

JULY 2025



MCDUGALL TEAM

REAL ESTATE REPORT FOR DURHAM REGION

## Hey! I 'moved' too!



I've always remembered what it felt like to buy my first home — and later, to sell and buy again. The ups and downs, the nerves, the excitement... those experiences shaped how I work today: staying organized, tuned-in, and empathetic to what clients are experiencing.

While I'm still with the same brokerage, I've taken a step forward in my personal and professional growth by joining The McDougall Team. This incredible crew includes five other real estate agents, a full-time operations manager, an in-house marketing manager, and a listing administrator — all working together to make your experience working with me smoother, more efficient, and more polished than ever.

For years, I've taken pride in knowing every step of the process — from contracts to closing — and staying hands-on throughout. Now, with dedicated support on the admin and marketing side, I can focus even more on what matters most: the market, the strategy, and you.

There's a difference between being a friendly helper and being a trusted professional — and I've always aimed to be both. Yes, I'll bring the warmth, the care, and maybe even a dad joke or two... but also the insight, guidance, and follow-through to help you make confident, informed moves in any market.

If you've seen my email signature, you know I end with a great quote:

*"The only constant in life is change."*

If I'm going to encourage you to embrace that idea when considering a move, then it's only fair that I walk the walk too.



## How's The Market, Shannon?

Someone recently thanked me for always keeping them in the loop with market updates. It reminded me of something I often tell my kids: "Better to have it and not need it, than need it and not have it." That usually applies to mittens or sunscreen, but it also applies to real estate information. Even if you're not buying or selling right now, having a handle on the market gives you power when the time comes. Tuck this away in your back pocket.

Right now, there are 3,127 active listings across Durham Region. A balanced market would be closer to 1,500–1,800. That's a lot of competition.

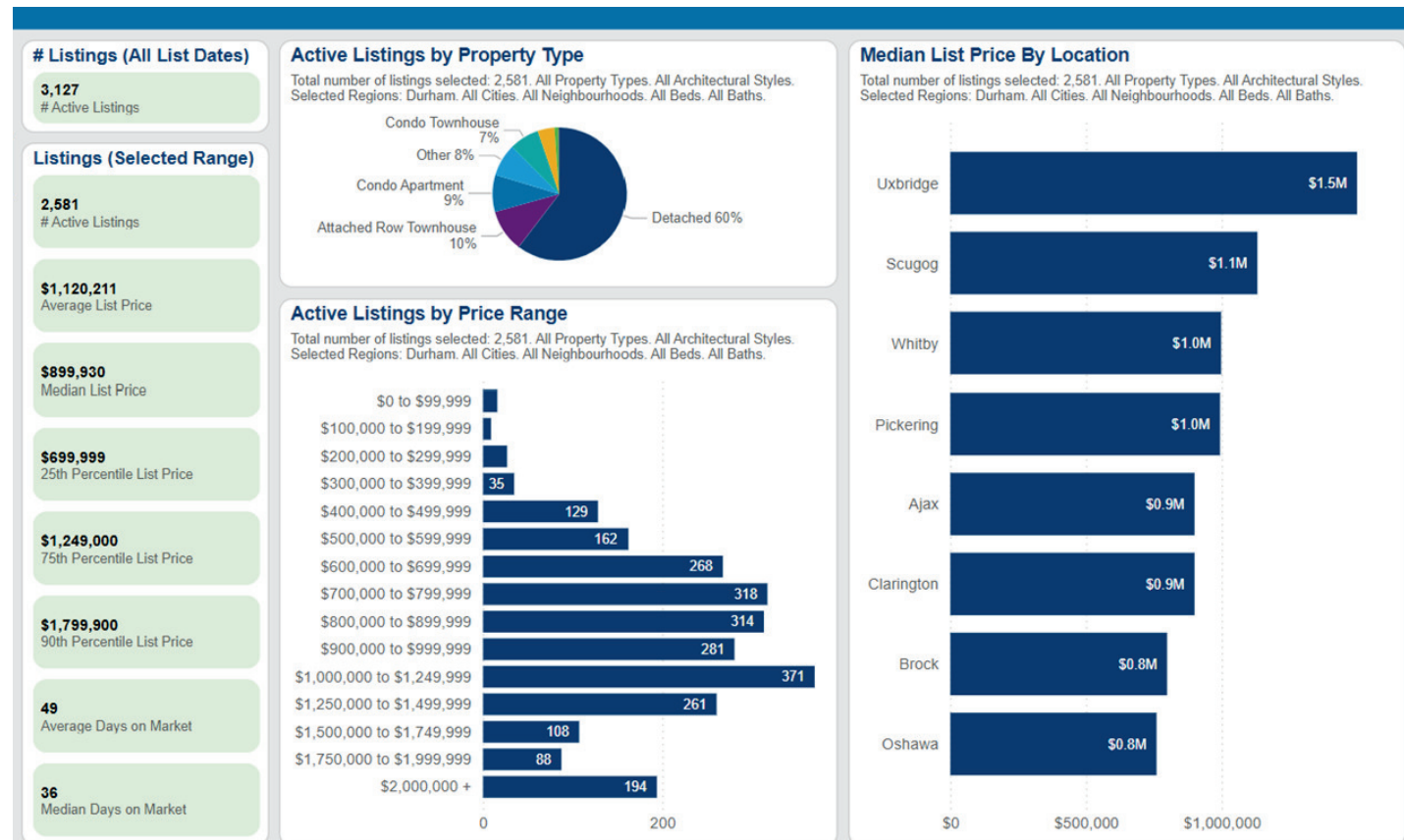
In the office today, we discussed how visuals help Sellers really grasp just how active the market is — and how crucial it is to price correctly from the Start. This isn't meant to scare you — it's meant to prepare you. Because when a home sits too long, the first thing Buyers ask is: "What's wrong with it?" Price it right the first time, and you'll avoid that pitfall.

### PRICING SMART MEANS KNOWING YOUR COMPETITION

One key part of pricing your home right is understanding the specific competition in your price range. A home listed at \$700K won't be showing up on the radar of most Buyers shopping over \$1 million — so it's important to know where your home fits.

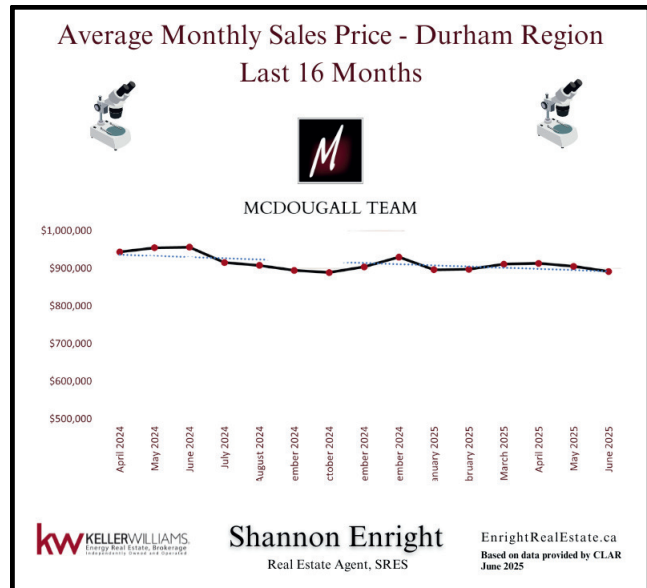
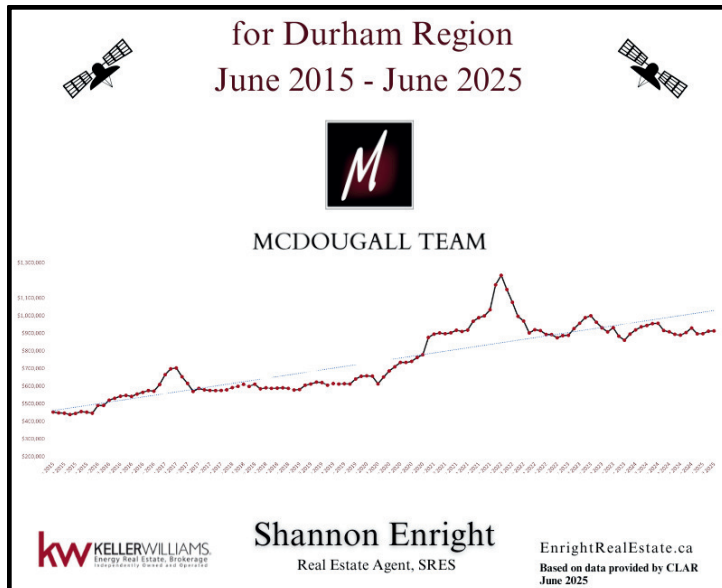
The chart below breaks down all active listings in Durham by \$100,000 price bands. Take a look: are the homes in your area directly comparable to yours, or are they in a different bracket altogether?

What features help your home stand out? And just as important — what's your Realtor® doing to make sure it gets noticed?



Want to see more specific stats for your area in Durham? Follow this link to review past reports!  
<https://tinyurl.com/24sskt3x>

Know someone who could use some Real Estate help right now? Send friends/family this link to my Social Feeds to check out our fit with each other! <https://linktr.ee/ShannonatMcDougall>



 **Dad Jokes**  



Here is your reward for reading through this month's Newsletter!

Q: Where do surfers get their degree?  
 A: At boarding school.

