

August 2010 Blog

Welcome to the . . . **“Dog Days of Summer”**

The July Statistics are out for various Markets across the Country - - For Sellers – they are not good news but they merely confirm what we, as Sellers, already experienced throughout the month – very little traffic, very few Offers, fewer Sales.

Kelowna :	July 2010	July 2009
Residential Units Sold	105	227
Apartments Sold	46	105
Town Homes	31	64

**The Vancouver Real Estate Board described the July results as . . .
“The worst in a Decade”.**

Calgary Headlines : Calgary's housing market continues to cool - -
Calgary Herald Aug.4/2010

Single family home sales were down 42 per cent in July, from the same period a year ago. Condominium sales were down 44 per cent in the same period.

These Markets have significant impact on our Okanagan Real Estate and an upturn in these markets will be essential to improvements here.

Links to Important Articles :

<http://www.calgaryherald.com/business/realestate/Calgary+housing+market+continues+cool/3355747/story.html>

<http://creanews.ca/2010/07/30/resale-housing-forecast-revised-2/>

Selling Property at Gallagher's -- -- The Straight Goods - --

Many Friends and Clients comment on the “*Politics*” of Selling Property at Gallagher’s with the belief and concern that there is little cooperation and / or cross over in the sales efforts of **Our Team** , other MLS® Realtors, and the Sales Center at Gallagher’s.

This is simply a “myth”.

The fact is that we, at **The Gerry Fraser Group**, actively solicit and earn the support of numerous Realtors within the system and particularly at the Gallagher’s Sales Center. They actively show ALL of our listings at Gallagher’s and our team reciprocates enthusiastically.

So far in 2010 we have :

- hosted several “Realtor” tours of our Gallagher’s Listings,
- provided support material and maps to make it as easy as possible for Realtors to show homes throughout our Community
- just a month ago - staged a “Pro-Tour” of 14 Gallagher’s Properties followed by a “Slider BBQ for Realtors” at 4208 Gallagher’s Cres. with prizes and incentives to market our Listings,
- distributed numerous Flyers to Realtors across the Valley promoting all our Gallagher’s Properties
- and distributed over 200 Car Wash Coupons for Bubbles Car Wash to thank every Realtor who has shown any of our properties so far in 2010.

(we received numerous “Thank You’s” from our Real Estate colleagues stating this is the 1st time they have ever been acknowledged in this way)

Here are the 2010 Facts : SALES

. There have been 12 Sales at Gallagher’s to Aug. 1, 2010.

The Gerry Fraser Group - 7 of the 12 Sales -- -- of those 7 sales – 5 were our Listings and 2 were listed with the Gallagher’s Office - - in fact we have sold as many of Gallagher’s Listings (2) so far this year as **they** have sold themselves (2) .

The balance of the 12 sales (5) were as follows : Gallagher’s - 2 (as stated above)
Other Realtors - 3

LISTINGS

There are currently 41 Homes and Town Homes listed for sale within Gallagher's.

16 with The Gerry Fraser Group

10 with Gallagher's Sales Office

And

15 with other MLS® Realtors

It should be noted that only 1 home listed by a Real Estate Office other than MacRealty or Gallagher's has sold this year.

We maintain a Complete Catalogue of ALL property for sale at Gallagher's.

They are available at all of our "**Open Houses**" hosted almost every weekend within the Community.

They are also available via e-mail on an updated basis - - simply e-mail :

info@gerryfraser.com to be added to the list.

“The Village at Gallagher’s Canyon” - -

THE ULTIMATE LIFESTYLE EXPERIENCE

On Tuesday, August 3rd, my dog, Cashmere, and I went for our regular morning walk around the Gallagher’s Community.

During a one hour walk at 7:30 AM - - here is what we found :

1. Numerous other residents out with their dogs for their morning walk.
2. 2 large Walking Groups all enjoying the beautiful morning air and the enthusiastic company of their neighbors
3. Tennis Courts full of Activity
4. The Residents Golf Group teeing off at the Pinnacle Golf Course
5. Members of the Ladies Golf Group teeing off for “Ladies Day” on the Canyon course
6. “State of the Art” Fitness Center full of participants
7. Yoga Classes in full swing in the Auditorium – Pilates and ---- to follow.
8. Cycling Group on their way to Mission Creek Parkway, or maybe – the Myra Canyon Trestles - - or another part of the “Trans Canada Trail “

Gallagher’s Canyon - - “What a Beautiful Pace “

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