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SALES REPRESENTATIVE
for Palace Place

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BROKER
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Waterford, & Waterview

THE DALINDA REPORT

SINCE 1997

MARCH 2012

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

How to increase the values at Palace Place: A 06 suite case study

TORONTO – Tuesday, March 6, 2012

February 2012

The month of February 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 7,032 sales of single-family dwellings in February 2012.

Total sales were up by 16% from the 6,058 sales that had been recorded in February 2011, and total sales had increased by 53% from the 4,567 sales that had been recorded in January 2012.

•The February average price had crossed the \$500,000 mark!

The average price in February 2012 had increased by 8.4% to \$502,508 from \$463,534 in January 2012. The February 2012 average price had increased by 11% from the February 2011 average price of \$453,329. The 2011 year-end cumulative average price had totaled \$465,412.

•Active listings had increased by 32%.

The number of active listings in February 2012 had increased by 32% to 14,546 from the 11,009 active listings in January 2012 and had increased by 0.1% from the 14,525 active listings in February 2011.

•The Humber Bay Shores average price had totaled \$360,310.

Condominium apartment sales in the W06 west district that represents Humber Bay Shores had increased to 46 sales in February 2012 from 31 sales in January 2012. The average condominium price in this district had totaled \$360,310 in February 2012, which had increased by 10.4% from \$326,355 in January 2012, while the median price in February 2012 had equaled \$324,500, which had been up from \$298,000 in January 2012.

•The PALACE PLACE Perspective •

How to increase the values at Palace Place: A 06 suite case study

In 2010, I had set the record price for 06 suites at \$371 per square foot. At the end of 2011, I had set another record price for 06 suites at \$380 per square foot.

Other Palace Place realtors have recently sold 06 suites for as low as \$352 per square foot.

This clearly demonstrates that, since 2010, my 06 listings have sold for between \$35,000 to almost \$70,000 more in price, as compared to these recent sales (Source: Toronto Real Estate Board MLS). This is why market positioning is critical to your getting the highest price possible for your suite.

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.

My goal for 2012 is to increase all prices per square foot for Palace Place. So, if you would like to set another record this year, I am your man!

Last year, I had single handedly set the record price for our 02 suites at \$420 per square foot. I have been setting record prices at Palace Place since my very first listing in 1997 just after Palace Place had achieved its independence from Citibank.

This year, I have just listed Suite 4305. I have listed it for \$645,000, which is only \$432 per square foot for one of the best suites in the building and one of the best views in Toronto. When those shoebox condominiums down the street get \$600 per square foot or more, Suite 4305 is clearly an incredible deal!

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!

For Palace Place market news at the speed of need, follow Palace Place LIVE PALACEPLACE.DALINDA.NET



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CALL LUKE DALINDA NOW
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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 ad mail service of Canada Post, over which we have no control.

PALACE PLACE, 1 Palace Pier Court
2 Sales - January 2012 to March 2012

LUKE DALINDA PRESENTS

PALACE PLACE

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FOR SALE



ROYAL LEPAGE 1 PALACE PIER COURT, SUITE 4305 - \$645,000

ON A CLEAR DAY, YOU CAN SEE FOREVER! SUITE 4305 IS A MAGNIFICENT CONDOMINIUM RESIDENCE, WITH APPROXIMATELY 1,491 SQUARE FEET OF LIVING SPACE AND ENCHANTING VIEWS OF THE LAKE. STUNNING EXTENDED MARBLE ENTRANCE! CALL LUKE TODAY TO TOUR. 416-236-1871 LDALINDA@DALINDA.NET

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	\$ 545,000	\$365
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



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LUKE DALINDA'S 2011 PALACE PLACE SALES

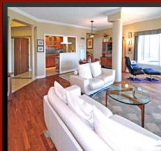


1 PALACE PIER COURT, SUITE 2906****

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.
 *This is not intended to solicit clients that are under contract with a brokerage.

DALINDATEAM.COM

