



Market Update - Poor Market Conditions If you have been active in the market as either a buyer or a seller, or have been watching the market carefully, you are already aware that both sales activity and prices are down. In the spring of this year we sent out detailed statistics tracking the correlation between the value of real estate and the number of real estate sales each year and predicted the value of real estate for this year would simply be determined by the number of properties which would change hands. It is disappointing to announce that two thirds of the way through 2011 residential unit sales are down approximately 10% from last year and 2011 could potentially be the year of the fewest real estate sales in the North Okanagan in the last decade. The new market and the new prices has caused obvious challenges for some clients ... but some great opportunities for others. You can view very detailed real estate statistics on our web page at www.vernonrealestate.com / [Community](#) / [Real Estate Statistics](#), or if you would like to discuss your particular circumstances in relation to the market give us a call anytime.

Thanks *Thanks For Giving* us the opportunity to serve your real estate needs. Throughout the year and especially at this time we remain sincerely appreciative of your past and present patronage. Your continued support and referrals have allowed all the Defeo and Associates realtors to remain active in this challenging market.

Sunflower Contestant It is almost time to measure and then announce the winners and award the prizes for this years annual sunflower growing contest. If you think you may have a contender or a winner, please phone in or email your current measurements including the height of the plant and width of the head of the sunflower prior to the October 12th deadline. Also, please specify which age category you are entering into: Kids, up to 10 years, (new bike or equivalent) Youth 10-18 years, (PS 3, X Box 360, or Wii), Adult 19-64 years (weekend at Silver Star), Senior 65 plus (dinner for 2). If you have the technology to send a photo, even better. All entries will receive a small prize, so be sure to enter. Winners will be contacted on or before October 14. More information and contact information on our web site at www.vernonrealestate.com / [Community](#) / [Sunflower Contest](#).

Free Holidays and Rewards Some of our clients are loving our "*Life's a Beach Referral and Reward Program*", especially the 5 families we have sent on a tropical holiday absolutely free of charge... or the 20+ clients who have redeemed their points towards the airfare or accommodation portion of a tropical holiday or other early redemption options including; nights, weekends or full weeks at our Buyer and Customer Appreciation Suite at Silver Star Resort. We sincerely appreciate each and every referral. We also appreciate that it is often just the simple mention of a name or a positive personal endorsement from someone like yourself that decides who your friend or relative may use for their next real estate experience. Please keep those referrals coming... but make sure they mention your name.

'Tis The Season Each year the Defeo and Associates realtors support a family from the Vernon area who may need and deserve some Christmas and community support. If you know of a Vernon family who may be deserving of a brighter Christmas this year, please contact us by phone or email, or anonymously by letter.

2012 Calendar Your 2012 "*Life's a Beach Calendar*" will be mailed to you the 2nd week of December.

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