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April 2009

Preferred News and Updates

Buy the Milk and Get the Cow too! Buying Real Estate with a FREE 5% Down Payment!

How does a FREE down payment work? With the lender offering 5% "upfront" down payment to the applicant, they must take a 5 or 7 year fixed rate mortgage terms, at posted rates. This is an inducement for the applicant to purchase a home "now", rather than to delay the purchase, by holding off until later, when they might have saved the down payment on their own. The lender will advance 5% of the property lending value to the solicitor on the funding date, in addition to the 95% mortgage advance. Who is eligible?

- New (completion only) or existing properties
- Purchase transactions, single advance only
- Owner occupied single family unit and duplexes
- Type A properties under the lender's financing program (single family house, condo apartment, townhouse) no mobile homes.

Don't wait, for more information on this and other ways to BUY NOW contact our office at 780-701-2626 and ask for any of our team members.

Canada's Recession History

Canada has survived at least three major recessions and a depression in the last century. It's interesting to compare those times to what we're going through now. In many cases, the downward spiral followed a great time of prosperity and consumer confidence - just like today! Read up on what happened in 1904-14, 1929-39, the early 80's, and early 90's.

See this full article on our BLOG at www.PreferredGroup.ca

Referrals



We'd like to give a big **thank you** to Adam and Amy Marton for referring Michael Paylor along with several potential clients to our office. We take great pride on our services and are thrilled that you do too!

We greatly appreciate all referrals to friends and family, our business depends on it. You can send us referrals by phone to 780-701-2626 or email to: info@PreferredGroup.ca

Testimonials



"Thank you for doing such a great job acting as my Realtor. It was very much appreciated, I felt you gave me good advice, and connected me to the correct people, in order get the results I wanted."

- Rebecca Bryan - Investor Buyer

For more Testimonials visit: www.PreferredGroup.ca under 'Referrals' and 'Testimonials'



MLS® STATS

Taken from ereb.com
(Changes from same month in 2008)

Total MLS® Sales this Month
2,008 ↘ 1.90 %

Total Value of MLS® Sales this Month
\$635 Million ↘ 9.0%

Total Value of MLS® Sales this Year
\$1.7 Billion ↘ 23.0 %

Average House Price
\$353,386 ↘ 8.50%
Average Condo Price
\$236,020 ↘ 8.10%

Total Average Residential Price (all types)
\$312,127 ↘ 7.40%

***RECORD!!**



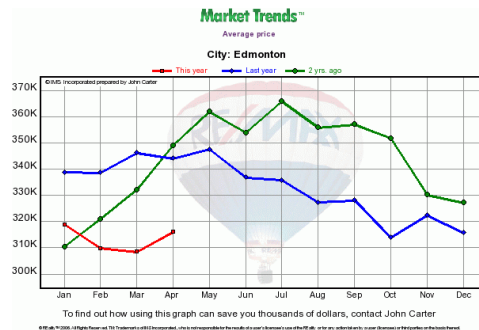
Realtors Association of Edmonton - March Market Report



Sales activity on the Edmonton Multiple Listing Service® increased in April as compared to last month and April 2008. There were 3,019 residential properties listed in April with sales of 1,843 (up 33.6% from last month and 1.1% from April 2008). The average price of single family homes in the Edmonton area was up 1% from March but, at \$353,386, was still 8.5% below the last April price of \$386,033.

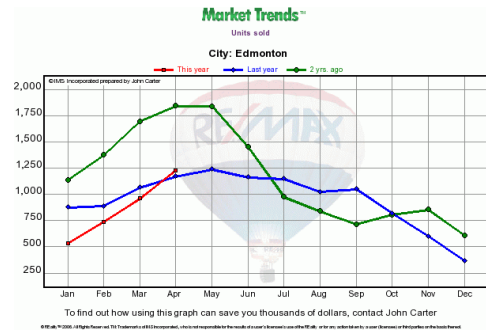
Condo prices were up 2.4% from last month to \$236,020 while duplex/rowhouse prices were up 5.2% at \$291,068. "Increased sales activity is evident in most real estate offices and some REALTORS® are reporting multiple offers on select properties," said Charlie Ponde, president of the REALTORS® Association of Edmonton. "However, inventory is still relatively high and sellers should price their properties aggressively to attract offers." The number of residential properties available through the MLS® System on April 30 was 7,539 – up 1% from last month but well below the glut in April last year when there were 10,606 properties available. The year-to-date sales-to-listing ratio is just 46% but the April S/L ratio of 61% is an indicator of increased activity. Average days-on-market in April was 51 – a number last seen in March 2008. "REALTORS® are optimistic about the Edmonton market," said Ponde. "In-migration figures are positive, retail sales in Alberta are still higher than the rest of the country and unemployment figures are lower than other parts of Canada. First-time buyers are entering the market because of historically low interest rates and renovation incentives are encouraging move-up buyers to consider relocation." Total sales through the MLS® System for the month were valued at \$635 million with a year-to-date total of \$1.75 billion. Total YTD sales value is down 23% from the same time last year but sales are off by just 16%.
***Article referenced from www.ereb.com**

Combined Average Price



Green represents the 2007 year, Blue the 2008 year, and Red the current 2009 year

Number of Units Sold



Preferred Market Interpretation

We may have 'hit the bottom' of average prices in Edmonton. Our team's experience in the market overall in Edmonton is that interest from buyers is really picking up. Their confidence is high in the real, long-term, and short-term value of buying real estate. Our market should have a maximum of 5000 listings given our current population and historical trends to be totally 'balanced.' So we are still in a buyer's market, and with very low interest rates and great financing products available, plus a large selection of properties to choose from, this trend should continue. There is still anticipated inventory of new construction condos that will hit the market throughout this year, so directly similar properties will see price drops to be competitive with that inventory. That said, our market is stabilizing very well, and is more fundamentally balanced than most any other major city in North America.

So... what should you do about it? Where are the opportunities?

BUY - whether you are a first time buyer or moving up, now's the time. Call us today!!
INVEST - this next 1-3 years will create a lot of 'lucky' investors when others are looking back. Be one of them!! We have many options available with as little as \$10,000 down.



Commercial Snapshot - www.PreferredInvestments.ca

Single-Family Investments For Sale

- **Collage Place** - from \$164,900 to \$239,900. **Only 6 units left!! Over 55% ROI on your investment.**
- **Edson Condos** - from \$99,900 to \$169,900 with **ROI of over 40% per year.** 1 & 2 bedroom units available, fully renovated and un-renovated conditions

Multi-Family For Sale

Great 8- Plex

\$ 775,000 (\$96,875/unit)

- Located in the north end of Edmonton, AB.
- Suite mix of 1 Bach. 7 One bed.
- **5.7% Cap**

Rate

- Easy to manage, great first apartment



For more information on Commercial Listings contact: John@PreferredGroup.ca

City of Edmonton Community Spotlight



Children's Miracle Network



It is official, RE/MAX sales associates have banded together to make Edmonton an official "Miracle City" in Western Canada. What does that mean? To earn this title 100% of the sales associates, 565 in total have pledged a donation on behalf of each property bought and sold to the Children's Miracle Network and it's affiliated hospital, the Stollery Children's Hospital Foundation. On April 1, 2009, Will Hickey of RE/MAX Accord in Edmonton provided a cheque to the Foundations in the amount of \$440,000, funds raised by the realtors in Edmonton for 2008. (see photo below right) In total, since 1992, Canadian RE/MAX Associates have raised over \$32 Million Dollars.

Quote

Our lives improve only when we take chances - and the first and most difficult risk we can take is to be honest with ourselves.

- Walter Anderson

Preferred Value Added Service Provider



Carpet Cleaning

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 Email: info@amsteam.com
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Preferred Group Team Member Update

It has been an amazing start to 2009 for me and our office. I've had the pleasure of working with many clients - investing, selling and buying in our fast, increasing market.

We've had many changes in our office that I've been pleased to be a part of such as our new newsletter format, offices and marketing strategies. Each day is filled, which I love.

On a personal level, my husband, Jaime, and I are deep over our heads in some home reno's that we are quite excited about and we're looking forward to some weekends off this summer travelling Alberta with our trailer in tow. Our love of camping is easy to do in the summer and we can't wait to get started, wildlife beware!

Jocelyn Ujueta
Marketing Coordinator



Featured Listings from Preferred Real Estate Group

Downtown Condos
Starting at \$124,986
1 Bedroom, 1 Bathroom



**Ellerslie
Townhouse**



Spruce Grove
\$124,986
Previous Show Home



Leduc
\$339,986
3 Bedrooms, 3 Bathrooms



South Side
\$339,986
3 Bedrooms, 3 Baths



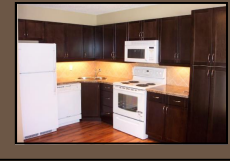
Oliver Condos
\$99,900 and up
1, 2 and 3 bedrooms avail.



South Side
2 Story



St. Albert
\$900/Month !!
4 Bedrooms, 2 Bathrooms



For more details on any of the listings above, either visit us at www.PreferredGroup.ca or call our office with any questions.

Seminars & Events

What: Home Owner Seminar

Who: Preferred Group past, present & future clients
Perfect for those who own their own home. We will be presenting on the market outlook so you know when is the time best to sell. One of our mortgage brokers will update you on mortgage products, rates and if you should refinance now. Guest speakers will cover which home renovations add value on resale, and home decorating tips too!!

When: Thursday, June 18, 2009, from 7-8:30pm

Where: RE/MAX River City Loft at 301, 10171 Saskatchewan Drive

RSVP deadline: Monday, June 15th, 5pm www.PreferredSeminars.ca



Preferred Real Estate Group Mission Statement

Preferred Real Estate Group works with families and individuals in Edmonton who want to make *Educated* choices with their housing needs and create *Wealth* through Real Estate.