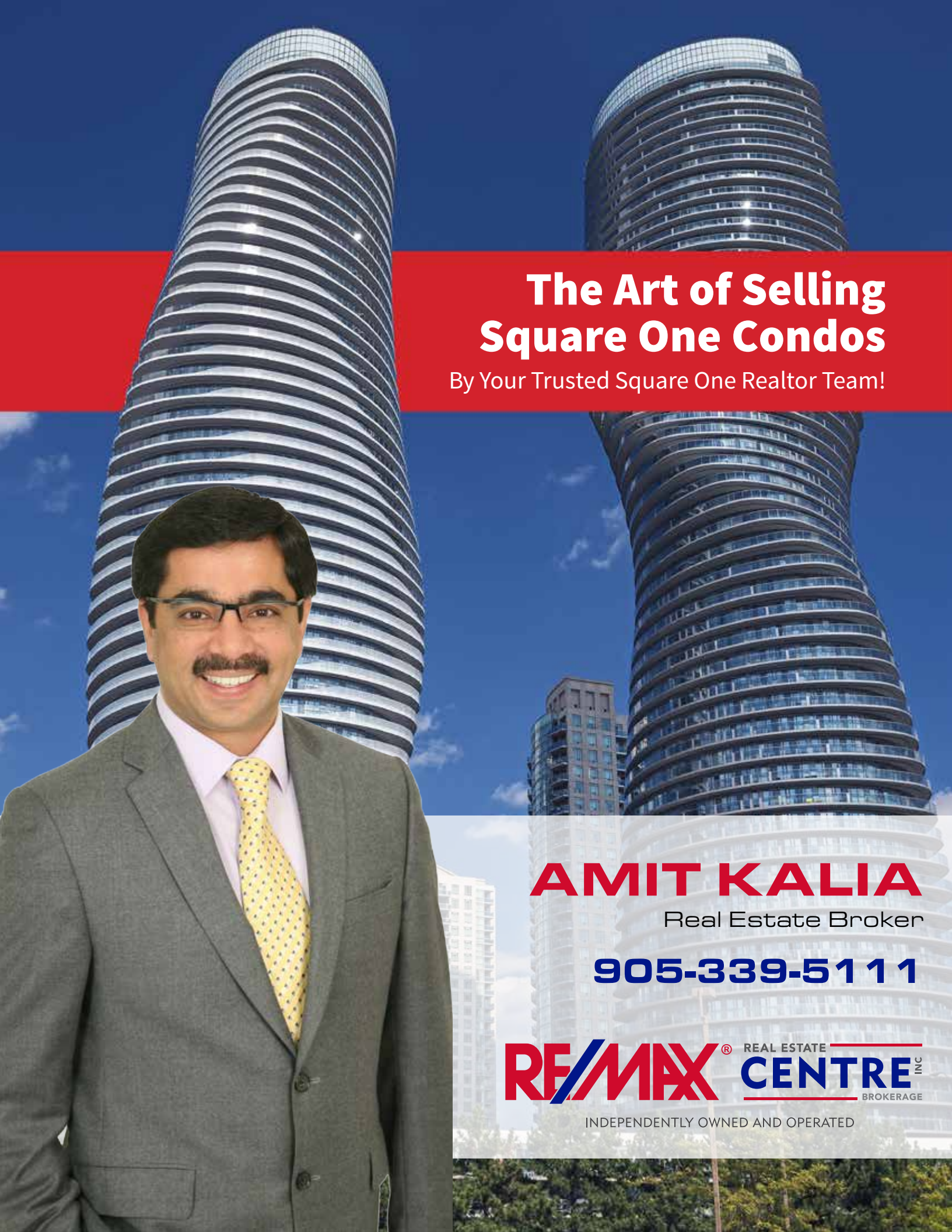


The Art of Selling Square One Condos

By Your Trusted Square One Realtor Team!

AMIT KALIA

Real Estate Broker

905-339-5111

RE/MAX® REAL ESTATE CENTRE INC BROKERAGE

INDEPENDENTLY OWNED AND OPERATED

Latest On The Square One Condo Market

Amit Kalia has been selling Square One condos since 2003. Since then he has grown his team to serve his growing new and existing clientele.

There was a time when more than 75% of Square One condos were bought by investors. Now, Square One is attracting more first time buyers, investors, new immigrants, international employees on work permit and students. Apart from a young and upwardly mobile demography, Square One is also attracting empty-nesters and elderly folks who prefer to buy larger condos.

They have enough money to pay for the condo and the monthly condo fee while maintaining a comfortable lifestyle, including travelling to warmer places during the harsh winters here.

Many young couples and single professionals are buying Square One condos because of affordability more than the lifestyle and convenience that condo living offers. The price gap between a low rise and a high rise has widened by a lot in Mississauga, and people are attracted more towards condos when it comes to an affordable housing choice.

Rental rates have also moved up substantially in Square One.

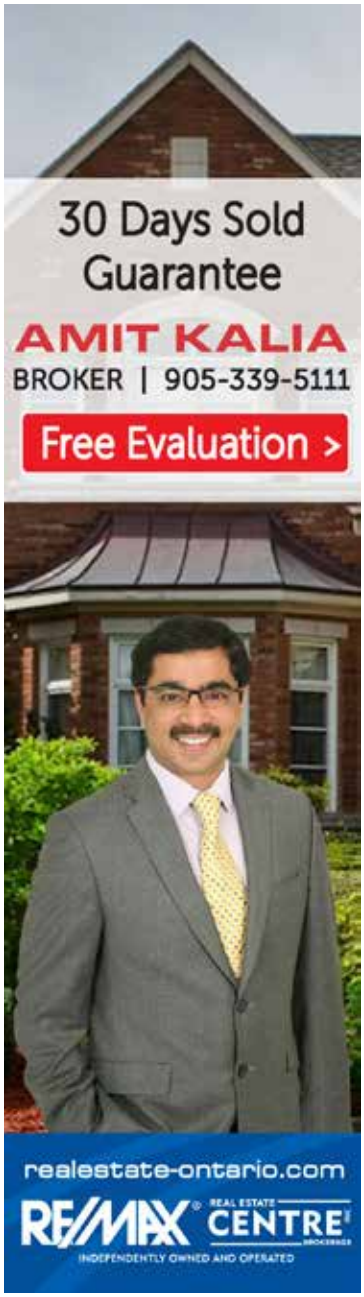
Many young adults are fueling the condo rental market. My team and I help a lot of Gen Y professionals buy condos in Mississauga.

Some of these young professionals have saved $20K-$35K of their own and are ready to purchase a property with 5% to 10% down payment. Some of these young buyers even consider buying with a friend, or a sibling.

This concept of twin owning/ sharing condos has taken off well with Gen Y, as an entry point for real estate investing. This trend also supports higher demand and sales of larger 2-bedroom and 1-bedroom plus den Square One condos.

Despite the governmental interventions earlier in 2017 to curb the rampant price increase of homes across the GTA, these moves have not impacted Square One condo sales and prices. In fact, apartments are fast gaining popularity with home buyers. This trend will continue over the next year since many buyers are turning their attention to less expensive forms of housing ownership. There has been a 31% price appreciation in just one year (Jun 2016 - Jun 2017).

You can follow latest Square One condo news, stats and other useful information on our popular blog: **condopundit.com/blog**



Square One Condo Market is bustling with keen buyers.
Condos under $400K have seen a sharp rise in buying & selling activity. We are witnessing a spike in prices thanks to a good supply of buyers, many of whom have been priced out of low-rise housing in Mississauga.

How To Get A Quick Sale & A Higher Sold Price For Your Condo?

It All Starts with A Good Plan

We Build A Customized Plan, Tailor-made To Match Your Needs

When you are ready to sell your condo; the first and foremost step is planning your next move. You need to figure out answers to so many questions:

What will I buy after I sell my condo? What things I can do to my condo to get more money when selling? Should I list first or buy first? Can I move my mortgage to a new home or should I pay it off and get a new mortgage? How should I sell my property?

You can be selling because of many reasons like: relocation, moving up, moving down etc. You don't want to end up buying something without first getting an idea of your net equity (cash in hand after all your expenses). Also you don't want to get stuck with two properties, or try selling your condo without preparing it.

How much will it cost me to sell? How much time it can take to sell?
Commission varies anywhere from 2.5% to 5% plus HST of the selling price, depending on the method you choose to sell your condo. Closing and moving costs can add around 1% of the selling price. A well-priced condo which shows well and is marketed well can confidently get sold within 30 days.

Preparing Your Condo

We Help You Put Your Best Foot Forward. Here Are Some Tips.

1. De-clutter and de-personalize. Make sure all the counters and corners are clutter free. Remove excess furniture or displays. Buyers need to see how functional and spacious the living area is.
2. Entire condo, balcony and windows need to be clean, blinds and curtains open, and lights kept on when needed. A well-lit condo is always preferred by buyers.
3. Add some indoor plants or flowers in vases, as they add a warm feeling to any home.
4. Ensure all doors and windows open easily.
5. Based on the condition of the condo, we might recommend some updates like: a fresh coat of paint, carpet or flooring change and other minor repairs, as necessary.
6. Once this is done, our team with the home staging professionals will advise on home staging, if required.
7. If certain repairs fall under your condo maintenance, put in a request at the earliest for items to be fixed.
8. Order a status certificate from the condo management as this has to be provided to the buyers at the time of closing.

Some Square One Condo Stats at a Glance

Condo Building	Condo Type	Avg. Sold Price March	Avg. Sold Price June	Price %
1 & 33 Elm Dr	2 BR, 2 WR	$381,500	$439,963	15.32%
50 Absolute Ave	1 BR, 1 WR	$258,000	$312,333	21.06%
60 Absolute Ave	2 BR, 2 WR	$331,917	$432,148	30.20%
70, 80, 90 Absolute Ave	2 BR, 2 WR	$384,564	$412,422	7.24%
220 Burnhamthorpe Rd	2 BR+1, 2 WR	$385,500	$480,000	24.51%
223 Webb Dr	1 BR+1, 1 WR	$323,000	$359,900	11.42%
225 Webb Dr	2 BR+1, 2 WR	$466,500	$486,000	4.18%
250 Webb Dr	2 BR+1, 2 WR	$409,500	$445,000	8.67%
325, 335 Webb Dr	2 BR+1, 2 WR	$399,145	$418,500	4.85%
330 Burnhamthorpe Rd	2 BR, 2WR	$385,500	$410,000	6.36%
350 Webb Dr	2 BR+1, 2 WR	$366,700	$393,000	7.17%
3515 Kariya Dr	1 BR, 1 WR	$313,750	$330,000	5.18%
3515 Kariya Dr	2 BR+1, 2 WR	$409,000	$464,000	13.45%
360 Square One Dr	1 BR+1, 1 WR	$327,400	$370,000	13.01%
365 Prince of Wales	1 BR, 1 WR	$316,475	$369,960	16.90%
388 Prince of Wales	1 BR, 1 WR	$310,000	$375,000	20.97%
400 Webb Dr	2 BR+1, 2 WR	$427,500	$503,667	17.82%
550 Webb Drive	2 BR, 2 WR	$415,000	$515,500	24.22%
3880, 3888 Duke York	1 BR+1, 1 WR	$336,500	$360,000	6.98%
3880, 3888 Duke York	2 BR, 2 WR	$420,000	$471,714	12.31%
3880, 3888 Duke York	2 BR+1, 2 WR	$468,000	$567,375	21.23%
3880, 3888 Duke York	3 BR+1, 2 WR	$525,000	$583,000	11.05%
3939 Duke of York	1 BR+1, 2 WR	$338,500	$383,475	13.29%
3985 Grand Park Dr	1 BR, 1 WR	$305,000	$361,000	18.36%
3985 Grand Park Dr	2 BR, 2 WR	$390,000	$466,200	19.54%
4065 Brickstone Mews	1 BR+1, 1 WR	$328,475	$371,625	13.14%
4065, 4099 Brickstone Mews	1 BR, 1 WR	$310,450	$349,700	12.64%
4065, 4099 Brickstone Mews	1 BR+1, 1 WR	$329,467	$375,191	13.88%
4065, 4099 Brickstone Mews	2 BR, 2 WR	$409,125	$465,833	13.86%
4070 Confederation Pkwy	2 BR, 2 WR	$432,696	$454,750	5.10%
4080 & 4090 Living Arts Dr	1 BR+1, 1 WR	$318,400	$361,000	13.38%
4080 & 4090 Living Arts Dr	2 BR, 2 WR	$425,000	$443,143	4.27%
			Avg Price Change in 2nd Quarter of 2017	**13.49%**

These prices are for reference only and should not be taken as suggested sales price for your condo. Pricing depends on various factors you will read in this report.
*March Prices: Jan 1 – Mar 31, 2017
*June Prices: Apr 1 – Jun 30, 2017

Pricing Your Condo

Correct Pricing is key to a quick sale of your Square One condo!

Pricing a condo depends on many factors:

Suite features: size, floor level, number of bedrooms, washrooms, ceiling height, flooring, upgrades to the kitchen and washrooms, number of parking spots, lockers, balcony and view.

Building features: age, reputation, condo fee and amenities.

Market condition: available inventory of similar condos, recent sold prices.

As a seasoned Square One Condo Realtor team, it is our job to recommend the right pricing strategy for selling your condo at the highest value. We provide a Free Home Evaluation and a Comparable Market Analysis to help you make an informed decision.

We Offer a 30 Days Sold Guarantee!

A well-priced condo backed by top marketing should sell within 30 days.

This is Team Amit Kalia's guarantee when listing condos in the Square One market!

Marketing Your Condo

This Is Our #1 Strength

All of the above can be a waste if we don't get you the traffic. That is, many qualified buyers for your condo.

We are so confident about our proven selling approach that we offer you a 30 days Sold Guarantee or $1000 cash.

How do we do this?

More than 80% of the consumers start their home or condo search online. This is followed by field activity where consumers visit Square One area, meet friends and family members at Downtown Mississauga, and get a feel of the place by attending events at Celebration Square and dining or shopping at the Square One mall. Our marketing targets these potential buyers in the online world and also on the ground.

Generic Online Ad

More than 80% of buyers find properties online.
Your listing gets an unmatched advantage when it comes to Internet exposure as well as on the ground presence when you list your condo with RE/MAX and choose a Team Amit Kalia member as your REALTOR®

Your Listing Receives Top Online Marketing that is 2nd to None

We all know that Google is # 1 online search engine. Google's latest technology serves more local results than ever. With heavy online presence we showcase your listing everywhere on the Internet. Be it Google Paid Search Ads, Mobile ads, Kijiji Ads, Display Ads, YouTube Ads, Facebook, Yahoo, Bing... the list is endless.

When potential buyers view our ads online, they contact us. Our team members are experts in the Square One market and know the ins and outs of the buildings.

We work with many seasoned mortgage professionals.
This helps us match buyers with the right property and bring only a qualified buyer to your door step.

Closing Your Condo Sale

Each and every showing your condo receives is monitored closely, and we follow up directly with the showing agent to pursue an offer. With a long presence in the local market, Team Amit Kalia gives you an added advantage that also includes a very strong local Realtor network to secure a buyer with the best offer for you. **Our local presence makes it convenient to serve clients and properties at Square One quickly and efficiently.**

Added Advantage for Sellers as We Serve 100s of Investors

We work with a lot of investors and help them to accumulate wealth by investing in multiple Square One condos. We provide a turnkey service to our investor clients. We provide quality service which includes not just buying good condos, but also providing rental service and a La Carte Property Management service. For Square One condo sellers, working with us gives you an added advantage as we have a large database of investors looking to buy Square One condos.

MEET THE TEAM

Amit Kalia, Broker

Amit has been serving as a full time REALTOR® in Mississauga since 2003. Amit has a diverse list of clients from all over the world. Amit offers the best terms and highest level of professional service and is backed by a solid sales and marketing team to ensure that all your real estate transactions receive top priority.

Bridgette Chung, Sales Rep

Bridgette is a seasoned licensed Sales Representative with RE/MAX. Her intuition & calm demeanour coupled with years of experience make Bridgette an asset to the team. She has helped many families buy their first & second homes. She is a long-time resident of Caledon.

Pratham Kalia, Sales Rep

As a Gen Y professional, Pratham joined RE/MAX in 2016. He works to secure the best deals for his clients in a customer-centric and friendly manner. While millennials make up for half of his clients, he has extensive experience working with first-time buyers & even seasoned buyers & investors.

DID YOU KNOW?

Amit is Top 1% Broker in Square One area by number of transactions in 2016 and 2017 (to date), as per the realestate stats based on TREB. Last year, more than 50% of our Team's transactions came from people living in Square One condo buildings who refer their friends and family to us.

Testimonials:

Amit is an awarded REALTOR® trusted by his Square One clients.

RE/MAX HALL OF FAME — PLATINUM 2016 2015 — 100% 2014, 2013, 2012

Amit is a member of RE/MAX Platinum Club Award for 2016 and 2015. He has been awarded with the 100% Club Award for 2014, 2013 & 2012.

Here's what our Square One clients have to say! You can also browse through reviews on Google+, LinkedIn & Facebook.

"Amit knows his business and is pretty direct. With his excellent marketing and dedication, Amit goes above and beyond. His knowledge of the markets and expectations of the future are very helpful for decision making. I am giving him 5 stars, thank you Amit." - Victor B.

"Pratham is professional, knowledgeable and took the time to understand what I was looking for. He was always quick to respond, patient in showing properties and I never felt pressured throughout the process. Made my first time home buying experience easy and stress free." – Ruby S.

"Amit put me in touch with Bridgette, who is part of his team. I must congratulate Bridgette on the amazing work she has done in assisting us with finding a place within a space of 1 week. She assisted us with finding exactly what we wanted, it was within our budget, and it is a gorgeous place. I am so glad I contacted Amit. You should too, you will not be disappointed". – Glenda S.

"My experience of buying & investing in a high rise condo at downtown Mississauga has been very good thanks to Amit, a well-respected Realtor in the GTA. We bought a 1 bedroom condo with Amit and he proved his worth by negotiating favorable terms with the builder. We were very satisfied as Amit simplified the whole process. We referred our friends who ended up buying a semi-detached home in Churchill Meadows and they are very happy buyers."- Suresh N.

FAQ

How does your 30-day Sold Guarantee work?

Our promise is based on confidence, backed by our track record, client testimonials and comes with a written guarantee. If your home is not sold within the first 30 days of listing, at the minimum agreed asking price, Team Amit Kalia will pay you $1,000 cash (or deduct $1,000 off the commission) upon successful sale of your property. The listed price is set at a mutually agreed market value determined on the basis of market conditions and comparable homes. For the purpose of this agreement, the seller agrees to permit sales representatives reasonable access to the property on a daily basis in order to show the property to prospective purchasers. If the Seller receives an offer at or above the guaranteed sale price within the first 30 day period, and the Seller rejects said offer, then this agreement is null and void.

How does RE/MAX brand help in selling my condo in Square One?

RE/MAX gets you top exposure when it comes to showcasing your listings in Mississauga or in any Canadian city or town. It is a well-known fact that more than 80% of buyers find properties online. Try searching some keywords that buyers type to find homes for sale online: "real estate", "Mississauga real estate", "homes for sale", "condominiums for sale", "townhouses for sale" and you will find RE/MAX website in the top results, always. We not only showcase RE/MAX listings but other brokerage listings also. In April 2016, RE/MAX Canada website received 10 million page views and 4770 showing requests. Mississauga was one of the Top 2 Ontario cities searched online, RE/MAX office listings automatically appear on global.remax.com. No wonder why RE/MAX agents close three times more deals than the industry average. RE/MAX is the most recognized real estate brand in Canada. The country's 20,000 RE/MAX agents, part of an unrivaled worldwide network, contribute to that awareness every day.

RE/MAX has so many agents, why should we hire you for selling our condo?

2016 and 2017 (to date) TREB statistics put Amit amongst top 1% Realtors in Mississauga and also in postal code L5B, based on number of transactions. Take advantage of his superior selling to asking price ratio and fewer number of days on market to net more dollars in your pocket and to sell your condo faster. Amit's own popular Mississauga real estate website and condopundit.com blog, his strong online exposure and a powerful social media presence helps in finding many local and international buyers for your property. What does this mean for you? Team Amit Kalia advertises your home aggressively on the Internet and also in your neighborhood using some of the popular traditional marketing tools. Your listing gets an unmatched advantage when it comes to Internet exposure when you list your property with RE/MAX and choose a Team Amit Kalia member as your Realtor.

Can you help us Sell our current property as well as Buy us a property elsewhere?

Absolutely! If you are planning to sell your Square One condo to buy a condo or a home elsewhere, you should discuss this during the initial seller consultation with Team Amit Kalia, as it becomes part of the overall selling and buying strategy. To buy or sell first is a tricky question and matching the two dates (closing date of the current condo and moving date of the new property) is a process in itself which needs to be handled diligently.

During the consultation, Amit's team will discuss key considerations such as: what are you planning to do with the equity, are you investing in another property, do you plan to rent instead, are you downsizing to a smaller condo, are you upsizing to a home or a larger condo, or are you moving out of the city, or even country? There are so many variables that need to be considered to help you make an informed decision when selling and buying a property at the same time. We take the pain out of the process for you. We have helped many clients sell their Mississauga property and buy in Milton, Brampton, Caledon, Burlington, Oakville, Hamilton and elsewhere in the GTA.

Do you maintain a database of buyers and investors?

Our team speaks to prospective buyers in their language be it, English, Urdu, Punjabi, Hindi or Sindhi. We maintain a database of buyers and local plus overseas investors looking for Mississauga homes and condos. Your listing will be showcased to these buyers before they look at other listings with Amit's team.

What are the common closing expenses for condo sellers?

Typical closing expenses for home sellers include real estate commission and lawyer fee. Of course, any upgrades or updates necessary to sell the condo will be an additional cost.

How is the 2017 Mississauga real estate market performing?

The Mississauga real estate market, like the rest of the GTA is reeling under the effects of recent Government announcements and measures (made at the end of 2016 and in early 2017), such as the Fair Housing Plan, Foreign Buyer Tax, New Mortgage Rules and an interest rate hike. While these measures significantly controlled and corrected the brazen increase of home prices in 2016, they have also greatly slowed down home sales across the GTA. The upside is that the condo market, particularly in the City Centre or Square One area of Mississauga is fast gaining popularity. There is a lot of condo buying and selling activity and there is a good and steady price appreciation. Contact Team Amit Kalia to understand the current market dynamics if you are looking to buy or sell Square One Condos, or even if you are looking to sell your Square One condo to buy a Mississauga home.

Should I be present during showings or open houses?

There are many reasons why sellers are not encouraged to stay at home during showings. The main reason is to allow potential buyers to freely view the property and discuss with their own agent. Sometimes the buyers may directly ask you questions, and it is recommended that you not get into any discussion about the condo with the buyer directly. Leave it to your listing agent! It is best to leave shortly before showings or open house and to come back once they have left your home.

How much is my condo worth?

Everyone is curious to know what their home is worth in the current market, or how much their neighbours sold for. You can simply pick up the phone to book a no obligation free home evaluation with Team Amit Kalia. It is always better to have an experienced local Realtor discuss this very important aspect with you personally.

For more FAQs visit: www.realestate-ontario.com/home-seller-faq/

For Record Sold Price, Call us today!

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SELLER ALERT
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*Not intended to solicit Sellers or Buyers under a contract with another Brokerage