

Season's Greetings!

December 2009

Dear Friends in Real Estate,

I am pleased to send you my Season's Greetings including the 2010 Daytimer. Last year I told you that I was contemplating retiring from the real estate business but with the changes in how I operate (see below), I now enjoy it as much or more than ever and have decided to keep my license for at least another 2 years. These are the major changes

1. I have set up an office in my home and with the use of the latest in computer technology I can do business any time of the day or night if I so prefer. Plus I don't have to drive so much and my time can be more flexible and useful.
2. As I have about 300 people on my client list – and you are one of them – I don't need to spend hours cold calling or other forms of solicitations - again saving time and money and making working in real estate a lot more pleasant.
3. Because I am part of a team, The Don Defeo Team, I don't need to have my own secretary, receptionist, and photographer, sign installer, etc. again saving a lot of time and money.

The Result is that I can spend a lot more time with my own clients and customers as well as new people referred to me. No pressure, no hype just good service with more time and attention for everyone. So a win/win situation.

A brief comment about the real estate market:

While prices haven't changed significantly this year, the lower end of the residential market (\$250,000 – \$450,000) has strengthened and fared quite well even to the point of a slight edging up in value. The higher end of about \$500,000 and up, while picking up has continued to go sideways and there are currently a large number of listings in this price range. I expect the market continuing to strengthen with no major changes in price over the next few months. Because of the present more difficult market both Buyers and Sellers would do well in dealing with an experienced and well qualified realtor who knows how to negotiate the best possible price for either party. That's where I have a huge advantage over most other realtors - so I invite you to call me for free advice at anytime.

I am happy to say that my Team continues to be in the forefront in the North Okanagan. You will be receiving a separate letter and calendar from my office.

As always, I welcome your letters, phone calls, e-mails, referrals and business. Have a Merry Christmas and a Happy New Year!



Bjorn Edblad
ReMax, Vernon