



[www.PreferredGroup.ca](http://www.PreferredGroup.ca)  
**780-701-2626**



May 2011

### Residential Listings

**Ellerslie**  
**\$259,986**  
 3 Bdrm, 1205 sq. ft.

**Garneau—Whyte Ave.**  
**\$369,900**  
 2 Bdrm, 1185 sq. ft.

**Downtown—3 Units!**  
**From \$134,900-\$194,900**  
 1 Bdrm, 690 sq. ft.

**Prince Charles**  
**\$289,900**  
 2+2 suited house, 936 sq. ft.

View full details on any of the above listings, and view all properties on MLS updated live every hour at [www.PreferredGroup.ca](http://www.PreferredGroup.ca)

### Referrals

Thank you to Wendy Pirk for referring Marla Withers who we helped to sell her condo and buy a new home with Anu Khullar on our team. Your Referrals of friends and family are always appreciated... by us and by those you refer. We'll take superb care of them.



Stay in touch & informed via social media.  
 Visit [www.PreferredGroup.ca/blog.html](http://www.PreferredGroup.ca/blog.html) for all our links.

### Testimonials

“Preferred Group recently sold two of our rental properties for us. The condo property was more difficult to sell in this market, but they gave us valuable information and feedback that allowed us to make the property saleable and for a great price. The rental house we sold, was pending in 2 days! We highly recommend John Carter of the Preferred Group if you’re looking to sell or buy investment real estate. ”  
 - CWC Properties—Seller



### Preferred Investments

**4 Plex—Edmonton**  
**\$575,757**  
 All 2 beds, 6.26% cap

**17 Units-Vegreville, AB.**  
**\$1,195,000**  
 8.0% cap, 12 two beds

**Westmount, Edmonton**  
**From \$133,888—7units**  
 28% ROI , 800 sq. ft. 2 bed.

Join our Preferred Investments email lists by emailing [john@preferredgroup.ca](mailto:john@preferredgroup.ca)  
 Get property deals first, and valuable market information as soon as it's available.



View details, photos, and full proformas with investment return details at [www.PreferredInvestments.ca](http://www.PreferredInvestments.ca)



## Realtors Association of Edmonton - Market Report



### Local Housing Market well-balanced: able to meet reasonable expectations

**Edmonton, May 3, 2011:** According to the REALTORS® Association of Edmonton, the average price of housing remained relatively stable through April as compared to the previous month. The all-residential average price decreased \$310 to \$327,415; down from \$327,725 in March. Single family home prices decreased \$425 while condo prices rose \$1,305 (0.6%) during the month. Despite the activity the market is balanced without a distinct advantage for either buyer or seller.

“Prices and sales usually increase in the second quarter and REALTORS® are busy serving new and repeat customers,” explained REALTORS® Association of Edmonton President Chris Mooney. “The increase in new listings means that there is a good selection of homes to choose from. However, the market is still price sensitive and sellers will have to have a realistic pricing strategy if they are expecting a quick sale.”

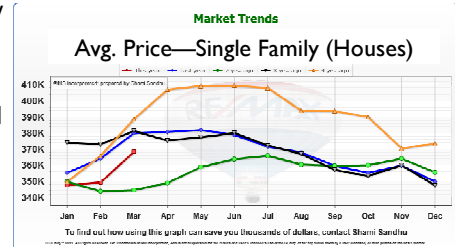
Residential sales were 1,487 down 7.8%; compared to 1,613 in March. Residential listing activity rose from 2,958 units in March to 3,278 units in April. Inventory of homes on the Multiple Listing Service® increased from 6,885 last month to 7,215 as of April 30.

The average\* price of a single family detached home in April was \$379,075 with a median price of \$357,000. Condo average price was \$234,220 with a median of \$220,000. Duplex and rowhouse prices rose on average from \$294,585 to \$300,906, a 2.1% increase. All prices reflected sales across the entire Edmonton region including surrounding communities and counties.

“There is a lot of activity in the local market and the situation changes every day and from neighbourhood to neighbourhood,” said Mooney. “Only your REALTOR® has access to the most up-to-date sales activity and sold prices. He or she is prepared to work closely with you to locate your next dream home or sell the property that no longer meets your lifestyle needs.”

The average days-on-market in April was 49 days. The residential sales-to-listing ratio was 45% in April and total MLS® System sales were over \$1.822 billion for the year so far.

Quoted from [www.ereb.com](http://www.ereb.com)



### MLS® STATS

Taken from [ereb.com](http://ereb.com)  
(Changes from same month in 2010)

**Total MLS® Sales this Month**  
1,646 ↘ 21.7%

**Total Value of MLS® Sales this Month**  
\$549 Million ↘ 24.3%

**Total Value of MLS® Sales this Year**  
\$1.82 Billion ↘ 15.4%

**Average House Price**  
\$379,075 ↘ 2.1%

**Average Condo Price**  
\$234,220 ↘ 7.3%

**Total Average Residential Price (all types)**  
\$327,415 ↘ 3.7%

\*Indicates a RECORD!!

## Preferred Market Interpretation

### Rising inventory means pricing sensitivity & better selection for buyers

We should have higher sales volume in April than we did in March. Historically, sales volume grows steadily from January through June, then levels off and starts to fall in September consistently through year end. With the sales to listings ratio dropping in April, our prediction for an early surging spring market in 2011 is seeming to come true. With over 7000 listings at the end of April, we can expect to have an oversupply of properties by the peak summer market with families looking to move. This will cause a more dramatic seasonal price drop into the early fall as those who need to sell are forced to reduce their prices. With a lot of positive media exposure on Alberta's real estate market future recently, consumer confidence is high. But we have to remember the timing delay of 12-24 months from the start of labour shortages & job growth to increasing real estate demand & values.

### What should you do? Where are the opportunities?

The best time to buy will most likely be the June—September period. Thinking of selling? Call us today! It's almost too late for this year to maximize your value, otherwise you'll likely need to wait for spring 2012. Need sell & buy? Again, now is the time. Don't delay, call today!

