



THE DALINDA REPORT

SINCE 1997



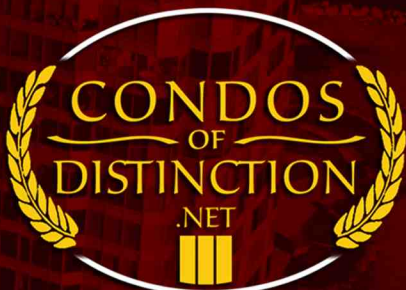
FEBRUARY 2012

LUKE DALINDA
SALES REPRESENTATIVE
for Palace Place

DAIVA DALINDA
BROKER
for Grand Harbour,
Waterford, & Waterview



Royal LePage
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CALL LUKE DALINDA NOW
416.236.1871 - ldalinda@dalinda.net
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.

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

Dear **PALACE PLACE**, We need listings now to satisfy the strong demand!

TORONTO – Friday, January 9, 2012

January 2012

The month of January had proved strong for Toronto's real estate resale market, which had resulted in continued record-setting sales, as the Toronto Real Estate Board had reported 4,567 sales of single-family dwellings in January 2012.

Total sales were up by 8.8% from the 4,199 sales that had been recorded in January 2011, and total sales had decreased by 3.2% from the 4,718 sales that had been recorded in December 2011.

•The January average price had increased by 8.8%.

The average price in January 2012 had increased by 2.6% to \$463,534 from \$451,436 in December 2011. The January 2012 average price had increased by 8.8% from the January 2011 average price of \$425,762. The 2011 year-end cumulative average price had totaled \$465,412.

•Active listings had decreased by 14%.

The number of active listings in January 2012 had decreased by 14% to 11,009 from the 12,868 active listings in December 2011 and had decreased by 9.1% from the 12,107 active listings in January 2011.

•The Humber Bay Shores average price had totaled \$326,355.

Condominium apartment sales in the W06 west district that represents Humber Bay Shores had decreased to 31 sales in January 2012 from 39 sales in December 2011. The average condominium price in this district had totaled \$326,355 in January 2012, which had increased by 0.5% from \$325,008 in December 2011, while the median price in January 2012 had equaled \$298,000, which had been down from \$307,000 in December 2011.

According to Phil Soper, Royal LePage President and CEO, who had said recently, "We believe calls for falling prices and more affordable housing in 2012 are unlikely to materialize. While this will comfort the seventy per cent of Canadians who are homeowners, there is cause for concern when house price growth outpaces increases in wages and salaries for an extended period of time. Coupled with more restrictive mortgage regulations that have made it more difficult to obtain financing, those who aspire to own a home may find it increasingly difficult to enter the housing market and, in some regions, it may leave people out entirely."

CIBC has just led the charge in making it difficult to enter the housing market. CIBC FirstLine has decided to stop accepting applications from self-employed homebuyers. If all major banks follow this move, it could have a devastating effect on our real estate industry.

Steve Garganis, a broker with The Mortgage Centre, had said, "These aren't B-level homebuyers. This is your next-door neighbour who's maybe a consultant who works from home. This is your contractor or anyone who isn't taxed by their employer every paycheck and is considered self-employed. This is a huge segment of the population."

•The PALACE PLACE Perspective •

Palace Place had experienced a very slow January 2012. Only one suite had sold in January.

Having served Palace Place since it had achieved its independence from Citibank in 1997, I have noticed a strange market phenomenon at Palace Place.

Palace Place suites tend to go on the market at the same time. This trend goes back all the way to 1997. When a 02 is listed, another 02 suite follows.

While any suite would sell at a record price right now, such a suite would not receive a record price when competing against three to four suites of the same floor plan.

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.

You need a realtor who has serviced Palace Place from the beginning. You need a realtor who has tracked every single sale and market condition since the beginning.

I am the #1 top selling Palace Place resident realtor. I have been doing this since 1997. 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!

I have a few clients waiting in line for more units. Please call me if you are interested in selling your suite. I offer more marketing services for less commission dollars. In fact, in 2011, I had come up with very creative, original solutions that had allowed several clients take home up to \$25,000 on top of their sale price!

I promise to work passionately to help you achieve the next record price at Palace Place.

Remember to buy my history book on Palace Place. We have sold almost 100 copies to date!

**PALACE PLACE, 1 Palace Pier Court
1 Sale - January 2012**

JUST SOLD

SOLD!

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

PALACE PLACE LIVE

A blog that delivers
real estate market
news at the speed
of need

PalacePlace.Dalinda.net

Join Now!



1 PALACE PIER COURT, SUITE 2906 \$769,000****

LUKE DALINDA HAS JUST SOLD 1 PALACE PIER COURT, SUITE 2906 FOR THE
RECORD PRICE OF \$769,000. (BUYER AND SELLER REPRESENTATIVE)



**1 RIPLEY AVE., SUITE 615
2-BEDROOM, PLUS DEN**



58 MARINE PARADE DR., SUITE 213
SOLD FOR \$720,000**



**2289 LAKE SHORE B W, TH 114*
SOLD FOR \$1,510,000**



**THE BRONFMAN RESIDENCE
2 BRULE GARDENS
FOR SALE AT \$5,898,000 CALL LUKE TO VIEW.**



**PALACE PLACE: THE BOOK
ALMOST 100 SOLD! BUY NOW!
www.dalinda.net/PalacePlaceBook**

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.

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



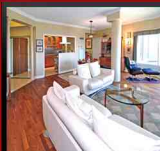
**1 PALACE PIER COURT,
SUITE 2906******

SOLD!



**1 PALACE PIER COURT,
SUITE 2510******

SOLD!



**1 PALACE PIER COURT,
SUITE 4508*****

SOLD!



**1 PALACE PIER COURT,
SUITE 2302******

SOLD!



**1 PALACE PIER COURT,
SUITE 3006***

SOLD!



**1 PALACE PIER COURT,
SUITE 3002****

SOLD!



**1 PALACE PIER COURT,
SUITE 3101******

(TENANT AND LANDLORD
REPRESENTATIVE)

LEASED!

**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

ROYAL LEPAGE
Royal LePage Real Estate Services Limited, Brokerage