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Ken Mashinter
(broker)

Someone Opened the Tap!

It is time again to let you all know what is happening here in the northern real estate world. The last report was somewhat questioning as to where things were headed. Last year, there was not a lot of action and this year started out way below that. This was putting a lot of northern realtors on the edge, and in fact – several quit, many moved to other companies thinking that would be the answer to their financial woes only to find out the market in that office was no better than where they were (obviously - ☺☺).

The last market report I sent you was for March. April's MLS report came out and it simply confirmed what we were all feeling. Overall, the market across all areas of Muskoka, Haliburton and Almaguin was down 38%. May showed a slight improvement and June (not shown for space reasons) showed an increase of activity as well. July came and WHOA! Who turned on the tap? Buyers streamed out of nowhere. Obama announces financial crises in the US but this did not stop people from shopping for cottages here. Activity took right off with lots of enquiries and showings. Offers started coming in. Properties were selling. Multiple Offers in a few cases. I had a good selection of listings and some good valued prices. One of the properties I had listed - that had been on the market for about 10 months – sold for around 99.27% of asking price, another one 98.5%. Other agent's listings were also moving. There are always properties that are overpriced and won't sell and this is still true. Buyers snap up the well priced places so pricing is still very important. I must admit that not all of my listings sell and sometimes – I don't understand why a well priced property sits. I have a few of those too. Vacant lots on water are quite slow this year and so far, Doe Lake has not seen a single waterfront lot sale. With the HST now on new lot sales it's a heavy hit and neither the buyer, or the seller wants to swallow that pill.

August continues to be strong and I have sold a large number of my properties and need to re-stock. Most people think that the fall is a poor time to sell. Reality is the opposite. While properties that did not sell will be coming off the market this fall, and most sellers having the same attitude of 'wait till spring to list' those who think outside of the box and list in the fall have an immediate jump on all those other thinkers. If you are on the market and those others are not – whose place will any buyer see? You just eliminated an entire legion of competitive properties by listing now! Buyers will buy when *they* are ready to buy. Further, I can ensure a really good selection of photos to promote throughout the winter – show the lake as it is, the privacy with full leaves and the land with no ice and no snow. If a buyer comes in 2 feet of snow, they know what to expect under that snow. Waiting till spring when the shoreline is covered, no leaves on the trees (limited visible privacy) and more competition, just does not make sense. I have used this reasoning with many sellers – and – many have sold and gotten their money – some before Christmas and some well before their competition even hit the spring market. The winter market is much slower – no doubt about it – but your property should be available with summer photos – all winter long... just in case.

It is reported that approx. 85-90% of people are shopping on line. I have spent thousands upon thousands of dollars in paper ads in the past and over the past three years I could count the number of paper ad calls on one hand. I now do the vast majority of my listings, and offers over the internet. I think this year. I have had two deals where I actually had the people in front me sign an agreement. All the rest were via emailed documents and some sellers (and the odd buyer) I never meet. I work diligently where it counts the most – and paper ads – isn't it anymore. If you are looking to buy – where do you look? The vast majority reading this will say – the internet. That should be proof enough. Feel free to visit my website at www.waterfrontmuskoka.com and see my listings on www.kijiji.ca (just type in Ken Mashinter) on their search engine.

If you are considering selling, please do not hesitate to contact me. I am good at what I do.

Till Next Time *Ken Mashinter* (broker)

**Muskoka & Haliburton Association of REALTORS®
MLS ® Statistic Report [JULY 2011]**

	2011	2010	2009	%INC/DEC
				[2010 - 2011]
Total # of Listings [Month]	748	651	691	15%
Total # of Listings YTD	5246	5192	4533	1%
Total # of Expired Listings [Month]	261	273	268	-4%
Total # of Expired Listings YTD	1206	1279	1292	-6%
Total # of Sales [Month]	297	267	324	11%
Total # of Sales YTD	1395	1521	1280	-8%
Total Sales Dollar Volume [Month]	\$111,750,206	\$88,118,239	\$112,707,167	27%
Total Sales Dollar Volume YTD	\$479,114,617	\$478,937,760	\$377,184,798	0%

**Muskoka & Haliburton Association of REALTORS®
MLS ® Statistic Report [MAY 2011]**

	2011	2010	2009	%INC/DEC
				[2010 - 2011]
Total # of Listings [Month]	997	944	900	6%
Total # of Listings YTD	3644	3798	3103	-4%
Total # of Expired Listings [Month]	152	184	146	-17%
Total # of Expired Listings YTD	675	711	746	-5%
Total # of Sales [Month]	264	326	271	-19%
Total # of Sales YTD	795	976	662	-19%
Total Sales Dollar Volume [Month]	\$101,581,938	\$113,260,046	\$78,105,153	-10%
Total Sales Dollar Volume YTD	\$247,665,293	\$294,366,612	\$173,057,167	-16%

**Muskoka & Haliburton Association of REALTORS®
MLS ® Statistic Report [APRIL 2011]**

	2011	2010	2009	%INC/DEC
				[2010 - 2011]
Total # of Listings [Month]	835	1001	670	-17%
Total # of Listings YTD	2653	2857	2203	-7%
Total # of Expired Listings [Month]	117	165	197	-29%
Total # of Expired Listings YTD	524	527	600	-1%
Total # of Sales [Month]	197	317	159	-38%
Total # of Sales YTD	531	650	391	-18%
Total Sales Dollar Volume [Month]	\$57,525,850	\$98,591,112	\$41,131,225	-42%
Total Sales Dollar Volume YTD	\$146,083,355	\$181,106,565	\$94,952,014	-19%