

The Brad Hawker Real Estate Team



Market Synopsis

Indicators show Canmore market as one of the strongest in Western Canada. Condominium sales represented 70% of the overall market activity in March, and more than doubled sales in February this year and March last year. The average price achieved in March was slightly below average prices of both the month and year before and reflects the appeal of more affordable housing.

The average price of a condo in March, \$324,201, was almost half the average price of a single-family unit. Days on market before sale were recorded at 41. The average price of a duplex unit was \$604,416 and days on the market were 45.

The single-family market segment remains in demand. While total sales activity fell over 20% below last March's banner numbers, sales were 2.68% higher than just one month ago. Keeping in mind the average price includes extremes at both ends, the number recorded in March was \$623,783. Average days to sell were 51.

WHAT IS HOUSE STAGING?

Industry Experts refer to the act of grooming and decorating a home to properly showcase its features and make it more attractive to potential buyers as house staging. It is simple techniques that can be employed by anyone to make a dramatic impact in their home, and can make all the difference when it comes to selling a home quickly and for top value.

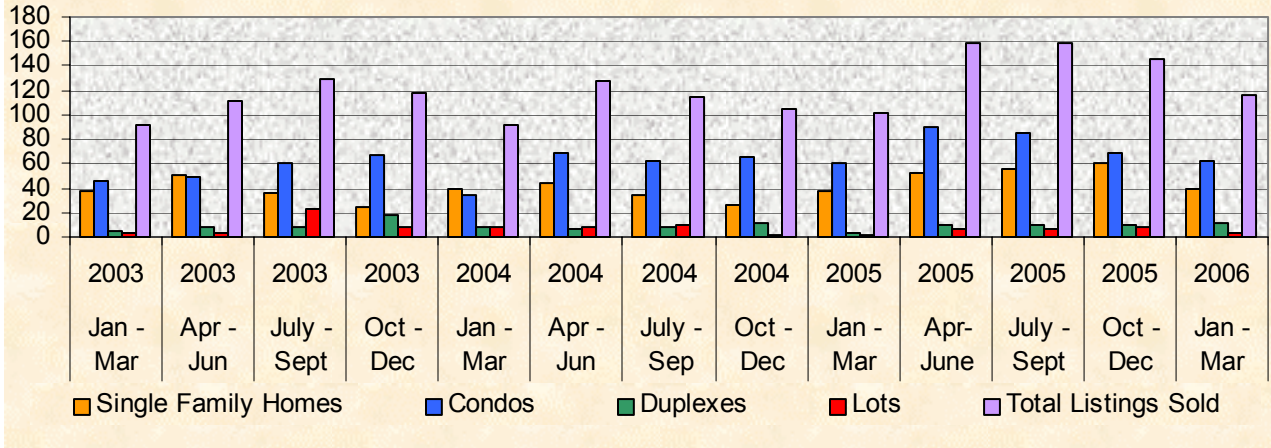
DID YOU KNOW?

- Fifty-eight per cent of buyers revealed that they were willing to make a decision after viewing 10 homes or less, while only 11 per cent of buyers thought they would have to view over 20 home.

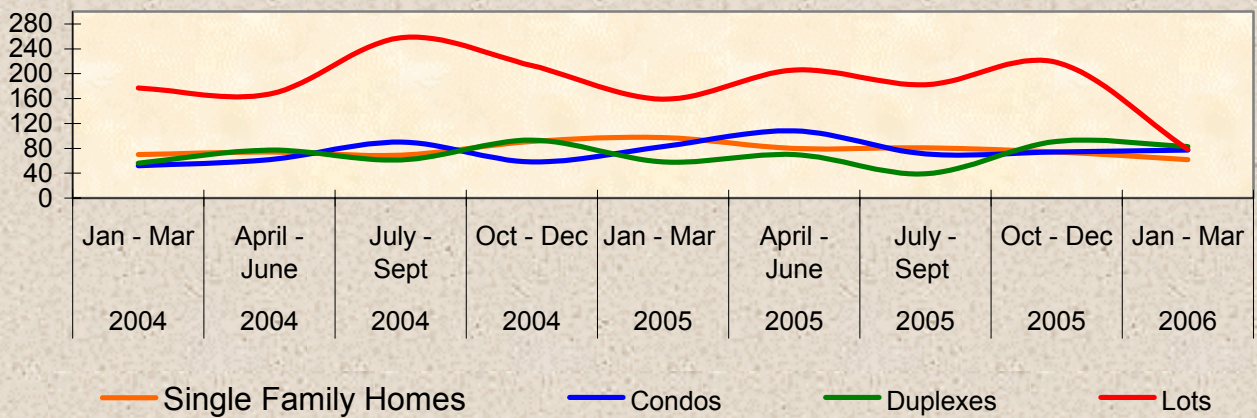
Fifty-two per cent of buyers said the kitchen had the most significant impact on their purchasing decision while 25 percent said the living room and five per cent said the bathroom.

Sixty-three per cent of buyers surveyed would prefer a higher priced home that does not require any renovation over a lower priced fixer-upper.

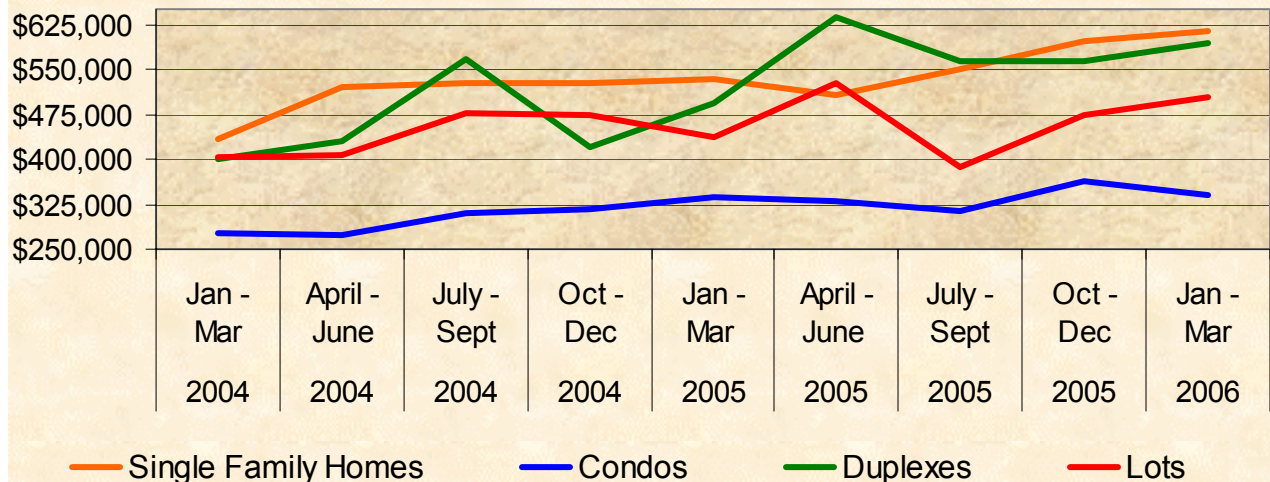
### Number of Listings Sold By All Companies by Quarter



### Average Days On Market (Sold Properties) By All Companies - Quarterly



### Average Sale Price By Quarter



## Selling this Spring

Are you considering selling your home this spring? As we head into the year's busiest real estate season, ensuring that your home is in its best condition will help attract maximum interest. Here are some tried and true steps to follow:

### **Begin the purge.**

Put your house on a diet. Give consideration to the appeal of a tidy and organized house and begin removing or donating both the things that clutter your home and the things you don't want to move with you. Choose a drawer, shelf or storage bin, and begin streamlining, room-by-room, a little bit at a time. Seasonal changes can create great opportunities for sorting unworn clothes. You'll be happy to have less on moving day and your closets will look bigger to potential buyers. A garage sale is a great way to purge before your home's first showing.

### **Fix what's broken or damaged.**

Determine what house maintenance is in order. To pass a home inspection, certain repairs may be unavoidable. Taking care of these issues now will ease your burden later and improve your sales opportunities. Simple repairs are also well worth the effort. Painting those chipped shutters and replacing the broken banister rail will provide a return in creating the right impression for a timely sale.

### **Think like a buyer.**

This can be the hardest step since we love our homes and generally assume others will too. Accept that potential buyers have different tastes and consider hiring a house staging professional or 'fluffer' who can objectively determine what needs to change. Consider basic staging techniques such as removing clutter; putting away personal items like photos and trophies; cleaning and sanitizing inside and out, from top to bottom; freshening and neutralizing your colour scheme; making your entrance way appealing; eliminating pet and food odours; enhancing the illusion of space, beautifying your backyard.

### **Contact your Realtor.**

The Brad Hawker Team is your partner in selling what is likely your largest asset. We can assist you in getting your home prepared for sale and in helping you understand the current buying and selling real estate markets. As experienced, attentive and committed Realtors, we know the market and can put the strength of an established, leading real estate brand to work for you. It's our goal to help you sell your home in the shortest amount of time possible and at the best possible price.

Alternatively, if you have a friend, relative or colleague, who is considering buying or selling, please tell them about us. Your referrals are genuinely appreciated. We will treat your friends and family with the care they deserve so you can be proud you referred us.

## Tips for Preparing Your Home for Sale

### **Detach your emotions**

Remember, you are about to sell this house and the goal is to create a space which as many people as possible will be able to envision as their potential home. To properly prepare your home for sale you will have to pack away many of your personal items, including photos, souvenirs and other mementos.

### **Clean and reorganize**

Clean your home from top to bottom and make sure all appliances are spotless. Reorganize the closets and pack away some of your belongings. Storage room is a priority for buyers and a full closet does a poor job of showcasing the amount of storage room available. If you're using a spare room for storage, pack away the clutter and ensure the space is properly furnished.

### **Furnish empty properties and rooms**

People buy homes not houses. Empty rooms make it hard for buyers to get a good sense of the space. Large rooms look cavernous and small rooms look even smaller when empty. Oddly shaped rooms make it especially hard for buyers to visualize how to arrange the room. Staging your empty property with the right furniture is key to ensuring that buyers will be able to visualize living in the space.

### **Brighten and lighten**

Light-filled rooms are always appealing. Open blinds and make sure your windows are sparkling clean. If there are no windows in the room, make sure the lighting is adequate and keep all the lights on when showing the property, even during the day. A fresh coat of neutral coloured paint goes a long way to brighten up the space.

### **Spark your buyer's imagination**

Set the dinner table for a formal dinner, light the fireplace on a cold day, and add some fresh flowers to your decor. Creating the proper atmosphere helps buyers envision themselves living in your home.

### **Fix minor repairs**

Buyers prefer to see a home in move-in condition, even small things such as a dripping faucet can detract from the value of your home.

### **Don't be too unique**

Keep your decor simple and modern with neutral wall colours. Unusual accessories and strong wall colours will limit your pool of buyers. This is also true for renovations. The right renovations can often boost the price of a home but be careful not to do it with too much flair. Your unique style may set you apart but it will also shrink your potential pool of buyers. Remember to keep it simple and modern.

### **Keep your neighbourhood in mind when renovating**

Actual returns on renovations depend not only on the renovations themselves but also on how your home compares to your neighbours'. If your home is already above market value for your neighbourhood, your renovations may not yield a higher return. Buyers looking at moderately priced homes won't be able to pay a premium for luxury finishes. Ask your Realtor to give you an assessment of homes in your area before embarking on costly renovations.

### **Improve security**

Household security is a sought after feature in homes and simple measures such as adding window locks and motion sensor lights outside can boost the attractiveness of your property. In densely populated urban areas, simple additions such as blinds and shutters are good additions to provide privacy.

## Take this quiz to find out your personalized tips for preparing your home for sale.

### 1) After finishing your dinner do you:

- a. Leave everything on the table and come back to clean up later.
- b. Take the dishes off the table, put away the leftovers and pile the dishes in the sink or dishwasher for later.
- c. Clean the table, put away the leftovers and wash the dishes right away.

### 2) Your home office has a desk that is:

- a. Covered with papers, receipts and random objects.
- b. A pile of stacks. There is enough free space to do your work and you can still find what you're looking for.
- c. Clean and neat. Everything has its place and papers are filed right away.

### 3) You've just finished your laundry, do you:

- a. Leave the clothes in a pile on a chair. It's easier to find them later this way.
- b. Fold and put the clothes in any drawer with available space.
- c. Fold and put away your clothes in their appropriate drawers.

### 4) In your household you have:

- a. A dog or cat that is allowed indoors.
- b. A smoker who often/always smokes indoors.
- c. None of the above.

### 5) How do you accessorize your home?

- a. I like to display personal mementos, souvenirs and family photos around my home.
- b. I love decorative accessories and like to feature eclectic ethnic artifacts and antique items around my home.
- c. I prefer clean and tidy surfaces and display few decorative or personal items around the house.

### 6) Which of the following best describes your home?

- a. My home is eclectic and fun with bright colours and accessories throughout.
- b. My home is traditional with warm paint colours and lots of dark wood.
- c. My home is modern and simple with neutral colours and few accessories.

### 7) Spring has arrived and your yard is in need of some maintenance, do you:

- a. Rake the yard and generally get rid of debris.
- b. Clean the yard of debris and mow the lawn.
- c. Clean the yard of debris, mow the lawn, clear the weeds, apply fertilizer and plant new flowers.

### 8) Which best describes your home?

- a. I haven't had the time to properly decorate most of my home and a couple of the smaller rooms are used only for storage. Some minor repairs are still waiting to be done around the house.
- b. The main areas of my home are decorated and furnished but I never got around to properly decorating and furnishing the basement or guestroom. Some minor repairs are still waiting to be fixed.
- c. I have taken the time to properly furnish and decorate every room. I have also undertaken several renovation projects throughout the years.

**Give yourself a score of:**

**1 for every "a"**

**3 for every "b"**

**5 for every "c" answer**

## How Did You Do?



### Score Between 8 and 16

If your score is between 8 and 16, you need to roll up your sleeves and get working to prepare your home for sale. Based on your responses, your home will need deep cleaning and de-cluttering before showings start.

Deep clean your home making sure each room and surface is spotless. Make sure to remember your appliances and windows too.

Get rid of the clutter to allow buyers to properly see your home. Pack away unnecessary items and make sure counters and tables are free of appliances and personal items. If any rooms are used for storage alone, pack away the items and properly furnish the rooms. Don't leave them empty as buyers will have a hard time visualizing living in a space without any furniture.

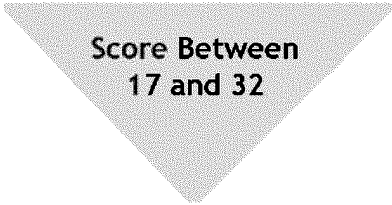
Put away collectibles and family photos to help de-personalize your home. Buyers will be able to imagine themselves in your space better without your personal items around.

Although your fun sense of decor and colour may suit your personality, go neutral for the sale. Adding a fresh coat of neutral paint and getting rid of unusual accessories will ensure that your home appeals to a larger pool of buyers.

If pets or a smoker reside in your home, remember that you probably

won't notice the smell if you're around them all the time. Have a trusted friend give you an honest opinion and deep clean to get rid of the odour.

And lastly, don't forget curb appeal. First impressions count, and buyers begin to form an opinion as soon as they pull into your driveway. Keep your yard neat and tidy with your lawn and shrubs trimmed, and flower beds weeded. Store away your children's toys and garbage bins, and give the exterior of your home a good wash or a fresh coat of paint.



### Score Between 17 and 32

If your score is between 17 and 32, there are a few easy steps you can take to make your home more appealing to buyers.

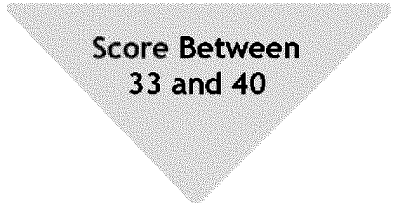
Clean your home from top to bottom, making sure you pay special attention to kitchens and bathrooms. Make sure to de-clutter and reorganize your home. Remove any excess furniture to enhance the feel of openness and space. Storage space is a top priority for buyers, so clean and organize your closets and storage areas. Get rid of anything you don't need and make sure your closets are not overflowing with items.

Brighten and lighten up your home with a fresh coat of neutral coloured paint. Soft neutrals such as pale yellows and grays can give a house a nice sophisticated look that appeals to most buyers.

Store away your eclectic accessories and create more room on your counters and tabletops.

Your unique items may be an expression of your personality but they might also make it hard for buyers to visualize themselves in the space.

And last but not least, fix that leaky faucet and any other minor repairs that you've been neglecting around the house.



### Score Between 33 and 40

If your score is between 33 and 40, your home is in top shape and will only need a little bit of work to bring in that sale.

One great way to stimulate a buyer's imagination is to set the scene. Place fresh flowers on the mantle and set the dining room table for a formal dinner. If it's a cold day, light a fire in the fireplace. Look at your home through the buyers' eyes and create an atmosphere that will help them envision themselves living there.

To further enhance your home's curb appeal, spruce up your flower beds with new flowers and ground cover to give the home additional touches of colour.



Canadian Cancer Society  
Société canadienne du cancer



Canadian Cancer Society

Relay For Life



### June 2<sup>nd</sup> through 3<sup>th</sup> – Centennial Park

Twelve hours of fun, friendship and fundraising to beat cancer.

A celebration of survival and a tribute to the lives of loved ones who have been touched by cancer.



Relay for Life was really successful in 2005, raising almost \$131,160 in team pledges, luminary sales, corporate donations and sponsorships. Perhaps more important, however, was the camaraderie that developed over the course of the evening among participants, volunteers and spectators alike.

**Canmore 2005**  
**41 Teams**  
**50 Survivors**

**Population 11,458**  
**456 Participants**  
**60 Volunteers**

**\$131,160**

The money we raise for the Canadian cancer society provides hope and help to cancer patients, their families and friends through its toll free Cancer information service; it provides current and reliable information on its web site; it provides funding for research and treatment trials; our contributions helped fund the society's cancer connection, a volunteer, peer support program, and enabled a variety of advocacy activities to promote health.

The challenge is out! Please join us on June 2<sup>nd</sup> and 3<sup>th</sup> at Centennial Park for our Third annual Canmore/Banff Relay for life.

To Sponsor our team please call us at 1-877-818-7557.



# What's Happening in Canmore for April

## Live Jazz

April 15

Presented by Rank Amateur Productions at the Canmore Miner's Union Hall. This show series features local jazz performers and invited guests. Start time is 7:30pm. Tickets are \$15 and available in advance or at the door. Contact Bob Snape (403) 678-4418.

## Mozart's Requiem

April 23 & 26

Presented by The Bow Valley Chorus for choir, orchestra and soloists, conducted by John Goulart at 8pm  
Contact John Goulart (403) 762-3188.

## Mayor's Awards for Volunteer Excellence A celebration for ALL community VOLUNTEERS!

April 26

Canmore Civic Centre - BBQ: 5:30 pm

## Spring Concert

April 28 & 30

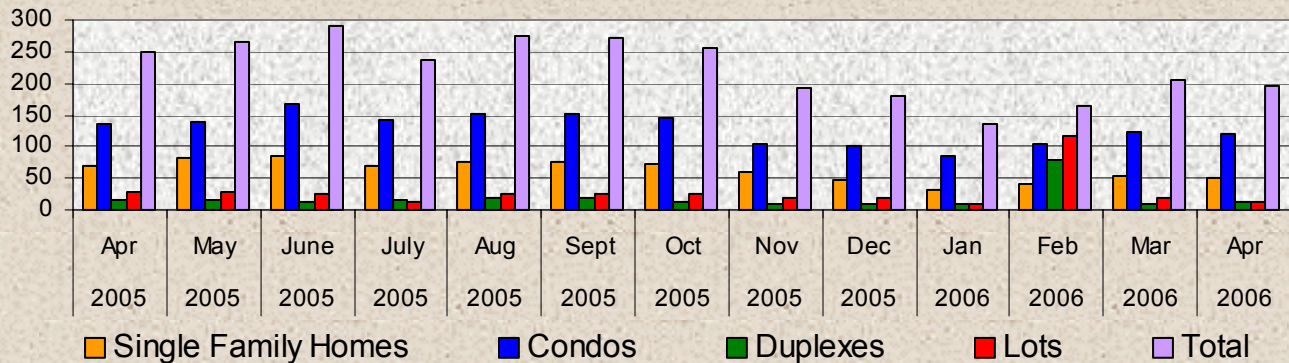
Presented by the Valley Winds Music Association at the Canmore Collegiate Theatre. Time: 7-9pm.

## Annual Bike Swap

April 29

Hosted by the Rundle Mountain Cycling Club at the Canmore Crossing. Bike drop off is 9am – 11am and the sale runs from 12pm – 3pm. Contact Scott Manktelow (403) 678-6041.

Active Listings Currently on Market By All Companies - Monthly



[www.BradHawker.com](http://www.BradHawker.com)

## The Brad Hawker Real Estate Team

**Brad Hawker**

Broker / Realtor

**Drew Betts**

Associate Broker / Realtor

Phone: (403) 678-7557

Fax: (403) 678-2206

Toll Free: 1-877-818-7557

Email: [info@BradHawker.com](mailto:info@BradHawker.com)

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ROCKY MOUNTAIN REALTY

Canmore & Banff Real Estate

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