

## How long is it taking homes to sell right now?

<b>YEAR TO DATE Days On Market:</b>	<b><u>CITY</u></b>	<b><u>SCHMIDT</u></b>
<i>Residential Average Days on Market</i>	46	31
<i>Residential Median Days on Market</i>	32	22

*"Although the market has quieted this summer the inventory is being constantly refreshed. Our 3,200 REALTORS® are listing 50 to 100 properties every day and wide choice is available in all areas. We don't expect a big push this fall but homes are selling although the sales cycle is longer than many sellers would like." Larry Westergard, President of the Edmonton Real Estate Board.*

**At SCHMIDT we are hopping busy, helping our buyers find great homes and moving our sellers quickly from JUST LISTED to *SOLD!***

"Opportunity is missed by most people because it is dressed in overalls and looks like work."

Thomas Edison

Hello my friends! I've been thinking a lot about opportunity recently. It's an interesting word. Wikipedia defines it first as "a favorable or advantageous circumstance". As REALTORS our task is to create opportunities for our clients. When I was working with a lot of first time buyers years ago, often their budgets were understandably quite tight. I always took extreme satisfaction in finding more than one property that met not only their wants and their needs, but their budget. That way, they had the opportunity to choose! When working with our sellers today, our job is to create opportunities in so many ways, some obvious ones being opportunities for buyers to hear about the home, and opportunities for the property to look its very best! Our most important task, however, is to create opportunities for us to negotiate on our clients' behalf.

**"Luck is what happens when preparation meets opportunity."** Seneca (Roman philosopher, mid-1st century AD)

On our team, we make sure our sellers are prepared to deal effectively with every opportunity that comes their way to achieve their goal of a good sale. And in the world of real estate, "opportunity" is defined as "offer"! There is a feeling in the market sometimes that pricing very close to true market value will result in a lower sale as buyers will simply decide to write "low ball" offers. And truthfully, that may be the case. However, it is also equally true that sellers have the complete right to decline any offer! Our job as REALTORS is to create as many "opportunity moments" as possible, and to then find out what the best price is that each particular buyer can bring to our seller. Once we discover that, through negotiating, it is up to the seller to accept or reject the current "opportunity" on the table. Similarly when working with buyers, it is our job as REALTORS to discover what the best terms are that a seller will agree to, and present that to our buyer to decide if they would like to accept or not. Opportunities are wonderful moments of choice to step forward, step back, or stay where we are. The key word is choice!

I love being in the business of creating opportunities. When you look at the second definition from Wikipedia it is "a chance for progress or advancement". It is a wonderful thing when your work creates a chance for progress or advancement for people you care about. It's one of the big reasons I love my job! That, and the hugs of course ☺

Kathy & Larry



# We have these great properties for sale...



Parkdale \$199,000  
[www.11241-85street.com](http://www.11241-85street.com)



Suder Greens \$209,900  
[Unit139-278-SuderGreensDrive.com](http://Unit139-278-SuderGreensDrive.com)



Oliver \$214,900  
[www.Unit402-10147-112street.com](http://www.Unit402-10147-112street.com)



Montrose \$224,900  
[www.12117-63street.com](http://www.12117-63street.com)



Westmount \$235,000  
[Unit317-12110-106ave.com](http://Unit317-12110-106ave.com)



Oliver \$249,900  
[www.Unit205-10326-117street.com](http://www.Unit205-10326-117street.com)



Ellerslie \$259,888  
[www.10-230-EdwardsDrive-SW.com](http://www.10-230-EdwardsDrive-SW.com)



Beverly Heights \$274,900  
[www.4038-114avenue.com](http://www.4038-114avenue.com)



Garneau \$274,900  
[www.Unit6-8304-107street.com](http://www.Unit6-8304-107street.com)



Oliver \$275,000  
[www.Unit1404-9909-110street.com](http://www.Unit1404-9909-110street.com)



Queen Alexandra – prices vary  
[www.HearthstoneOffWhyte.com](http://www.HearthstoneOffWhyte.com)



Empire Park \$289,900  
[Unit400-4835-104A-Street.com](http://Unit400-4835-104A-Street.com)



Ritchie \$317,000  
[www.9504-74ave.com](http://www.9504-74ave.com)



North Glenora \$319,900  
[www.10962-141street.com](http://www.10962-141street.com)



Strathearn \$324,900  
[www.8611-95ave.com](http://www.8611-95ave.com)



Glastonbury \$349,900  
[www.1355-GrantWay.com](http://www.1355-GrantWay.com)



Hay Lakes \$350,000  
[116-118-MainStreet-HayLakes.com](http://116-118-MainStreet-HayLakes.com)



Greenfield \$374,900  
[www.11115-39A-Ave.com](http://www.11115-39A-Ave.com)



Greenfield \$395,000  
[www.3716-117A-Street.com](http://www.3716-117A-Street.com)



Duggan \$399,000  
[www.4012-105B-Street.com](http://www.4012-105B-Street.com)



Blackburne \$424,900  
[409-BlackburnDriveEast-SW.com](http://409-BlackburnDriveEast-SW.com)



Blackburne \$429,900  
[786-BlackburnPlace-SW.com](http://786-BlackburnPlace-SW.com)



Coloniale Estates \$499,900  
[12-BrochuCourt-Beaumont.com](http://12-BrochuCourt-Beaumont.com)



Lansdowne \$549,900  
[www.5112-123street.com](http://www.5112-123street.com)

## ...and these ones are already SOLD!



Oliver



Kensington



Lorelei



Callingwood South



Jackson Heights



Hairsine



Avonmore



Queen Alexandra



Lendrum Place



Brintnell



Sweet Grass



Strathcona

Wondering what homes in YOUR neighborhood are selling for? Visit our website and click on 'What's My Home Worth?'

[WeSellEdmonton.com](http://WeSellEdmonton.com)



Terwillegar Towne



Aspen Gardens

Take a look at the videos for each of our properties by visiting their individual property websites and clicking on 'Video' in the menu on the left

[WeSellEdmonton.com](http://WeSellEdmonton.com)

## Take a look at some of the great feedback we've received from our clients...

"The service was excellent. I'm happy to see how fast my property sold! Thank you!"  
*Maureen Kucharski – August 25, 2010*

"Buying a house from a different city is a complex business. We couldn't have done it without Sheri's exceptional attention to our needs."  
*Leslie Cormack & Andrew Ede – July 5, 2010*

"Travis Ball was referred to me by a mutual friend, and he did not disappoint her confidence in his ability. He provided knowledgeable, efficient, friendly and prompt counseling and responses during the six days the property was on the market. The photos, virtual tour and radio coverage likely added to the speed of the sale. Congratulations to your team – teamwork WORKS!"  
*Jim McArdle, August 23, 2010*

# SAVE THE DATE!

**Saturday October 2 from 12-4pm  
please join us at our office for our  
Client Appreciation Event**



- We'll have fresh popcorn popping!
- Servus Credit Union will be serving up free hot dogs!
- Kids will enjoy our balloon artist!
- Door prizes!
- Pick up a free delicious home-style apple or pumpkin pie from Bee Bell Health Bakery to take home!

***Stop by for food and fun! It won't be the same without you!***

## **Our family has a new member!**

Natasha Frederick has chosen to join our team and we couldn't be happier! Natasha is an experienced realtor who is looking for a team environment like ours. We love Natasha's adventuresome spirit and her caring approach towards her clients. We are proud to have you with us, Natasha!



**natasha frederick**  
realtor®  
cell 938-7654 page 437.2030  
[Natasha@WeSellEdmonton.com](mailto:Natasha@WeSellEdmonton.com)