

NEW BEACH NEWS



From **Nick Boothby** *
And **Christine DeMerchant** *



February 2011

Growing – Growing – Gone: Over the Top !

On May 15, 2010 our Brokerage became independent as **Real Estate Homeward**.
Then we had over **120 REALTORS®**. Now we have over **135 REALTORS®** !¹

We have grown to be the **biggest** Beach Brokerage office by number of REALTORS® !¹

The 2nd biggest Beach Brokerage office by number of REALTORS® has 2 locations (1 main & 1 branch).¹

The 3rd biggest Beach Brokerage office by number of REALTORS® has 4 locations (1 main, 3 team offices).¹

Our Beach head office is 1858 Queen St. E., and branch office is # 2125. We also have branches at 807A Queen St. E. and 1190 Woodbine Ave. We plan a new branch soon near the Hunt Club.

Nick & Christine go on moving... “Forward and Upward with Homeward” !

In 2010 we were again Homeward’s **Top Producers!** (We’ve come Top or 2nd top for 6 years!)

This includes listing & re-selling **8** ‘New Beach’ houses (one sale is still conditional). This is **2** more than in 2009, and again is more ‘New Beach’ house re-sales than any other agent or team.¹

In 2010 we also achieved the **THREE HIGHEST-EVER** ‘New Beach’ prices for Semi-Detached homes not overlooking Lake Ontario. [All 3 topped our own Semi price record set in 2008.]¹

[¹ Note: TREB figures as at 12/31/2010. ‘New Beach’ streets are Boardwalk Dr, Joseph Duggan Rd, Sarah Ashbridge Ave, Winners Circle, Northern Dancer Blvd, Lake Shore Blvd East, and the West side of Woodbine Ave up to Queen St.]

In other Beach areas we achieved the **HIGHEST-EVER** Townhouse price at the East-side foot of Woodbine Ave., **and** at the West corner of Dundas & Kingston Rd. (Tompkins Mews).

Nick & Christine are proud to have helped add value to ‘New Beach’ properties. We have listed & sold by far the most re-sale ‘New Beach’ houses:- over 75 deals.

**** See Detailed Statistics Overleaf ****

‘New Beach’ actually raises average values of Beach Triangle & all E02 houses!

Nick & Christine have listed & sold homes throughout the Beach, and indeed **all over** Toronto.

Nick & Christine work with buyers too, in **all** price ranges. Nick’s biggest-ever deal was in Downtown Toronto for \$11.8 Million. In 2009 he helped clients buy for \$2.95 Million.

So whether **YOU** plan to move up and away, or to down-size but stay, ask Nick and Christine to help you **BOTH sell** your current home and **buy** your new home!



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1858 Queen Street East, Toronto (Just West of Woodbine, next to **Meat on the Beach**)

Not intended to solicit Sellers or Buyers under written contract with another REALTOR®

*** NICK BOOTHBY - C. DeMerchant REALTORS®/Salespersons**

1: 'New Beach' House Sales Comparables: 2010 over 2009

	Detached Houses			Semi - Det Houses			Att Row Townhouses		
	Av. Price	(% Diff)	Units	Av. Price	(% Diff)	Units	Av. Price	(% Diff)	Units
1st Q. 2010	\$1,250,500	+24.8%	x	\$925,000	N / A	3	\$793,500	+22.2%	4
2009	\$1,002,400		5	No Sales		0	\$649,500		x
2nd Q. 2010	\$1,108,060	+3.4%	7	\$973,330	+18.9%	6	\$745,000	+8.8%	x
2009	\$1,071,600		5	\$818,150		6	\$685,000		x
3rd Q. 2010	No Sales	N / A	0	\$921,250	N / A	x	\$705,000	-12.4%	x
2009	\$1,046,500		x	No Sales		0	\$805,000		3
4th Q. 2010	\$1,128,000	+3.3%	x	\$847,500	-8.9%	x	\$785,500	-19.7%	x
2009	\$1,091,666		3	\$930,000		x	\$978,000		x
Year 2010	\$1,137,582	+8.4%	11	\$934,808	+12.1%	13	\$766,666	-0.2%	9
2009	\$1,049,393		14	\$834,129		7	\$768,143		7

Note: Units shown as "x" or "x" mean **either 1 or 2 units**. This avoids identifying prices of individual houses.

Note: All "Painted Ladies" are shown as **Attached Row Townhouses**, even if listed as Semi-Detached on TREB. This is their actual construction type, & allows for Chart 2 comparisons. Q. = Quarter

2: Rest of Beach (E02) House Sales Comparables: 2010 over 2009

	Detached Houses			Semi - Det Houses			Att Row Townhouses		
	Av. Price	(% Diff)	Units	Av. Price	(% Diff)	Units	Av. Price	(% Diff)	Units
1st Q. 2010	\$777,577	+33.2%	71	\$526,641	+30.6%	88	\$461,909	+7.2%	11
2009	\$583,970		46	\$403,353		51	\$430,850		12
2nd Q. 2010	\$742,540	-2.8%	106	\$511,260	+9.1%	130	\$457,727	+7.8%	19
2009	\$744,651		105	\$468,540		113	\$424,740		20
3rd Q. 2010	\$772,914	+21.0%	58	\$487,833	+4.0%	67	\$526,188	+12.1%	8
2009	\$638,664		74	\$468,947		80	\$469,528		13
4th Q. 2010	\$814,318	+22.2%	60	\$503,114	+8.2%	70	\$633,700	+42.7%	6
2009	\$666,200		73	\$465,056		76	\$443,990		15
Year 2010	\$771,543	+14.4%	295	\$508,946	+11.3%	355	\$495,216	+10.6%	44
2009	\$674,297		298	\$457,425		320	\$447,768		60

Note: Houses shown in the 'New Beach' Chart 1 above were **deducted** from TREB's E02 statistics to create this 'Rest of Beach' Chart 2.

Note: TREB's E02 sales for each month were added to create quarterly & annual totals; then divided by units sold to create Average Prices

Here's positive proof of 'New Beach' house values!

3: Compare 'New Beach' to Rest of Beach (E02) Prices: 2010 & 2009

	Detached Houses		Semi - Det Houses		Att Row Townhouses	
	Av. Price	(% Diff)	Av. Price	(% Diff)	Av. Price	(% Diff)
New 2010	\$1,137,582	+47.4%	\$934,808	+83.4%	\$766,666	+54.8%
Rest 2010	\$771,543		\$508,946		\$495,216	
New 2009	\$1,049,393	+62.1%	834,129	+77.8%	\$768,143	+71.5%
Rest 2009	\$674,297		\$469,160		\$447,768	

Note: Many hours & every effort were used to make Charts 1, 2 & 3 as accurate as possible. **Not responsible for errors & omissions.**

<http://www.inTheBeach.com>