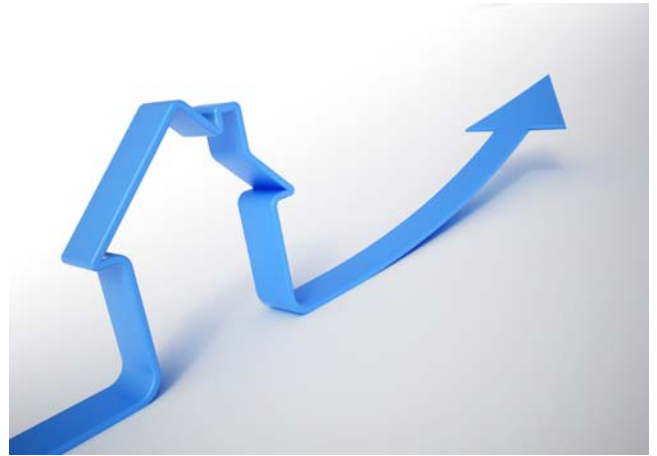


MARKET REPORT

SCHMIDT REALTY GROUP | MAY 2009

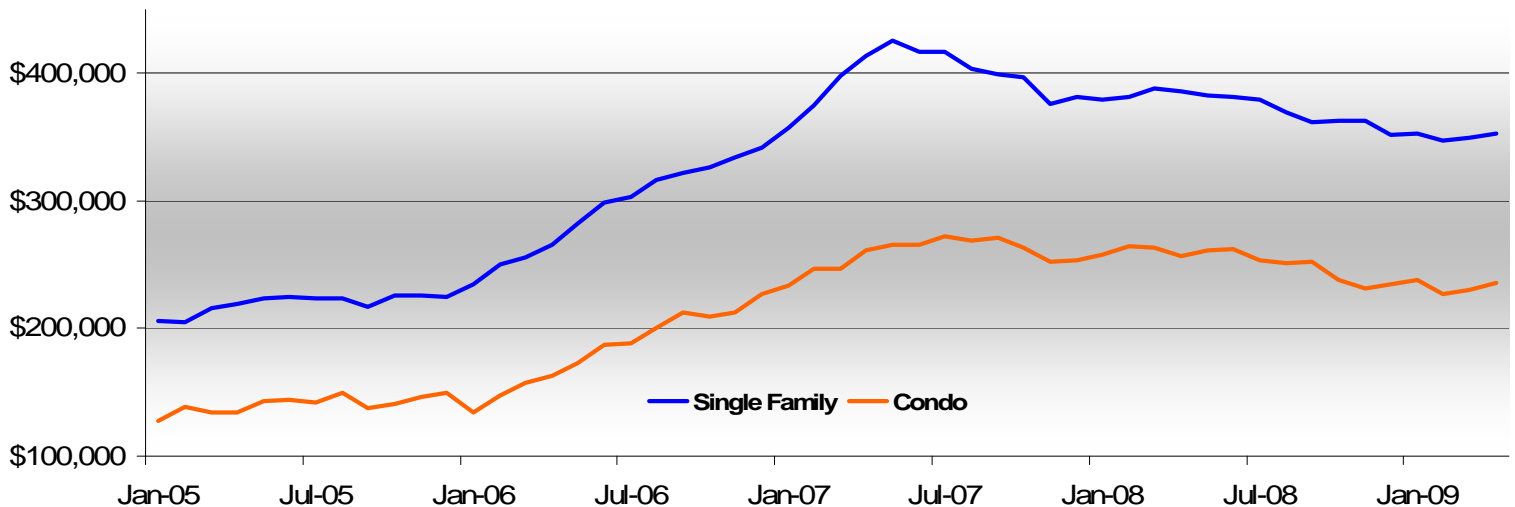


FICTION: Smart consumers always sell at the peak and buy at the bottom.

FACT: The peak or trough of any market can only be seen well after it occurs.

WINNING STRATEGY: Be the best informed party at the negotiating table!

AVERAGE SALES PRICE



The above graph provides some helpful perspective on the changing market value of property in Edmonton in recent years. While the drop in values in the latter half of 2007 felt dramatic, it pales in comparison to the dramatic rise in values in 2006.

Being a well informed consumer means knowing where to find the information you need *and* interpreting it correctly. At SCHMIDT, we not only help you separate FACT from FICTION, we provide you with our interpretation of the latest market statistics so you can formulate a WINNING STRATEGY to make a smart move in any market.

www.WeSellEdmonton.com

schmidt realty group

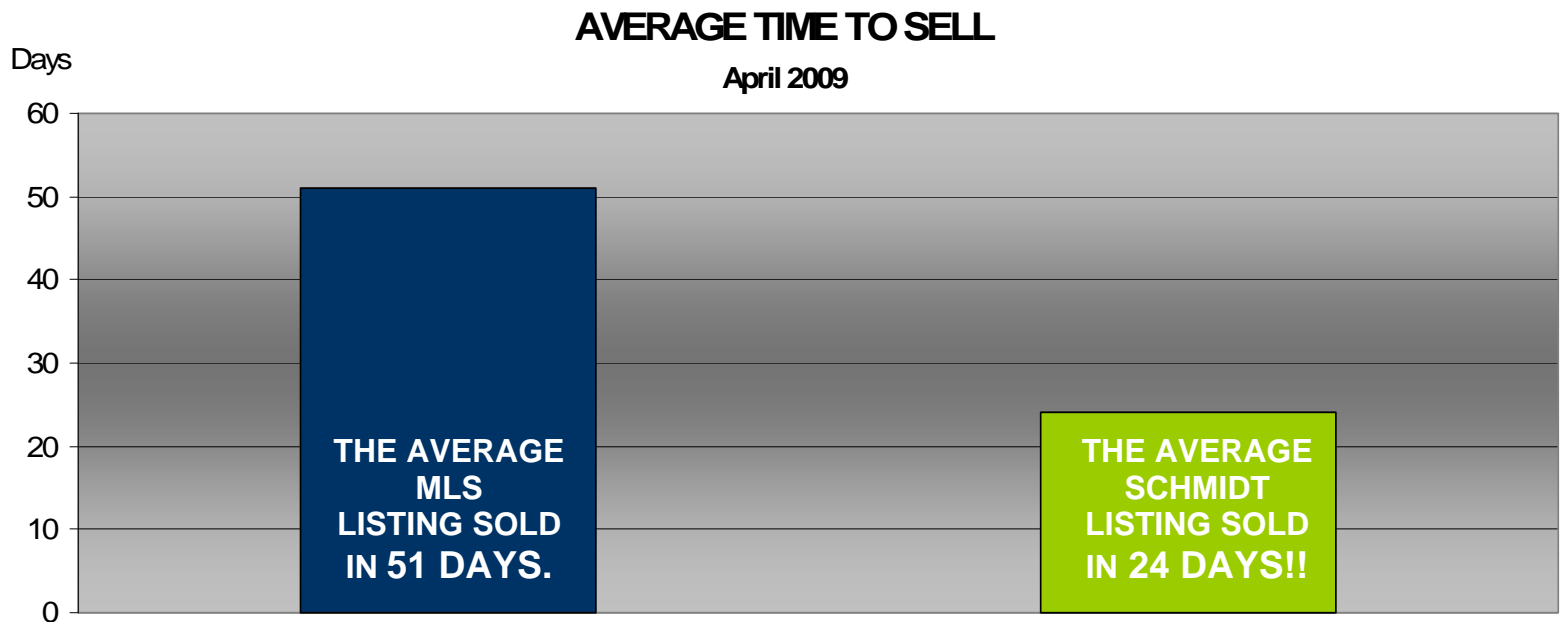
780-437-2030

4736 – 99 street Edmonton

FICTION: The only way to sell a home quickly in this market is to under price it.

FACT: Pricing and marketing a home correctly attracts buyers who are looking for exactly what you are selling (no more and no less) and who are financially well matched for the property.

WINNING STRATEGY: Accurate pricing plus outstanding market knowledge.



While it's true that unique as well as high-end properties are taking longer to sell, many sellers are achieving excellent results extremely quickly.

"Increased sales activity is evident... and some REALTORS are reporting multiple offers on select properties," says Charlie Ponde, president of the Realtors Association of Edmonton.

Remember, real estate is a long-term game. Be cautious about making decisions on day to day, week to week or even month to month changes. Instead, take time to evaluate your personal situation, gather information, and then enlist the help of trusted advisors, like your friends at SCHMIDT!

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