



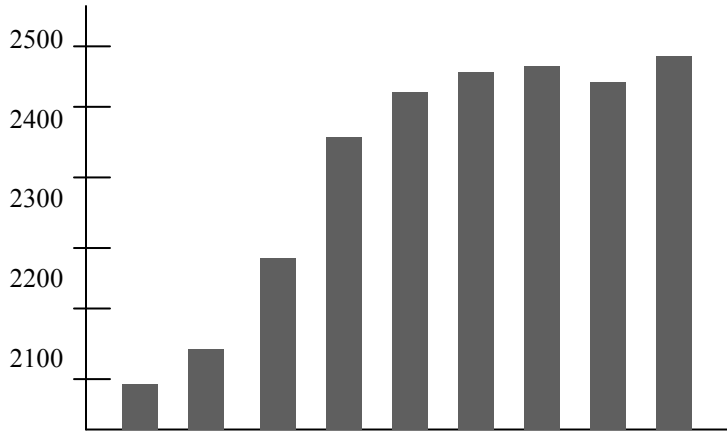
MARK STEVENS

Just Call Mark! 604-306-5478
NOVEMBER 2011 NEWSLETTER



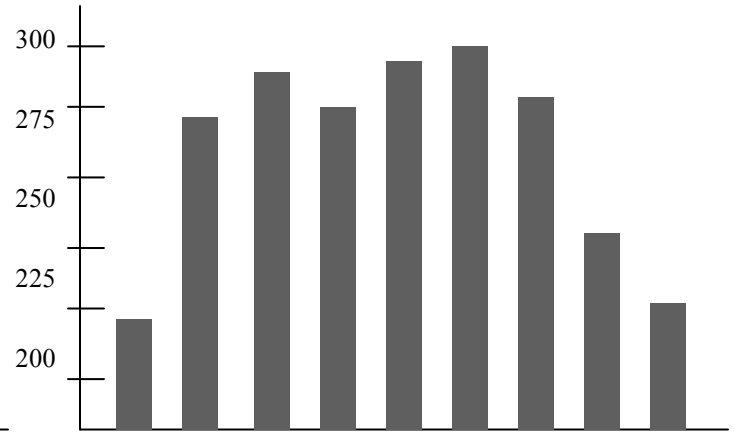
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IT'S A BUYERS MARKET!



Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep.
1994 2034 2183 2352 2416 2446 2453 2437 2478

2011 Residential Property Listings
Maple Ridge/Pitt Meadows
as per the REBGV MLS®



Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep.
193 270 284 276 289 301 279 230 205

2011 Residential Property Sales
Maple Ridge/Pitt Meadows
as per the REBGV MLS®

As you can see from the charts above, the residential property *listings* have been consistently increasing while the residential property *sales* have been declining. **This makes for more competition amongst home sellers while providing more options for prospective buyers.** Thus, the title "buyers market".

So, if you're a buyer, this is good news. For sellers though, this isn't necessarily bad news. It just means that the *three selling factors* - **Location, Condition, & Price** - are more important than ever because of this type of market. While there's nothing you can do about the location of your home, you can control its condition and price.

With so many homes listed, it's important that yours be equal to, or *better*, than your competition. That means not leaving those fix-ups "so that the new homeowners can do it the way they want"; those **buyers will buy the comparably-priced home that's in better condition**. Home staging is extremely important in this type of market - the "wow" factor plays to the emotions of the buyer, giving the staged home the "one-up" on the others.

As for price, this has to be *realistic* from the very beginning. With so many listings to choose from, **buyers will look for the best value for their money** and an overpriced product will sit on the market, becoming stale. Remember, the goal is to be "sold" not just "listed". To determine what would be a "realistic" price, have a few market evaluations done.

In a buyers market, another factor becomes of major value and that's - **Marketing**. It isn't enough to just pop up a sign or place it on the MLS® when there's so much competition. **Your home has to beckon buyers to view it and that requires numerous marketing strategies.** This again requires comparisons as not all agents offer the same services.

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"Mark's professionalism and dedication to his clients is unmatched!" Jim Davison & Sim Chin



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With the year quickly coming to a close, I'd like to acknowledge the following clients from whom I received referrals this year:

- Bruce Amy** - referred his *mother*
- Rebecca Awram** - referred her *client*
- Kim Bondi** - referred his *sister-in-law*
- Rose Corrigan** - referred a *friend*
- Leslie Franklin** - referred her *union*
- Gen Henry** - referred her *son*
- Wilma Law** - referred her *mother*
- Geoff & Susanna Westby** - referred their *colleague*
- Tazmeen Woodall** - referred her *client*

My business relies on referrals so it is with great appreciation that I acknowledge these fine folks. And if I've missed anyone, my sincerest apologies.

COLD WEATHER TIPS

Caulking is considered the best thing since sliced bread. When all else fails, caulk it. This is true with gaps in siding, around windows and doors, foundations, masonry veneers and chimneys. Caulking not only keeps the heat in and the cold out, but also closes up unsightly gaps preventing water and pests from entering the home and causing damage.

Fireplaces are notoriously poor sources of heating for the home. Many studies demonstrate that *only about ten percent of the potential heat is delivered to the home*. When there is no fire burning, cold air enters the home through the chimney. This can be solved by simply closing the **damper** when the fireplace is not in use. Fireplaces without dampers can be retrofitted with a damper.

Single pane windows have a significant impact on energy loss and comfort. Storm windows or replacement windows are improvements, but can be expensive. A means of cutting down on cold drafty windows, aside from the caulking and weather-stripping, is **dense window coverings**. Drapes which are lined, heavy shades, & wooden blinds or shutters are window coverings that will help. For the complete article on cold weather tips, check out www.TheWorkshop.net.



S U D O K U

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8									
			7	1	9				
					5	9	6		
				7					
	2	5	3						
			4	9	6				
									2
	6					1	3		

Source: Kappa SUDOKU Puzzles

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BARB McCAUGHERTY



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Mark Stevens - RE/MAX Results Realty

20842 Lougheed Highway, Maple Ridge, BC V2X 2R3

Cell: 604-306-5478 | Direct: 604-463-1972 | Office: 604-467-0811

Fax: 604-466-8353 E-mail: mark.tmst@shaw.ca Website: www.themarkstevenssteam.com