

The Inside Track...

FEMALES DRIVE HOUSING DEMAND

Single women are increasingly playing a significant role in the housing market across Canada as they embrace the home buying process. Eager to experience the pride of ownership and exercise their independence, a growing number of women are buying their first home on their own, trading-up as they progress professionally and taking on home renovations, all while putting the search for 'Mr. Right' on hold.

According to the Royal LePage Female Buyers Report - (conducted by Maritz Research Canada) - 30 per cent of single, never-before married women own their own home, while 45 per cent of divorced or separated women and 64 per cent of widowed women are homeowners.



"Women today are less concerned with finding 'Mr. Right' than their predecessors. Poll findings reveal that 34 per cent of women who will purchase their first home in the next three years are very likely to go

without a wedding reception, in comparison to 27 per cent of men," said Lisa da Rocha, vice president, marketing, Royal LePage. Not only are single women embracing

homeownership more than ever before, many are looking for homes that are equipped with a challenge. In fact, the report suggests that 25 per cent of current female homeowners and renters who intend to purchase in the next three years are looking for a 'fixer-upper' and plan to do the work themselves, while only nine per cent will hire a contractor.

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WHAT TYPE OF HOME OWNER ARE YOU?

If you had to put your home on the market tomorrow, how ready would it be for showing? Canadians move every 7 years on average, so whether you're preparing to sell or happily staying put, it's important to keep in mind what you'll need to do when the time comes:

1) After finishing your dinner do you? :

- a. Leave everything on the table and return later to clean up. You've got better things to do!
- b. Take dishes off the table and put away leftovers. The dishes you piled in the sink can wait until your favourite TV programme is over.
- c. Clean the table put leftovers in the fridge and wash the dishes. You want to be free to enjoy your evening.



2) Your home office has a desk that is:

- a. Covered with papers and random objects. You can never seem to find important documents when you need them.
- b. Somewhat organized with enough free space to do work. It may look slightly messy, but you know exactly where everything is.
- c. Extremely clean and organized. Librarians would admire the efficiency of your filing system.

3) In your household you have:

- a. An indoor pet who seems to shed non-stop and a smoker who often smokes indoors.
- b. One of the above.
- c. None of the above.

4) How do you accessorize your home?

- a. With mementos, souvenirs and family photos. You like being surrounded by lots of memories.
- b. With eclectic artefacts and antique items. Your style is uniquely

you.

c. With few decorative or personal items. Less is definitely more.

5) Which best describes your home?

a. You haven't had the time to decorate or organize. In fact, you're using the guestroom for storage.

b. The main areas are decorated, furnished and organized, but you haven't had the chance to do the same in the basement or guestroom yet.

c. Each room is properly furnished and decorated.

You are currently planning your next renovation.

Mostly As: Your home may need a deep cleaning and de-cluttering to prepare it for sale. Pack unnecessary items away, making sure counters and tables are free of appliances and personal items.

Mostly Bs: There are a few easy steps you can take to make your home more appealing.

If pets or smokers reside in your home, have the carpets, draperies and upholstery professionally cleaned to rid the house of undesirable odours. Clean your home from top to bottom, paying special attention to kitchens and bathrooms. Organize closets and storage areas. Brighten and lighten your home with a fresh coat of neutral coloured paint and fix any minor repairs that you've been neglecting.

Mostly Cs: Your home is in top shape and will only benefit from a little added flair to bring in that sale. Place fresh flowers on the mantle and set the dining room table for a formal dinner. If it's a cool day, light a fire in the fireplace. Look at your home through the buyers' eyes and create an atmosphere that will help them envision themselves living there.

8.3 % INCREASE IN 2007 RESIDENTIAL SALES

Average Residential Purchase Price for 2007.

\$196,102 in 2007.

Using year to date figures, the average amount consumers are spending on a residential home in the Quinte Area has increased by 8.3%, from \$181,084 in 2006 to

Sales in the Quinte area, for the month of August, were active and steady, with an increase from last year of 1%. Listings have decreased by 4.4% year to date.

Thanks for the Referral Brenda. We love our new Senior home seller!

-Connie & Julie Carson

The Carson Girls

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