



**BUSCHTEAM.CA**

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Real Estate Professionals

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*Extraordinary service, results and experience!*



## QUESTIONS YOU HAVE

- ✓ Why should we use Royal LePage?
- ✓ Why use our team?
- ✓ What is happening in the market right now?
- ✓ What do we do, that separates us from the competition?
- ✓ How much is our commission?
- ✓ How much is my home worth?



## BUSCHTEAM.CA ADVANTAGE

- ✓ A great team - leveraging experience and a vast network
- ✓ Systemization
- ✓ Unparalleled marketing plan
- ✓ Exposure for your property
- ✓ Results

# THE KEY TO SUCCESS - A GREAT TEAM

## Our Commitment to you.

Buying or selling a home is one of life's most significant transactions, and there is a lot at stake both financially and emotionally. There has never been a greater need for a professional Sales Representative offering you experience, negotiating skills, knowledge of current trends and market activity and a motivated support team to ensure a smooth, stress-free closing.

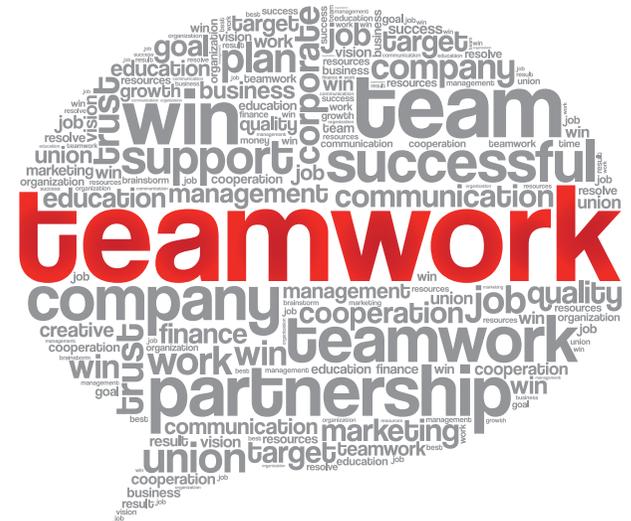
Real estate is a relationship business and our Clients become our friends. We treat them with the utmost, integrity and the loyalty they deserve. We are a self-starting entrepreneur who knows that, in order to earn your repeat business and referrals, we must produce the results our Clients expect.

Your priorities become our priorities, and your goals become our goals. We take our Client representation very seriously, and we are committed to producing the greatest value for every Client. We enjoy the challenge of finding the perfect property for our buyers, and negotiating the most advantageous deals. We help our Clients evaluate their properties accurately, bring them qualified buyers, and market their properties to sell quickly at top dollar. It is a privilege to serve our clients, and we strive to make their transactions smooth, stress-free and rewarding.

We are passionate advocates of homeownership as it provides added security, pride of ownership, and an excellent base for building financial security. In fact, it is the primary wealth accumulation for most Canadians.

In recent years, real estate transactions have become much more complex with legal, financial, and disclosure requirements that must be free of errors or omissions. It is imperative that Buyers and Sellers give the selection of their Real Estate Representative a lot of thought, in other words, choose your Real Estate professional as carefully as you choose your next home. If you value your home and you will also value the difference in working with us. We look forward to working in partnership with your family. Our goal is to impress you with our full service, expertise and guidance throughout the entire transaction so that we may have the privilege of being your Realtor for life.

THANK YOU FOR CHOOSING THE BUSCHTEAM TO DISCUSS YOUR REAL ESTATE NEEDS...Remember to get the best, you should expect EXTRAORDINARY





## MISSION STATEMENT

A dedicated, caring, and committed team of real estate professionals serving all of our clients GTA Real Estate needs. We exceed expectations by methodically campaigning every property as its own business venture to ensure that homeowners get maximum results on one of life's largest investments. We help homeowners get the ROI and guarantee that everyone is treated as VIP client.

### VISION

To be recognized as the Premier Real Estate Team providing the highest level of excellence in service, and in turn building lifelong relationships with those we serve.

### VALUES

We are a team of energetic, passionate, caring and motivated professionals that believe in making a positive and supportive impact on our community.

# CAPTURING YOUR HOME - TO STAND OUT

- ✓ Photoshoot
- ✓ Floorplans
- ✓ iGuide
- ✓ Customized marketing plan.

## FREE STAGING



## iGUIDE

### Helping Professionals Move More Properties

The best media tool for today's digital house hunter and connected real estate professional. Users spend 4:30 mins per visit on iGuide vs. traditional tour: 30 seconds.

Turn shoppers into buyers through a powerful online environment.



### INSIDE EVERY iGUIDE:

- ✓ Interactive Floor Plans
- ✓ 360° Views of Every Room
- ✓ Printable PDF Floor Plans
- ✓ Image Gallery
- ✓ Standard Room Measurements
- ✓ On-Screen Measurement Tool
- ✓ Neighbourhood Maps
- ✓ Custom Information Tools

# UNPARALLELED MARKETING SYSTEMS

Marketing is a major factor when it comes to selling your home in a timely manner.

Advertising your home properly can mean the difference between finding a buyer quickly and having your home sit on the market for an indefinite period of time.

Today, our marketing campaign is unrivaled. It includes advertising in more than 30 print and on-line mediums. The results are unmatched.

## PREMIUM MARKETING MATERIALS

We take great pride in providing buyers and sellers of each home we list, our premium marketing materials, to include:

- ✓ Local newspaper ads
- ✓ Saddle stitched brochure
- ✓ Just listed cards distributed to your neighbourhood, and targeted areas of potential buyers
- ✓ Special events
- ✓ E-newsletters
- ✓ Open House Flyers invites
- ✓ Down payment affordability options



# GUARANTEED HOME SELLING SYSTEM



**GET YOUR OWN  
CUSTOM WEBSITE**



**INTERACTIVE  
DIGITAL MAP OF  
YOUR HOME.**



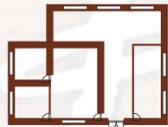
**OPEN HOUSES**



**LOCAL  
CLASSIFIED ADS**



**MEMBER OF 4  
REAL ESTATE  
BOARDS**



**FLOOR PLANS**



**SIGNAGE**



**FULL REPORTING**



**STAGING**



**PRINT MARKETING**



**NEGOTIATION**



**THE LIST GOES ON**

# BUSCHTEAM.CA

An online experience like no other. We ensure maximum online exposure and ease of use through our consistent research.

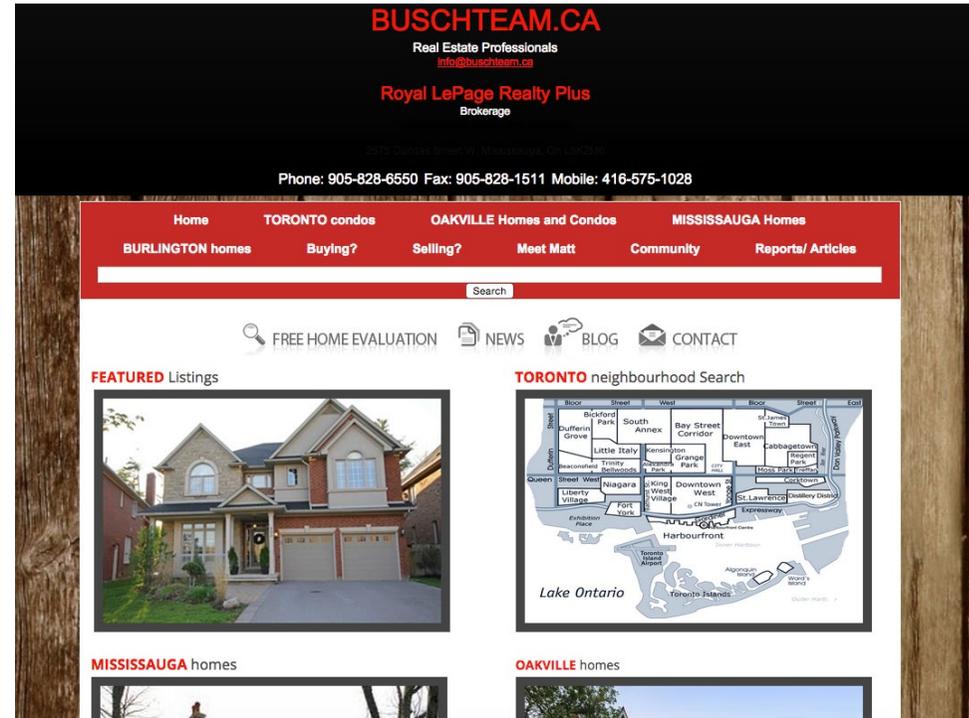
- ✓ Consistently a top 10 GOOGLE search
- ✓ Sitelinks from Google allow landing pages
- ✓ 50-100 unique visits daily
- ✓ Downloadable brochures, floorplans, pricing
- ✓ Each property gets its own micro site
- ✓ Blog / Pinterest Articles and Boards

## SOCIAL MEDIA

Connect with us:

-  facebook.com/mattbuschrealestate
-  twitter.com/gtarealty
-  pinterest.com/buschteam
-  search matthew@buschteam.ca
-  @buschteam.ca
-  info@buschteam.ca

Remember to tag us @buschteam.ca or #buschteam.



**BUSCHTEAM.CA**  
Real Estate Professionals  
info@buschteam.ca  
Royal LePage Realty Plus  
Brokerage

Phone: 905-828-6550 Fax: 905-828-1511 Mobile: 416-575-1028

Home TORONTO condos OAKVILLE Homes and Condos MISSISSAUGA Homes  
BURLINGTON homes Buying? Selling? Meet Matt Community Reports/ Articles

Search

FREE HOME EVALUATION NEWS BLOG CONTACT

**FEATURED** Listings

**TORONTO** neighbourhood Search

**MISSISSAUGA** homes

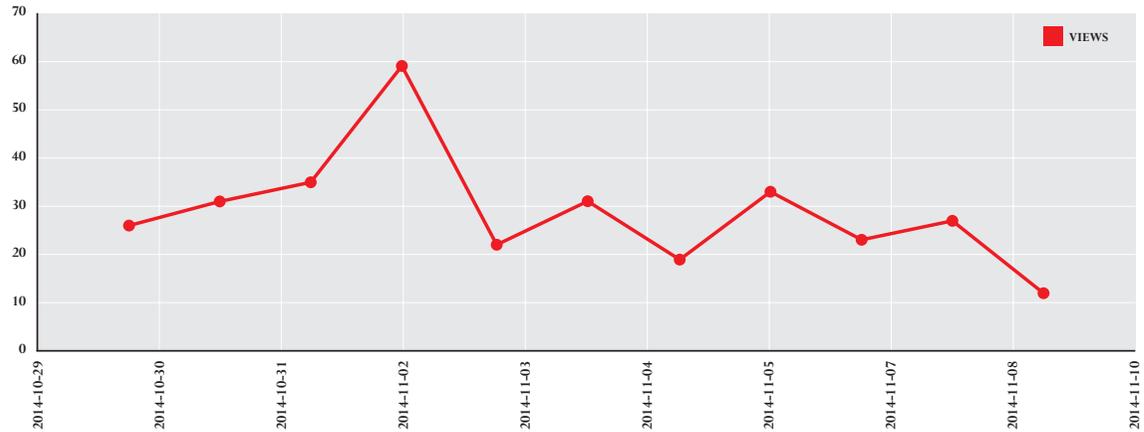
**OAKVILLE** homes

# INTELLIGENCE AND ANALYTICS

## Checklists, feedback, and communication

Providing the highest levels of customer satisfaction by systemizing the process for listing your home ensures the deliverables are met. Using our proven system of monthly market updates, weekly neighbourhood/listing review, buyers, and sellers checklists you will find an extraordinary experience.

- ✓ Online statistics
- ✓ Activity Report
- ✓ Buyers Checklist
- ✓ Sellers Checklist



Destination Name	Views	Emails	Marked as Favourite	Added to Compare	Driving Directions	Web Site
<a href="#">REALTOR.ca</a>	227	N/A	02	N/A	N/A	N/A
<a href="#">iPad REALTOR.ca</a>	56	N/A	01	N/A	N/A	N/A
<a href="#">iPhone REALTOR.ca</a>	26	N/A	01	N/A	N/A	N/A
<a href="#">Android REALTOR.ca</a>	09	N/A	N/A	N/A	N/A	N/A

All information is believed to be accurate but is not guaranteed and should be independently verified. No warranties or representations are made of any kind.

## Leverage Experience and good agents!

- ✓ 250 + full time realtors in our offices
- ✓ Database of 3500 + clients
- ✓ Proven systems/procedures
- ✓ Skilled / Trained negotiators
- ✓ PUT OUR SCHEDULE C TO WORK FOR YOU!
- ✓ Absolute customer satisfaction!
- ✓ Very detail oriented - it's the details that matter i.e. Lakeshore vs Lake Shore
- ✓ We Update your listing daily!

96%

Satisfaction

97%

Recommendation

98%

Performance

# WHY ROYAL LEPAGE?

## Industry Leadership

#1\*

in over  
**100+** markets nationwide

## Powerful Leads & Referrals Channels

**145,000** LEADS

each year from digital channels

Referral relationships with  
**top U.S.** and **international**  
real estate companies

## Unstoppable Momentum and Growth

Over  
**17,000**  
REALTORS®

We've **doubled** the size  
of the company, and **tripled**  
revenue since 2002

**2x** Size **3x** Revenue

## Supporting the Community

**\$24M** raised through

Royal LePage Shelter Foundation

## Brookfield

A **strong, stable** parent company

Over **\$250B**  
of assets under management

## The Voice of Canadian Real Estate

~**2.3B** media impressions in 2016

~**60%** more media impressions than the closest competitor

## 100% Canadian

CANADA'S  
REAL ESTATE COMPANY

Over **\$40B**

in transactional dollar volume.\*\*

## A Strong Heritage

OVER  
**100**  
YEARS  
OF SUCCESS

## Incredible Reach

~**39M**  
visits†

royallepage.ca

## Most Influential

#1\*  
**Phil Soper**  
President & CEO  
of Royal LePage named  
**most influential leader**  
in Canadian Real Estate.

## Connecting You with more Canadians nationwide

**7** Social Media Channels



Over **12,000** Followers

Over **15,400** Followers

Over **13,000** Likes

\*Based on agent count. †Based on market share and/or agent count. ‡Phil Soper, Royal LePage President & CEO, named Most Influential Canadian in 2015 & 2016 Swanepoel Power 200. \*\* 2015. †† Based on Google Analytics (March 1, 2016 - February 28, 2017). Information valid as of March 2017.

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# CANADA'S

## REAL ESTATE COMPANY

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### Negotiating the best price

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## **IS WHAT WE DO**

Royal LePage REALTORS® are trusted real estate professionals who deliver unsurpassed service and expert advice. With local market expertise and the industry's best training, they are equipped to help you get the best price.

Live your homeownership dream.  
Contact a Royal LePage REALTOR® today at  
[www.royalpage.ca](http://www.royalpage.ca).



1 CHOOSING THE BEST AGENT FOR THE JOB

2 PRICE RIGHT TO PROFIT MORE

3 PREPARE TO AMAZE

4 MAXIMIZE EXPOSURE TO BUYERS

5 SHOW IT OFF!

6 NEGOTIATE LIKE A MASTER

7 CALCULATING YOUR NET PROCEEDS

8 MEET WITH MATT

## 8 STEPS

# TO BECOMING AN INFORMED SELLER

You might have questions like, What's my home worth? Should I use an agent or go it alone? What can I do to make my home as attractive as possible?

And of course, the big one: How do I get the most for my home?

The best way to start answering those questions is to be informed. If we have done our job right, then this guide should a) give you answers to many of those questions and b) make you feel a lot more confident about the whole process.

And if you still need more information? Our job is to make things easier--just ask. That's what we're here for. You can learn more about us and our services at the end of the guide.

Welcome aboard,



Matt Busch  
Sales Representative - Team Lead  
Royal LePage Realty Services Plus



## STEP 1

# CHOOSING THE BEST AGENT FOR THE JOB

Most sellers use a real estate agent. You certainly don't have to, but there are good reasons why most people still do:

- 1. Pricing is a real art.** The biggest factor in determining how quickly your home sells is the price, and deciding that price is trickier than it seems. It takes experience and even 1% more for your home can mean thousands to your bottom line.
- 2. Negotiating is hard.** Not just hard to do, but it can feel uncomfortable. If you want someone to negotiate fearlessly on your behalf, you need an agent.
- 3. Marketing is more than MLS.** To get the most for your home, you need as many buyers interested as possible. According to REALTOR.com, 82% of real estate sales are the result of agent contacts.
- 4. Showings and paperwork are a pain.** There's more to the legal side of a home sale than you might think, and showing your own home is not only awkward, it can really complicate your schedule. An agent takes away the burden of all these things, and works to get your home sold for the best price in the fastest time. After all—you've got a life to live.

How much of that price is yours to keep? I have included a worksheet at the end to help!



## PRODUCING RESULTS

We pride ourselves on our high level of customer service, while at the same time producing high level results that are Extra-ordinary. See how we stack up against the competition.

### DAYS ON MARKET

We sell homes 9.8 days faster than our competition. That's 39% faster than average.

### S/L RATIO

We sell homes .75% high than average. That's an extra \$4,387 in your pocket. This number is of the average, if you look at us compared to the discount brokers we out-perform them by 3-5%.

### WE SELL MORE

5x more than the average realtor or 500%.



## STEP 2

# PRICE RIGHT TO PROFIT MORE

We will help you optimize profits by:

- ✓ Performing a professional market overview
- ✓ Presenting all viable comparables
- ✓ Estimate the net proceeds
- ✓ Propose a sound pricing strategy

Setting the price for your home is challenging. Too low, and you leave money on the table. Too high, and you scare away buyers to other properties. To complicate all this, your home is an emotional asset—it's hard to see it objectively.

To find the *optimal* price—one that maximizes the sale price and minimizes the time it takes to sell—requires strategic thinking.

Pricing is something agents spend their careers refining and mastering. They combine intimate local and national market knowledge, an exhaustive study of similar homes for sale, and an analysis of past sales to come up with the optimal list price. And then they combine that with your unique needs to pick a price that fits you.

It's no easy task, but it's a critical one. Pricing your home right the first time results in more exposure, more showings, more offers, and ultimately, the highest price for your home.

**If you want to get as much for your home as possible within a reasonable time frame, you need to get the price right.**

First, it is important to understand that only the market can determine the ultimate value of your home. That said, choosing the optimal list price is essential to maximizing your home's value. If you price too low, you risk not getting as much as you can for your property, but price too high and you risk losing potential buyers who may think your property is out of their price range and you help your competition sell faster.



## DANGERS OF OVERPRICING

Many potential buyers won't even look, thinking it's out of their range.

Those buyers who do look are shopping by comparison, and looking at your home may convince them to make a bid on a different property.

Since an appraisal is often required in financing a property, it's futile to price a property for more than it's worth.

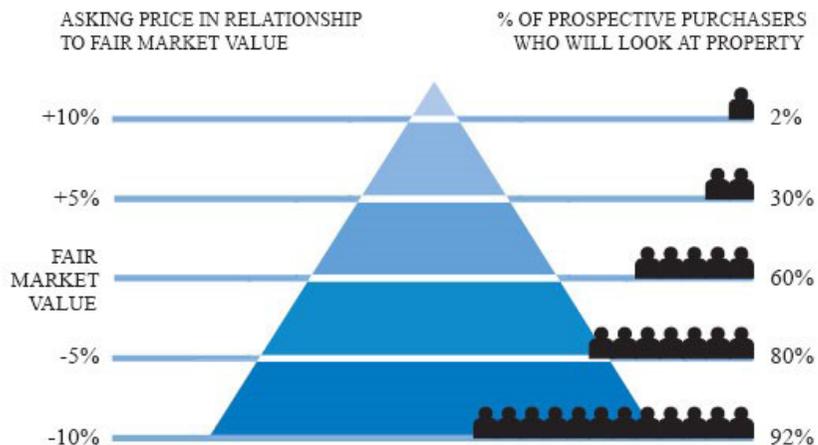
Properties left on the market for extended periods of time usually become "shopworn," causing many buyers to believe something's amiss.

Overpricing tends to dampen the other salesperson's attitude, making it less likely to be shown.

Overpricing lengthens marketing time, and invariably results in a lower selling price than would have been otherwise obtained.

The closer the 1st price is to market value, the more likely a higher sale price will be realized within a reasonable time period.

Pricing it right takes away the buyers ability to negotiate from a position of strength.



## 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 Salespersons and potential buyers shut 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. ly results in a lower selling price than would have been otherwise obtained.

### MARKET TIME VS. SELLING PRICE

0 - 4 Weeks:	98% of Asking Price
4 - 12 Weeks:	96.4% of Asking Price (usually at least one price reduction)
13 - 24 Weeks:	91.1% of Asking Price

The longer your home is on the market, the less it will sell for.



### STEP 3

## PREPARE TO AMAZE

After price, the condition of your home is the single biggest factor determining how fast—and for how much—your home sells.

REALTORS® repeatedly find that people can't visualize the potential of a home. They have to see it. That means that how your home shows now is how people see themselves in it. They can't see past the chips, leaks, clutter and stains—in fact, they tend to **focus even more** on those things.

Sound overwhelming? You don't need to do it overnight. Your agent can point you to someone who can help, or you can break it down into just one small task a day.

Think of it this way: everything you remove from the house, clean or repair puts money in your pocket. **You're getting paid to do it!**

# LITTLE IMPROVEMENTS = BIG RETURNS

It's always a good idea to spruce up the exterior and interior of your home before listing it for sale. But that doesn't mean you have to undertake major and/or expensive project. Just a little effort will greatly increase the perceived value of your home. After all, if you wanted to undertake a large-scale project, you probably wouldn't be selling! Here are some simple steps you can take to increase the perceived value of your home and make a great first impression.

## EXTERIOR APPEARANCE

- ✓ Keep lawns cut
- ✓ Trim hedges and shrubs
- ✓ Weed and edge gardens
- ✓ Clear driveway and clean up oil spills
- ✓ Clean out garage
- ✓ Power wash
- ✓ Touch up paint
- ✓ Plant colorful, inexpensive flowers pots if necessary

## AT THE FRONT DOOR

- ✓ Clean porch and foyer
- ✓ Ensure door bell works
- ✓ Repair any broken screens
- ✓ Fresh paint or varnish on front door
- ✓ Repair door locks and key access

## CREATE SPACE

- ✓ Clear halls and stairs of clutter
- ✓ Store surplus furniture
- ✓ Clear kitchen counter and stove top
- ✓ Clear closets of unnecessary clothing and stuff
- ✓ Remove empty boxes and containers
- ✓ Put away personal photos so buyers can envision the house as theirs

## SQUEAKY CLEAN

- ✓ Clean and freshen bathrooms
- ✓ Clean fridge and stove (in and out)
- ✓ Clean around heating vents
- ✓ Clean washer and dryer
- ✓ Clean carpets, drapes and window blinds
- ✓ Eliminate pet odors and stains

## MAINTENANCE

- ✓ Repair leaking taps and toilets
- ✓ Clean furnace and filters
- ✓ Tighten door knobs and latches
- ✓ Repair cracked plaster
- ✓ Apply fresh coat of paint to touch up where necessary
- ✓ Clean and repair windows
- ✓ Repair seals around tubs and basins
- ✓ Replace defective light bulbs
- ✓ Oil squeaking doors
- ✓ Repair squeaking floor boards

## CREATE A BUYING MOOD

- ✓ Make sure your home smells fresh and clean
- ✓ Turn on lights
- ✓ Turn on air conditioner/heat
- ✓ Open the drapes
- ✓ Light the fireplace

## YOUR BEST ROI

Based on the Appraisal Institute of Canada's latest Home Renovation Survey and the informed opinion of Canada's professional fee appraisers, the home renovations with the highest, lowest, and average return are:

### HIGHEST RETURN

Bathroom Renovations	75-100%
Kitchen Renovations	75-100%
Interior Painting	50-100%
Exterior Painting	50-100%

### AVERAGE RETURN

Roof/shingle replacement	50-80%
Furnace/heating system	50-80%
Basement renovation	50-75%
Recreation room addition	50-75%
Fireplace installation	50-75%

### LOWEST RETURN

Landscaping	25-50%
Interlocking	25-50%
Fence	25-50%
Asphalt Paving	20-50%
Swimming Pool	10-40%
Skylight	0-25%

New flooring	50-75%
Constructing a garage	50-75%
Window/door replacement	50-75%
Deck installation	50-75%



## STEP 4

# MAXIMIZE EXPOSURE TO BUYERS

There are many facets to effectively marketing your home:

- ✓ Identifying a target market
- ✓ Creating a compelling story for the home  
i.e. amenities, neighbourhood, commute, etc.
- ✓ Capturing impactful photography
- ✓ Creating marketing materials
- ✓ Creating local marketing campaigns
- ✓ Managing internet marketing

Once you've found a price for your home and put it in showroom condition, there's one more critical piece of the puzzle before buyers begin flocking in to see your masterpiece: getting their attention.

Marketing your home to the biggest audience possible takes more than a sign on the front lawn.

.....  
**WE HAVE SERIOUS BUYERS WITH  
TOP OFFERS!**  
.....



## GUARANTEED HOME SELLING SYSTEM

1. **Member of 4 real estate boards** - more exposure for your home
2. **Open Houses** - One of a kind open houses hosted for the first two weekends of the listing. Our open houses are extraordinary, where we never miss a detail.
3. **Get your own website.** Your home will be searchable online through its own web address i.e. "youraddress.ca".
4. **Social Media Campaign / Send to email database:** 500 top realtors / 4,000 locals
5. **Interactive digital map of our home.** Call us to walk you through this amazing technology.
6. **Deal with the experts** - from pricing to negotiating; we undergo training that is the best... and that is what you deserve!
7. **Free 3-step staging process** to include a consultation, delivery, and removal of furniture.
8. **Signage** - we strategically place signage throughout your home to ensure, again, that potential buyers never leave with a question.
9. **Floor plans** - buyers like to envision their furniture in the home they are going to buy. We have them leave your home without any hesitation.
10. **Print marketing** - sometimes your neighbors may know someone looking to move into the neighborhood, ensuring they know about your home is a great way to find a qualified buyer.
11. **Full reporting** - we ensure nothing goes missed, you as the homeowner get a fully detailed report weekly (Friday's) of the activity on your home and a summary of what buyers, and their agents are saying about your home.
12. **Our services bring...** maximum exposure and profit in the least amount of time, minimizing your stress and risk.
13. **The list goes on...**

## MEMBER OF 4 GTA REAL ESTATE BOARDS

I ensure that the properties my clients want to sell get maximum exposure. What does this mean? Well, when a Toronto agent lists an Oakville property, and they don't belong to the Oakville Board there is no exposure to the Oakville agents, only to those who are members of the Toronto Board.

Same thing goes for the purchasing side, having access to all 4 boards ensures that no properties will slip through our fingers, and we see absolutely everything that is on the market.

By exposing your listing to all of these boards, it ensures it will be noticed!



The Oakville, Milton  
and District Real Estate Board

**OMDREB**

(Oakville Milton District Real Estate Board)



**MISSISSAUGA  
REAL ESTATE BOARD**

**MREB**

(Mississauga Real Estate Board)



**REALTORS®  
ASSOCIATION  
of Hamilton-Burlington**

**RAHB**

(Realtors Association Of Hamilton-Burlington)



**Toronto  
Real Estate Board**

**TREB**

(Toronto Real Estate Board)



## STEP 5

# SHOW IT OFF!

As interest in your home rises, so will interest in seeing the real thing. It's time to show off your masterpiece to prospective buyers.

A REALTOR<sup>®</sup> will take care of almost all of the details, but here are a few tips to maximize the showing experience.

- ✓ You should leave. Buyers want to be able to look around and discuss your home candidly. They won't be comfortable if you're there.
- ✓ Leave out any additional information that's helpful—property brochures, floor plans, and contact information.
- ✓ In addition to the usual tidying, make sure your home is inviting. Turn up/down the temperature. Leave the lights on. Open the blinds where appropriate. Leave inside doors open or slightly ajar.
- ✓ Be as flexible as you can—try to accommodate the buyer's schedule.



## SUGGESTIONS TO SELL

1. Tidy up the grounds - porches - garage. Keep lawn trimmed and edged. Make sure that your yard is clean of refuse.
2. Your front door gives a vital first impression while a realtor and prospect wait for you to answer the bell. Be sure it is scrubbed clean.
3. Dress up windows in freshly laundered curtains.
4. If any decoration is needed (especially kitchen) do it now! \$20.00 worth of paint may balance \$100 in a price cut. Bathrooms help sell homes. Make this room sparkle.
5. Keep all steps clear of hazards.
6. Don't forget to have all light sockets filled with bulbs. Illumination is like a welcome sign. The potential buyers will feel a glowing warmth when you turn on all your lights for an evening inspection.
7. Wash dishes, put away clothes, straighten up newspapers, etc.
8. Make up beds with attractive spreads.
9. Keep pets out of the way when showing. (One type of prospect is annoyed - the other gets attention diverted.)
10. Avoid having too many people present during inspections. The potential buyer will feel like an intruder and will hurry through the house. Do not allow children to tag along on the visitors' tour.
11. Leave showing the house up to the realtor. It is his/her business to sell; he/she can lead up to basic reactions alone better than with running conversational help. The salesman knows the buyer's requirements and can best emphasize the features of your home. You will be called if needed.
12. Don't discuss anything concerning the sale with the customer. Let the realtor discuss price, terms, possession, and other factors with the customer. He/she is eminently qualified to bring negotiations to a favorable conclusion.



## STEP 6

# NEGOTIATE LIKE A MASTER

As a trained and experienced Royal LePage agent, we will help you get the best price for your home, by doing the following:

- ✓ Pre-qualifying buyers
- ✓ Identifying motivating factors of the prospective buyer
- ✓ Working with other agents

Now this is where things get exciting. You've got an offer or maybe two or three at once! In most cases, your home's list price won't be the selling price. When it comes to settling on that final magic number, you're going to be **negotiating**. That's something your REALTOR<sup>®</sup> is an expert at, but here are some key strategies for owners:

**It's a conversation.** Don't be offended by low offers and conditions.

**No one is forcing you to accept them.** Think of it as a starting point to have a conversation.

**Always counteroffer.** Momentum matters. Just the act of moving a deal forward helps make the deal happen.

**Price isn't the only thing.** You can negotiate on price, offer conditions, assets in the home. Don't get stuck on one thing.

**Remember, even 1% more for your home can mean thousands to your bottom line.**

And once you agree, the buyer provides a deposit cheque to be held in trust until the conditions are met.

Once the conditions are met, the buyer signs a waiver and the deal is firm. If you've completed all these steps, then you are a successful home seller.

## STEP 7

# CALCULATING YOUR NET PROCEEDS

The cheque is in! Now how much do you get to keep?  
There are a number of closing costs to consider.

**Legal Fees.** Lawyer's fees vary, but often have structured fees for the purchase and sale of homes posted on their websites. Sellers pay in the area of \$1000.00 for a lawyer to look after the legal details necessary to close their home.

**Mortgage Fees.** Check with your mortgage lender to determine if any costs will occur when transferring or releasing your mortgage. There is sometimes what is referred to as a discharge fee to remove the mortgage from title that can range from \$100 to \$250.

**Disbursements.** These fees cover additional legal expenses such as travel, copies, couriers, registration fees and preparing document transfers. Disbursements can range upwards of \$500, but can sometimes be built into your legal fees.

**Adjustments.** It's difficult for a home seller to calculate exactly how much money is owed to which utilities on closing day. Your lawyer will ensure that any overpayments or deficiencies on rents, mortgage interest, property tax and utility charges will be corrected, and the buyer and seller will be credited or charged accordingly.

**Moving Costs.** Moving costs vary based on location and the amount of possessions being moved. If you're moving yourself, you should factor gas, rental vehicles and moving supplies.

# CALCULATING NET PROCEEDS

Estimated Selling Price	\$
Less:	
Mortgage Balance	\$
Mortgage Penalty (if applicable)	\$
Interest Per Diem (Interest from last payment of closing)	\$
Property Tax / Utilities Adjustments	\$
Real Estate Commission with HST	\$
Moving Costs	\$
Other:	\$
Estimated Net Proceeds of Sale	\$



# COSTS TO CONSIDER

The estimates provided includes supply and installation of average quality building materials and professional workmanship. Costs will increase with upgraded quality and inherent complications with the job at hand. In addition, please note costs will differ in rural areas and may be affected by season. Costs are based on a two-storey, 1,400 square foot home.

## ROOFING (Sloped Roofs\*)

Asphalt shingles	\$3.50-4.50/sq.ft
Cedar shakes	6.50-8.50/sq.ft
Removal of existing shingles, dumping of charges (1 or 2 layers)	1.25-1.75/sq.ft

\*Costs will vary with heigh of building and pitch of roof

The average cost to install new asphalt things over existing shingles is \$3,500. The average cost to tear off all existing shingles and install new asphalt shingles is approximately \$4,000. [Please note the replacement of any sheathing is not included in the above estimates.]

## ROOFING (Flat Roofs)

4-ply (tar and gravel)	8-12.00/sq.ft
Rolled asphalt (90 lb.)	2.50-3.00/sq.ft

## FLASHING

Chimney flashing	300-400.00ea
Wall flashing	3-4.00/lin.ft
Parapet wall flashing	15.00/lin.ft

The average cost to install new soffit, fascia, and eaves troughs is approximately \$2,000-\$2,700

## CHIMNEYS

Rebuild top foot	350-500.00
New chimney cap / flue top damper	250.00
Flue cap	150.00ea
Chimney rebuilding (double flue)	250-300.00/lin.ft
Tuck pointing/minor brick replacement	500-700.00

## VENTILATION

Roof vents	150.00ea
Roof tune up	300-400.00
Powered attic ventilators, new installation	500.00ea+

## ROOF DRAINAGE, ALUMINUM

Eaves troughs/down pipes(6")	4-5.00/lin.ft
Fascia (6")	10.00/lin.ft
Soffit (12")	12.00/lin.ft
Remove existing eaves troughs	2.00/lin.ft
Eaves trough cleaning	125.00+

## DRIVEWAY

Interlocking brick/stone	15.00/sq.ft
Asphalt paving (existing base)	3.50-5.00/sq.ft

## GARAGE

### Overhead Doors

Automatic garage door opener	500.00+
Single car overhead does (Steel insulated)	1,200.00ea
Double car overhead doors (Steel insulated)	2,500.00ea

**EXTERIOR WALL FINISHES**

Aluminum/Vinyl siding	5-6.00/sq.ft
Stucco (cement)	8-10.00/sq.ft
Patch damaged stucco (per location)	300-400.00
Brick (vener)	10-15.00/sq.ft
Rake and re-point mortar joints (brick wall)	4-6.00/sq.ft
Brick cleaning: Unpainted brick	2.50/sq.ft

**EXTERIOR DOORS**

Steel insulated doors	800.00ea
6' Aluminum patio door	2,000.00+
6' Wood patio door	2,500-3,000.00
Aluminum storm door	450.00ea
Replace main entry door	800-3,000
Install 6'x7' opening brick wall	1,500.00ea

**WINDOW REPLACEMENT**

Wood windows	50.00/sq.ft
Aluminum windows	30.00/sq.ft
Aluminum porch enclosures	20.00/lin.ft
Fixed thermal glass (existing frames)	2,200+

**WALKWAYS**

Interlocking brick/stone	10-12.00/sq.ft
Stamped concrete	12.00sq.ft
Remove and replace concrete flatwork, sidewalk or patio	50-100.00sq.ft

**FENCES**

Pressure treated lumber (5' high)	20.00/lin.ft
Chain link (4' high)	10.00/lin.ft

**DECKS**

Cedar/Pressure treated	15.00/sq.ft
Custom designed and built	25-40.00/sq.ft

**PATIOS**

Interlocking brick/stone	10-12.00/sq.ft
Patio stones	3.50/sq.ft
Flagstone/Fieldstone	18.00/sq.ft

**GRADING**

Top soil and sod	2.50/sq.ft
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**AIR CONDITIONING**

Widow units: 8 BTUH	1,000.00+
Widow units: 12 BTUH	1,500.00+
Central A/C unit using existing ducts	2,350-3,500.00

**ELECTRICAL****Upgrade of Main service to:**

100amps/200amps (existing meter)	1,500-2,000.00
16 circuit auxiliary panel	350-450.00ea
Electrical permits (major work)	200-250.00
Retrofit Work, Per plug, switch, light (fixture not included)	100-150.00ea
Correct double tap in electrical panel	150-250.00

**PLUMBING**

Replace water line	2,000.00+
Exterior garden hose bibb	150.00ea
Snake plumbing drain	150-300.00
Install water pressure regulator	200-300.00
Install new water main valve	150-200.00

**PRIVATE PLUMBING**

Shallow well water service	1,800.00+
Deep well water service	2,500-4,000.00ea
Pump out septic tanks every 3-5 years.	

**HEATING**

Baseboard heaters	300-450.00ea
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**Forced Air System\***

High-efficiency gas furnace	3,500-5,500.00
Air duct-cleaning	275.00
Humidifier: Flow-through type	350.00
Programmable thermostat	250.00
Electric air cleaner	650.00
Electronic air filter	250.00
Air to air heat exchanger (HRV)	2,000.00+

**Hot Water System**

Hot water gas boiler	2,800-5,000.00
Hot water gas "high-efficiency" boiler	6,000.00+

**FOUNDATION WALLS****Repair foundation cracks:**

Excavation method	600-800.00ea
Urethan injection method	400.00ea

**BASEMENT**

Underpinning	300-400.00/lin.ft
Recreation room remodeling	90.00/sq.ft
Construct basement apartment	10,000-30,000
Construct separate basement entrance	8,000.00ea+

**KITCHEN**

Sinks and faucets	750.00+
Vegetable sprayer	80.00
Dishwasher connection	300.00+
Kitchen plugs	100-150.00ea
Stove and dryer plugs	300.00ea
Oven and exhaust fan, retrofit	400.00ea

**LAUNDRY**

Laundry tub and connections	450-500.00
Install dryer duct, new work	250.00ea

**BATHROOMS**

Shower connection with showered	200.00+
Install toilet	450.00+
Wash basin/faucets	400.00+
Pedestal sink/faucets	450.00+
Pressure/temperature balance control	450.00
Ceramic tiles to existing tub enclosure	1,800-3,000.00
Bathroom exhaust fan	300.00ea

**GENERAL INTERIOR**

Interior doors/hardware/jamb	300.00ea
Baseboards/door & window casing	5.00/lin.ft
Suspended acoustic ceilings	4.00/sq.ft
Painting 3 coats: Walls	1.80/aq.ft
Windows	85.00ea
Doors	65.00ea
Plaster cornice-moulding	18.00/lin.ft

STEP 8  
**BE INFORMED**

**MATT DOES 3 THINGS FOR HIS CLIENTS EXCEPTIONALLY WELL:**

“Keep everyone informed.”

“Do what I say I’m going to do.”

“Keep your best interests at heart.”

**DAYS ON  
MARKET**

We sell homes 9.8 days faster than our competition. That’s 39% faster than average.

**S/L RATIO**

We sell homes .75% high than average. That’s an extra \$4,387 in your pocket. This number is of the average, if you look at us compared to the discount brokers we out-perform them by 3-5%.

**WE SELL MORE**

5x more than the average realtor or 500%.





## A FEW WORDS FROM OUR BUYERS & SELLERS

“As first time home buyers, my girlfriend and I required a lot of hand holding throughout the entire house purchase process. Matt was patient, educating and honest as he evaluated our wants and must haves in our ideal locations. Not only did Matt find the perfect house for us under budget, but he also used his vast network to recommend local businesses for future home renovations at discounted prices.

He also provided us with a trailer to help us move all of our stuff! A great value add that he provides to all of his clients. Matt’s more than a real estate agent as he’s become a trusted advisor and friend. Erin and I would highly recommend Matt to any potential buyer/seller who are looking to get the most out of the entire experience.”

- *Justin and Erin*

“Matt is energetic and enthusiastic when it comes to real estate. It’s a real passion. He is detailed and informative. I will always use Matt when it comes to my real estate needs.”

- *Helen Davis*

“Matt was great to work with, we told him what we were looking for and how much we were willing to spend. He took us to a number of different showings that matched our criteria. He clearly knows the Toronto area very well, and was a huge help in deciding what condo to go with and what to go in at with an offer. He saw the entire deal through start to finish, making sure we had everything the landlord needed to close the deal. He even helped us track down a second parking spot. I will definitely work with Matt again when the time comes.”

- *Justin Myers*

“They presented the house on the market with a gorgeous virtual tour , HD pictures and high end quality brochures. His honesty in his descriptions and the actual photos allowed potential buyers to visualize the house exactly as it was without using gimmicks, wide angle lenses and fluff to the descriptions. Today this is what people respect the most and when they come to the home there is no disappointment or false advertisement.

They are friendly and accommodating , and with a wide breadth knowledge we felt we were in great hands.

When you meet these guys you can tell they live and breathe real estate, so what better person to get you the best money for your property plus he was born with the natural gab !

Would recommend and use again.

- *Angelika and Krys*



# ARE YOU READY? CHECKLIST

In preparation for listing your home, you will need to gather up a few things:

- A copy of your survey
- Your most recent annual property tax assessment
- The average cost of utilities (electricity, hydro, water)
- The age of your home
- Details of recent improvements or renovations
- A list of items you would like to exclude from the sale
- Pictures of seasonal features (i.e. gardens in bloom)
- A list of any easements or right-of-ways
- Receipts and warranties for recent home improvements
- "10 Best Features of Your Home" Worksheet
- Other relevant information (any upgrades, copy of floor plans, builder plans and/or model name)
- A Key

## FOR CONDOMINIUM OWNERS:

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- Maintenance fees and a list of maintenance/fee inclusions
- Parking and locker numbers
- Pass key to the building
- Status Certificate (if available)
- A list of by-laws and restrictions





# YOUR TOP 10 LIST

Describe 10 things you love most about your home or neighbourhood.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_



# HOME SUMMARY

Walk the home by myself to put myself in the shoes of a buyer.

## EXTERIOR

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

POOR

GOOD

## INTERIOR

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

POOR

GOOD

## STRUCTURE

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

POOR

GOOD

Basement foundation, etc. (look for efflorescence)

Age of structure \_\_\_\_\_

Ground slopes away from home?

YES

NO

## PLUMBING

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

POOR

GOOD

Water Pressure. \_\_\_\_\_

## ROOFING

Age of roof \_\_\_\_\_

## ELECTRICAL

# of amp service? \_\_\_\_\_

Wire type:

Copper

Aluminum

Breaker type:

Switch

Plug

DID you know... in Canada aluminum wire is safe, contrary to popular belief, as in Canada opposed to the US our building code required 14-2 guage wire where in the US 12-2 was used (There is risk of potential hazard with 12-2)

## HEATING

Heating type:

Electric baseboard

Radiant

Age of furnace: \_\_\_\_\_

High efficiency?

YES

NO

Typical life expectancy \_\_\_\_\_

20 years

Maintenance agreement? \_\_\_\_\_

## HOT WATER TANK

Age of hot water tank \_\_\_\_\_

Rented?

YES

NO

Which company \_\_\_\_\_

How much? \_\_\_\_\_

## COOLING

Age of A/C? \_\_\_\_\_

Make? \_\_\_\_\_

## INSULATION

Original?

YES

NO

R-Value? \_\_\_\_\_

## WINDOWS

Original?

YES

NO

Updated when? \_\_\_\_\_



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## DOORS

Original?  YES  NO

Updated when? \_\_\_\_\_

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## GENERAL

Year built? \_\_\_\_\_

How long have you owned it? \_\_\_\_\_

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## DOCUMENTATION

Please gather the following:

Square footage  Tax bill

Survey  Heating Bill

Receipts and warranties for:

Roof  Appliances

A/C  Repairs

Furnace  Permits for renovations

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## GENERAL QUESTIONS

Do you have the top 10 list filled out from the package I sent?  YES  NO

When was the last time you have worked with a real estate agent? \_\_\_\_\_

Do you want to find your next home before selling?  YES  NO

Are you interviewing other sales people? If I may ask, who? \_\_\_\_\_

When would you like to move? \_\_\_\_\_

When do you need to move? \_\_\_\_\_

Is your company assisting with the move?  YES  NO

How long have you been thinking of moving? \_\_\_\_\_

Do you have an idea of what you want to list your home for? \_\_\_\_\_

When is the best time to get listed? I like Wednesdays and Thursdays \_\_\_\_\_

Strategy: multiple or not? \_\_\_\_\_

What price do you have in mind? \_\_\_\_\_

---

## SCHOOLS

Elementary Private  Secondary Private

Elementary Public  Secondary Public

Elementary Catholic  Secondary Catholic

---

## Remember, ask other realtors for

- ✓ Their Marketing plan
- ✓ Their stats
- ✓ Their pricing strategy
- ✓ Their knowledge of the market
- ✓ Their plan to keep you informed
- ✓ How long have they been selling real estate?
- ✓ Their list price to selling price ratio

Just remember... It's about your bottom line! Make sure you pick a realtor who can ensure you get top dollar for your home, the difference you will make between an agent who is a professional (and knows what they are doing) vs. an agent who just cuts their commission to get the listing will leave you with more risk, equalling thousands of dollars.



# LISTING FEE

4.5%

5%

6%

	4.5%	5%	6%
MLS Listing on the Toronto Real Estate Board	X	X	X
iGuide and Floor Plan	X	X	X
MLS posting on selected websites	X	X	X
Feature sheet	X	X	X
Feedback calls on all showings and inquiries	X	X	X
All terms & conditions are subject to 120 day commitment	X	X	X
Staging consultation of your home / cost incurred by our team		X	X
Broker and public open house		X	X
Front page Mississauga news ad every 2 weeks		X	X
1 Pre-inspection and cleaning crew provided at no extra cost		X	X
10,000 flyers distributed in the area		X	X
Proactive door knocking in your neighbourhood and surrounding areas		X	X
Custom brochures		X	X
Online advertising / full exposure on 9 websites and Matt Busch on YouTube		X	X
Full colour ad in the real estate book			X
All colour advertising in every venue until your home is sold			X
Full staging consultation with report and furniture included			X
MLS listing to Oakville Milton District Real Estate Board			X
MLS listing to Real Estate Association of Hamilton and Burlington			X
MLS posting on multiple websites			X
Carriage trade luxury property marketing program*			X
Full virtual tour of your home and uploaded on the real estate board(s)			X



# JOIN US FOR A COFFEE/ESPRESSO

## ROYAL LEPAGE REALTY PLUS

2575 Dundas Street West  
Mississauga, Ontario  
L5K 2M6

In "The Home Decor Centre",  
beside the Lay-Z-Boy Store

## BUSINESS HOURS

Monday - Friday 9AM - 9 PM  
Saturday 9AM - 5PM  
Sunday 10AM - 4PM

## HOW TO FIND US?

We are located on the North Side of Dundas about .5 KM East of Winston Churchill ON DUNDAS, in the HOME DECOR CENTRE. (Bowrings, Walkers Fish Market, Benjamin Moore etc.) Go through the alleyway shown to the right.

If having difficulty please call our office at 905-828-6550

