



LUKE DALINDA
SALES REPRESENTATIVE
for Palace Place

DAIVA DALINDA
BROKER
for Grand Harbour,
Waterford, & Waterview

THE DALINDA REPORT

SINCE 1997



APRIL 2012

The Dalinda Report is a Monthly Review of Current Real Estate Market Trends



Royal LePage
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to find out WHY our marketing services
offer you MORE for LESS!

* This report article has been written by Luke Dalinda. All statistics have been provided by the Toronto Real Estate Board, Royal LePage, and The Dalinda Report. TM © The Dalinda Report. All rights reserved. The information that has been written herein has been obtained from sources that have been deemed reliable. There has been no reason to doubt its accuracy, but, regrettably, it cannot be guaranteed. Prices have been based on sales that have been recorded by the Toronto Real Estate Board. Remember, important factors that affect the value of a unit are view, upgrades, renovations, the extent of wear and tear, and the motivation of the seller.

This is not intended to solicit clients that are under contract with a brokerage. This report is sent out monthly. For regular delivery, send an email, with request, to ldalinda@Dalinda.net. Please indicate print or electronic format preference. We respect your privacy. Your information will be kept under strict confidence and will only be used for having our report sent to you. If you wish to be removed from this mailing list, please have an email written and sent, with your request, to the following email address, ldalinda@Dalinda.net. Please note that this report is also sent by the unaddressed a/c mail service of Canada Post, over which we have no control.

How to **increase** the values at Palace Place: **Part 3**

TORONTO – Tuesday, April 4, 2012

March 2012

The month of March had proved exceptionally strong for Toronto's real estate resale market, which had resulted in continued record-setting sales, as the Toronto Real Estate Board had reported 9,690 sales of single-family dwellings in March 2012.

Total sales were up by 8% from the 8,986 sales that had been recorded in March 2011, and total sales had increased by 27% from the 7,032 sales that had been recorded in February 2012.

•The March average price had increased to \$504,117!

The average price in March 2012 had increased by 0.3% to \$504,117 from \$502,508 in February 2012. The March 2012 average price had increased by 10.5% from the March 2011 average price of \$456,234. The 2011 year-end cumulative average price had totaled \$465,412.

•Active listings had increased by 16.3%.

The number of active listings in March 2012 had increased by 16.3% to 16,920 from the 14,546 active listings in February 2012 and had increased by 2.2% from the 16,563 active listings in March 2011.

•The Humber Bay Shores average price had totaled \$383,460.

Condominium apartment sales in the W06 west district that represents Humber Bay Shores had increased to 82 sales in March 2012 from 46 sales in February 2012. The average condominium price in this district had totaled \$383,460 in March 2012, which had increased by 6.4% from \$360,310 in February 2012, while the median price in March 2012 had equaled \$333,500, which had been up from \$324,500 in February 2012.

•The PALACE PLACE Perspective •

Palace Place had experienced a balanced first quarter of 2012. Total sales had remained unchanged from the 6 sales in the first quarter of 2011 to 6 sales in the first quarter of 2012.

With only 6 sales in the first quarter, I had still managed to set yet another all-time record price at Palace Place by having just sold Suite 4305 for \$610,000 in only 1-month by the same brokerage.

In February, I had sent a letter to all 05 owners asking for their help and support in setting this new price record. The challenge was that 05 suites at Palace Place had long been undervalued. The highest price ever paid was \$545,000, with recent sales under the \$500,000 mark. 05 suites listed for the high \$500s were just not moving with other realtors. Local realtors had even mocked my intentions to establish this new record by saying that I had "no chance".

•The PALACE PLACE Perspective (Continued) •

Well, with the support of 05 owners, we have achieved this amazing goal of **\$65,000 above the highest price ever paid!** This price increase will benefit all owners at Palace Place immensely.

I cannot emphasize this more. Simply listing your suite on MLS is not enough! Listing on MLS alone could cost you thousands of dollars without the added value of strategic advertising and promotion.

Palace Place is better than the local shoebox condominiums that are being sold for up to \$600 per square foot. You need a strong voice in the marketplace to demonstrate this clearly. That is what I have been doing since Citibank had finished selling at Palace Place.

In the last year, I had single handedly set the record prices for our 02 suites at \$420 per square foot, the 06 suites at \$371 and \$380 per square foot, the 04 suites at \$443 per square foot, and many others. I have been setting record prices at Palace Place since my first listing in 1997.

If you are considering a move, please consider me.

It is easy to be lured by low commission rates these days by novice realtors. **However, is it worth saving \$15,000 in commission by sacrificing \$60,000 in your ultimate sale price?** Is it worth it to trust your biggest investment with someone who has never done a deal at Palace Place? Of course, it is not!

Look, I am an owner at Palace Place too, and I have been your **Palace Place realtor longer than anyone else has. I know how to get record prices.** I am on-site and on-call 24/7. I am the only Palace Place realtor that is a Platinum Level Marketer in The Toronto Star, and I have advertised the most in The Globe & Mail. Add my website, homes and condos newsletters, Facebook, and other strategic initiatives, and you will quickly discover why I get the deal done!

Dollar for dollar, I offer the most marketing services for the least commission. Give me a call, or send me an email, for a confidential consultation at no charge or obligation.

As always, I am honored to be considered for your real estate needs. Thank you for your time.

Luke

**PALACE PLACE, 1 Palace Pier Court
6 Sales, 1st Quarter 2012**

LUKE DALINDA PRESENTS

PALACE PLACE

PALACEPLACE.DALINDA.NET

FOR SALE JUST SOLD



COMING SOON!
1 PALACE PIER COURT,
07 SUITE

AN INCREDIBLE
OPPORTUNITY TO OWN A
NEWLY RENOVATED
1-BEDROOM SUITE

CALL LUKE DALINDA
LDALINDA@DALINDA.NET



RECORD PRICE!
1 PALACE PIER COURT,
SUITE 4305****

SOLD FOR \$610,000

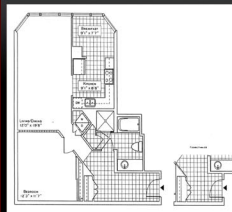


Unit	Square Feet	Current AVG Prices	Current AVG Prices PSF
01	1,985	\$ 775,000	\$390
01	2,836	\$1,150,000	\$405
02	1,204	\$ 505,000	\$420
02	1,186	\$ 480,000	\$405
03	1,985	\$ 900,000	\$453
03	2,028	\$ 859,000	\$423
04	790	\$ 350,000	\$443
04	833	\$ 349,900	\$420
05	1,228	\$ 490,000	\$400
05	1,491	\$ 610,000	\$410
06	1,985	\$ 735,000	\$371
06	2,028	\$ 769,000	\$380
07	788	\$ 289,000	\$366
07	833	\$ 329,900	\$396
08	1,223	\$ 408,000	\$333
08	1,201	\$ 400,000	\$333
09	1,388	\$ 475,000	\$342
10	1,388	\$ 439,000	\$316
10	1,395	\$ 430,000	\$308
11	1,106	\$ 372,000	\$337
12	813	\$ 320,000	\$394
PENTHOUSES			
PH01	2,437	\$ 900,000	\$370
PH02	1,642	\$ 625,000	\$380
PH03	2,437	\$1,250,000	\$512
PH04	1,955	\$ 655,000	\$335
PH05	2,437	N/A	N/A
PH06	1,633	N/A	N/A
PH07	2,437	\$1,070,000	\$430
PH08	1,550	\$530,000	\$342

Call Dave or Luke Dalinda for more information. Ask to receive these charts regularly.
@ DALINDA REPORT PRICE CHARTS, since 1997 @
Tel: 416-236-1871 Email: Dalinda@Dalinda.net

WANTED

- PALACE PLACE, 2,836 SF, 01 SUITE
 - PALACE PLACE, 05 SUITE
 - PALACE PLACE, 03 SUITE
- CALL LUKE DALINDA
LDALINDA@DALINDA.NET
416-725-7170



JUST LEASED!
1 PALACE PIER COURT,
04 SUITE**

**LEASED FOR \$1,800
PER MONTH**



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dalinda.net/PalacePlaceBook



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Market news at the speed of need!
PalacePlace.Dalinda.net

LUKE DALINDA'S 2011 PALACE PLACE SALES

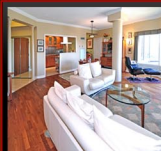


1 PALACE PIER COURT,
SUITE 2906****

**SOLD FOR \$769,000
100% OF ASKING PRICE
RECORD PRICE
(BUYER & SELLER REP.)**



1 PALACE PIER COURT,
SUITE 2510****



1 PALACE PIER COURT,
SUITE 4508****



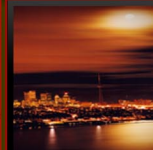
1 PALACE PIER COURT,
SUITE 2302****



1 PALACE PIER COURT,
SUITE 3006*



1 PALACE PIER COURT,
SUITE 3002**



1 PALACE PIER COURT,
SUITE 3101****

(TENANT AND LANDLORD
REPRESENTATIVE)



* SELLER REP. ** BUYER REP *** BUYER & SELLER REP

UNEQUALED REAL ESTATE EXPERIENCE

- The Dalinda Team has achieved top 3% in Canada status since 2007, as per Royal LePage sales.
- The Dalinda Team's significant home business in Toronto West offers exclusive crossover opportunities for our condo clients. Home sellers often become condo buyers.

LUKE DALINDA, Sales Representative
LDALINDA@DALINDA.NET • 416.236.1871

Get the deal done with your #1 top selling Palace Place resident realtor!*

*Such achievement has been based on the number of sales that had been sold in 2010 and in 2011 from TREB MLS data.
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