

NEWS FROM YOUR REAL ESTATE CONSULTANT FOR LIFE

VISIT US AT WWW.HOMEZONE.CA OR CALL DIRECT 519.654.6683

Real Estate MARKET Watch

News To Help You Save Time And Money

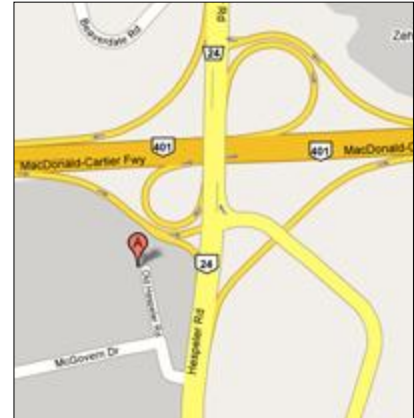
4th Quarter 2009

We Have Moved!

In January RE/MAX Real Estate Centre moved to our new state-of-the-art facility located at 766 Old Hespeler Rd, Cambridge (401 & Hespeler Rd across from the Visitor Information Centre beside the Hilton).

Not only are we the largest and most productive real estate office in Cambridge but we also became the largest RE/MAX franchise in Canada!

Drop by for a visit I would love to show you around the new place!



Mark O'Krafka

Earn Aeroplane Miles When Buying or Selling Your Home

Keep Current Between Newsletters by
Visiting My Blog at
www.MarkOKrafka.com

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ARE YOUR COLLEAGUES INTERESTED
IN WORLD-CLASS SERVICE?
VISIT WWW.HOMEZONE.CA

Buying or selling a home requires hard work, knowledge and experience. Let me guide you through the process and enjoy the added benefit of earning Aeroplane Miles along the way.

As of August 1st, 2009 when you use the services of Mark O'Krafka's Home Team Advantage to buy or sell a home you will earn 500 Aeroplane Miles for every \$10,000 of home value to a maximum of 15,000 Miles!

Use the Aeroplane Miles you receive from your real estate transaction as you see fit. Are you craving a getaway? A big-screen television? Perhaps you'd rather get appliances for your new home or dine out in style? It's your decision!

Quiz Question

What was the title of the July 1st, 2009 blog entry at www.markokrafka.com?

Everyone who emails or calls in the correct answer by the last day of this month will be entered into a drawing for a **500 Aeroplan Aeromiles gift certificate!**

Email: mark@homezone.ca
Call: 1-866-927-6717 ext. 87

Make Your Home Safer

Our homes are supposed to be our safe havens – and most of the time they are. But every year, more than 33 million people are injured by consumer products in their “safe havens.” Here are the “Top Five Hidden Home Hazards.

- 1. Magnets.** As the number of children’s products containing magnets has increased, so have injuries. When these tiny magnets fall out of toys, children are tempted to swallow them. Though a single magnet may not cause a tragedy, two or more magnets (or a magnet and any other metal item) are cause for alarm. They can attract to one another through the intestinal wall and pinch or twist the intestines – causing holes, blockages, infections, even death.
- 2. Recalled products.** The CPSC can get recalled items off retailers’ shelves, but once a product is inside your home, you have to be on the lookout. Pay attention to the recall announcements and check for those items in your home.
- 3. Tip-overs.** It can be fatal for a child to pull over a large item like a television or a bookcase. Make sure such items are stable in their positions, and monitor children who go near them.
- 4. Windows and coverings.** Curtain and blind cords are a choking hazard and should always be kept out of the reach of children. Don’t rely on window screens to prevent children from falling out. Screens are designed to keep bugs out, not kids in.
- 5. Pool and spa drains.** Pool drain suction can be strong enough to hold an adult under water. However, most incidents involve children. Missing or broken drain covers are often the reason for these accidents. *For pool owners:* Install a safety vacuum release system that detects drain blockage and alters the pool pump or water circulation to prevent an accident.

See An Interesting Home?

No need to wonder about the price. No need to call a high-pressure sales agent who will just make you feel obligated.

My computers can send you the information quickly and easily for any house, listed or sold, anywhere in town.

Just ask me! It’s all part of my free, no-obligation HomeFinder Service.

Leave the address on my voicemail, anytime, 24 hours a day and I’ll fax, mail or email all the information on that listing within 24 hours.

519.654.6683

I Know You Know Someone

Dear Friend,

As you know, for the past two years there has been a shift in the real estate market. Experience shows that more and more people are caught off-guard with the current economic difficulties. I imagine you may know people who are in a dilemma like never before, and they don't know what to do. As you look at these three categories ask yourself, "Who do I know that's in one of these three situations?"

(1) People who bought their homes within the past five years, or refinanced, or took out an equity line, who now are finding that their homes are worth less than what they owe on it; (2) Homeowners facing financial difficulties: job loss, loss of a spouse, divorce, or possibly heading into foreclosure; (3) Home sellers who wish they had sold a year or two ago, but for whatever reason didn't. Now they feel trapped and don't know what to do.

These people need help, and they need it NOW! The next time you're in conversation with someone who is in any of these three categories, stop, pick up your phone, look up my number (519.654.6683), and call me immediately. You can count on me to be empathetic, to be there for them, exploring all options, and treating them with the utmost dignity and care. More than ever before, we need each other. And together, *we can make a difference!*

**Mark O'Krafka, Broker - Your Real Estate Consultant For Life
Re/MAX Real Estate Centre 519.654.6683**

P.S. As you look at these three categories ask yourself, "Who do I know that's in one of these three situations?"

WELCOME NEW CLIENTS

Here are some of the new clients who became members of our "Real Estate Family". I'd like to welcome you and wish you all the best!

**Michelle Smith and Don Holditch
(referred by Elaine O'Krafka)
Shawn Hawco
(referred by Lisa Insalaco)
Alex and Jessika Piazza
Rob and Wendy Lahey
(referred by Mike and Julie Thrasher)
Ann Benstead and Keegan Jackson
Paul and John Sekerak
(referred by Julian & Teresa Osborne)
Tom Ruud
Mark & Nancy Desjardins
(referred by Ken Small)
Sean McNamara
Efthalia Rorras**

We love giving recognition to our new friends and our wonderful existing clients who are kind enough to refer their friends, family and neighbors to us.

Also a special heartfelt thank you to the repeat clients who recently used my services again!

**Michael and Anita Healy
Julian and Teresa Osborne
WELCOME and THANK YOU!**

Are You An Effective Networker?

Often the difference between employed – and not – isn't just what you know, but also *who* you know, and who knows you. That makes good networking skills essential, so here are three tips to remember:

Prepare yourself. Don't "wing it" at your next networking event. Write down a few good questions to ask new acquaintances that will get people talking to you (who, what, why...). Be ready to introduce yourself and describe what you do in an interesting way.

Help other people. As you find out what new acquaintances want, look for opportunities. Maybe you know someone with the expertise they need. Maybe your own business offers a service that can save them money. Don't be pushy, but do let people know what you can do to help them.

Stay in touch. Get contact information from everyone you meet (and share your own). Touch base with every member of your network once every few months so you stay fresh in people's minds.



The Benefits of Smiling

You can forget about Prozac or St. John's Wort. A genuine smile increases the production of *serotonin*, the happy hormone.

It's a bonding agent. Smiling builds bridges to other people around us. It keeps us from remaining aloof and separate from one another. Even babies as young as three weeks old recognize smiling as a bonding behavior.

It's a workout! One smile uses more than 16 muscles.

Are You Thinking of Selling Within the Next 6 -12 Months?

FREE! Home Seller's Marketing Report

Mark has compiled a free report that he calls "**How to Sell Your House for Top Dollar – Fast!**"

This report details several specific ways to prepare your house for sale and how to make your house irresistible to buyers. Mark says the information in this report is the secret to his success in selling homes so quickly.

To get a copy of this free report, "**How to Sell Your House for Top Dollar – Fast!**" just call

1-866-927-6717, ext. 88

for a free recorded message.

There's no cost or obligation and your report will be mailed today!



Am I In Your Speed Dial?

Have you ever needed to reach someone but couldn't find their number? It can be a frustration to say the least. Let's make sure that doesn't happen to us.

To ensure that I'm always just the push of a button away, please take a minute right now to place my name and number – **519.654.6683** -- into your cell phone. For Blackberry users my pin # 2060B6B4

And while we're at it...

Are you on Facebook.com?
www.Facebook.com/MarksHomeZone

Check Out These Checklists

Need to get organized? www.SimplyChecklists.com can help you with just about any kind of checklist you want to create. The site generates numerous categories including travel, pets, emergencies, and education. Click on the category you want and you'll be given an array of choices. Do you want to make a checklist for a cruise you'll be taking? If so, a checklist is generated and you select the items you want included. Then hit "Print" and only the items you chose will appear on your list. It's easy to use and can help you keep everything...in check.

Quotes

A successful person is one who can lay a firm foundation with the bricks that others throw at him or her.

– David Brinkley

They say that time changes things, but you actually have to change them yourself.

– Andy Warhol

You grow up the day you have your first real laugh – at yourself.

– Ethel Barrymore



Just the Facts!

JUNE 1/09 TO JUNE 30/09

	<u>JUNE'09</u>	<u>JUNE'08</u>	<u>% CHANGE 2008/2009</u>	<u>YTD'09</u>	<u>YTD'08</u>	<u>% CHANGE 2008/2009</u>
# of Units Sold (All)	311	286	8.7%	1,336	1,471	-9.2%
# of Residential Sold	307	277	10.8%	1,304	1,421	-8.2%
\$ Volume of Sales (All)	\$84,088,064	\$77,645,908	8.2%	\$351,383,627	\$386,745,774	-9.1%
\$ Volume Sales Residential	\$82,205,565	\$72,989,408	12.6%	\$337,936,568	\$366,828,150	-7.9%
Average Sale \$ Residential	\$267,771	\$263,500	1.6%	\$259,154	\$258,148	0.3%
Number of Listing (All)	512	413	23.9%	3,006	2,776	8.2%

Children's Health Foundation

As you know every time you buy or sell a home using my services I make a donation to the Children's Health Foundation on our behalf. I would like to share the letter I received from the President and CEO of the Children's Health Foundation Debbie Comuzzi because although it is addressed to me it is meant for us.

"Dear Mark O'Krafka:

As I reflect on the last year, I'm filled with gratitude and amazement at what you have done. Thank you for being part of a special group of caring and generous supporters of Children's Hospital and Children's Health Research Institute.

Your support of Children's in 2008 is truly appreciated. Your generosity advances the patient care, education and research at Children's Hospital at London Health Sciences Centre, and the Children's Health Institute. It means that thousands of children have access to the very best in specialized care each year.

Most sincerely,

Debbie Comuzzi
President and CEO"



Coming Soon!

The City of Cambridge will be launching a new website soon and the Mayors office has extended an invitation to a handful of respected real estate professionals (including yours truly) to exclusively provide real estate information to people considering moving to our fair city through the city website.

Talk about a great introduction!

What will this mean to you?

Only the handful of realtors on the site (including yours truly) will be able to post information on homes that are for sale on the site. This means when people that are considering moving to our area and access the City of Cambridge's website for information YOUR home would be one of the few homes on the site. Talk about added exposure!

Have you ever Googled "Cambridge Ontario"? Guess what comes up first.

It's in the works – I'll keep you posted!

Real Estate Market Watch



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**Go Green:
Recycle This Newsletter!**
If you enjoyed my newsletter,
please recycle it by passing it
along to your friend, family
member or co-worker

What Are You Building?

Three people were laying bricks. A passerby asked them what they were doing. The first one replied, “Don’t you see I am making a living?” The second one said, “Don’t you see I am laying bricks?” The third one said, “I am building a beautiful monument.” Three people doing the same thing – three totally different perspectives on what they were doing.

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