



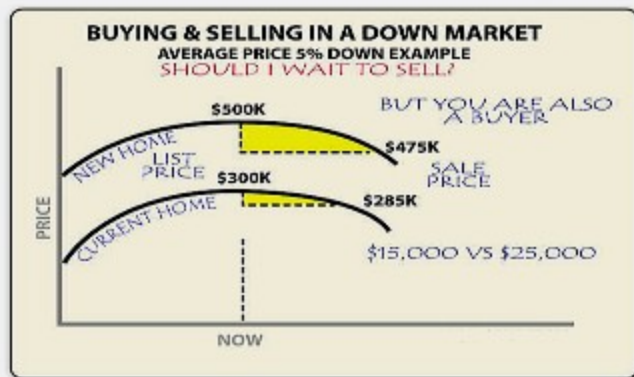
Yogi Berra said:
**"It is déjà vu
all over again"**

Davis Realty News

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The Upside of a Downslide...

What we all know now is that things have changed not only where we live but everywhere in the world. The papers, news reports and the internet are full of doom and gloom. While we must acknowledge that we are fortunate to live in one of the highly prized places in Canada, we also know that we are not untouched by the current economic issues worldwide. That said, we believe that an awful lot of the "news" has included statistics that are enough to make anyone who reads them feel a bit anxious and has caused some to wonder what to do when it comes to your home or other real estate investments. Statistics are often used to *prove* a particular theory and as such they should be taken with a dose of caution. The very first thing everyone should do is take a deep breath! There are some very basic principles in real estate that should be looked at and applied to your particular situation. The real estate market is always in the state of flux. There is no magic formula but there are known trends within any given market and there are smart ways to take advantage of whatever the prevailing trend is. If you want or need to sell for any reason the smart thing to do is to stay in the market as the graph* below shows. The principle is very simple. Sell at a lower price and buy at the same relative low price. You can't lose anything in this scenario because the selling prices and the buying price are inextricably tied to each other. Since this is so, it is an excellent time to move up in the market!



Graphs courtesy of Larry Kendal

What is also true is that if you sell at a price that is lower and don't purchase at the same time you have in fact created a "loss" that is not hypothetical or "on paper" This principle is very similar to selling your mutual funds or stocks when they are down.

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***As long as you keep all of your investments or move them
into a better investment, the loss is only on paper.***



If you or someone you know has been waiting for the market to become a bit more affordable you will see from this graph that buying for the first time or adding to your real estate portfolio is not out of the question. No one can predict the future of real estate prices except for one thing... the prices over the long term are always higher. While it is not an exact science, the only “real” prices are the ones that property have actually sold for. If you would like an update on the market value of your property we are happy to do that for you anytime, without cost or obligation. If you are renting, during this time of adjustment you are protecting the value of the owners investment. Is it time to look more closely at your own future?



Ozzie Jurock says...

“Don't become involved in the gloom. Prices rise on properties in places where people want to live – such as BC and not in Northern Saskatchewan, where you can buy a building lot for a buck because people don't buy them. People will want to live in the opportunity-rich West – the most fabulous of all places in the world – FOREVER. The whole world crowds our immigration offices for a chance to come here, to work and play here. We are already here! Real estate shopped wisely, purchased with good sense and good unbiased, independent advice (hint, hint, wink, wink) will outperform all other investments you will make in your life. It always has and it always will.”

www.ozziejurock.com
Excellent real estate information!



Carolyn's Cranberry Chicken

Preheat oven to 350 Degrees

8 to 10 Chicken Breasts (boneless/skinless)
 Fit all in a single layer in 9 x12 glass oven proof pan.

Sauce

In a bowl mix together:

1 can of whole berry cranberry sauce
 1 envelope of French onion soup mix
 1 small bottle of French dressing (250 ML)

Pour sauce over chicken pieces and bake 40 - 45 minutes at 350 degrees. If chicken pieces are on the smaller size check for doneness at 35 minutes to prevent overcooked / dry chicken. Serve with rice and a nice side like broccoli or a salad for a quick and easy meal. Makes a great potluck dish to share!

**“The only
 thing that
 they are not
 making more
 of is land!”**

Jack's Night Out at the Movies

The lucky winner of this issues night out is Curtis Kimber & Carolyn Wotherspoon. They have won tickets and treats for two at the movie of their choice. Want to enter for the next draw? Give Jack a call 250-598-6200 just to say hi or send him a quick email to: jdavis@davisrealty.ca
 He always likes to hear from his clients... anytime!

Inside Story Headline



Caption describing picture or graphic.

ports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile

new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thou-

sands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.



Business Name

Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com

Your business tag line here.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.



Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include

a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual

charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.