

the

Home Hunt

with Bruce Johnson

MARKET EVALUATION

YOUR ADDRESS
HERE

YOUR NAME HERE

Bruce Johnson

WASAGA BEACH • COLLINGWOOD • BLUE MOUNTAIN • TINY BEACHES

This Report was prepared for:

Enhanced Report

Date

Address

Municipality

PIN

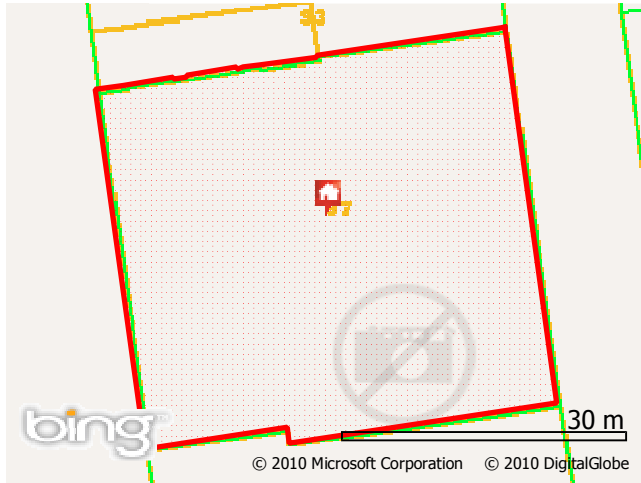


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Property Details - PIN:

Address	<input type="text"/>				
Municipality	COLLINGWOOD	LRO	51	Land Registry Status	ACTIVE
Registration Type	LT	Area	1,756 m2	Perimeter	170 m
Short Description	<input type="text"/>				

Aerial View of Property



House View



Assessment Information

ASSESSMENT ROLL NUMBER	2010 TAX YEAR, PHASED IN ASSESSMENT	ASSESSED VALUE BASED ON JAN 1, 2008	DEPTH (ft)	FRONTAGE (ft)	PROPERTY TYPE
<input type="text"/>	\$2,727,000	\$2,809,000	0.00	143.98	<input type="text"/>

Sales History

DATE	TYPE	AMOUNT
04/01/1867	T	\$800
04/01/1867	T	\$1

Full Property Description

Neighbourhood Sales

PIN	ADDRESS	AMOUNT (\$)	DATE (mm/dd/yyyy)	AREA (m2)	VALUE/AREA (\$/m2)	DISTANCE (m)
		250,000	09/10/2010	902.93	276.88	446
		296,500	08/31/2010	1,014.94	292.14	316
		227,000	08/27/2010	432.90	524.38	486
		245,000	08/13/2010	650.58	376.59	96
		245,000	07/15/2010	313.08	782.54	102
		360,000	06/15/2010	984.15	365.80	398
		240,000	06/07/2010	516.46	464.70	447
		430,000	04/30/2010	334.63	1,284.99	211

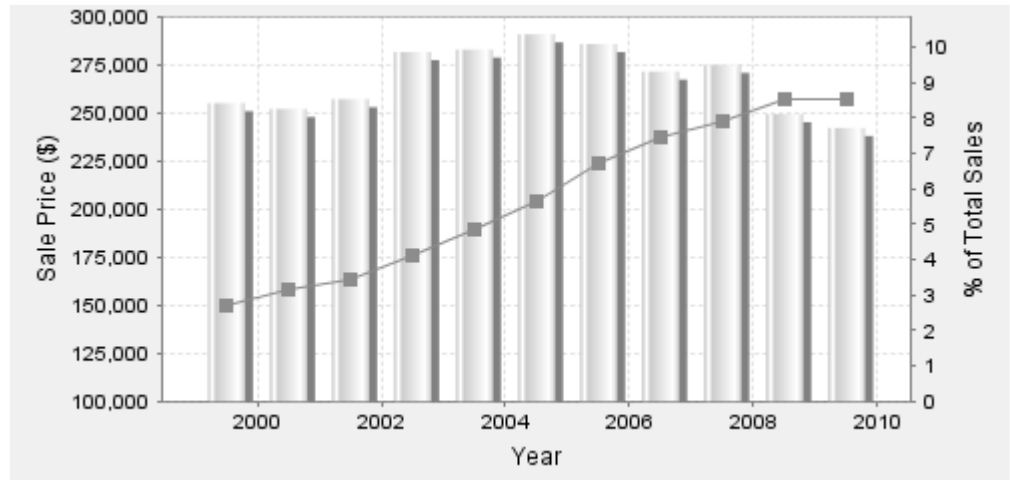
Neighbourhood Sales Statistics

NEIGHBOURHOOD RANGE	AVERAGE SALE VALUE	STANDARD DEVIATION
\$227,000 - \$430,000	\$286,688	\$67,614

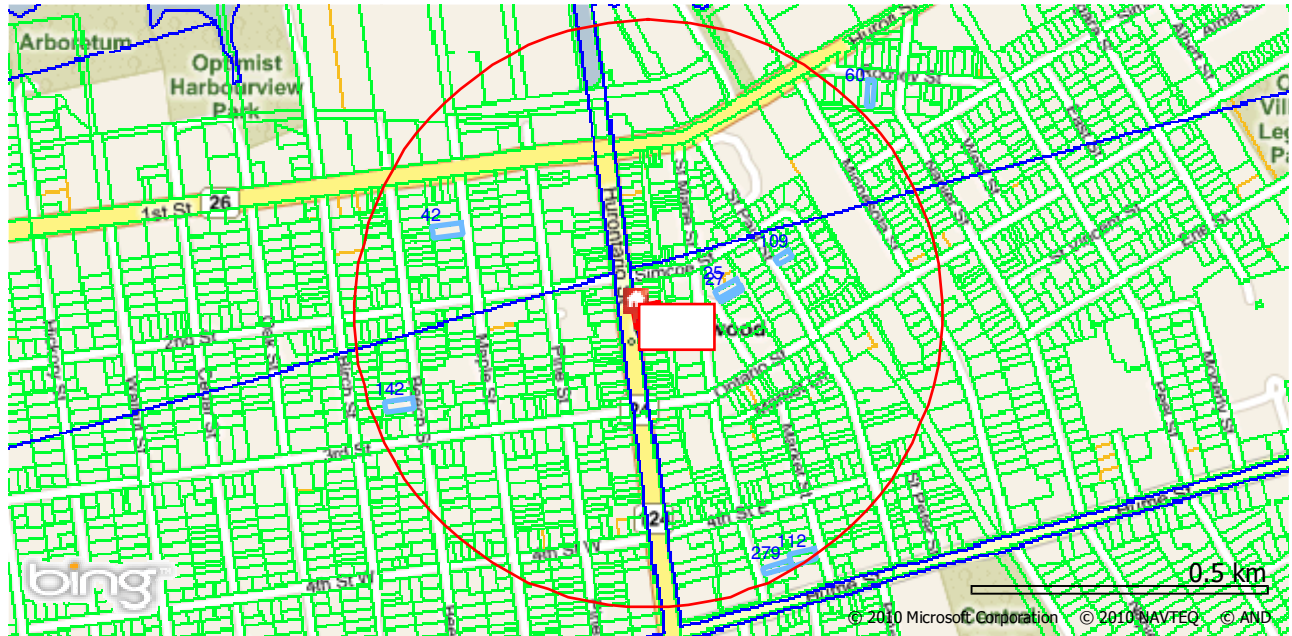
Neighbourhood Index

Total LRO Sales: 159897
 Total Block Sales: Insufficient Sales

- + Subject Property Sales Price(s)
- Average LRO Sales Price
- LRO Sales Distribution % of Total LRO Sales

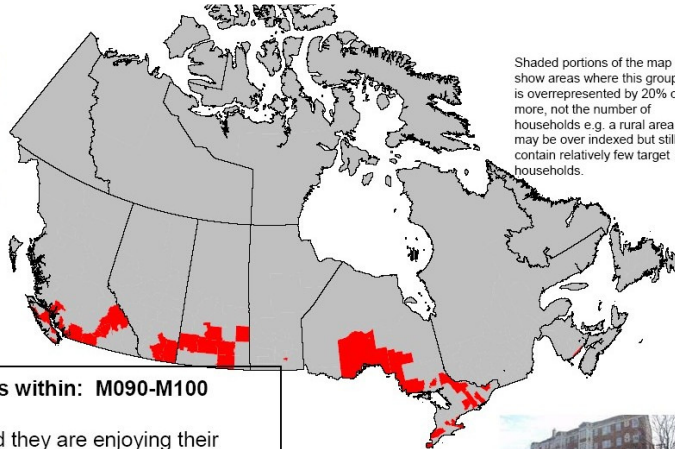


Aerial View of Neighbourhood and Subject Property



Dominant Market Group

Golden Seniors



Shaded portions of the map show areas where this group is overrepresented by 20% or more, not the number of households e.g. a rural area may be over indexed but still contain relatively few target households.

Group M: Golden Seniors
(813,580 Households, 6.31%)

Types within: M090-M100

Life has been good to this, the oldest group, and they are enjoying their leisure time and accumulated wealth. There is a concentration of these people in B.C. but they also may be found across the prairies and Ontario. 57% are female due to their greater longevity. They are the least likely group to have children living with them. While their income is significantly below average (much derived from government programs and personal investments) they need little at this stage in life and are consequently quite comfortable and able to donate extensively to charitable causes. These people are regular patrons of the arts. They attend dance, theatrical and symphonic performances far more frequently than the general public, often going out for a fancy dinner beforehand. They also frequently tune into performances on the radio or television. By contrast they are quite uninvolved with pop culture such as newly released movies and music. Not only is this group culturally aware but they travel a significant amount abroad to countries such as New Zealand, Israel and Hong Kong. Financial assets are arranged to produce steady annual income streams and are concentrated in RRIFs and GICs. While their overall level of physical activity is understandably lower due to age and the low numbers of people per household, they exhibit a determination to stay healthy and continue to enjoy life via activities such as aerobics and fitness walking.



Grew up with

Events: Germany invades Poland beginning WWII, Battle of Britain, Pearl Harbour, Stalingrad, Battle of Midway, D-Day, WWII ends, East/West political tension, Korean War, first McDonald's hamburger stand opens in Pasadena, Israel established

Movies: *Gone With the Wind*, *Citizen Kane*, *Casablanca*, *Going My Way*, *Sands of Iwo Jima*, *All About Eve*, *The African Queen*

Entertainment: Judy Garland *Over the Rainbow*, Glenn Miller *In the Mood*, Bing Crosby *White Christmas*, Perry Como *Some Enchanted Evening*

Fads & Fashion: the Zoot Suit, pants become acceptable women's wear thanks in part to women working in military factories (Rosie the Riveter), Kilroy was here, Scrabble

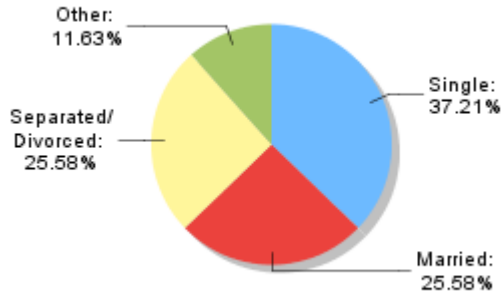
Science: freeze drying of food, Rh factor in blood discovered, the atom bomb, microwave oven

Population

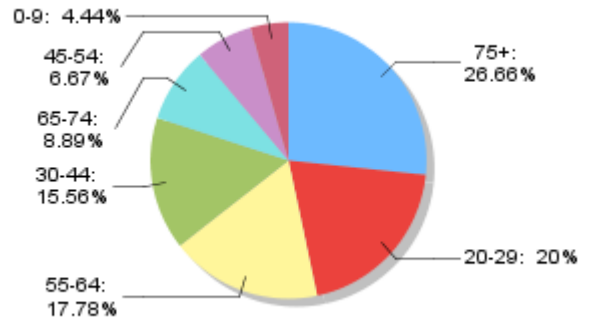
Male / Female	PC	FSA	City
Total Population	45	22,706	19,116
Males	44.44%	47.71%	47.14%
Females	55.56%	52.29%	52.86%

Family	PC	FSA	City
% >15 Years, Married with Children	2.33%	11.24%	11.08%
% >15 Years, Single with Children	6.98%	5.28%	5.88%

Marital Status



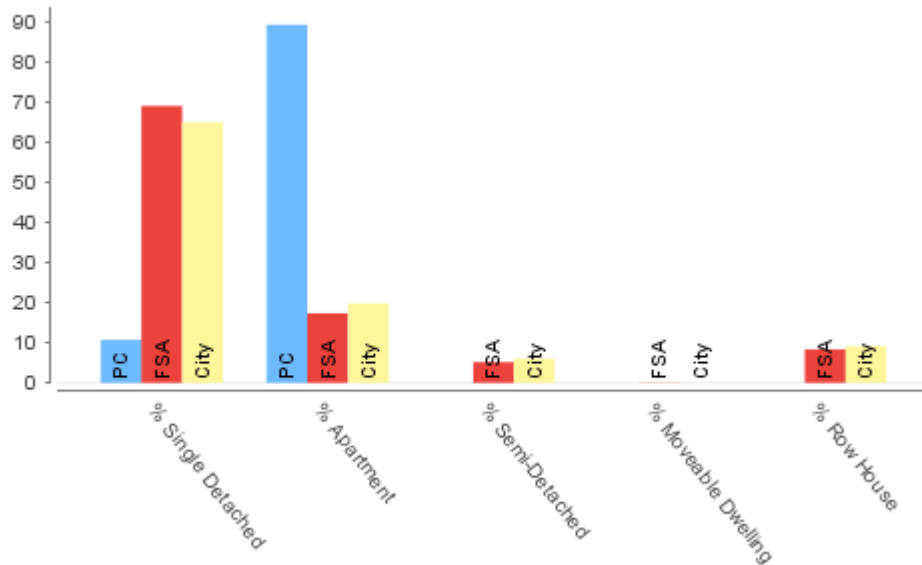
Age Distribution



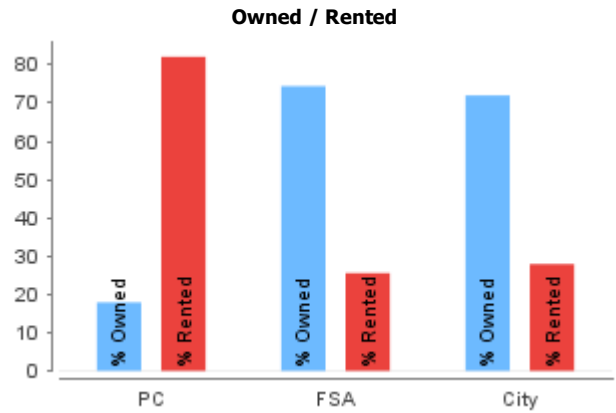
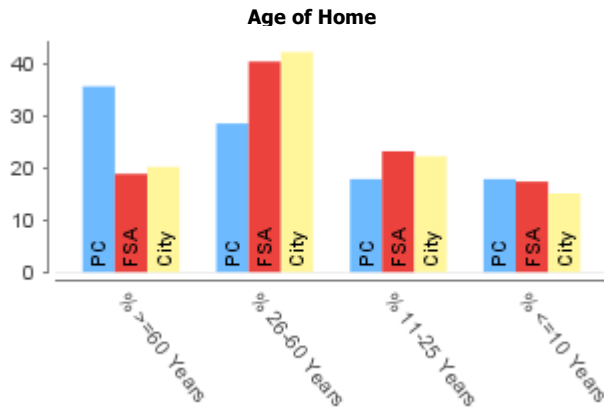
Households

Structure Details	PC	FSA	City
Total Number of Occupied Private Dwellings	28	9,450	7,981
Average Number of Rooms	3.86	6.81	6.61
Average Number of Bedrooms	1.48	2.82	2.72
Average Rent	\$670	\$798	\$790

Structural Type

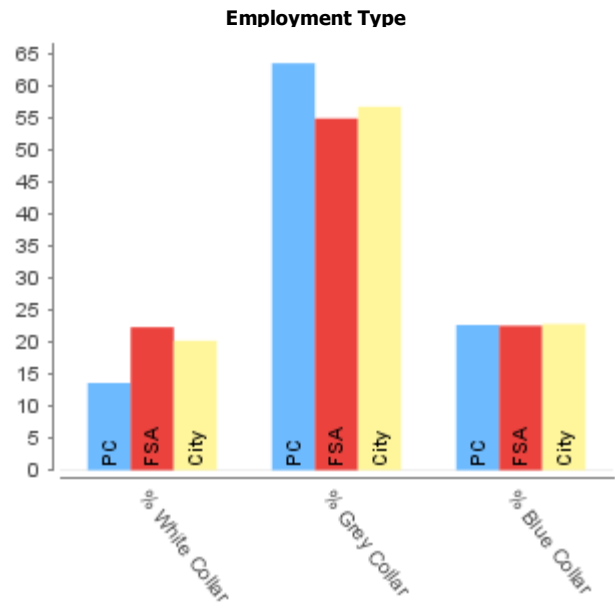
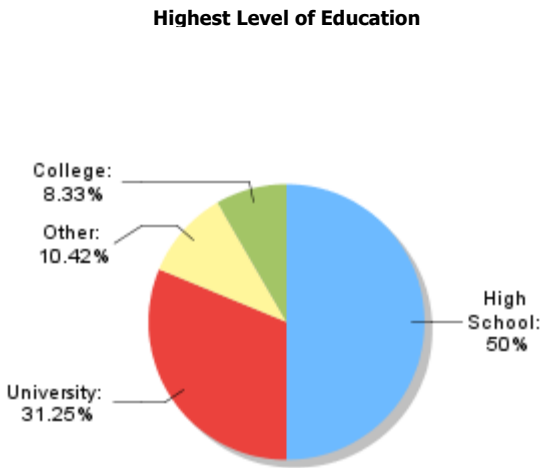
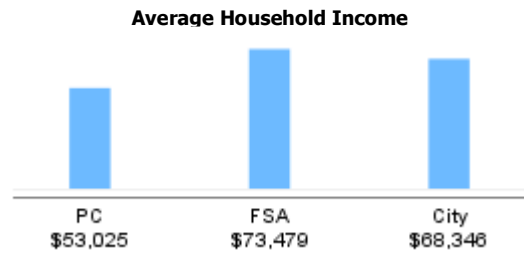


Households (continued)



Socio-Economic

Employment	PC
Employment Rate	41.86%
Unpaid Family Worker	0.00%
Dominant Profession #1	Sales and service occupations 39%
Dominant Profession #2	Management occupations 16%



Cultural

Language	PC	FSA	City
Dominant Language #1	English 97%	English 98%	English 98%
Dominant Language #2	Spanish 1%	N/A	N/A
Dominant Language #3	Korean 1%	N/A	N/A
Dominant Language #4	N/A	N/A	N/A
Dominant Language #5	N/A	N/A	N/A

Ethnicity	PC	FSA	City
Dominant Ethnicity #1	Scottish 19%	Canadian 27%	Canadian 28%
Dominant Ethnicity #2	English 16%	English 20%	English 20%
Dominant Ethnicity #3	Canadian 15%	Scottish 14%	Scottish 14%
Dominant Ethnicity #4	Irish 13%	Irish 11%	Irish 11%
Dominant Ethnicity #5	Trinidadian/Tobagonian 10%	German 6%	German 5%

Religion	PC	FSA	City
Dominant Religion #1	No Religion 43%	No Religion 24%	No Religion 24%
Dominant Religion #2	Roman Catholic 17%	United Church 18%	United Church 17%
Dominant Religion #3	United Church 15%	Anglican 16%	Roman Catholic 16%
Dominant Religion #4	Anglican 12%	Roman Catholic 16%	Anglican 15%
Dominant Religion #5	Protestant, n.i.e. 5%	Presbyterian 8%	Presbyterian 8%

Report Parameters

Neighbourhood Sales Criteria

Date Range	04/03/2010 to 10/03/2010
Price Range	\$200,000 to \$500,000
Search Radius	500m
Lot Size	ALL
Property Type	All

Postal Codes Used

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the Home Hunt

with Bruce Johnson



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Bruce Johnson
Sales Representative

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Mary Johnson



Bruce Johnson



the Home Hunt

with Bruce Johnson

A Moving Experience

Guest Check

TABLE NO.	NO. PERSONS	CHECK NO.	SERVER NO.
		800529	

Call Bruce
re: listing the
house

705-429-4500

TAX

THANK YOU!

