



A Fresh Perspective

November 2014

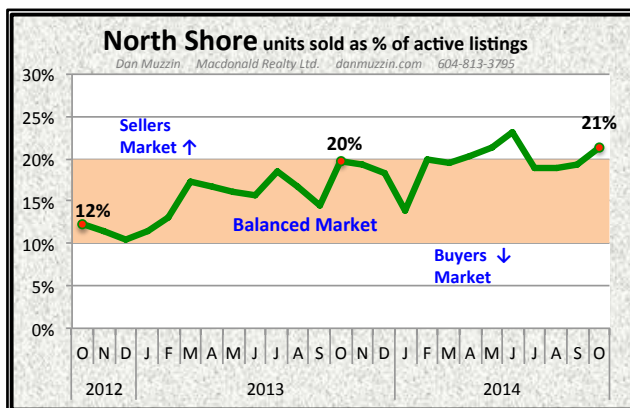
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market update

The Real Estate Board of Greater Vancouver (REBGV) reported total MLS® residential property sales of 3,057 units in October, representing a 5% increase from sales in September, and an increase of 15% compared to October 2013. At 13,851, the total number of residential property listings at October 31 was about 7% fewer than at the end of September, and 9% less than at the end of October 2013. At almost 23%, the metro MLS® sales-to-active-listings ratio was 3% higher than last month and remains consistent with generally strong market conditions in the region.



North Shore home sales in October, at 315 units, were 3% higher than in September, and 4% fewer than in October 2013. The sales-to-active-listings ratio on the North Shore was 21%, up from 19% in September, reflecting solid sales for this time of year and a normal number of properties for sale as at the end of October, although in North Vancouver, there are fewer houses and more condos for sale than usual. North Shore houses that sold in

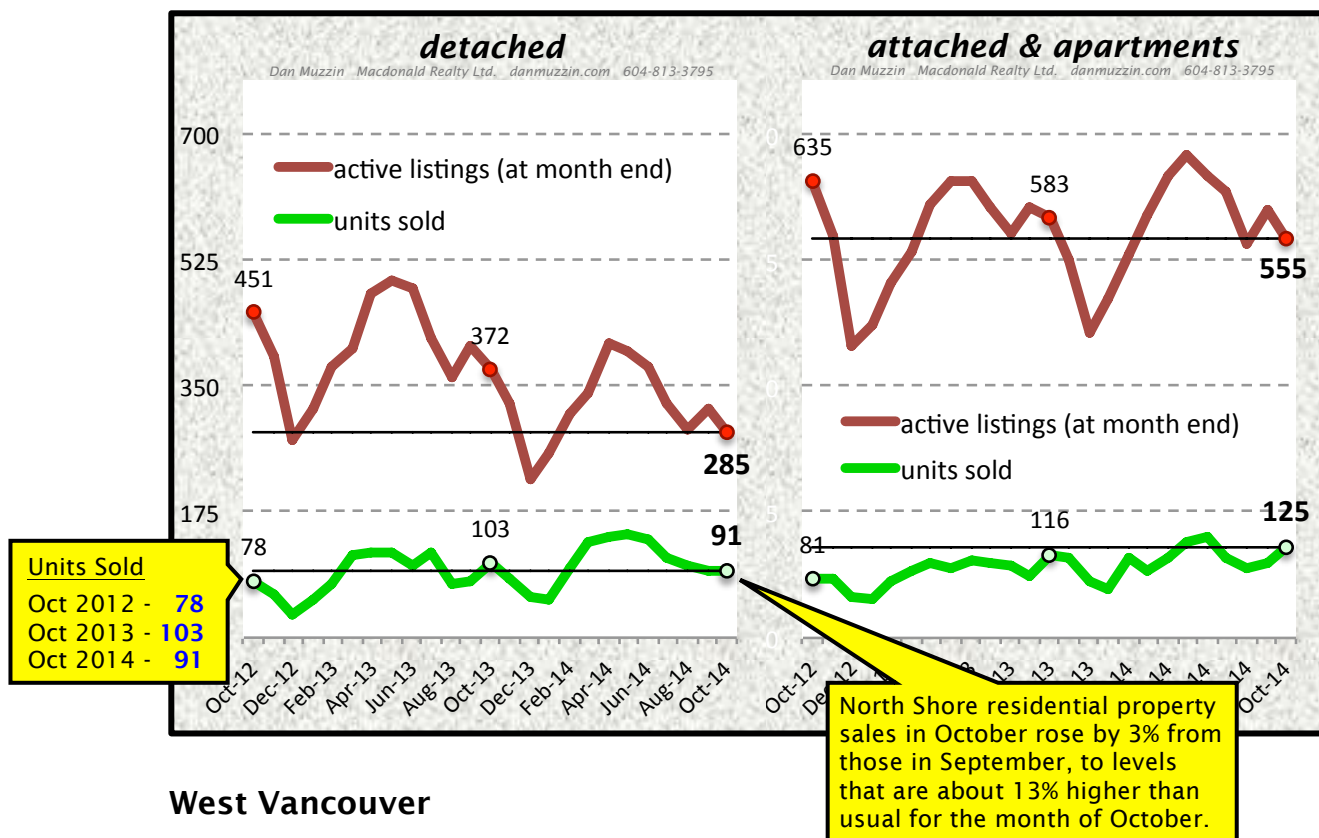
October took an average of about 13 weeks to sell, slightly faster than September's sales, and substantially quicker than the average of 16 weeks for houses that sold in October 2013. At October 31, there were 1,474 North Shore properties listed for sale (on MLS®) or 7% fewer than the 1,591 listings at the end of September, and 11% fewer than the 1,660 units for sale at October 31, 2013. Benchmark prices of houses rose by 7% in West Vancouver and by 9% in North Vancouver from those in October 2013.

As prices and market conditions can vary dramatically by neighbourhood, feel free to call me to better understand how the market is doing where YOU live. For the entire October 2014 REBGV market report, visit www.danmuzzin.com/news.html.

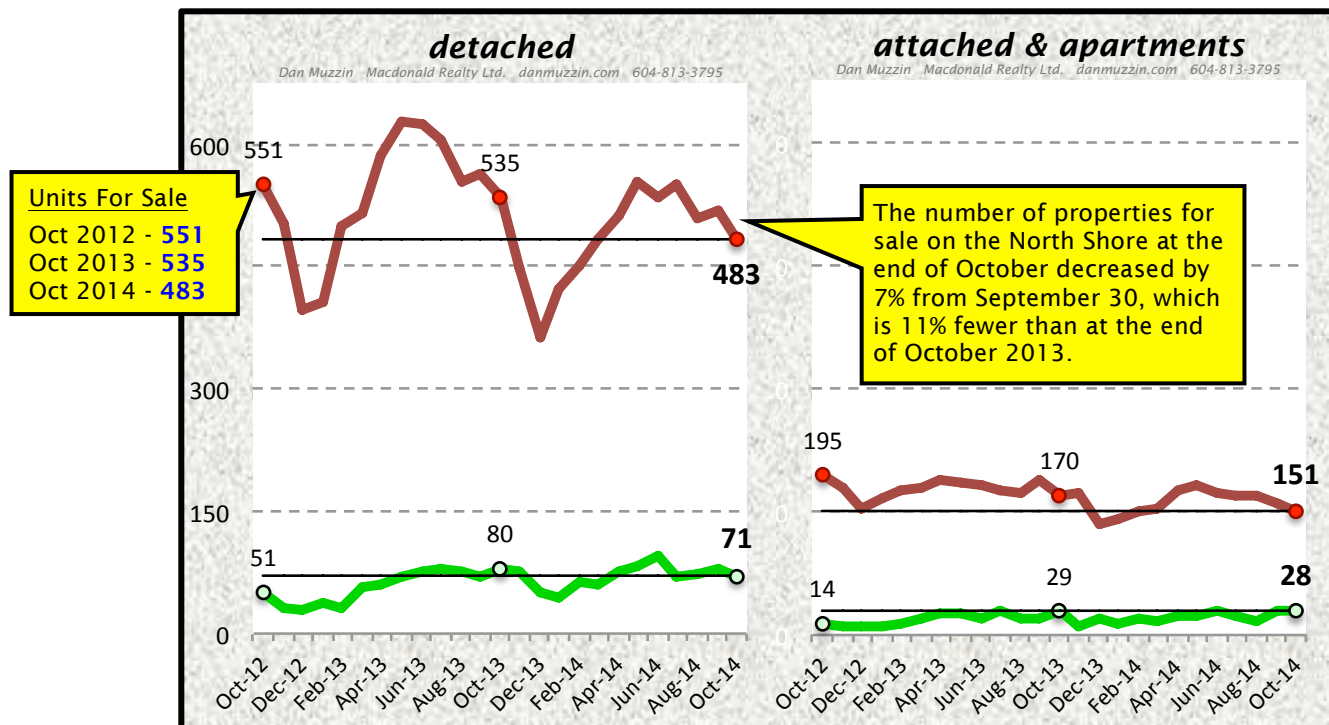


The following charts show the inventory of North Shore homes for sale on the last day of each month from Oct 2012 to Oct 2014, and the sales for each month.

North Vancouver



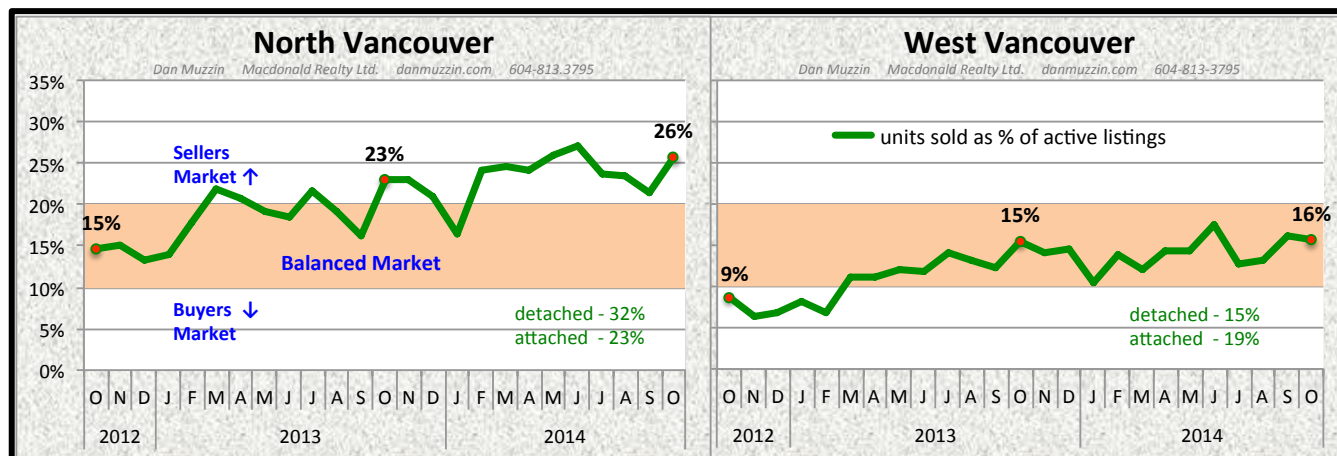
West Vancouver



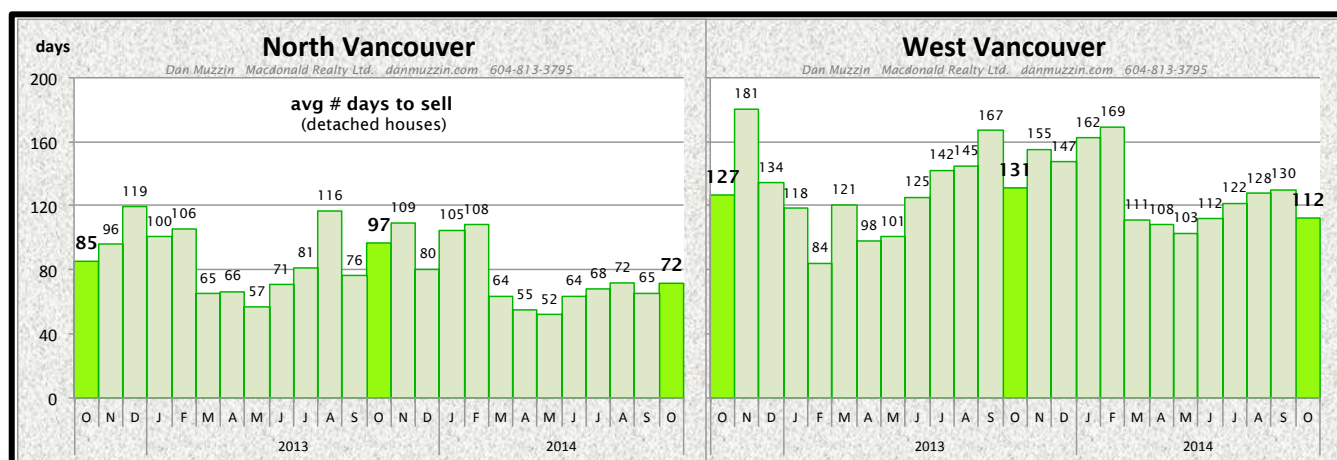


selected sales details

properties sold, as a % of # of properties for sale at end of the month

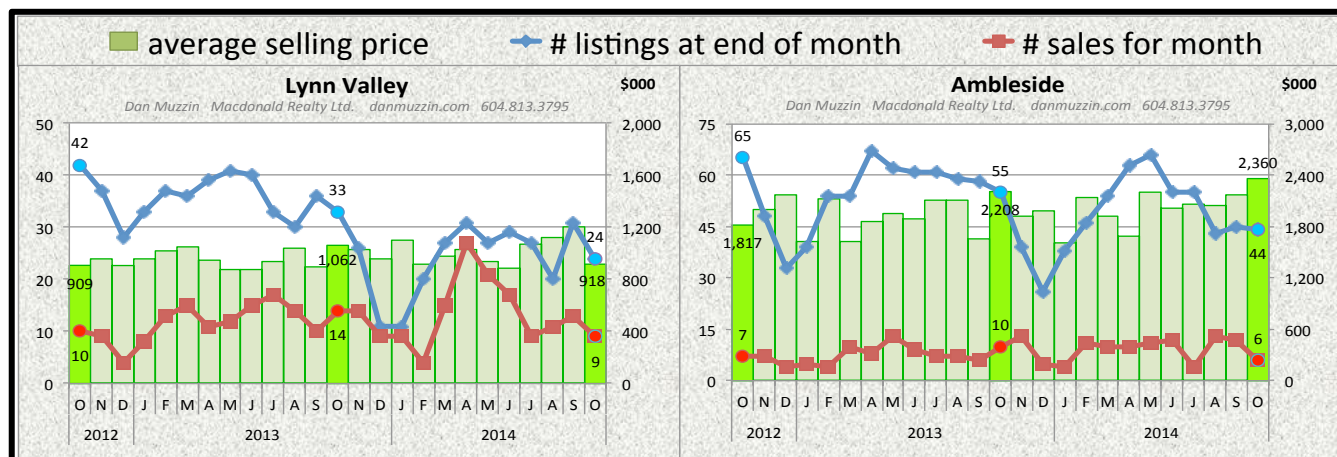


average # of days it took for houses to sell



house sales by neighbourhood

like to know how sales are doing in your neighbourhood? ...call Dan





how buyers decide to buy

Whether you're a home seller or a buyer, understanding how buyers decide to buy can help to negotiate a deal you will be most happy with.

Buyers often choose a home based on emotion (right-brain) then justify their selection based on logic (left-brain) and, to successfully persuade them, sellers must address both sides of the brain.

The emotional drivers that influence next-home selections are those that induce good feelings in areas that are most important to us, such as...

- financial –good feeling of successful money management
 - *reducing or getting out of debt, good investment opportunity, getting rid of bad investment*
- family needs –good feeling of taking care of my family
 - *near good schools, near good friends or relatives, downsizing or upsizing, leaving bad neighbourhood, career relocation*
- lifestyle –good feeling of earned benefits of success
 - *golf course community, retirement community, downtown condo, vacation home*
- personal –good feeling of pride, status and success
 - *this is where my kind of people live, boy will they be impressed, I've earned it, this will help balance my life, this is me*

After choosing that next home, a buyer's left-brain engages to justify the decision with convincing logic, some examples...

- great price or good value, return on investment will be good, lowers monthly payments
- convenient to recreation or medical centres, transportation, hiking trails, restaurants, grocery shopping or other amenities that may be important
- scarcity or uniqueness, this is the only one available that meets my needs, it's one of a kind

Could you use some negotiating help? Feel free to call Dan at 604-813-3795.

great value – a negotiation expert

Curiously, negotiation expertise is a role that tends to be undervalued by many buyers and sellers when choosing a real estate advisor to assist them. Experience shows that exceptional negotiating skills can make a difference of several thousand dollars in most real estate transactions.

When selecting your real estate advisor, be sure to ask about their negotiating credentials. A good starting place would be whether they have completed courses like those from the Real Estate Negotiation Institute <http://negotiationexpertise.com> or whether they have studied negotiating classics such as **Getting To Yes**, by Roger Fisher and William Ury, or **Metaphorically Speaking**, by Anne Miller.

Like to learn more?