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SUSTAINABILITY NEIGHBOURHOOD ARCHITECTURE COMMUNITY

real estate newsletter



For many people fall is a popular time to sell their home. It is a season of change, whether that being moving house, starting school or even just the leaves changing beautiful shades of colors. Keeping that in mind, as summer has quickly come and gone and fall is fast approaching us, this article will focus on preparing a house for sale. Even if you are not planning on selling your house this fall this newsletter will offer some helpful tips on making your house look its best, some green tips and the current state of real estate in Toronto and Canada.

Home Preparation:

Painting:

Have you ever walked into a room at a friend's home and been completely overcome in a feeling or sensation? Here are some interesting thoughts on what different colours can evoke in us. Seller's tip, always consider appealing to as many buyer's as possible, neutral tones are typically best when selling a home.

Red

Red is often associated with passion and strength, both positive emotions. Used in a bedroom, a vibrant red can induce romance. Used in an office it can represent power and determination. A subtle shade of red on an accent wall in a dining room can create a cosy, relaxing atmosphere and the same shade used in hallway can give the feeling of elegance. Be careful when using red in some spaces such as a living room, as a base it can be overpowering for some and make an open space feel small.

Positive Emotions: Passion, Strength, Power, Energy and Romance

Blue

Blue can change your mood for the better but it can also help your health. It can help to lower blood pressure and slow down respiration as well as heart rate. In a bathroom it creates a serene and calming effect much like that of the ocean. A word to the wise though, not all blues can be pulled off in a room. What looked pleasing on a colour swatch can look cold and uninviting on the wrong walls.

Positive Emotions: Calming, Airy, Light, Cooling, Serenity and Balancer

Green (the only colour that the eye doesn't have to make any adjustments to focus on)

The colour green is said to represent rebirth. Think of the trees and grass. Its is a friendly colour and restful for the eyes. In a family room it can balance out and encourage relaxation. In a hallway it can set a warm tone leading onto other rooms. For the bedroom it is believed to help with fertility!

Positive Emotions: Refreshing, Calming, Grounded, Fertility and Riches



Yellow

This colour represents sunshine and feelings of joy. It can set a mellow mood in most rooms such as a kitchen. A gold yellow like a sunflower can look eye catching in a basement bathroom since a lack of natural light presents certain issues for the final colour of a paint. A soft yellow in a babies room is a great neutral colour. What a perfect colour to lighten up a closet space that would normally be forgotten about.

Positive Emotions: Joyful, Peacefulness, Mellow, Calming and Content

Orange

Orange, you either love it or hate, consider accents of warmth, can work with antiques...nothing rhymes with orange, not a lot of rooms jive with it either.

Positive Emotions: Energizing, Fast Paced, Excitable and Glowing

Purple

Purple like the plant lavender can create a healing room in the house. If your place of relaxation is your bathroom then perhaps to frame pure white tiles in a vibrant purple would suit you. Being associated with healing and creativity a play room for the your children might be a good idea if they get excitable easily and find it hard to concentrate on learning. When used on a focus point in a room it can bring added depth. A great combination for the home office if you invite clients around would be a warm grey with a lavender accent wall above a piece of your favourite artwork.

Positive Emotions: Healing, Creativity, Concentration and Free thinking

White

When you think of white, you think of cleanliness, purity and peace. The purest of whites can open up even the smallest of spaces . For a basement project strategically using white with an accent colour or two throughout the space can give the powerful illusion of space, often needed when natural lights is at its minimal. In a funky house decorated with modern art and contemporary furniture a crisp white can make a focal point of your favourite piece, allowing it to speak for itself. White can be tinted accordingly, for example if you want to go for a deep rouge in the bedroom but don't feel it can carry it, try going for a white tinted with a rich cerise and then use the furnishings to liven it up. Trim can have a huge impact on a room so why not see what other colours you could use that would complement your colour scheme. White doesn't have to be boring anymore.

Positive Emotions: Purity, Cleanliness, Peace, Clarity and Openness

Black

Black, if used incorrectly can be overbearing and unwelcoming. On the upside, when used in a prime space it can be mysterious and bring added depth to a room. Do you have a room that is filled with photos and they aren't organized. If you were to frame those photos using cool black blocks behind them they are immediately a focal point. Think minimal with a twist when using monotone colours. Hints of black and white mixed with a deep blue can bring a touch of the country to your town home or condo. Frame a window with a deep black on the trim for impact, the eye will naturally be drawn to the window seeing what's on the other side.

Positive Emotions: Mysterious, Sultry, Passive, Professional and Security

Consider **eco-friendly paints** with low VOCs (volatile organic compounds)

[Farrow & Ball](#)
[Benjamin Moore's Aura](#)



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Staging and/or de-cluttering:

No matter what colour you use it is essential to present the remainder of your home in the best way possible. At minimum do your best to de-clutter rooms. You want each room to feel inviting and open, whether you have a 14 foot wide row-house in the downtown core or a palatial uptown home you want your potential buyers to walk in and feel comfortable and that they could move in as is. In some cases it is a good idea to have home staging company come in to suggest specific furniture, paintings, drapes and rugs that will position your home to sell more quickly.

Sustainable Consideration

A little green can go a long way:

Conserving water

Did you know that our toilet is the number 1 user of water, it accounts for more than 28% of our household water use. With this in mind consider replacing your old toilet with a low flush toilet. The Federal, Provincial and Municipal governments have rebate programs totaling up to \$175 for a dual flush model.

Interested in learning about other eco friendly options for the household?

[Click here](#)

Fed up with telemarketers interrupting your dinner? Add your telephone number to the National Do Not Call List...

Could this be the end of telemarketing? Well not quite as politicians and charities will be permitted to call your home however, it will get a little tougher by the end of this month when the National Do Not Call List (DCNL) which will be up and running September 30, 2008. You can register your telephone numbers (up to three different numbers) on the National DNCL on that date.

[Click here to register: DCNL](#)

The current real estate landscape in Toronto and Canada

What is the difference between Canadian Homeowners and American Homeowners? Canadians tend to be a conservative bunch that pays off their mortgages, while Americans write-off their mortgage payments without paying down the principal. Hence, the American credit crunch which has brought their market to a grinding halt. Not only are our personalities more conservative but our lending practices are as well. The opportunity to purchase a home with zero down payment and no credit rating has thankfully not been available to Canadians.

So, why is our market transforming? Historically, our real estate cycles have tended to last seven years. We have been on an unprecedented roll for the last nine. It is unrealistic to expect this pace to continue indefinitely given the economic and social situations we are currently facing. In 2006, the Toronto Real Estate Board recorded 84,854 sales. We expect to reach this level again by the end of the year, with a single digit decline in volume forecasted for 2009. In 2006, Bosley Real Estate was ecstatic about the company's performance and every year thereafter outperformed the preceding year. Our firm continues to be very positive about the balanced market conditions we are in today.

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We are off to a great start after 'the summer that never was'. Buyers can look forward to a broader choice and maybe even more time to make it. Sellers can look forward to benefiting from the increase in value that their home has gained over the last nine years. In fact, Canada Mortgage and Housing Corporation predicts that while the volume of sales is decreasing, prices will continue to rise by 4.5% this year and a further 2.5% in 2009.



So, what's the difference? The frantic days of multiple offers have slowed dramatically due to the increase in inventory for sale. Sellers must heed their agent's advice when it comes to competitively pricing their home. 'Trying it' at an unrealistically high price 'for the first little while' will completely erode the final market value of the home. This is a dangerous strategy that will ultimately cost the Seller not only money, but a great deal of unnecessary stress.

The **BOTTOM LINE** is, in a market like this, the right real estate agent makes all the difference. You can count on my firm's 80 years of experience as well as my own. My personal resources, from lawyers to mortgage brokers, to interior design consultants and marketing specialists can only help you make the right move. As always, referrals are my largest client base, so please remember me to your family, friends and business associates.

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