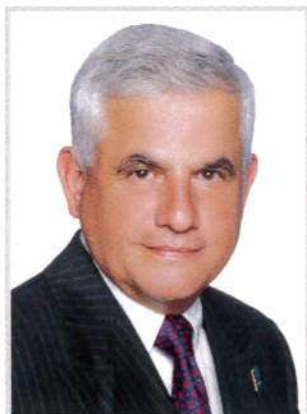


PREFERRED CLIENT UPDATE

Working Hard to Keep You Informed

No. 2 2018



Michael Mealia

Broker

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Who Do You Recommend?

Chances are, you get asked for recommendations occasionally. If you think back just a few weeks, you can probably remember at least one time — and perhaps many more — when someone asked if you know a good math tutor, deck builder, insurance broker, or other professional.

And, understandably, you're careful about who you recommend.

In fact, you likely only recommend professionals who you know are good at what they do, and who strive to provide great service.

Am I one of those professionals?

If so, then I'd really appreciate it if you gave my name to anyone looking for a good REALTOR®. I promise I will treat them well.

All the best!

Michael



Susanna Yu

Customer Care Specialist

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Michael Mealia's
UPDATE

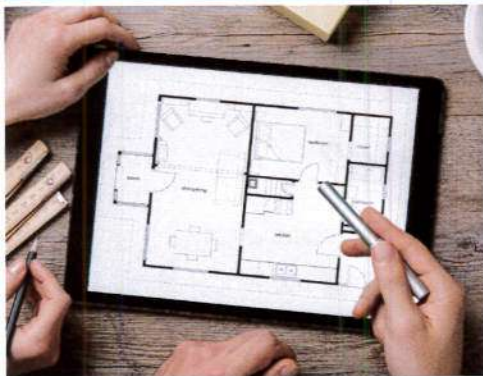
My job as your REALTOR® is to help you with all your needs – before, during and after the sale.

Got a question?

You may not be planning to move for a while, but may still be curious about what's happening in the local real estate market. So, any time you have questions, please give me a call!

If you want market statistics for your area, please call.

Are You Making the Most of Your Home's Layout?



Let's face it, not every home is perfect. Maybe you're ready to think long and hard about the house you have, and the functionality it offers. If you are willing to ask yourself some big questions, you may find that a simple renovation can make your home a great deal more liveable. Is your kitchen utilizing the efficiency of the classic triangle layout, positioning the sink, refrigerator and oven/stove within a few paces of each other? Do your bedroom layouts utilize sunlight year round? Could you convert a main-floor closet into a two-piece bathroom – or could you move your laundry facilities closer to hampers full of laundry? Would a spare room be better used as a hobby or games room, office or guest room? Or, might it simply be time to consider moving?

Be Prepared for More Home Deliveries

As retailers continue to evolve their delivery services, consumer shopping habits are sure to change – and drive a need for modifications around the home. For example, we will likely rely more on overnight and same-day deliveries for the timely arrival of necessities such as groceries and medications.

While this shift will likely reduce the number of occasions we need a car to shop, it will definitely affect how we arrange to receive merchandise when we are not at home. Without an obliging neighbour or a full-time condo concierge, it may become necessary to have remote surveillance at your front door or in your building's



lobby, with a secure cage or drop-box for deliveries. Such an arrangement is not unlike neighbourhood post offices or the milk boxes of the 50s, when daily deliveries were a common occurrence.

Family Dynamics Can Affect Property Ownership

As today's families grow while the generation before them ages, they may be facing home ownership trends that were not predictable only a few decades ago. Perhaps the most obvious is seniors continuing to function independently in their own homes in the later stages of life. But an even less predictable trend might be adult children continuing to reside in their family home.

Their parents are often called the "sandwich generation" due to their dual role of caring for elderly parents and children simultaneously, even as they enter retirement years. This can affect how they utilize their real estate assets, perhaps delaying a downsizing decision, or increasing debt to finance a child's



first home. One of the spin-offs of such circumstances is the frequency of shared inter-generational property ownership. This can create complications that require consultation with financial and legal specialists, with regard to liabilities, powers of attorney and wills.

Data Analysis is Changing the Real Estate Industry

Homeowners may find it useful to understand how data analysis assists the real estate industry. Sometimes referred to as "big data", the cross-referencing of wide-ranging statistics can reveal trends that give us insights that may have been undetectable only a few years ago. For example, it's possible to identify neighbourhoods and home types that show the strongest potential for resale, either within a specific community or on a nationwide scale, or identify the types of renovations that offer the most favourable impact on property values.

It's also possible for insurance companies to calculate a region's likelihood for frequent claims, or risk of exposure to natural disasters – factors that could affect a homebuyer's policy premiums. Similar analysis can dictate whether financial institutions have confidence in a property's mortgage viability (and what risk a borrower might pose),



which can have a direct effect on the ultimate lending rate made available. Perhaps the most positive real estate potential of data analysis is the ability to identify consumer profiles that match properties on the market, giving us new powers to bring together the perfect combination of determined buyers and motivated sellers.