Seller Package

Your Community™ REALTY

ROYAL LEPAGE

BROKERAGE INDEPENDENTLY OWNED & OPERATED

Royal LePage Your Community Realty

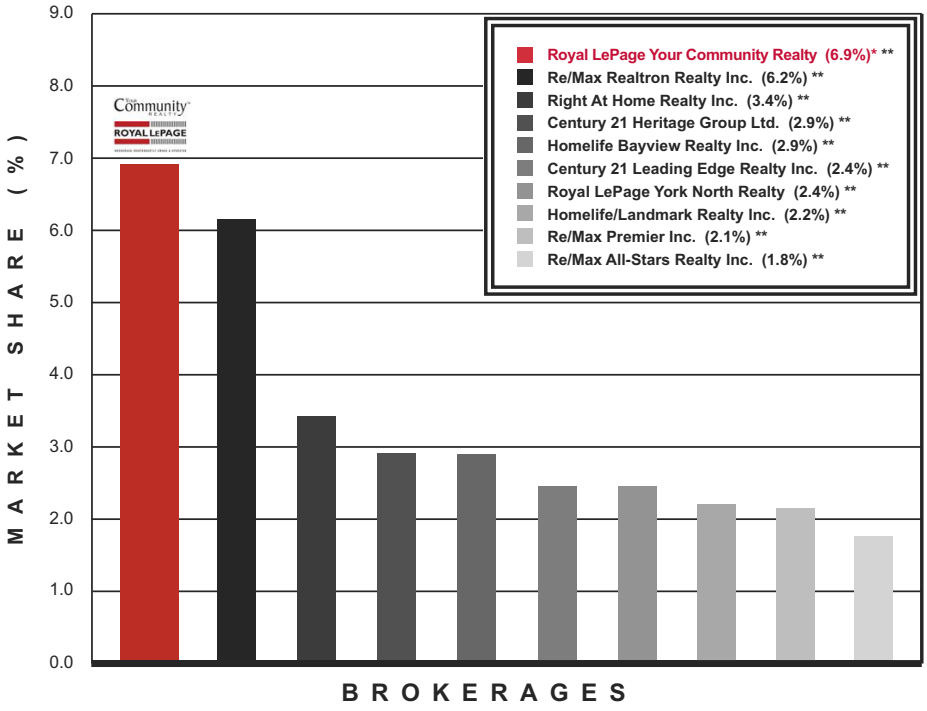
Royal LePage Your Community Realty is the largest Real Estate Company in York Region with 12 locations and over 900 sales representatives. All of our offices are staffed 7 days a week, and our agents are available by pager 24 hours a day. Our management team is second to none with full time management support that is always available.

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

We have over 14,000 sales representatives and more than 600 offices from coast to coast.
As shown in the chart, Royal LePage Your Community Realty is the first choice in the mind of the consumer when it comes to real estate.

The Royal LePage name is respected and admired for the integrity it brings to all of its relationships.

York Region Market Share Report 2012



***Residential Properties Listing And Selling Ends in York Region**
January 1, 2012 - December 31, 2012

The above statistics represent TREB properties
listed and sold in York Region .

*Royal LePage Your Community Realty, Brokerage Sales From All Offices **Brokerages

Your Community™ REALTY
ROYAL LEPAGE
BROKERAGE INDEPENDENTLY OWNED & OPERATED

Understanding Market Conditions

The real estate market is always changing. It helps to understand how market conditions can affect your position as a seller.

Market Conditions	Characteristics	Implications
Buyer's Market: The supply of homes on the market exceeds demand.	High inventory of homes. Few buyers compared to availability. Homes on the market longer. Prices tend to drop in this type of market.	Your home may take longer to sell. Less negotiating leverage in terms of selling price.
Seller's Market: The number of buyers wanting homes exceeds the supply or number of homes on the market.	Smaller inventory of homes. Many buyers. Homes sell quickly. Prices usually increase.	You may have more negotiating leverage and obtain a higher selling price for your property.
Balanced Market: The number of homes on the market is equal to the demand or number of buyers.	Demand equals supply. Homes sell within an acceptable time period. Prices generally stable.	More relaxed atmosphere. Buyers have a reasonable number of homes to choose from.

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".
- The closer to market value, the higher the offers.
- A well-priced property can 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

Getting to Know Your Market

A comparative market analysis is an indicator of what today's buyers are willing to pay for a home. It compares the market activity of homes similar to yours in your neighbourhood. Those that have recently sold represent what buyers are prepared to pay. The homes currently listed for sale represent the price sellers hope to obtain. And those listings that have expired were generally overpriced or poorly marketed.

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 priced 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, 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.

Missing the Right Buyer

You may think that interested buyers "can always make an offer", but if the home is overpriced, potential buyers looking in a lower price range will never see it.

Those who can afford a home at your asking price will soon recognize that they can get better value elsewhere.

The Importance of Early Activity

As soon as a home comes on the market, there is a flurry of activity surrounding it. This is the crucial time when Realtor and potential buyers sit up and take notice.

If the home is overpriced, it doesn't take long for interested parties to lose interest. By the time the price drops, a majority of buyers are lost.

Agree on a Marketing Plan

Your property is not something you sell everyday. In fact, for many people it is their largest asset. A house is very complex to market and the process needs to be well organized. To do the job properly, a plan is needed.

Your Royal LePage Your Community Realtor® can prepare a personalized plan for you containing all activities intended to market your property. At Royal LePage, your property will be aggressively promoted through our own property advertising publications and Internet site, other Brokerage offices and Realtors®, the MLS Information Library (unless it's an exclusive listing) and mailings to potential buyers in your area.

Signing a Listing Agreement

The first formal step in marketing your property is to enter into a Listing Agreement - a contract that commits Royal LePage Your Community Realty to actively market your home for a specified period of time. It also commits you to a pre-established listing fee/fee that is to be paid upon the successful closing of the sale.

Preparing to Show Your Home to 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 Your Community Realty Professional can help you achieve that goal.

Exterior

- House exterior in good repair
- House number easy to read
- Eaves troughs, down spouts & 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

Your Community™ REALTY
ROYAL LEPAGE
BROKERAGE INDEPENDENTLY OWNED & OPERATED