



Jane Graydon

Sales Representative

 /SOLDbyJaneRLP
 /JANEGraydon - Professional Real Estate Services

519-872-9096



soldbyjane@royallepage.ca
www.soldbyjane.ca

Selling Tips for Summer: Housing's Hottest Season

We are officially in the thick of the housing season - and in the real estate world, this is housing's peak season. If you're one of the millions of people hoping to sell in the summer, capitalizing on red-hot market activity, there's a lot to know.

Here are the most important things to know if you're looking to take advantage of real estate's most sizzling season:

Busiest Month of the Year

Nationally, the volume of home sales in June is typically 29% above the annual average, according to Trulia. In July and August, inventory keeps climbing as some sellers miss the sales peak. Homebuyers begin their search in March and April, but they really get down to business after the end of May. The peak in June and July sales reflect the fact that many people want to move in summer when school's out and the weather's good. In fact, more buyers are ready to close deals in the summer than any other time of the year. So get your house ready and on the market now, and take advantage of the surge in activity.

Push the Inside Out

Now that the weather is heating up and you're spending more time outdoors, use it to your selling advantage. Living space is not defined by the interior walls of your home; it actually extends all the way to the sidewalk in front to the property line in back. And whether you have a modest balcony or a big backyard, you'll want to push the inside out. Make your outdoor space inviting with a cozy seating area or dining table, complete with attractive place settings. Stage your barbeque area with a nice set of tools and mitts next to the grill. Or if you have a pool, include rolled white towels and a terry cloth bathrobe draped by a Jacuzzi. Be creative. I have seen a backyard staged with a croquet set as if there were a game in progress. These little touches makes people think "I should live here!".

Keep It Green and Flowery

The hot days of summer present their own challenges and opportunities for curb appeal. You want to make sure the lawns are well watered and green. Grass and shrubs dry out quickly, and nothing is more uninviting than a charred front yard. And as you struggle with your lawn, don't overlook the fact that warm weather affords the opportunity to create an especially inviting front yard, with beds of colourful flowers - a must for spring and summer home sales. Not sure where to start? Keep it simple: choose one colour and stick with it. And

when all else fails, go with white. It's sure to look good, and it really pops against other greenery creating a sophisticated look.

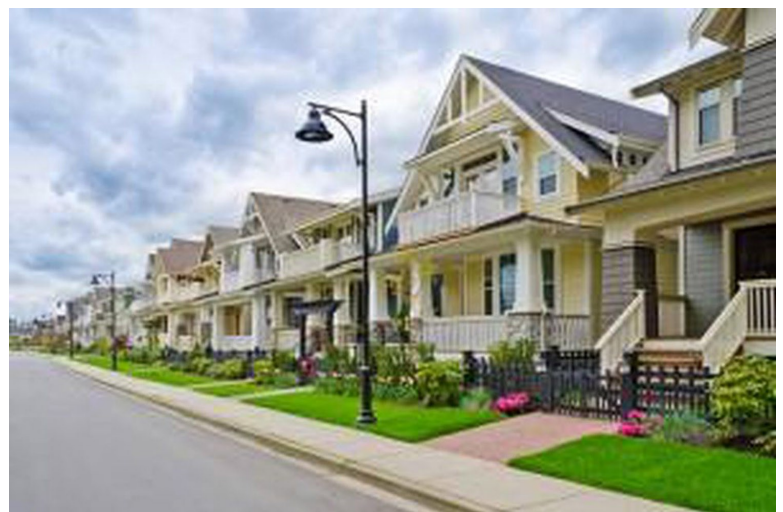
Keep It Cool

For every showing or open house, make sure that the air conditioning is working and turned on prior to any guests arriving. You want your home to feel like a cool oasis in the heat of summer. In fact, it's smart to set your thermostat a few extra degrees lower than usual to compensate for all the doors opening during prospective buyers' comings and goings.

Summer Treats For Your Buyers

Buyers are hot and sticky after hours of getting in and out of scorching cars while battling open house crowds. You'll want them to have a nice refreshing moment in your home, so break out the pitchers of ice water with lemons or stock the fridge full of cold drinks. It'll go a long way in keeping interested visitors happy about spending time in your place. Remember, the longer potential buyers hang in your home, the more they become emotionally attached and want to make it their home!

For full article go to:
<https://www.forbes.com/sites/unicefusa/2018/06/25/separated-and-detained-one-familys-story/#4e5545eb165d>



Home Sales Strong in June, Despite Inventory Challenges

The London and St. Thomas Association of REALTORS® (LSTAR) announced 1,080 homes* were sold in June, down 14.6% over the same time last year, which saw a record-setting month for June with 1,264 homes sold since the Association began tracking sales data in 1978. "The home sales in June continue the strong momentum we saw in May, setting the stage for a very robust season for resale homes this summer." said the 2018 LSTAR President. "Sales activity remains above the 10-year average, as the marketplace continues to manage the lowest inventory levels since 2009. Average home prices are making slight gains all across the region.



July 3, 2018 - London and St. Thomas Association of REALTORS®.

| Year-to-date | June 2018 | June 2017 |
|-----------------------------|---------------|-----------|
| Sales Activity | 1,080 | -14.6 |
| Dollar Volume | \$399,866,832 | -5.6 |
| New Listings | 1,500 | -10.2 |
| Active Listings | 1,779 | -4.3 |
| Sales to New Listings Ratio | 72.0 | 75.7 |
| Months of Inventory | 1.6 | 1.5 |
| Average Price | \$370,247 | 10.5 |

Economic Impacts of MLS® System Home Sales and Purchases in Canada and the Provinces, Altus Group Consulting, 2013.

Breakdown of June Residential Sales

| Type | June 2018 | June 2017 |
|---|-----------|-----------|
| London CMA (includes St. Thomas & Surrounding Area) | 1,080 | -14.6 |
| City of London | 721 | -16.7 |
| London North | 219 | -18.9 |
| London East | 220 | -22.0 |
| London South | 282 | -10.2 |
| St. Thomas | 99 | -9.2 |
| Strathroy | 31 | -16.2 |
| Middlesex County | 86 | 17.8 |
| Elgin County | 67 | -13.0 |

London Events

15th Rock The Park Music Festival

July 11th to 14th

Harris Park

<https://www.londontourism.ca/Events/Rock-the-Park-Music-Festival-2018>

Monster Truck Throwdown

July 13th to 14th

Delaware Speedway

<https://www.londontourism.ca/Events/Monster-Truck-Throwdown>



Artifact Day

July 15th

Ska-Nah-Doht Village and Museum

<https://www.londontourism.ca/Events/Artifact-Day>

Loverboy

July 18th

London Music Hall

<https://www.londontourism.ca/Events/Loverboy>



Pride London Festival

July 19th to 29th

Various Locations

<https://www.londontourism.ca/Events/Pride-London-Festival>

Home County Music & Art Festival

July 20th to 22nd

Victoria Park

<https://www.londontourism.ca/Events/Home-County-Music-and-Art-Festival>



Londonlicious

July 20th to August 12th

Heat wave

<https://www.londontourism.ca/Events/Londonlicious>

Disney's Sleeping Beauty Kids

July 28th to August 5th

St. Peter's Auditorium

<https://www.londontourism.ca/Events/Disneys-Sleeping-Beauty-KIDS-with-Waking-Sleeping-Beauty>



Raspberry Punch

Ingredients:

- 5 single-serving-size tea bags
- 1/4 cup orange juice
- 1 tablespoon sugar
- 1-1/2 cups fresh or frozen loose-pack red raspberries
- Thawed 1 6-ounce can (2/3 cup) frozen lemonade concentrate
- Thawed 4 cups boiling water
- 2 cups cold water



Iced tea, lemonade, and ruby raspberries make for one vibrant and delicious drink.

Directions:

1. Place tea bags in a teapot. Add 4 cups boiling water. Cover; let steep 3 to 5 minutes or until the tea reaches desired strength. Remove tea bags. Stir in orange juice and sugar.
2. Place fresh or thawed raspberries in a blender container or food processor bowl. Cover and blend or process until smooth. Strain through a sieve or colander to remove the raspberry seeds.
3. Add the raspberry puree, lemonade concentrate, and 2 cups cold water to tea mixture. Stir gently to mix. Cover and chill in the refrigerator about 2 hours or until ready to serve. To serve, pour the punch over ice in tall glasses. Makes 16 (8-ounce) servings.
<http://www.recipe.com/raspberry-punch/>

If you're in the need of my professional services, a little guidance, or just want to mull over some options, please give me a call.

Remember, I appreciate your referrals!

How to Make Lemonade:

Forget soda and sports drinks. When the summer sun is working overtime, the one thing that really hits the spot is a tall glass of frosty lemonade. Can't you just see it there, perched atop the table ...