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**Anu Khullar**

Residential  
Specialist

**Jocelyn Ujueta**

Marketing  
Coordinator

**John Carter**

Multi-Family &  
Condo Conversion  
Specialist

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October 2009

## Preferred News and Updates

### RE/MAX Are You Fit To Sell? - by RE/MAX Canada

As home sellers across the country adjust to new market realities, RE/MAX is set to launch Fit to Sell, an innovative new program designed to secure home equity in uncertain times. This program encourages existing home owners to increase their stake in home-selling process working with their Real Estate Professionals to bring their home to the market. Fit to Sell ultimately rewards their participation by maximizing sale price and minimizing on-market time. Coming soon to HGTV!

\*To see more information on this subject visit our  
BLOG at [www.PreferredGroup.ca](http://www.PreferredGroup.ca)



### Top Notch Realtors - by Shami Sandhu, RE/MAX River City Broker

"It is my pleasure, as the Broker/Owner of RE/MAX River City, to have John Carter and Anu Khullar be such a large part of our Team of REALTORS! Both Anu Khullar & John Carter were given the award for **Top 15** Sales Producers in our office for the months of June and August respectively. Our office depends on the commitment that REALTORS such as John and Anu provide to their clients. They contribute their time, money and expertise with each transaction making lasting impressions on not just their clients but also sick children in the Edmonton area through our affiliation with Children's Miracle Network and the Stollery Children's Hospital."

## Referrals



We would like to acknowledge Tammy Dodd for referring our client Mary Lou Roy! Thank you for trusting us with your most important investments!

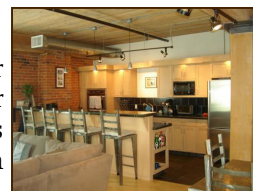
We greatly appreciate all referrals to friends and family, our business depends on it. You can send us referrals by phone to 780-701-2626 or email to: [info@PreferredGroup.ca](mailto:info@PreferredGroup.ca)

## Testimonials

"Anu was an excellent, personable and highly ambitious realtor who was very knowledgeable and patient. She answered all of our questions thoroughly and guided us in the right direction in terms of our preferences. We will most definitely be contacting her again in the future...."

- Denny Letourneau & Candice Bohonis-Seiersen - Sellers and Buyers

For more Testimonials visit: [www.PreferredGroup.ca](http://www.PreferredGroup.ca) under 'Referrals' and 'Testimonials'



**MLS® STATS**

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

**Total MLS® Sales  
this Month**  
1,911 ↗ .80 %

**Total Value of MLS®  
Sales this Month**  
\$633 Million ↗ .30%

**Total Value of MLS®  
Sales this Year**  
\$5.61 Billion ↗ 0.40 %

**Average House Price**  
\$371,947 ↗ 2.70%  
**Average Condo Price**  
\$245,546 ↗ 2.70%

**Total Average Residential  
Price (all types)**  
\$327,235 ↗ .70%

\*Indicates a RECORD!!



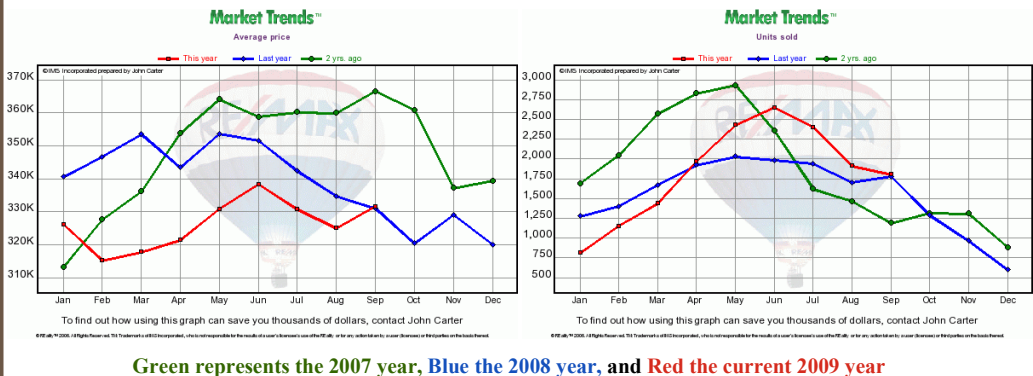
## Realtors Association of Edmonton - Market Report

**October 2009**

Although sales were not at record levels in September, they compared favourably with sales levels last year and settled in for the third best September ever. Only sales in September 2006 of 1,844 residential units and last September (1,729) were better than the 1,704 sales pegged last month. "We have experienced strong sales through the third quarter," said Charlie Ponde, president of the REALTORS® Association of Edmonton. "At the end of the first quarter YTD sales were down over 21%, and after six months they were up almost 2%. The last three months have had strong buyer demand and year-to-date sales are up 5.3% over the same period last year." The strong sales also boosted prices of both single family and condominium properties. Prices dipped slightly in August after showing steady gains all year but bounced back to mid-summer levels in September. The average price of a single family dwelling was \$371,947 and condos were priced on average at \$245,546 (both up 1.4% over August prices). SFD prices are up over \$20,000 from where they were on New Years Day.

Higher prices have not resulted in greater listing activity. 2,564 homes were listed in September resulting in a 66% sales-to-listing ratio as compared to September 2008 with over 3,100 listings and a 55% S/L ratio. The slower listing activity dropped inventory to 6,032 from 6,445 units last month but there is still almost four months of inventory at present sales volumes. Duplex and row house properties sold on average for \$299,964 and the combined Average Residential Price was \$327,235 in September; up 2% from September 2008. "Homes are selling slightly faster than last month and much faster than last year at this time," said Ponde. "I expect that sales in this market will show continued strength through the fall and early winter." The average days-on-market was 44 in September; down four days from August.

\*Article referenced from [www.ereb.com](http://www.ereb.com)



## Preferred Market Interpretation

We all sometimes forget that the real estate market has an annual cycle. Edmonton experienced a very busy summer and a return to 'normal' activity. With our listing inventory returning to normal levels, it is anticipated that 2010 will be the return of a 'normal' 4-6% appreciation market. We anticipate that average prices will level off to be approximately on par with prices at the start of 2009. Sales volume typically drops off into the fall and winter months and picks up, depending on Edmonton's winter weather, into the start of the new year.

### Where are the opportunities:

- **BUY**—now is the time where you find motivated sellers on the market. We are currently finding great buying opportunities for clients in this market, and if you are still 'on the fence' about moving to a new home give us a call to discuss your situation. We can give you market information in specific areas or price ranges, and there are also a few special mortgage products available currently.
- **SELL INVESTMENT PROPERTY**—the buyer market is very active for investment properties through the fall and winter months. We currently have several investors looking to buy rental properties, so if you have considered selling give us a call or email to give you a property value estimate. There are several limited time mortgage products currently available that are contributing to this demand, so don't delay. Now is a great time to cash out your equity, and if you are hesitant because you have no where else to put the money, we have several 'paper real estate' options available too.



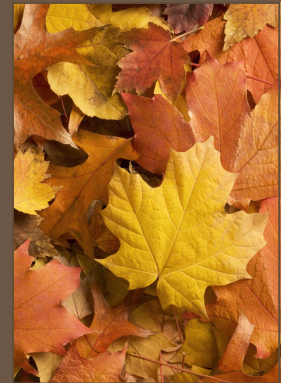
## Commercial Snapshot - [www.PreferredInvestments.ca](http://www.PreferredInvestments.ca)

### Single-Family Investments For Sale

- **Collage Place** - from \$199,900 to \$214,900. **Only 2 units left!!**  
**Over 55% ROI on your investment.**
- **Edson Condos** - from \$89,900 to \$149,900 with **ROI of over 40% per year.** 1 & 2 bedroom units available, fully renovated and un-renovated conditions

### Multi-Family For Sale **Swan Hills, Alberta**

- **\$ 1,899,000 VTB available**
- 17 Townhouses with single attached garages, fridge, stove, washer, dryer and dishwashers.
- 11 Two Bedrooms and 6 Three Bedrooms
- Cap Rate of **7.52% & 8.07%**  
**immediate potential**



For more information on Commercial Listings contact: [John@PreferredGroup.ca](mailto:John@PreferredGroup.ca)

### City of Edmonton Community Spotlight

**Tricks, Treats and Tales**

**Where: Muttart Conservatory - 9626-96A Street**

**When: October 25, 1-4 pm**

**What: Enjoy Halloween Music, Puzzles, Prizes, Scavenger Hunt, Games and all in your Special Halloween Costume!**

### Preferred Value Added Service Provider

**Argyll Travel**

Travel *SOLUTIONS* with *PERSONALIZED* service

**\$100 GIFT CERTIFICATE**

Valid only on "Cruise and Package Vacations"  
with a minimum of \$1,000 Total Purchase excluding Taxes.  
Contact Argyll Travel for more information.

Phone. 780.463.8747 Web. [www.argylltravel.com](http://www.argylltravel.com)

### QUOTE

Life is what happens to you while you are busy making other plans.

- John Lennon





## Preferred Group Team Member Update

I can't believe how fast this year has gone by, and I've loved every bit of it! I've had the absolute first hand experience in using my Team to purchase my very first investment property with my husband and have to say that I'm very impressed! My husband and I are now working towards our next one and are thrilled to be considered "Landlords"!

Working with the Preferred Real Estate Group has allowed me the privilege to help any which way I can with all aspects of deals and do what I do best, which is organize and assist with anything that comes my way!

Call me any time, I'm here to make your Real Estate Day!

Jocelyn Ujueta  
Marketing  
Coordinator



## Featured Listings from Preferred Real Estate Group

**Boyle Street Condo**  
\$114,986  
1 Bedroom, 1 Bath



**Oliver Condo**  
\$199,900  
2 Bedrooms, 1 Bath



**South Side**  
\$269,986  
3 Bedrooms, 3 Baths



**Downtown Condo**  
\$209,900  
2 Bedroom, 1 Bath



**River Valley**  
\$1,199,000  
5 Beds & 4 Baths



**Boyle Street Condo**  
\$129,986  
1 bedroom, 1 bath



**Land For Sale**  
\$600,000 VTB  
Multi-Family Zoned



**Swan Hills, AB.**  
\$1,899,900  
17 Suites-7.52% Cap



For more details on any of the listings above, either visit us at [www.PreferredGroup.ca](http://www.PreferredGroup.ca) or call our office with any questions.

## Seminars & Events



**Client  
Appreciation Event  
Coming  
This Fall!!**

## 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.