SELLING GUIDE



RE/MAX ROUGE RIVER REALTY LTD BROKERAGE

WHY CHOOSE RE/MAX ROUGE

Buying or selling a home is likely the largest and most important transaction you'll ever make. That's why so many trust RE/MAX: the most widely recognized real estate brand in the world.

For more than 30 years, RE/MAX Rouge River Realty Ltd has been a leading real estate organization in the eastern GTA with 7 offices, serving Toronto, Durham Region, Northumberland County, Peterborough and The Kawarthas.

TORONTO
6758 Kingston Rd.
Tel: 416-286-3993
TF: 1-800-663-7119

AJAX
65 Kingston Rd. E.
Tel: 905-619-2100

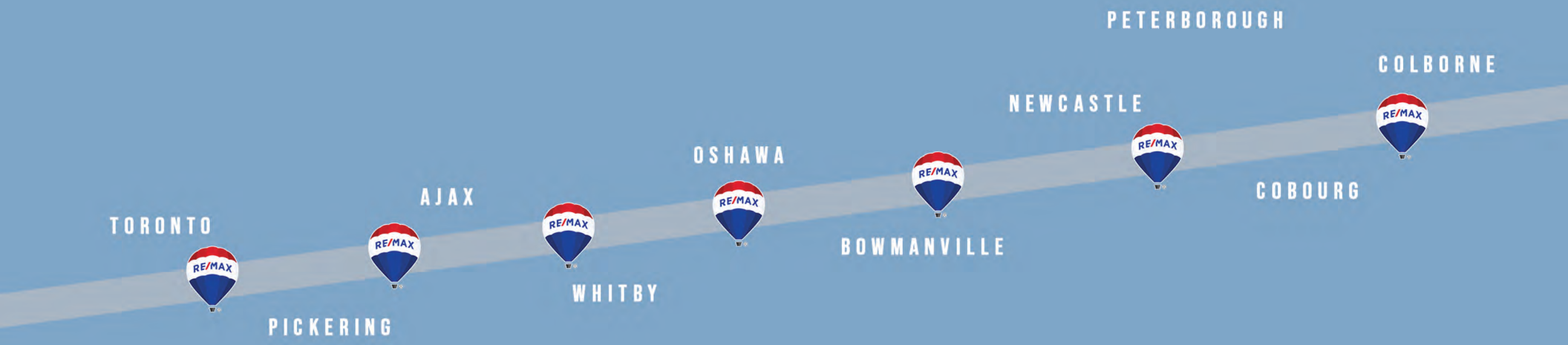
WHITBY
372 Taunton Rd. E.
Tel: 905-668-1800

NORTH OSHAWA
1382 Wilson Rd. N.
Tel: 905-240-9202

BOWMANVILLE
2377 Hwy 2 Unit 220
Tel: 905-623-6000

NEWCASTLE
337 King Ave E.
Tel: 905-987-4040

COLBORNE
33A King St. E.
Tel: 905-372-2552



WHY RE/MAX ROUGE

Being locally owned and operated, RE/MAX Rouge River Realty Ltd is staffed with professionals who live in the area they work in. Thus, committed to their local community, they have a deep personal interest in the customers they serve.

RE/MAX MARKET SHARE

RE/MAX agents out-perform the industry 3 to 1 based on 2018 internet data.RE/MAX Associates, as a group, have more listings and more customers than agents with any other competing real estate network.

NETWORK SIZE

The revolutionary RE/MAX Concept of enabling real estate professionals to maximize their business potential has evolved into an organization of more than 98,000 Sales Associates in 95 countries. RE/MAX ROUGE 175+ sales team. With offices in 95 countries worldwide, RE/MAX is one of the fastestgrowing real estate franchise networks on the planet.

ADVERTISING

Extensive advertising by individual RE/MAX agents, combined with the national television advertising, broad internet exposure and local billboard campaigns inspires buyers and sellers to reach out RE/MAX agents. When you list your home with a RE/MAX Rouge agent, it will receive unparalleled exposure.

@ RE/MAX ROUGE

MULTI-BOARD MEMBERSHIPS

Durham Region Association of Realtors
Northumberland Hills Association of Realtors
Toronto Real Estate Board
Kawartha Lakes Real Estate Association
Peterborough Kawartha Association of Realtors

RE/MAX.ca

RE/MAX.ca provides for premarketing your listing online to buyers during your “coming soon” to MLS period.

MARKETING

RE/MAX ROUGE provides customized marketing content for social and print using professional photography/videography.

“FULL SERVICE” BROKERAGE

- Experienced and friendly support staff
- Extended hours including holidays
- Timely appointment booking
- Convenient locations

SOCIAL MEDIA

- Boosted Facebook mapped ads for open house
- Featured properties on Instagram

SHOWINGTIME FOR SELLERS

Sellers can take advantage of the My Home by ShowingTime mobile app and web experience, which makes it easy to manage and take part in the home-selling process.

By downloading the My Home mobile app, you can:

- Confirm/decline showing requests
- See all upcoming appointments
- Review your home's showing and feedback activity
- Easily contact your agent
- Adjust your notification preferences
- Manage multiple listings





COMPARATIVE MARKET ANALYSIS

The recommended listing price of your home has been determined by:

- Recently sold homes in your area
- Other homes on the market in your area
- Features and condition of your home

All of these will determine the current market value of your property.





PRICING YOUR HOME

Not only will you miss prospective buyers by overpricing your home, but you will affect how long your home will remain on the market and what the eventual selling price will be.

ACTIVITY VS. TIMING

Timing is extremely important in the real estate market. A property attracts the most interest and excitement from the real estate community and potential buyers when it is first listed. Therefore, it has the highest chance of a sale when it is new on the market. Setting a realistic price from the beginning will help take advantage of this initial period, and increase the chance of a timely sale.

TIMING VS. SELLING PRICE

When a home is overpriced at the start, it misses what can be the most critical time period in selling a home – the first weeks after it's listed. Once this period is passed and little traffic is generated at the initial price level, it becomes necessary to seek a lower listing price. Depending on market conditions this cycle may repeat several times before a sale is made, resulting in an eventual sale price that is well below the initial listing price, and possibly lower than the market value for your home.

4 REASONS WHY STAGING MAKES A DIFFERENCE

We've been told not to judge a book by its cover, but first impressions usually impact our decision-making, whether we care to admit it or not. Therefore, a well-staged home typically has a better chance of selling at a higher price than one that hasn't been staged.

FASTER SALE, HIGHER PRICE

A buyer can tap into his/her imagination when a home is shown in its best light. When potential buyers can see themselves living in your home, they will be motivated to make a reasonable offer.

THE 'WOW' FACTOR

Simply put: Homes look their best when they are staged. Staged homes are also depersonalized, which is important because buyers don't want to feel like they're purchasing somebody else's home. They want it to feel as though it's theirs.

VISUALIZATION

When potential buyers walk into a home, they're thinking beyond what their eyes are showing them. They're visualizing themselves living in the space. Personal clutter can often hinder these visions, which is not ideal for the seller. A professional stager will take an objective look at the property and make sure prospective purchasers will be able to see themselves in the space.

A POSITIVE FIRST IMPRESSION

First impressions are incredibly important. On many occasions, buyers will form their opinions by the time they've taken a few steps into your home. A bad smell, a crooked frame or a bit of dirt on the floor can be the difference between whether or not you get an offer. Great books deserve stunning covers; great homes deserve to be staged.

A HEART TO HELP & COMMUNITY INVOLVEMENT

We are at the Top 5 of RE/MAX offices who contribute to the Children's Miracle Network and SickKids hospital through the Miracle Home Program—170 children's hospitals providing state-of-the-art, life-saving care 24 hours/day, 365 days/year.

Each year, RE/MAX Rouge River Sales Associates and support staff donate a portion of their income to the CMN. RE/MAX Rouge River has been designated a Miracle Office since the year 2000 which is an exclusive designation for RE/MAX offices with 100% agent participation in the program.

As of 2015, RE/MAX Rouge River Realty Ltd, its staff and associates have cumulatively donated in excess of $450,000+ to the CMN Foundation and has been honoured with a plaque in the Donor Hall of Fame at Toronto SickKids Hospital.

Find the Cure

Each year, we do something to support the Canadian Breast Cancer Foundation—be it the Yard Sale for the Cure, Run for the Cure or Cocktails for the Cure.

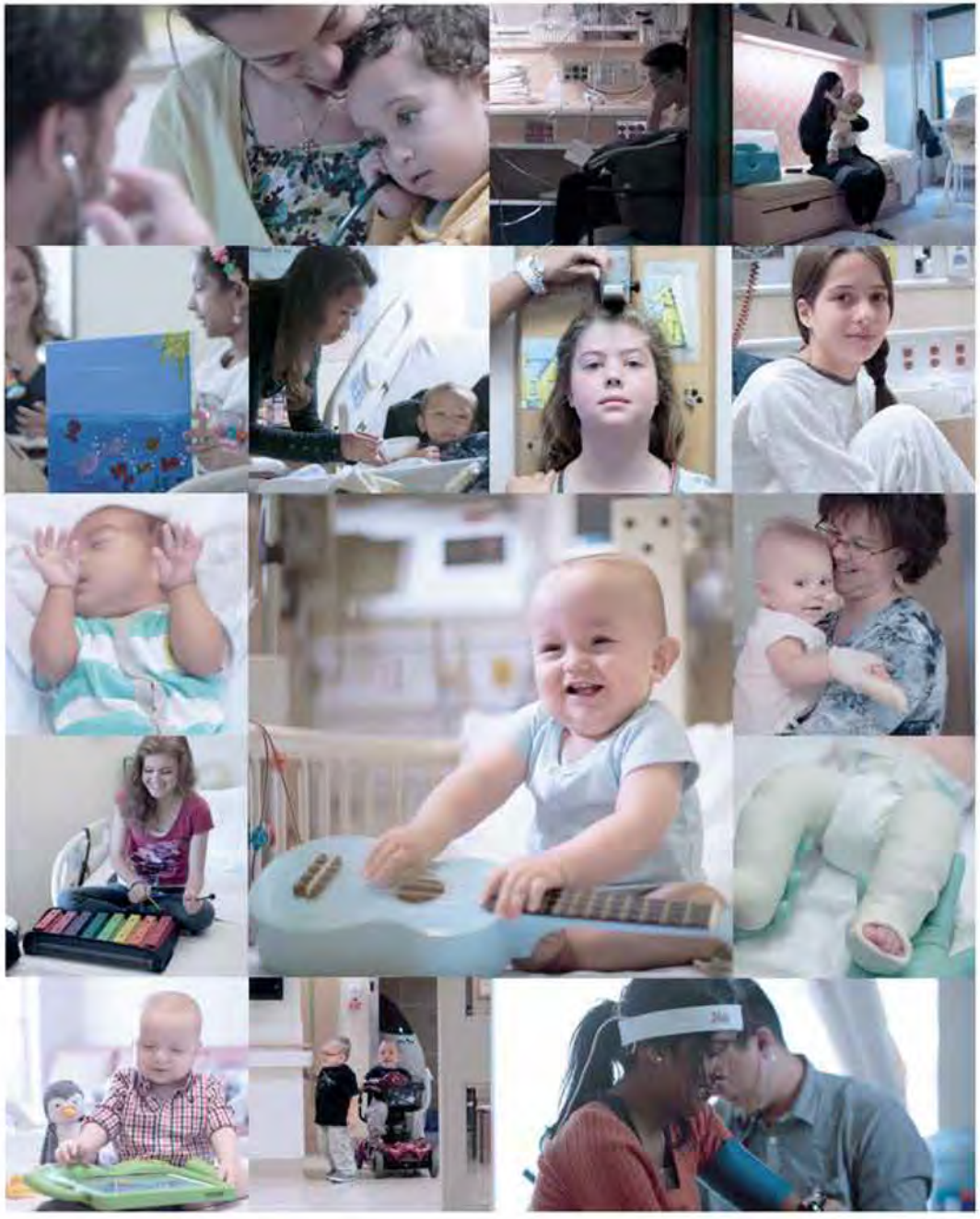
RE/MAX has a history of getting behind vital causes that make a real difference in the lives of Canadian families.

Community is Everything

At RE/MAX Rouge River community is everything! Bring your family out for one of our fun community events!

- Newcastle Harvest Festival
- Bowmanville Apple Festival
- Clarington Family Safety Day
- Bowmanville & Oshawa Santa Claus Parade





RE/MAX Rouge River Realty Ltd. Sales Associates are Miracle Makers!

In 2014, RE/MAX Rouge River Realty Ltd. donated more than $25,000 to the Hospital for Sick Children through the RE/MAX Children's Miracle Network Miracle Home Program!

This generous donation, created by our agents donating a portion of their commissions, makes RE/MAX Rouge River Realty Ltd. a Children's Miracle Network 'Miracle Maker' Office.

SickKids has recognized RE/MAX Rouge River Realty Ltd. and our Sales Associates with a plaque in the Donor Hall for contributing over $300,000 since 1992.

RE/MAX

Children's Miracle Network Hospitals

SickKids

sickkidsfoundation.com/cmn