't do my job for you...you will not buy, sell or trust me enough to refer business to me. The relationship we build together is the most important outcome. I love my job and truly am thrilled to make people's dream a reality.

For the remainder of 2017 and beyond, a heartfelt Thank You for trusting me with one of the largest decisions you will make.

**SOLD**

Aldershot South, Burlington

Listed at \$845,000



**SOLD** – I am thrilled to have been able to help my client purchase this fantastic property in the charming and lush area of Aldershot South. An area I have long tried to bring clients to because of its quiet tranquility, fantastic gardens, easy access to amenities and reasonable prices. Driving down Lakeshore, you are reminded of the country along the way. Congrats on the next chapter Liane.

**SOLD**



**West Oak Trails, Oakville**

**Listed at \$1,199,999**

**SOLD** – I am thrilled that even with the changing market, this home sold in a multiple offer situation. It meant so much to be able to help my client begin a new chapter in her life. If you are thinking or buying, email me at [DarleneDarraghHomes@gmail.com](mailto:DarleneDarraghHomes@gmail.com) or call/text me at 905-484-4653 for a confidential discussion on how to maximize your equity, find a home or relocate.

**West Oak Trails, Oakville**

**Listed at 1,058,000**



**SOLD** – I was so lucky during the month of August to again sell one of my listings in the same community. After being referred by other clients, this lovely family agreed to allow me to sell their home. This home was situated on the park so I had so many people inquiring about the home and area from the For Sale sign. Never underestimate the power of walk-by traffic or friends and neighbours seeing a For Sale Sign to bring a buyer to the table to purchase your home.



# Your trust means so much to me

Selling your home is a privilege.

Real estate is my passion because I truly believe that once my clients' home life is settled, everything else falls into place.

With a passion for homes and over 30+ combined years experience in real estate sales, communications, marketing, negotiations, website design, social media marketing, relocations, decorating and staging, I know your home and your needs are as unique as you are!



*My experience, dedication and attention to detail throughout the entire sale and/or buying process will provide you with the results you expect.*

## What kind of Realtor am I?

When most people think of the word "REALTOR®", the image of a professional helping someone buy or sell a home comes to mind. Of course, that's a big part of the job! But as your REALTOR®, I also consider it my job to help you enjoy your home between transactions.

How do I do that?

This informative newsletter is one way. Another is to invite you to give me a call when you have questions about the real estate market or want to know the current market value of your home.

If you need some work done around the property, I may also be able to recommend a good contractor from amongst the reputable home professionals I know.

Is there any other way I can be of service? Please let me know!

## Darlene Darragh

Sales Representative

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