



#1 Canada's Brokerage*

LISTING PACKAGE



A detailed guide to listing your property

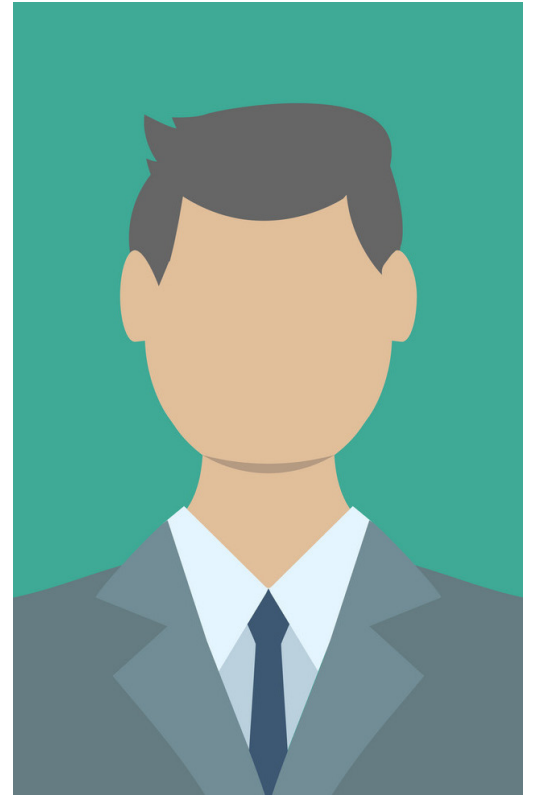


*For Royal LePage, based on real estate sales of independently owned & operated franchises in 2018. Consumer Choice Award Winner for #1 Brokerage in York Region

REDEFINING

SERVICE IN REAL ESTATE

Selling a home in today's market can be challenging - yet hundreds of homes are sold each week. So what makes the difference between selling your home or failing to do so? The details! From our proven sales approach, effective marketing campaigns, and utilizing our extensive network, at Royal LePage Your Community Realty - no detail is overlooked. We pride ourselves on the use of technology and innovative strategies to maximize the exposure of your home. We've created this guide to educate you as a seller, and empower you to make the best choice when selecting an agent to market and sell your home.



When we say we are “redefining service in real estate” we mean it. People come first - and it shows!

There are many components to a successful real estate transaction, and you can count on us to be there to guide you at every step of the way. With a proven track record, the right skill set, and years of experience, our team is equipped with the necessary tools to make this a seamless and positive experience for you. If you're serious about selling your home - we're serious about getting the job done!

Signature

Your Name

Sales Representative

Direct: 416.444.4344

Office: 905.731.2000

Email: jm@royallepage.ca

www.jmhomes.com

A COMBINATION OF 16 OFFICES* TO SERVE YOU BETTER!

ROYAL LEPAGE YOUR COMMUNITY REALTY

Richmond Hill
8854 Yonge Street, Richmond Hill, ON L4C 0T4
Office: 905.731.2000

Aurora
14799 Yonge Street, Aurora, ON L4G 1N1
Office: 905.727.3154

Thornhill
8000 Yonge Street, Thornhill, ON L4J 1W3
Office: 905.889.9330

Unionville
161 Main Street, Unionville, ON L3R 2G8
Office: 905.940.4180

Stouffville
6173 Main Street, Stouffville, ON L4A 4H8
Office: 905.642.6333

Sutton
165 High Street, PO Box 542, Sutton, ON L0E 1R0
Office: 905.722.3211

Toronto
187 King Street East, Toronto, ON M5A 1J5
Office: 416.637.8000

Vaughan
9411 Jane Street, Vaughan, ON L6A 4J3
Office: 905.832.6656

Woodbridge
131 Woodbridge Ave, Woodbridge, ON L4L 2S6
Office: 905.832.6656

Keswick
461 The Queensway South, Keswick, ON L4P 2C9
Office: 905.476.4337

ROYAL LEPAGE CONNECT REALTY

Pickering
950 Merritt Road, Pickering, ON L1V 1B1
Office: 905.831.2273

Ajax
335 Bayly St. W., Ajax, ON L1S 6M2
Office: 905.427.6522

Roncesvalles
311 Roncesvalles Ave., Toronto, ON M6R 2M6
Office: 416.588.8248

Toronto
65 George Street, Toronto, Ontario, M5A 4L8
Office: 416.461.0925

Scarborough
1415 Kennedy Road, Toronto, ON M1P 2L6
Office: 416.751.6533

West Hill
4525 Kingston Rd. #2202, Toronto, ON M1E 2P1
Office: 416.284.4751

Your Community REALTY
ROYAL LEPAGE
BRIDGEWAY INDEPENDENTLY OWNED & OPERATED

ROYAL LEPAGE
Connect Realty, Brokerage
INDEPENDENTLY OWNED AND OPERATED

100 YEARS SINCE 1913



Your Community Realty
- 10 Offices -

Connect Realty
- 6 Offices -

ABOUT THE BROKERAGE

YOUR COMMUNITY REALTY

Royal LePage is the oldest and largest Canadian-owned full-service real estate company in the country.

Royal LePage Your Community Realty is the largest Real Estate Company in York Region with **16** locations* and over **1,350** sales representatives. All of our offices are staffed 7 days a week and our management team is second to none with full-time management support that is always available to assist.

We have over **18,000** sales representatives and more than 600 offices from coast to coast. The numbers tell the story - we are the **FIRST** choice in the mind of the consumer when it comes to real estate!

With an unmatched reputation for success, the **Royal LePage** name is respected and admired for the integrity and level of service it brings to all of its **18,000** relationships.



EXCLUSIVE ROYAL LEPAGE SERVICES

I would edit the following chunk of copy as follows:

The process of selling your home may seem simple, but there is so much more involved than putting a sign up on the lawn and waiting for buyers to appear! This is where you'll need a seasoned professional to help guide you through the process successfully.

Upon meeting with you, I will provide you with a comprehensive marketing plan for your home.

To give you an idea, I've listed here some of the exclusive value-added services that Royal LePage Your Community Realty and I provide our clients. Via these services, we can assure you the highest sale price possible by exposing your home to every potential buyer searching the marketplace while your home is listed.

VALUE ADDED SERVICES

- Counsel owners as to the current market value
- Attract qualified buyers to your home via our extensive reach and network
- Create an innovative marketing plan specifically designed for YOUR home
- Canada's largest relocation company handling over 80% of all relocation business in Canada (confirm this %)
- Name brand recognition
- Advertise on a minimum of 5 web-sites
- Interactive mapping of your home
- Online tracking of all inquiries made on your home
- Public accessibility - our offices are fully staffed, 7 days a week, with personnel available to handle any buyers inquiring about your home
- In-house marketing department
- Home staging available if requested

MAKE YOUR HOME STAND OUT!



SEE FOR YOURSELF....

- TEAM APPROACH
- PROFESSIONAL PHOTOGRAPHY
- LUXURY YARD SIGN AND POST
- 24/7 INFORMATION SIGN RIDER
- PROFESSIONALLY DESIGNED BROCHURES
- THE WORKS PACKAGE:
 - >> PROPERTY SPECIFIC WEBSITE
 - >> ONLINE CLASSIFIED LISTING
 - >> YOUTUBE SLIDESHOW
 - >> 3D TOUR
 - >> FLOOR PLANS
 - >> GOOGLE ANALYTICS
- PREMIERE EXPOSURE ON:
 - >> www.royallepage.ca
 - >> www.yourcommunityrealty.com
 - >> www.realtor.ca
 - >> www.homefinder.ca
 - >> www.torontomls.net (Brokers only)
- VIDEO TOUR MARKETING
- JUST LISTED MAILING
- AGENT PREVIEW EMAIL
- LOCAL BROKERAGE NETWORK
- NATIONAL/INTERNATIONAL BROKERAGE NETWORK
- PRE-MARKETING EMAIL BLAST TO OUR DATABASE
- HOME WARRANTY COVERAGE DURING LISTING PERIOD
- BROKER TOURS
- ACCURATE FEEDBACK

PRICING YOUR PROPERTY

The Benefits of Pricing Right

- Your property sells **faster** because it is exposed to more qualified buyers
- Your home doesn't lose its "marketability" from extended time on the market
- The closer to market value, the higher the offers
- A well-priced property will often generate competing offers
- Real estate professionals will be enthusiastic about presenting your property to buyers

DETERMINING THE VALUE OF YOUR HOME

The market ultimately determines the true value of your property. Before you compare your home to similar properties and establish a competitive list price, the following points should be considered:

- Location
- Size
- Style
- Condition
- Community Amenities
- Buyer Supply
- Financing Options

UNDERSTANDING THE FACTORS THAT INFLUENCE OVERPRICING

- Extensive renovations/hidden costs
- Desire to purchase in a higher-priced area
- Original cost of the home was too high
- Lack of real market information
- Building in "bargaining room"
- Perceived emotional value

THE RESULT OF OVERPRICING

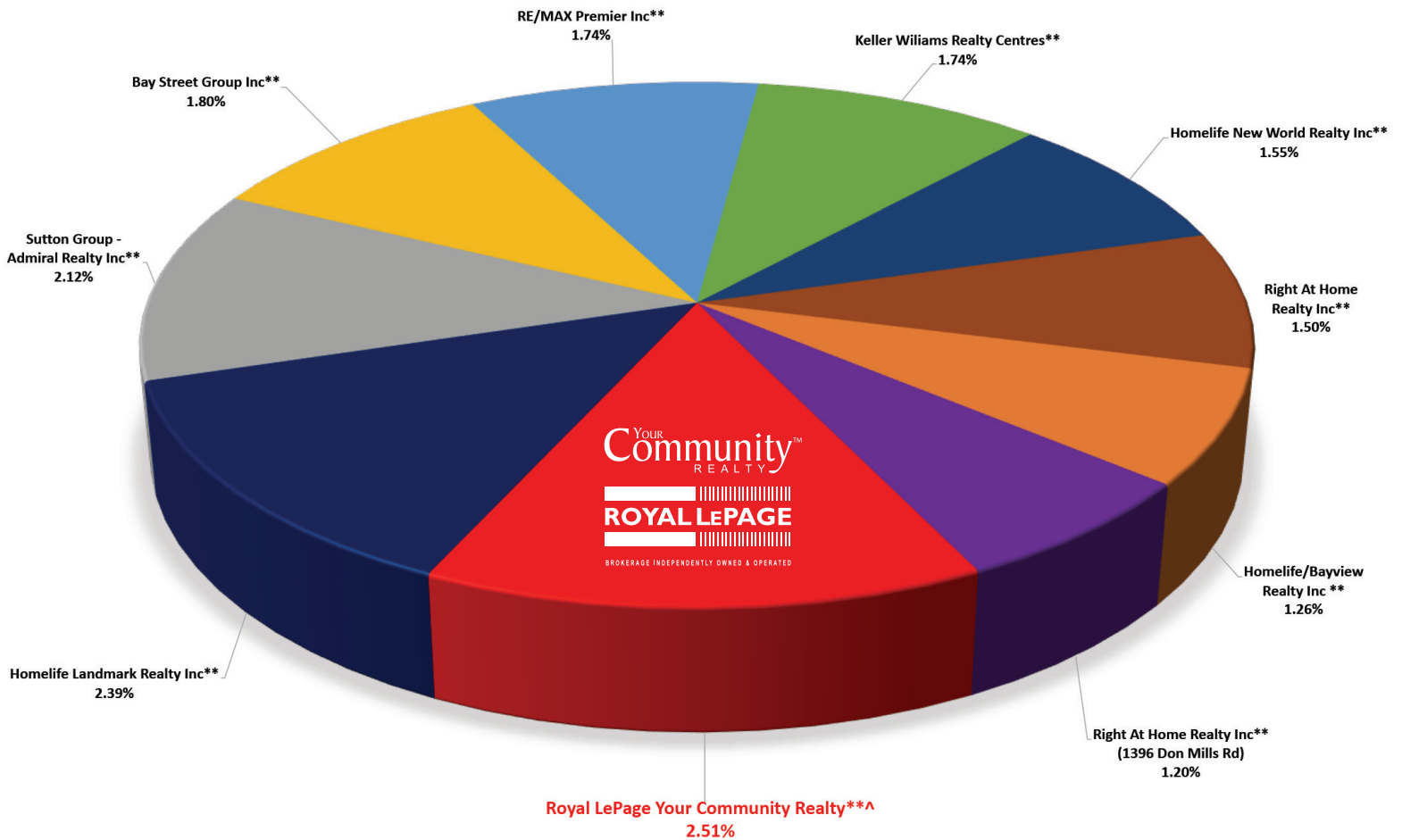
Many sellers believe that if they price their home high initially, they can lower it later.

Often, when a home is priced too high, it experiences little activity. Gradually the price will come down to market value, but by that time it's been for sale too long, and some buyers will be wary and reject the property.

On occasion, the price is dropped below market value because the seller runs out of time. The property sells for less than it's worth.

YORK REGION MARKET SHARE

#1 out of 1,271 Offices with Minimum a Transaction*



^ Royal LePage Your Community Realty, Brokerage sales from all offices **Brokerages *TREB MLS statistics for Listing and Selling Combined Performance - Offices with at least a transaction - Listing Units (Jan.1-Dec.31,2019)

TOP 10 REASONS TO WORK

WITH Your Name

1. I am client centered - YOUR needs are my priority
2. Diligent and responsible
3. Familiar with local market conditions
4. Reliable and professional at all times
5. Fully networked to serve you better
6. Focused on making your experience a positive one!
7. Helpful and accessible at all times
8. Loyal - always looking after your best interests
9. A strong negotiator - always sharpening my skills as a participant in extensive ongoing training by Royal LePage Your Community Realty Success Coach and programs
10. I won't stop until I achieve optimal results for my clients

A proven professional approach.



MY PROMISE...TO YOU

You will always know what actions are being taken to sell your home. I will update you regularly with regard to:

- Advertising schedules
- Appointments and viewings
- Feedback from agents
- Feedback from buyers
- Up to date neighborhood activity
- Changing market conditions
- All interested prospects
- All offers
- Our recommendations
- Prompt response to all inquiries
- Constant follow up

“I am available 7 days per week. I will leave nothing to chance.”

Thank you for considering

Royal LePage Your Community Realty &

Your Name

as your Brokerage and
Sales Representative of choice

PREPARING YOUR HOME

FOR POTENTIAL BUYERS

First impressions are lasting impressions. You will want to make sure that buyers looking at your home are left with the best possible impression. Your Royal LePage Real Estate Professional can help you achieve that goal.

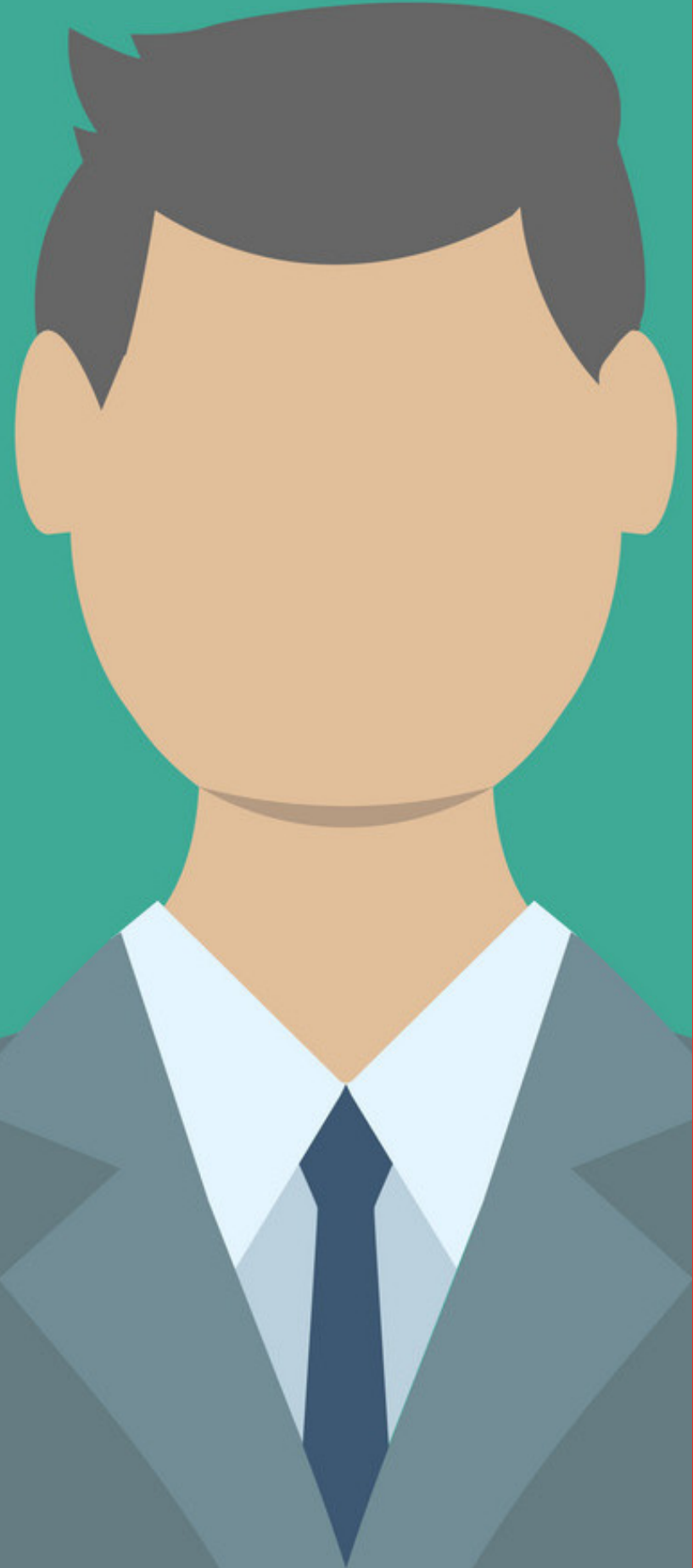
EXTERIOR

- House exterior in good repair
- House number easy to read
- Eavestroughs, downspouts & soffits in good repair
- Garage / car port clean and tidy
- Litter picked up
- Cracked or broken window panes replaced
- Lawns and hedges cut and trimmed, garden weeded and edged
- Walks shoveled and salted
- Boot tray inside front door
- Doorbell and door hardware in good repair
- Porch and foyer clean and tidy

INTERIOR

- Chipped plaster and paint touched-up & repaired
- Doors and cupboards properly closed
- Leaky taps and toilets repaired
- Burned out light bulbs replaced
- Squeaky doors oiled
- Mirrors, fixtures, and taps cleaned and polished
- Seals around tubs and basins in good repair
- Floors cleaned, garbage containers emptied
- Inside of closets and cupboards neat and tidy
- Appliances cleaned
- Countertops neat and polished
- All lights turned on
- Air conditioner turned on in warm weather
- Fresh air in house
- Fireplace lit in cooler weather
- Halls and stairs cleaned
- Drapes opened during daylight
- Carpets freshly vacuumed
- Fresh flowers in various rooms
- Jewelry and valuables locked safely away or taken with you
- Valuable property, such as objects of art, vases and figurines out of reach, out of sight, or locked away
- Pets absent, where possible, or contained during the showing, and litter boxes clean





LET'S TALK

Signature

Your Name

Sales Representative

Direct: 416.444.4344

Office: 905.731.2000

Email: name@royalpage.ca

YOUR
Community[™]
REALTY



BROKERAGE INDEPENDENTLY OWNED & OPERATED