

Listing Summary Report for March 29th – May 5th

218 – 4th St Dalmeny – John and Joyce Attwater

It has been 38 days since we have brought your listing onto the market. I have compiled this report so we can review the activity in the local market, study the performance of you listing online, recap the activity on the listing, evaluate the market steps that have been taken and secure a plan as we move forward marketing the property.

Market Activity – Summary of new, expired and sold listings.

Status	MLS #	Address	Price (\$'s)	Sq Ft	Year	Style
Active	570250	213 3rd STREET E	\$189,900	740	1946	Bungalow
Active	569597	315 1st STREET	\$229,900	1001	1980	Bungalow
Active	569559	130 Prairie STREET	\$325,200	1290	1979	Bungalow
Expired	560548	116 Loepky AVENUE	\$329,900	1474	1979	Bungalow
Sold	567547	112 1st STREET	\$199,900	1125	1928	One & 1/2
Sold	568620	109 2nd STREET	\$199,000	1106		Two Storey
Sold	568648	528 Cedar AVENUE	\$320,000	1146	1980	Bi-Level
Sold	567730	610 Cedar AVENUE	\$354,900	1260	2008	Raised Bungalow

On-line Activity

The National Association of Realtor indicates that every 100 online views typically generates 1 showing and every 10 showings should result in 1 offer.

Website	Views	Client Favourites	Details
Sask Matrix	122	2	Saskatoon Realtor's MLS system
Realtor.ca	289	3	Canada's most used site for home buyers
Point2Homes	287	n/a	Syndicates to 20+ sites (including Kijiji)

This amount of online activity should have resulted in 7 showing requests to date.

Showing Summary to Date:

DateTime	Agent First Name	Agent Last Name	Office Name	Feedback?
2016-05-04 7:00	Ryan	Hunchak	Royal LePage Saskatoon	y

The showing was to a local resident that is currently renting and may be losing their accommodations. She looked at the house and liked the size and the yard. The negative comments were in regards to the garage floor and the basement ceiling height. She was going to get in touch with my mortgage broker to see if buying is an option for them at this time.

Marketing Initiatives to Date:

April 6th – Tri-fold Feature sheet brochures were produced and set out.

April 13th – Price reduction of \$10,000.00 from \$274,900 - \$264,900.

April 15th – Advertised in the Realtor Showcase Newspaper

April 17th – Open House hosted from 4:00-6:00. Three groups through

April 29th – Advertised in Realtor Showcase Newspaper

May 1st – Open House hosted from 4:00-5:00. Two local groups through.

Proposed Marketing Plans:

In the following week I will run ads on Facebook to promote your listing to a demographic of 25-35 year old buyers. I am hoping to attract mature first time buyers that have been renting for years and now see the down swing in pricing and the low interest rates as the perfect time to buy.

I will also feature the ad on Kijiji and see if that generates more interest although our online activity has been strong to date.

If we continue to achieve the success online without generating showings it may be an indication that a price adjustment may be require to compensate for general market conditions.

