

Oakville & Burlington Market Watch

Goodbye 2017, Hello 2018

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Saying Goodbye to 2017

This year has been quite the roller coaster ride for many especially in the world of real estate.

I want to take this opportunity to say 'Thank You' to all of you who follow our real estate news, support our team, are active or past clients, family and associates who have helped guide me and my team members along the way.



For me this year has once again surpassed previous years in sales and for that I am grateful. I have changed brokerages, developed new marketing initiatives, launched a new more interactive website, increased the number of newsletters, podcasts and videos, and rebranded.

For many the year started off in a frenzy with homes selling for record prices, often in multiples and quickly. I am grateful that many of my clients listened regarding my forecasts, as the frenzy could not continue.

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Darlene Darragh

Award Winning Sales Representative 2013 - 2016



Saying Goodbye to 2017

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As the spring ended and summer began the market began to correct. The challenge for our team was to get the buyers and sellers on the same page understanding the new market, government regulations and the overall affect all of it was having on real estate.

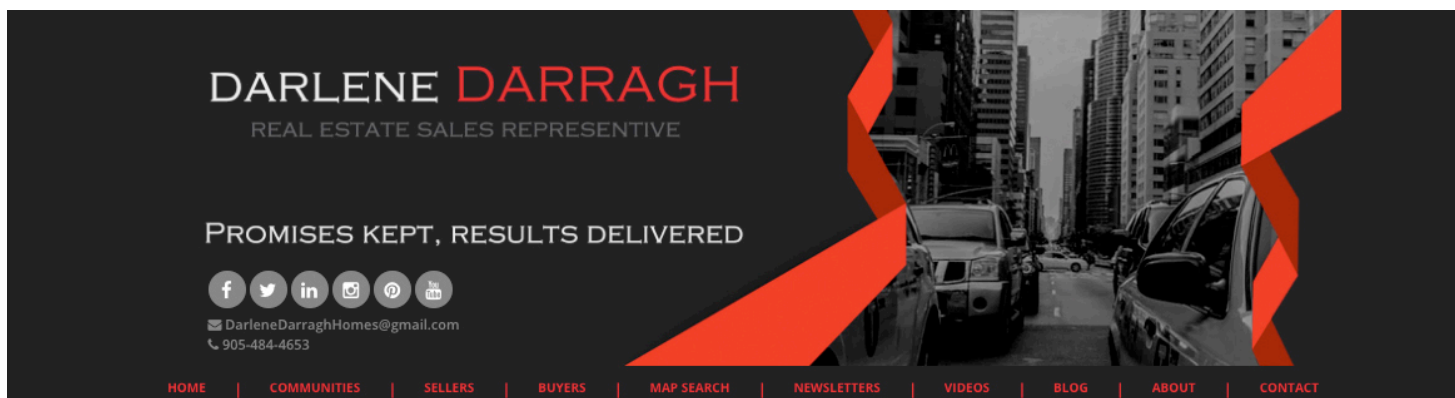
As we end the year we see Canadians still loving real estate and foreign purchasers slowly coming back to purchase.

Rent statistics are not good for those wanting to renting. We are at a 16-year low for rental units with prices going up and listings going down. Government regulations, including rent controls across the board, have not done anything to increase supply but by many accounts have actually shrunk the numbers as more developers refuse to build 'rental buildings' in fear that the rent controls will make turning a profit difficult.

Now with the new mortgage rules coming in January 2018, CREA has adjusted its forecast assuming things will be more difficult for everyone.

With no post analysis on the consequences of government interference and without proper statistics (such as foreign ownership) or input from the professionals, the landscape is unknown which accounts for the swings in predictions. Experts forecast sale prices to go up almost 6% (high side) to flat growth (low side).

Continued on page 6

A banner for Darlene Darragh, a real estate sales representative. The background is a black and white photograph of a city street with cars and buildings. The text is overlaid on the left side. At the top, 'DARLENE DARRAGH' is written in large, bold, white letters, with 'DARRAGH' in red. Below it, 'REAL ESTATE SALES REPRESENTATIVE' is written in smaller white letters. Further down, 'PROMISES KEPT, RESULTS DELIVERED' is written in white. Below that are six circular social media icons for Facebook, Twitter, LinkedIn, Instagram, Pinterest, and YouTube. At the bottom left, there is an email icon followed by 'DarleneDarraghHomes@gmail.com' and a phone icon followed by '905-484-4653'. At the very bottom, a navigation menu is displayed with the following items: HOME, COMMUNITIES, SELLERS, BUYERS, MAP SEARCH, NEWSLETTERS, VIDEOS, BLOG, ABOUT, CONTACT. Each item is separated by a vertical line.

DARLENE DARRAGH
REAL ESTATE SALES REPRESENTATIVE

PROMISES KEPT, RESULTS DELIVERED

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Investor's Corner

The 905 Areas may be Targets for Home Flippers

According to a recent market outlook report, many purchasers will set their sights on Toronto's suburbs in 2018, and that could be especially beneficial for house flippers.

Among the findings, affordability and home features are among the drivers impelling house hunters to look to Toronto's suburbs. Additionally, Guideline B-20, the mortgage stress testing coming into effect next year, will reduce purchasing power by as much as 20%, which will force people to lower their expectations and move farther from the downtown core.

Millennials are also beginning to age looking towards low-rise housing with yard space. Millennials were already flocking to the 905—a trend that B-20 will exacerbate. It was believed they were just interested in the downtown condo lifestyle, did not drive and wanted to be near subway lines. Research, however, indicated they are interested in the house, yard and raising children.

Investors are on the sidelines awaiting B-20's initiation to see how the market reacts, but the prevailing expectation is that there will be downward pressure on prices in the New Year and that being patient could yield better returns.

Some experts are noting that the 905 could be lucrative for both short- and long-term investors in 2018. House flippers could seize upon the demand for low-rise housing in Toronto's suburbs, which will increase because of B-20.

Freehold homes renovated and held for a year or so could provide extra profit. Veteran investors with large portfolios should also think about long-term investing in low-rise homes in the 905 area.

Award Ceremonies



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."



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

PROMISES KEPT,
RESULTS DELIVERED



Darlene Darragh

Award Winning Sales Representative 2013 - 2016

CENTURION® Producer 2016

Contact me at
905-484-4653
for details



Happy Holidays & See You in 2018

I would like to take this opportunity to wish you and your family the best during the holiday season.

We hope all your dreams come true and you are able to enjoy some downtime with those closest to you.

We are around during the holiday season both for clients, friends and family.

Sincerely,

Darlene Darragh



A promotional graphic for a podcast. At the top, it says "DARLENE DARRAGH" and "REAL ESTATE SALES REPRESENTATIVE". Below that, it says "PROMISES KEPT, RESULTS DELIVERED" and shows a row of social media icons. The main title is "LET'S TALK REAL ESTATE (PODCAST)". At the bottom left is the "RIGHT AT HOME" logo. At the bottom right, it lists "DARLENE DARRAGH SALES REPRESENTATIVE", the phone number "905-484-4653", the website "www.DarleneDarragh.com", and the email "DarleneDarraghHomes@gmail.com".

“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 or www.BurlingtonDailyHouses.com website posts or emails if you are on my automatic daily listing emails
- Selecting Podcast on the www.DarleneDarragh.com or www.HomeSaleDivas.com websites

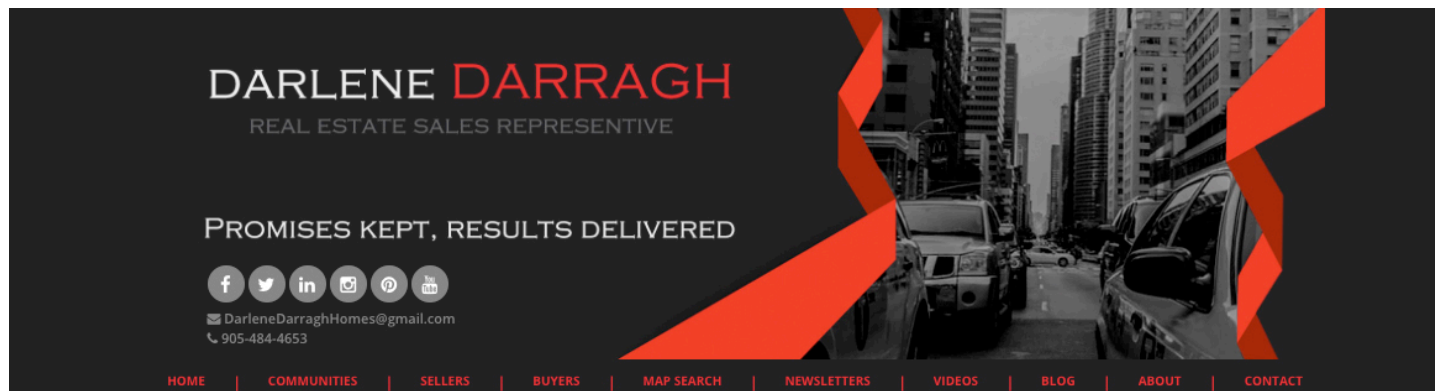
Saying Goodbye to 2017

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So what do we know or speculate for 2018?

- Prices could remain constant or rise.
- Immigration and demand for housing continues.
- Public will find alternative financing if the new stress tests do not allow them to finance the home they desire.
- Public may show their anger at the Ontario government come election time regardless of how much money Wynn throws around to 'buy' election votes.
- People are extremely angry about the new stress test and the government manipulation of forcing people to remain with their current lenders upon renewal to avoid stress test criteria.
- Foreigners still love Canada both for living and investing.
- Rental properties remain a great way to get passive income into your portfolio.
- Rents appear to be going up as landlords factor in new rent controls.
- Buyers will learn that a reasonable price is expected otherwise a seller will not sell.
- Sellers need to price properly both to attract buyers but also to meet appraisal criteria.

It is not easy to predict even in a stable environment but great board exposure, progressive marketing and properly pricing a home listed by an experienced Real Estate Representative is definitely needed as we head into 2018.

A banner for Darlene Darragh, Real Estate Sales Representative. The banner features a black background with a red geometric shape on the right side. The text 'DARLENE DARRAGH' is in large white letters, with 'REAL ESTATE SALES REPRESENTATIVE' in smaller white letters below it. Below that is the slogan 'PROMISES KEPT, RESULTS DELIVERED'. There are social media icons for Facebook, Twitter, LinkedIn, Instagram, Pinterest, and YouTube. Below the icons is the email address 'DarleneDarraghHomes@gmail.com' and the phone number '905-484-4653'. At the bottom of the banner is a navigation menu with the following items: HOME, COMMUNITIES, SELLERS, BUYERS, MAP SEARCH, NEWSLETTERS, VIDEOS, BLOG, ABOUT, CONTACT.

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Housing strategy offers no help for prospective home owners – academic

While the release of the National Housing Strategy represented the first fully detailed roadmap for the federal government’s efforts to address the real estate market’s long-running concerns over affordability, a real estate professor pointed at one major hitch in this strategy.

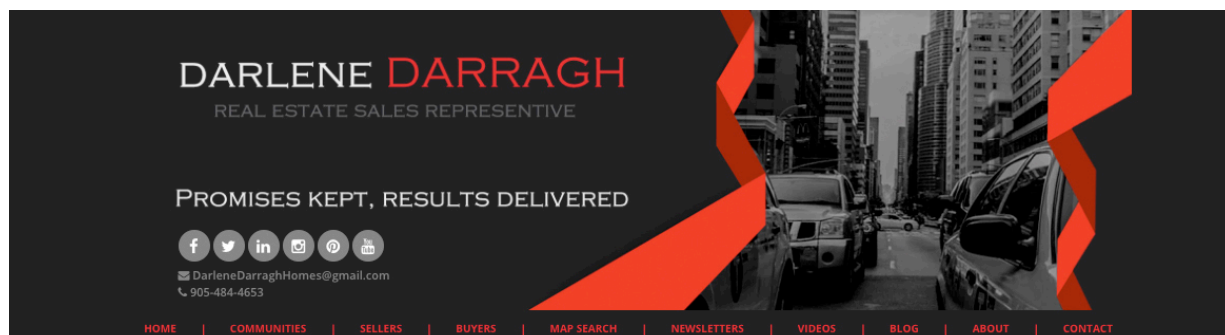
“What’s in the policy for Canadians trying to buy their first homes in high-priced markets like Toronto and Vancouver? Very little,” Jane Londerville of the University of Guelph wrote in an analysis for The Canadian Press.

This is the federal level’s abdication of its responsibility to use the instruments in its disposal to make home ownership more accessible in red-hot markets, Londerville stated.

“The provinces and local governments have control over many factors that affect affordability. But it’s wrong to assume that there’s no federal role in ensuring affordable and responsible home ownership,” the academic argued. “The federal government can affect the ability to buy a home through mortgage insurance, financial regulation, interest rates and tax policy.”

And while the strategy had its strong points such as a new portable housing benefit that would be of great help to those in unstable housing situations, “Ottawa should also put any new or pending changes to mortgage and financing rules on hold, including the January 2018 change requiring stress-testing of uninsured mortgage loans at approximately two per cent above the rate negotiated by the borrower.”

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A banner for Darlene Darragh's real estate website. The background is a black and white photograph of a city street with cars and buildings. The text is overlaid on the left side. At the top, it says "DARLENE DARRAGH" in large white letters, with "REAL ESTATE SALES REPRESENTATIVE" in smaller white letters below it. Below that, it says "PROMISES KEPT, RESULTS DELIVERED" in white. There are social media icons for Facebook, Twitter, LinkedIn, Instagram, and YouTube. Below the icons, it says "DarleneDarraghHomes@gmail.com" and "905-484-4653". At the bottom, there is a navigation menu with links: HOME, COMMUNITIES, SELLERS, BUYERS, MAP SEARCH, NEWSLETTERS, VIDEOS, BLOG, ABOUT, CONTACT.

Housing strategy offers no help for prospective home owners – academic

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This is to accommodate other potential federal-level solutions, as “there needs to be a recognition that affordable housing and housing affordability are different and require different policy responses.”

“Now that the government has announced a comprehensive plan for assisting the affordable housing segment of the housing market, it’s time to turn its attention to helping people buy homes.”

For instance, the government could consider revisiting current tax policies that concern home ownership.

“One option would be a means-tested tax credit to defray the costs associated with a home purchase. Another option would be to allow prospective home owners to contribute to a Tax Free Savings Account with means-tested matching contributions from the government for the purpose of saving up for a larger down payment,” Londerville suggested.

Source: REP Magazine by Ephraim Vecina

New Website – Keeping You Updated



We are so please to launch our redesigned website starting November 2017.

Why did we redesign it?

Our newest design allows **you** to:

- Search for properties using a variety of methods such as map search, community search, price, size, communities, and other home criteria
- Find out recent sales in your area
- Find out the value of your home
- Receive listings hitting the market right in your email inbox with your specific buying requirements
- Access market update information such as:
 - Podcasts
 - Videos
 - Newsletters
 - Social Media
 - Market News Updates

Our team is growing and expanding as we head into 2018

We are thrilled that we have added such wonderful team members to the Darlene Darragh Team in late 2017.

As we head into 2018 we are so excited to begin expanding our reach even further. My past life as a Communication Consultant comes in handy. As platforms change and marketing methods increase, we want to be on the cutting edge for our clients.

Recently it was mentioned by a few clients that I should consider going into additional areas such as renovations and decorating. Although I do believe our team offers superior services in these areas, all of these activities are to me the 'value added proposition' we offer to those buying and selling with our team. For this reason, the additional team members listed below allow us to expand our services and we enter 2018. We look forward to serving you, your family and friends in 2018.

Korrin Jenkins-Barbosa (Real Estate & Customer Care Assistant)

Korrin has strong experience in Client Relationship & Data Management, Social Media, Online/Off-line Marketing Graphic Design and Community Communication. As our Real Estate/Customer Care Assistant, Korrin will implement and refine our Customer Relationship Management systems and processes, update our social media, develop our listing home websites, prepare our neighbourhood market watch newsletters, blogs and podcasts, provide community management leadership and manage our customer care service. In a tech-drive brokerage like ours, we are keeping her constantly busy.



Lacri Tilita (Mortgage Agent)

With over 20 years accounting experience, Lacri's thorough understanding of mortgage rules in an ever changing market will enable our clients to have the much needed quick response for home sales and purchases. Working with various lenders and banks to find the best products for homebuyers and sellers. Lacri will ensure the best financing options are available for our clients.



Mandip Bains (Lawyer)

We are thrilled to announce Mandip Bains will be working with our team! Mandip has been a qualified lawyer in Ontario and the United Kingdom with over 12 years of progressive legal experience. Mandip's has a wealth of experience in dealing with various agencies, financial advisors and lenders and people from all walks of life. She is a client focused and results driven so she is a perfect fit for our team. She can assist our clients in various areas of law including Real Estate, Wills and Estates, Administration of Estates, Personal Injury, non-contested Family Law, Civil Law and Litigation matters as well as dealing with notarizations, certifications and statutory declarations.



Will B-20 contribute to more urban sprawl?

The Places to Grow Act, Ontario's growth plan, was drawn up to intensify urban hubs throughout the province, but B-20 might have the opposite effect.

Places to Grow is responsible for the towering edifices redefining Toronto's skyline, and while there's no end in sight to their continued development, the city's immediate suburbs could expect a boost in new residents.

REMAX's 2018 Housing Market Outlook report predicts an extremely moderate increase in home prices of just 2.5%. However, it also noted that B-20, the mortgage stress test slated to take effect January 1, could cause purchasers to move farther away from urban centres like Toronto and Vancouver.

"Certainly B-20 will have some effect," said Elton Ash, REMAX's regional executive vice president. "The predictions, depending on who you talk to, are anywhere from five to 20% of buyers won't be able to afford a home that they'd get under today's regime. Studies show that of those who are aware of the new regulation, a large percentage don't believe it will affect their buying decisions, so there's a bit of a disconnect of how B-20 will affect market.

Those prospective buyers in the market don't really understand."

Another key finding is that millennials, long thought to favour large, bustling downtown cores, are increasingly partial to suburban picket fences. One reason, said Ash, is because they're aging.

"There are several reasons why people are moving out of the urban centres," he said. "There was a strong belief three to four years ago that millennials were purely interested in the downtown condo lifestyle, didn't drive cars, and wanted to be near subway lines. What we found is millennials are as interested in having the home and the yard to raise children in as any previous generation. This cohort are aging and are now in their prime, and are starting to raise their families, looking out to suburbia."

That view is supported by Royal LePage, which this week released a market outlook report that was far less conservative in its estimation that housing prices will increase 6.8% by the end of 2018. Quoting a different report, Royal LePage's CEO Phil Soper said:

"We did a study this summer, the Royal LePage Peak Millennial Study, which looked at intention, and of peak millennials aged 25-30, 87% believe homeownership was a positive thing and intended to someday to own a home. Sixty-nine percent intended to buy a home within five years."

He also believes buyers will adjust to B-20 in the following ways:

"They'll look for alternative sources of capital, like going to family; they'll look for a different kind of property, like a smaller one; or they'll look in a different area, so they move farther out of the downtown core."

Source: REP Magazine (by Neil Sharma)

New Listings



243 Vilma Drive, Oakville (Bronte) \$1,270,000

Go to <http://www.darlenedarraghhomes.com/b/buyers/featured-listings/new-listing---243-vilma-drive-oakville.html> for more details.

LOCATION, LOCATION, LOCATION...HUGE LOT, RARELY OFFERED. With 70' x 149' deep and private lot rarely becomes available in the much sought after area of Bronte. Such a deep lot in this area rarely is available. Excellent Opportunity To Build Your Dream Home In Sought After Bronte Oakville or renovate this home. Located In An Area Of Tremendous Growth. Surrounded By Million Dollar Homes. Close To Top Rated Schools. Family Oriented Neighbourhood. Walk To Bronte Village, Oakville Harbour, Parks & Trails, Shops, Restaurants, Hwy & Public Transit. Situated on quiet and private street with trees, few homes and sidewalk free. With few lights, lush trees and walking distance to the village, you feel like you are in the country. Chose to renovate the 3+1 bungalow, add on to the existing home or rebuild. Don't miss out on this fantastic opportunity.

Contact me at DarleneDarraghHomes@gmail.com for a private viewing.

New Listings



210 Beach Blvd, Hamilton - \$875,000

Custom brand new 3 bedroom home in the popular "Hamilton Beach Community".

Go to <http://www.darlenedarraghomes.com/b/buyers/featured-listings/new-listing---210-beach-boulevard-hamilton.html> for more details.

With over 2,100 sq. feet, this custom home has upgraded finishes, open kitchen and great room, separate dining room, raised basement and first floor, and deep lot. Luxury finishes include hardwood flooring on main floor, upgraded kitchen cabinetry, quartz counters, upgraded hardware & trim, upgraded windows, 9' ceilings on main floor, first floor laundry room, and powder room. Second floor includes large master bedroom with private balcony overlooking the lake and walk-in closet, 4 piece ensuite and 2 additional bedrooms with a 3 piece bathroom. Don't miss out on being able to choose paint colours, stair stain and kitchen countertops before the final finishes are made and installed. Opportunity To Belong To The Popular "Hamilton Beach Community." Walk, Ride, Skate, The Water Front Trail. Easy Access To Qew Toronto Or Niagara, Red Hill Express Line , Go Train And Walking Distance To The Lake.

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New Listings



856 Beach Blvd, Hamilton - \$890,000

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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

Right At Home Realty, Brokerage

Office: 905-637-1700

Direct: 905-484-4653

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