



NEWSLETTER

March 2006



MAKING THE JOURNEY AS REWARDING AS THE DESTINATION

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Sales Representatives

% Of Cottages That Were On The Market For More Than 100 Days

Wasted Days & Wasted Nights

If you decide to sell your cottage, how many days do you want it to take to sell? What are the financial implications of the number of days it stays on the MLS market?

Location	YR	%
Lake Muskoka	2004	43
	2005	42
Lake Rosseau	2004	49
	2005	43
Lake Joseph	2004	37
	2005	40

To learn more about this issue, it is important to take a look at history. Through the collection and organization of data, you can learn a lot about the issues and impact of "days on the market".

We took the 'days on the market' data from all MLS sales on Lake Muskoka, Lake Rosseau and Lake Joseph for the years 2004 and 2005 and organized it into a cross classification chart to see what the data had to say to us. Combining this information with the data regarding sale prices spoke very loudly to financial decision making.

The number of days that a cottage remains listed on the MLS Real Estate market is determined by supply and demand, the listing price, the staging of the cottage to make it desirable in the eyes of purchasers, the ability of purchasers to understand the highest and best potential of the property, and the degree to which it has been

properly marketed to the correct audience. See the attached graph for the number of days cottages on the three big lakes that sold in 2004 or 2005 were listed on MLS.

The number of days on the market ranges from 1 day – 694 days, just shy of 2 years. The percentage of cottages that remain unsold after 100 days is generally in the 40%-50% range across all three lakes.

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Days on the market for cottages that sold in 2004 and 2005

Number of days on the market		0-10	11-30	31-50	51-100	101-200	201-300	301-400	401-500	501-600	601-700	701-800
Lake Muskoka	2004	9	19	9	16	22	11	4	2	0	1	0
	2005	9	16	6	21	20	8	4	2	1	1	1
Lake Rosseau	2004	5	8	2	3	6	7	4	0	0	0	0
	2005	1	12	10	3	8	4	6	0	0	2	0
Lake Joseph	2004	5	7	4	6	9	1	2	0	0	1	0
	2005	9	6	4	9	8	5	4	1	1	0	0

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You've got to know when to hold 'em, when to fold 'em, when to walk away, when to run." When we looked at the relationship between the number of price reductions and the number of days on the market, we found that the longer a cottage is listed, generally the more reductions in list price it has. For instance, of the 19 cottages on Lake Muskoka that sold in 2004 in the "11-30 days on the market" range, 3 of the cottages had one price reduction and 16 of these cottages had no price reductions. Whereas of the 4 cottages sold on Lake Muskoka in 2004 in the "301- 400 days on the market" range, 1 had one price reduction, 1 had two price reductions 1 had three price reductions and 1 had four price reductions.


Since we know from our statistics that between 40-50% of all cottages sold are on the market for 100 days or more, it was of interest to see how many reductions cottages in the "101-200 days on the market" range had. For Lake Muskoka of the 18 cottages sold in this number of days, 7 had no price reductions, 7 had one price reduction, 6 had two price reductions, and 3 had three price reductions.

Get them while they're hot! The prime time for a listing is within its first two weeks on the MLS market. This is when the excitement about a new

listing is strongest and both purchasers and real estate sales representatives are eager to get out to see it.

You can see from these statistics, that many cottages are not seen by the purchasers who would actually buy them within that first two week period, as they are priced in a higher range, and stay in that high range many days before that price is reduced. Remember that purchasers are unwilling to look at cottages much beyond their price, as it is a discouraging process to see properties that you cannot afford to own.


Has listing at a higher price brought extra profit to these sellers? The statistics say no. If your cottage is not properly priced, it will languish on the market for many days and will not be seen by the people who could potentially want to purchase it. It is not until the price is reduced appropriately that the right people see it and purchase it. Meanwhile you have let many purchasers slip away, as they purchase other cottages. You have also not been seen during the prime listing time, and purchasers begin to wonder what is wrong with the cottage, as it has not sold for many days. Your cottage becomes what is referred to as "stale"

 For more information on Lake Muskoka, Lake Rosseau, and Lake Joseph sales statistics go to our website: www.johnandthelma.com

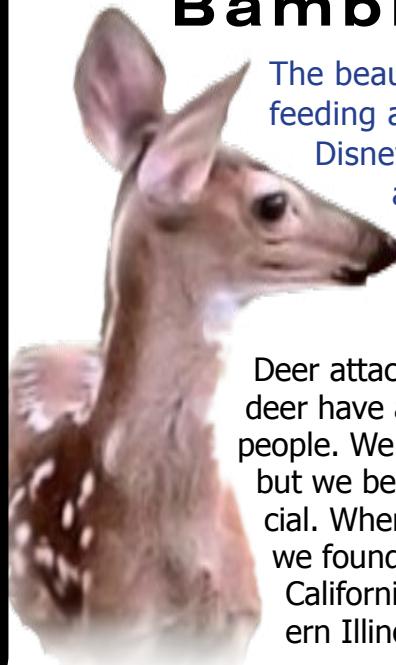
You Could Save A Life

Muskoka is a winter wonderland which more and more cottagers are coming north to enjoy. However, the drive on icy or snow covered roads can be dangerous on some weekends.

This makes Car Control School an excellent gift for your "winter at the cottage" loving family and friends. This could be an especially good choice for the new drivers or teen aged drivers in your family. Knowing your loved ones are in control on the road will give you great peace of mind.

 Call (905) 471-5501 or www.carcontrol.com for more information.

Oh Deer! It's not Bambi!



The beautiful doe-eyed creatures feeding around your cottage are not Disney creatures. They are wild animals, and there have been deer attacks around North America which prove it.

Deer attacks! It is hard to believe, but deer have actually attacked and killed people. We do not mean to be alarmist, but we believe being informed is crucial. When we checked on the internet we found evidence of deer attacks in California, Colorado, Montana, Southern Illinois, and Ohio before we got



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We would love to talk to you about marketing ideas for your cottage.

Complimentary staging is provided

tired of reading the hundreds of hits that the prompt "deer attacks" garnered. Recently there has been a rash of attacks in California, the newscasts of which first brought the problem to our attention.

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What is the Cause? The recent attacks in California have been incidents in which deer have aggressively attacked people, apparently totally unprovoked. One man was gored while picking tomatoes in his garden, and later died from the incident. A couple was gored while watering their garden, but their injuries were not fatal. Another person was trampled on, inside the house, after a deer crashed right in through a picture window.

The reported attacks have happened in spring, fall or summer, but were thought to have perhaps have had some connection to mating season, calving season, hunting season, and a time that a doe was with her fawns. Deer over population in general has been sited as an over riding factor.

Is there danger in Muskoka? While there have not been random deer attacks recorded in Ontario, there is evidence of Ontario hunters being attacked by deer. The crowded deer habitat conditions that may have been the cause of deer attacks elsewhere also exist in Muskoka.

The American attacks are thought possibly to be connected to extra crowded conditions for deer, bringing them into greater contact with humans, and lessening their fear of people. Deer over population puts deer under stress and also stresses the community, in which it exists, having ecological, social, economic and cultural implications. This is a situation that made us think about Muskoka, particularly Walker's Point.

The feeding of deer at Walker's Point has made the area quite over populated. Feeding occurs not only when people leave food out for deer, but also when additional plants that are attractive to deer are planted in an area, such as the shrubbery, annuals and

perennials with which cottagers decorate their yards. Feeding, coupled with fewer natural predators and decreased hunting have greatly increased deer populations and made deer less fearful of people. We have experienced deer that would not move from the road as we drove our car up to them. Friends who cottage on Walker's Point have had bucks walk right up on their deck to get at apples, with them in the cottage looking out.

The problems of deer overpopulation in Ontario have even been discussed in the legislature.

Keep Your Children Safe. It is important to ensure that your children know that they should never approach a wild animal and to teach them not to feed the deer. They say that "a fed bear is a dead bear" because bears that are fed become nuisance bears, and often have to be put down to keep people safe. The same case could occur for deer. Feeding could put both the deer and the humans in danger. Remind your children that careful disposal of food wastes is important and set careful practices that are to be followed at your cottage. The dangers could be greatest in rutting season when the males are naturally aggressive.

Be warned that dogs do not usually fare well in a confrontation with a deer. Their antlers are strong and their hooves are sharp. Many a dog has been killed in an encounter with a deer.

Do not think of deer as gentle timid creatures, like Bambi in the movie. Only from a distance can we safely enjoy the sight of these beautiful creatures browsing on our property.

With the correctly respectful attitude we can be safe and share Muskoka happily with its native wildlife.



Protect Yourself

In Muskoka, storms over the lake are an amazing display, whether it is winter sleet and snow or summer lightning.

Unfortunately, these storms play havoc with our power systems. Without hydro, basements can flood, security systems can fail, expensive food can thaw, bathrooms cease to function, and a holiday can become a nightmare.

One way to protect yourself against spoiled dinner plans, a melting mess in your freezer, frozen pipes or worse, is to purchase your own generator.

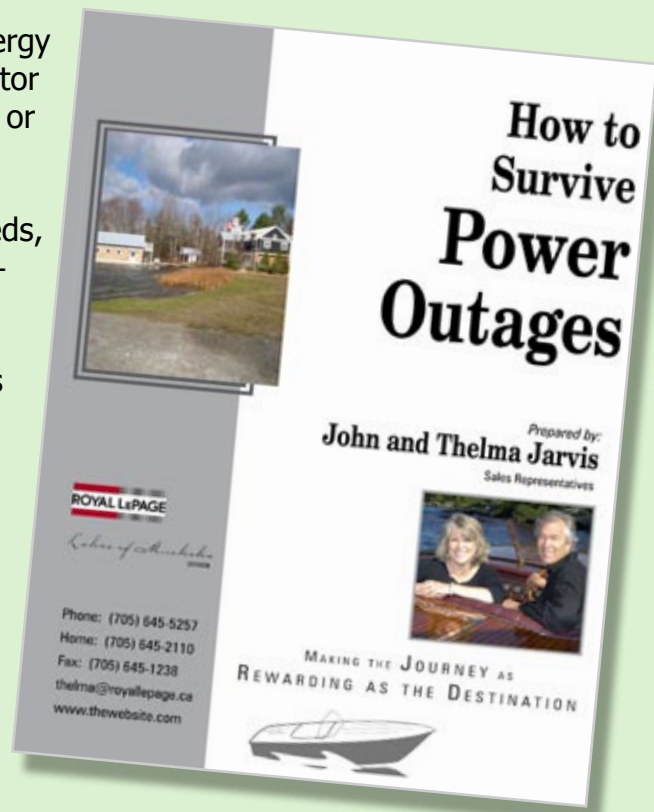
An electric generator is a device used to convert mechanical energy into electrical energy. Depending on the type and size of generator you purchase, you can keep a few essential appliances running, or you can maintain the functioning of most of your cottage.

In order to help you know which generator best meets your needs, generator styles, size and price, we have produced a Special Report which can be e-mailed to you.

The money you spend on a generator could save you thousands in damages and ensure you a worry-free time at the cottage.

📧 For all of our Special Reports, visit our website: JohnAndThelma.com.

✉ Email us at thelma@royalpage.ca for this complimentary Special Report.



We know the cottage experience and would love to be of service to you.

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LAKES OF MUSKOKA

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