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# The Galvin Report

Keeping you informed about Real Estate in Peterborough & the Kawartha's

Working Together to Serve You Better | andrewgalvin@topproducer.com | [www.thegalvinteam.com](http://www.thegalvinteam.com)

## Market Update and Projections

The Fall real estate market in Peterborough had buyers keeping us very busy right through into early December. September listings were the same compared to this time last year, while sales showed a 7% increase over last year. October listings were up 10% over last year, however sales dropped by 11%. November sales were up 20% over the same period last year and judging by the deals we are currently doing, December is looking to be up over last year as well. In 2011 we helped over 120 clients buy and sell their homes, that's a 26% increase over 2010. We thank you for your continued support and trust in us.

There was no shortage of headline news in October about global financial market volatility and economic uncertainty, but it doesn't appear to have dampened 'homebuyer's spirits' according to Gary Morse, Canadian Real Estate Association (CREA's) President, who said with interest rates holding at low levels, homebuyers clearly see the opportunities that the current interest rate environment presents. On December 6<sup>th</sup> RE/MAX Canada issued a press release that stated balanced conditions were expected again in 2012 and that residential values are once again expected to rise. "Canadian residential Real Estate defied conventional logic and outperformed expectations in 2011, posting another solid year of housing activity virtually across the board. The trend is expected to carry forward for 2012 as Canadians continue to demonstrate their faith in homeownership."

Listing and Sales	2011	2010	% Inc/Dec
<b>September</b>			
Total # of listings (month)	507	511	-1%
Total # of sales (month)	284	266	7%
Total # of expired (month)	302	291	4%
<b>October</b>			
Total # of listings (month)	448	407	10%
Total # of sales (month)	216	242	-11%
Total # of expired (month)	374	305	23%
<b>November</b>			
Total # of listings (month)	362	359	1%
Total # of sales (month)	214	179	20%
Total # of expired (month)	319	273	17%

## The Hits Just Keep on Comin'

Today's numbers from the Canadian Real Estate Association tell us that 80 to 90% of ALL buyers will visit the internet first when looking for a home. Real estate marketing is fast, it's worldwide and it's powerful. Today's home buyers are smart, technically savvy and demand faster and better service.

Tracking our internet hits has become a weekly part of what we do in order to be accountable to our client's. Google analytics records visitor traffic on our website as well as our videos. From September 1st through to November 30<sup>th</sup>, we had 3517 new and returning visitors to our team website, [www.thegalvinteam.com](http://www.thegalvinteam.com). On average, thegalvinteam.com receives 60-80 new and returning viewers per day. To date we have had over 80,000 visitors to our website. Between September 1<sup>st</sup> and November 30<sup>th</sup>, we had 3218 hits on our listing videos we have posted on Youtube. One of our videos has received 354 unique (not repeat) hits in just a few short weeks. RE/MAX is far above the crowd when it comes to being the most searched on the web. Our current listings have had 19,777 hits through remax.ca. And how about these eye popping numbers; last year [www.mls.ca](http://www.mls.ca) received over 2 billion hits. RE/MAX Canada ([remax.ca](http://remax.ca)) received 922 million. We put a lot of time and effort into our marketing plan to ensure that your house gets the very best exposure by attracting the attention of serious buyers.

## The Most and The Least

The most expensive house to sell this fall in the city of Peterborough on the MLS system was a four bedroom cape code home in the city that offered city living with 71.25 water frontage on Little Lake that was listed at \$799,000 and sold for \$715,000. The least expensive home to sell was a three bedroom townhouse located on the east side of the city that was listed for \$104,900 and sold for \$100,000.

## News From The Galvin Team

Kathy (Kat) Romard, who has worked with The Galvin Team for the past two years, has decided to retire. Kat was a hard working member of The Galvin Team, we miss her and wish her well. Sharon Ford, Sales Representative on The Galvin Team, will be taking over many of Kat's former duties as well as working as our in-office support for client's. We are also pleased to welcome the newest member of our team, Carol Day, Real Estate Broker. Carol has worked for RE/MAX Eastern Realty Inc., Brokerage for the past 6 years. As a former Intensive Care Nurse, she is familiar with hard work. Carol brings a caring manner and attention to detail in her work as a Realtor. We are pleased to have Carol on our team!

**From all of us here at the Galvin Team, we thank you for your continued business and referrals.**

**We wish you and yours a safe and happy Holiday Season!**



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\*This newsletter is not intended to solicit buyers or sellers currently under contract with other Realtors. Each office is independently owned and operated

