

PENNY EXPRESS

Selling Hundreds of Homes in Kingston East

PENNY EXPRESS IS A FREE NEWSLETTER FROM REALTOR
PENNY BLAKE OF REMAX REALTY CONCEPTS.



The Reviews Are In

How do you know that you've found the right real estate agent? With over 450 to choose from in the Kingston area alone, how can you possibly be sure you've found one you can trust?

You're the only one who can answer that question to your own satisfaction, but sometimes an outside perspective can help.

Penny Blake has been helping Kingston East residents buy and sell their homes for over 19 years. And what do her customers think? Let's hear from a couple of them.

Tim & Sue Duncan 296 Quarry Pond, Greenwood Park

"My husband and I felt a connection with Penny immediately. I think that's so important. If you don't feel a connection with your agent, it can't possibly be a smooth transaction. It was smooth with Penny from the start.

She's very professional, but she's so much more than that. She knows the neighbourhood. She knows the Base. She has a real feel for the community. She knows her market and what people are looking for.

We knew how difficult selling a house can be. My husband was apprehensive about having people through the house, but Penny put him at ease. She made us aware of everything. She completely put our needs first. We felt taken care of. Penny did all the footwork and all we had to do was sit back and watch.

We were prepared to be in this for the long haul, but it all happened very quickly. She brought in the stager, which was a lot of fun. Then we had a showing -- just one showing, that was all it took. We had an offer right away. They offered 98% of the asking price. Penny was so happy for us. She was a class act from start to finish. I'd recommend her to anyone."

Peter & Lynn Bruce, 21 Schooner drive, River's Edge

"Penny was terrific right from the start. She took us through everything step by step and told us what to expect. She was always up-front about everything, which we appreciated, because it wasn't a perfectly smooth sale.

The house stayed on the market for longer than we'd hoped, and there were times that we felt discouraged, but Penny was always there for moral support. And she never gave up. She just kept working at it. I never once felt that she wasn't working for us.

It took a few months, but we got a good offer. We couldn't

be happier. We'd only sold one other house before and it wasn't a great experience. This time it wasn't an easy ride, but Penny made it all worthwhile. She was always there for us and I never once felt like I was sharing her with another seller. Her customer service is impeccable. I found that surprising, considering how many houses she sells. If we ever decide to sell our new house, we'll definitely call Penny again. I can't imagine doing this with anyone else."

Eye on the Future

with Lorne Matthews

It's natural to assume you'll simply hand your cottage off to your family after you're gone. However, it's important to find out who wants to take ownership and who doesn't, and make arrangements so all of your inheritors are treated fairly in your will. This will help avoid future family squabbles.



LORNE MATTHEWS

Plan now to avoid a stiff tax liability at hand-off time. Unless passing assets to a spouse, when you die you're deemed to have disposed of your capital assets at fair market value, and your estate could face a significant tax bill. You do have the benefit of a principal residence tax exemption, but it applies to just one property – either your cottage or your city home. The one you don't choose will be taxed on its increased value.

Given the tax consequences of leaving property to children in your will, an alternative may be to transfer the property to your children while you're alive – either as an outright gift, or by making one or more of your children joint owners of the property (with or without you as joint owner). You can also transfer the property to a trust, with your children as beneficiaries. These options may trigger an immediate capital gain – but future capital gains will accrue to your children and are not taxable until they sell or transfer.

Life insurance can also be a good strategy for covering capital gains taxes on your cottage. The death benefits from the policy are usually tax-free and can be used as a ready source of cash to avoid forced sale of family assets.

First, talk to your children. Then, talk to a trusted financial advisor or lawyer for more on which options make sense for you.

Vital Statistics

Name: Penny Blake

Phone:

539-3307 (cell)

544-3325 (office)

Born and raised:

Kingston

Lived in Kingston East:

32 years

Selling homes since

1989 - 19 years

Selling 100's of homes

in City East

Registered with DND

Relocation Services

Hundreds of military

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PENNY BLAKE

Q: What are your impressions of Kingston's current real estate market?

A: Right now, I feel that I need to keep an eye on the market more than in recent years. It's less of a sellers' market and much more of a buyers' market now, and I know that consumers are concerned about this change. It's all because of what's been happening in the US. The States catches the cold and Canada begins sneezing. People read about the situation and it makes them cautious. Really, though, my sense is that prices are stabilizing here. The market seemed volatile for a while, but it's beginning to level off.



BRUCE BARK

Q: What difference does accreditation make when you're looking for a mortgage broker?

A: Accreditation tells you a lot, actually. I'm a PFP or Personal Financial Planner. At last count, there are only between 300 and 400 people working in the mortgage industry in Canada who have some form of financial planning accreditation, and I'm the only one here in Kingston.

As a PFP, I can help you take a holistic approach to your finances and help you understand the long-term implications of your decisions. I can help you look at what you do today and see how it affects what you do down the road. Sure I can get you the lowest rate possible, but my real goal is to make sure you have the highest net worth possible. I see the mortgage as part of the same puzzle as your debt management, savings and investments, and my strategies reflect that.

In the end, it's all about what you want. Accreditation can tell you what your broker is qualified to do for you. If your broker has proper certification, you can feel confident that you're working with an expert.

Words of Wisdom

from Patricia English

An authority on the current real estate market recently described it as a beauty contest, which really resonated with me. In fact, it reminded me of an experience I had recently with Penny.

I've had a delightfully busy spring preparing houses that really caught the buyer's eye. Many of the houses I worked on sold within 4-6 days of staging; and a couple of them sold the next day. One of the staged today-sold tomorrow houses was in Cataragui Woods. It had been marketed for several months, without success and then expired under a previous agent's listing. Then Penny picked it up. She sent me in to what she described as "A lovely house, modern, very clean, not too much stuff – but, missing something."

As soon as I entered the house I knew what the problem was. I called Penny and said "This house needs hair and make-up."

Here's something you might not know about me: I've modeled for years. I started at 16 and I still do it occasionally. For the past two years I've had the pleasure of being in Kingston's FLY- FM Bridal Fair Fashion Show (Mother of the Bride -- age catches up with us all.) Back in the 80s and 90s, along with modeling, I also coached contestants for the Miss Canada Pageant. Here's what I know for sure: backstage the beauties are quite ordinary without hair and make-up. I'm not kidding. Often, at show time, models have trouble lining-up with their stage partners – the very models they rehearsed with the previous day – because they no longer recognize each other!

Now, back to the house... It was like a model at rehearsal. All the trimmings were missing. It needed to be turned from the kind of ordinary that buyers passed over, into a beauty that buyers knew they had to have. In this case, the trimmings were simple décor items from my staging inventory: cushions, carpets, art, flowers, lamps and elegant bedding. And, like all models, it required a little rearranging and highlighting.

So, why did it sell in one day? Because, after staging, the first buyers who saw it recognized it for the beauty that it was.



PATRICIA ENGLISH



Professional Partners

Selling a house is hard work. With so many details to tend to, you need a wide range of skills to pull it off. You need the artistic flair of a decorator, the know-how of a contractor and the education of a lawyer. And that's just for starters.

While some people may try to handle all of the details themselves, I prefer to put together a talented team of professionals to make sure you get the service you deserve. Here are a few of the partners I turn to every day to help turn For Sale signs into Sold signs. .

The Ambassador Conference Resort

Doug Thorne, Manager, Business Development
1550 Princess Street
(613) 548-3605
dthorne@ambassadorhotel.com

Bruce Bark

The Mortgage Professionals
775 Blackburn Mews West
(613) 384-4000, ext. 238
BCM Computer Technologies Inc.

Brian Monroe, President

805A Bayridge Drive
(613) 389-1289

First Impressions Beauty

Beautify Your Home for Living or Selling
Valerie Cummings, Owner
(613) 545-0525

In Orderly Fashion

Home/Office Organization
Space Planning/Clearing Clutter/Storage Ideas
Heather Robinson
(613) 382-8115

Investors Group Financial Services

Lorne Matthews Glasspoole
Financial Consultant
(613) 384-8973
lornematthewsglasspoole@investorsgroup.com

Lili Kramil-Marcus

Barrister & Solicitor
The Woollen Mill
4 Cataragui Street, Suite 21
(613) 542-0404

Style Sells

Real Estate Home Staging & Interior Redesign
Patricia English
(613) 541-1373

T & A Painting

Tim Bond, Owner
(613) 561—9972

Villa Gardens Limited

Landscape Architects and Contractors
Alex J. Mut, B.L.A., O.A.L.A., C.S.L.A
Landscape Architect, President
villagardens@bellnet.ca
(613) 532-5740 (cell)

Properties Currently for Sale - for details see www.pennyblake.com



4314 Highway 2 East
\$399,900



4704 Watson Road
\$285,000



4704 Watson Road
\$59,900



410 Sheila Court
\$269,900



3127 Highway 2 East
\$264,000



151 Greenlees Drive
\$269,900



163 Rose Abbey Drive
\$469,900



534 Aragon Road
\$569,900



839 Lotus Avenue
\$289,900



425 Maureen Street
\$262,500



996 Rainbow Crescent
\$245,900



36 Limeridge Drive
\$225,000



952 Bluffwood Avenue
\$269,000



1612 Grousewood Lane
\$439,900



278 Vanguard Court
\$169,900



1131 Draper Avenue
\$259,900



13 Speers Blvd.
\$182,900



87 Point St. Mark Drive
\$428,900



438 Fieldstone Drive
\$256,900



431 Fieldstone Drive
\$218,900



39 Chartwell Crescent
\$266,500



27 Schooner Drive
\$309,900



443 Maureen Street
\$243,900



2101 Deer Ridge Drive
\$299,900

FOR INTERIOR PHOTOS OF ALL LISTINGS VISIT WWW.PENNYBLAKE.COM

There she goes again! *Having sold hundreds of homes in Kingston East no wonder Penny is considered by her clients as the #1 choice in Kingston East. If you want results call Penny Blake, member of D.N.D Relocation Program with over 19 years of experience.*



Cell: 613-539-3307 • Office: 613-544-3325
pblake@kos.net • www.pennyblake.com

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