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*Ken Mashinter*  
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## 2010 Proved to be a Transitioning Market

I hope this letter finds you in good health. This spring sure is turning out a lot different than last year. Remember all that warm weather and hot sun that took the snow away quickly last year? This year it is sunny, but still cool and the snow is much slower is dissipating. We are starting to get calls once again, but we have to remind the people that they still cannot see the shorelines and not all driveways are plowed, so if they want to come up, that's ok, but bring the proper foot wear. It is still funny to see people show up in sneakers and no boots, then walk through 2 feet of wet, melting snow – and hear them say 'We thought you were joking when you said bring your boots'. I don't think they were laughing when they go home with soaked feet.

In one of my former letters, I mentioned that Re/Max North Country Realty, was going to maintain two sales offices in Huntsville. This has changed, and all sales staff will be out of 75 West Road, and our administration office will remain at 7 King William St. I am working more from my home office these days as I have been able to get high speed wireless internet which makes it much less frustrating over the older Satellite system I had. Our broker/owners have now also purchased the Minden and Haliburton ReMax offices so now we have a huge coverage, from Haliburton to Bala, from Kashe Lake to Burks Falls – and everything in between. It is great to be back with ReMax as I had a very successful career with them when I was in Newmarket.

On the reverse you will find a market report showing the activity for 2009 compared to 2010. Lots of negative percentages here, and one huge increase for Huntsville, but that increase is related to only 5 sales for that category so it looks like they were higher priced properties that sold to make such a difference. We are all hoping for a better 2011, and I know a LOT of business are hoping so too. Several I have spoken to are also hurting and a local collection agency has been very busy with re-possession and auctions. There have been a larger number of power of sale properties this past and current year and I am also working on several myself. It is not a good sign, so let's all hope things improve. The reality of the marketplace this past year, for some sellers, did not seem to be accepted and a good number of folks still listed their places out of the market – only to be disappointed with very few showings and to have their property expire and not sell. Personally, I lost several listings to other companies over the price last year, however each of those lost listings expired without a sale, so I really did not lose much except my initial visit. As a realtor, I have to be on top of the market activity and tell folks what I know and see and right now we are seeing a huge influx of listings, with very few going out. Although it is still early and the spring is slow in coming, I am seeing once again some higher priced places, but also some well priced ones coming back on the market at better values, and as always, the better valued ones will sell. I don't like playing the 'give me the highest price, and you get the listing' game with sellers. My job is to tell the truth as I see it. I am not opposed to listing at a marginally higher price within reason, but my initial job is to show the seller, what the market is and what I believe the value to be. Most of my listings sell, or at least get some type of activity on them. I cannot claim 100% sales, as some places have characteristics that are tougher to overcome, and require a special buyer, which takes longer, and generally, a lower price, sometimes they just won't sell. The buyers today normally have better value than a couple of years ago so pricing to sell is a reality. We saw the skyrocketing prices, now the playing field has to settle down and level out and it has to some extent, but not totally yet.

If you are thinking of selling this year, please, give me a call and we can discuss your property and how to best market it. I am using various internet marketing tools and they do work. Paper advertising these days is pretty much done and seldom does the phone ring from that medium, I could count on one hand the number of calls received from paper ads, but I don't have enough hands and toes to count the internet enquiries (☺☺☺)

Call – or email me – let's talk.!

*Ken Mashinter*



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**Market Report - Sales for Jan 1/2009 to Dec. 31/2009 compared to Jan. 1/2010 to Dec 31/2010  
 (restricted to 3 bedroom bungalows with year round access)**

Geographic Area	Jan 1/09 to December 31/09			Jan 1/10 to December 31/10			Percent Change		
	Avg.\$	Avg \$	Avg\$	Avg\$	Avg\$	Avg\$			
	Wtrfnt.Res	Wtrfnt-Rec	Non Wfirt-Res	Wtrfnt.Res	Wtrfnt-Rec	Non Wfirt-Res	Wtrfnt.Res	Wtrfnt-Rec	Non Wfirt-Res
Huntsville	\$350,200	\$381,200	\$226,737	\$360,383	\$342,417	\$236,655	2.9078%	-10.1739%	4.3742%
Lake of Bays	\$0	\$479,344	\$225,042	\$379,357	\$390,692	\$192,700		-18.4944%	-14.3715%
Kearney/Perry/Armour/ McMurrich/Monteith/Ryerson B.Falls/Novar/Emsdale	\$342,813	\$331,200	\$171,895	\$256,450	\$308,333	\$171,068	-25.1925%	-6.9043%	-0.4811%

**Market Report - Vacant Lot Sales - 2010 compared to 2009 - with year round access**

Geographic Area	Jan 1/09 to December 31/09		Jan 1/10 to December 31/10		Percent Change	
	Avg.\$	Avg \$	Avg\$	Avg\$		
	Waterfront	Non-Waterfront	Waterfront	Non-Waterfront	Waterfront	Non Waterfront
Huntsville	\$107,455	\$65,149	\$271,980	\$43,756	153.1106%	-32.8370%
Lake of Bays	\$380,729	\$42,667	\$336,667	\$37,875	-11.5731%	-11.2312%
Kearney/Perry/Armour/ McMurrich/Monteith/Ryerson B.Falls/Novar/Emsdale	\$154,838	\$22,875	\$147,575	\$28,147	-4.6907%	23.0470%

**Residential/Cottage Sales**

Geographic Area	Jan 1/09 to December 31/09			Jan 1/10 to December 31/10			Percent Change		
	# Sold	# Sold	# Sold	# Sold	# Sold	# Sold			
	Wtrfnt.Res	Wtrfnt-Rec	Non Wfirt-Res	Wtrfnt.Res	Wtrfnt-Rec	Non Wfirt-Res	Wtrfnt.Res	Wtrfnt-Rec	Non Wfirt-Res
Huntsville	10	5	70	9	6	48	-10.0000%	20.0000%	-31.4286%
Lake of Bays	0	16	6	7	13	5		-18.7500%	-16.6667%
Kearney/Perry/Armour/ McMurrich/Monteith/Ryerson B.Falls/Novar/Emsdale	12	10	19	2	9	28	-83.3333%	-10.0000%	47.3684%

**Lot Sales**

Geographic Area	Jan 1/09 to December 31/09		Jan 1/10 to December 31/10		Percent Change	
	# Sold	# Sold	# Sold	# Sold		
	Waterfront	Non-Waterfront	Waterfront	Non-Waterfront	Waterfront	Non Waterfront
Huntsville	11	42	5	25	-54.5455%	-40.4762%
Lake of Bays	7	3	6	4	-14.2857%	33.3333%
Kearney/Perry/Armour/ McMurrich/Monteith/Ryerson B.Falls/Novar/Emsdale	13	8	12	17	-7.6923%	112.5000%

NOTE: Information provided from the Muskoka/Haliburton Association of Realtors - mls system. This information is provided for interest sake only and neither the Muskoka/Haliburton Association of Realtors, Ken Mashinter (Broker), or Re/Max North Country Realty Inc (brokerage) accepts any responsibility for any inaccuracies contained herein. Information provided is not to be used for an individual property evaluation. If you wish a property evaluation, please contact Ken Mashinter (broker) at 705-789-1737 ext 226 or by email: sunsets@waterfrontmuskoka.com. Number of sales and price of a small number of sales will have an as well as topography and location of property sold (riverfront, back lot with deeded access to the lake, size and quality of building(s), etc) all have an impact on the statistics.

This information is not intended to solicit properties currently listed for sale.  
 If you wish to be removed from my mailing list, please call me at 705-789-1444 ext 226, or email me at sunsets@waterfrontmuskoka.com