

AMAZING FREE SERVICES AVAILABLE FROM A PROFESSIONAL REALTOR



TORONTO'S
REAL ESTATE TEAM

THOMAS COOK @ RE/MAX

EXPECT AMAZING

Here's The
FREE STUFF
you don't
want to miss



Beware of making
significant
**buying or selling
mistakes**

Helping Toronto Home Buyers And Sellers Achieve Their Goals Since 1980

As successful Toronto Realtors helping condo and house buyers and sellers since 1980, we've developed many programs and services to assist people with their real estate needs. Here are some of the plans of action we have designed to help.

Exclusively For CONDO Or HOUSE SELLERS...

Sometimes people start thinking about selling their property years ahead of time and others jump right in and sell their condo or house within a few days or weeks.

Do you like to understand how something works before committing to it?

Either way, it makes sense to spend some time learning the right way to sell and avoiding making costly mistakes on one of the biggest sales of your life.

We've written a book to completely explain the best ways to get your condo sold for a higher price. And we've got **3 special programs** designed to help you achieve that.

If you are going to sell your home in the next 1 to 9 months, what you undertake right now can make a difference of thousands of dollars in your sale price, and there are some simple things you can do forthwith to make sure you get "**Top-Dollar**" when you do sell.

Insider Tips For Getting The Best Price - The Complete Guide To Selling Your Toronto Condo

By reading this book you're on your way to helping yourself have a successful sale and getting the highest price possible. As the saying goes 'Knowledge Is Power'. In this book, I will be telling you how my Team and I approach selling Toronto homes.

I've worked through three recessions since 1980 and now one of the longest stretches of market appreciation in Toronto's history.

So, I've seen it all... extreme buyer's markets and now extreme seller's markets... but in every instance, a competent, knowledgeable Realtor adds value to every seller when they're ready to enter the market.

Download the Book for free at GettingTheBestPrice.ca.

Timeline = 3-6 months before selling

A Quick Way To Find Out What Your Condo Could Be Worth In Today's Market

Before you start making any plans to move up, move down or move out to a rental, you'll need to know a market value price for what your home is worth in today's market.

The best way to do this is to have us complete a FREE "**Pin-Point Price**" Analysis, where I can take a closer in-person look at your condo and prepare a very specific price for your suite. This price will be more precise than the general range that you can get automatically from any website - and we guarantee in writing to sell your condo at the "Pin-Point Price" or higher in less than 32 days.

Go online to PinpointPriceAnalysis.com and fill in your property's specifics... it's that easy

Timeline = 1-12 months before selling



Increase Your Home's Value With Simple Cosmetic Fix-Ups

So, you're happy with the price you could get... what's next?

The absolute best next step is for us to do a FREE "**Room-By-Room Review**", where I take a 20-minute walk-thru of your condominium and make specific recommendations about which fix-ups or improvements you should (and should not) do to prepare your suite for sale. I will point out the lowest cost, highest return improvements you can make to help sell your condo quickly and for more money.

Set up your Room-By-Room Review at RoomByRoomReview.com.

Timeline = 1-4 months before selling

Sell Your Condo In As Little As 24 Hours - And Laugh To Yourself At How Easy It Was

Some home owners are sensitive to having a lot of people traipsing through their home or there's some limitation as to their putting the condo on the public MLS system.

If that's you, one solution is to include your condo in our "**Silent Market**" of condominiums that are not yet on the open market. Because we generate so much buyer interest from our website, Facebook and Google advertising and other proactive marketing, we may be able to find a buyer for your condo without even putting it on the market... saving you both time and money.

Register your condo 'silently' for sale at SilentMarketForCondos.com.

Timeline = 1-3 months before deciding to put your condo on the MLS system

Exclusively For CONDO or HOUSE BUYERS...

It's often the same for buyers... sometimes they begin thinking about buying real estate years ahead and others plunge right in and purchase a new condo or house in just a few months.

It certainly is a wise idea to spend some time learning the right way to buy and avoiding making costly mistakes on one of the biggest purchases of their life.

Our **Home Buyer University** has created several ways for you to improve your knowledge about the home buying process and how Toronto's real estate market works right now.

Enroll in as many of these options as you'd like and be all set to go when the time is right for you. Under each option is a timeline of when ideally, you'd want to be taking advantage of these free services.

Perfect If You're 6-24 Months Away From Buying A Toronto Home

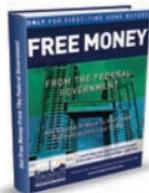
It always pays to get prepared. We've designed a Buyer University educational series with articles either bi-weekly or monthly designed to teach condo and house buyers about the home buying process in Toronto in a systematic way.

Go to HomeBuyerUniversity.ca and complete the Buyer University registration.

Timeline = 6-24 months before purchasing

Create A Down Payment Even If You Have Nothing Saved Right Now

Would you like to buy your first Toronto condo or house but don't have a large, or any, down payment saved right now?



Our **Free Government Money Report** will show you how to grow or add to your down payment if you're a first-time home buyer.

Download it for free at FreeGovernmentMoneyReport.com.

Timeline = 6-24 months before purchasing

Home Buying Advice For 1st-Time Or Experienced Buyers

Do you like to understand how something works before committing to it?

The **Ultimate Toronto Home Buyer's Guide** will take you through the entire home buying process in a comprehensive way and help take away the stress of buying one of the most expensive purchases in your lifetime.



Download the Guide for free at UltimateHomeBuyersGuide.com.

Timeline = 3-18 months before purchasing

Get MLS Listings Sent To You Daily Just Like Realtors See

The customized **HOMEWatch Program** is perfect if you are several months away from seriously starting your home search.

Instead of randomly looking for homes on your own, you'll get information by email on all the new listings that come on the market in any price range and Toronto neighbourhood you choose.

Submit your home buying criteria at CustomHOMEWatchSearch.com.

Timeline = 3-12 months before purchasing

Beware Of Making Significant Home Buying Errors

Buying a home can be a confusing enterprise and many people don't know the best place to start. A **Starbucks Strategy Session** is a casual over-a-coffee conversation where you'll get your big and small questions answered to give you some terrific clarity about what to do next.

Remember, to achieve any goal you need a plan. The Starbucks Strategy Session is the best first step in setting up that plan.

Pick the best date, time and place at StarbucksStrategySession.com.

Timeline = 4-16 months before purchasing

Become A Competent Authority On Determining Value

When most folks are just starting to think about buying a condo or house, they typically don't have an accurate idea of what they can get for the money. They're often worried that they're too far away from the time they want to seriously start looking and don't want to bother an agent to see some homes just for the experience.

The **Market Experience Tour** is designed to help you get a feel for what's out there in the market in the neighbourhoods and price ranges that you feel comfortable with, without you having to worry about bringing your cheque book along.

This Tour is not designed to find your dream home... it provides an opportunity for you to get educated and find out what home styles, layouts and price ranges work best for you well before you're ready to seriously start your home search.

Market Experience Tours happen almost every day of the week... just pick the time, price range and neighbourhoods that suit your lifestyle.

When's the best time for you to check out some neighbourhoods? Choose at MarketExperienceTour.com.

Timeline = 4-16 months before purchasing

Avoid Costly Mistakes When Getting Pre-Approved For A Mortgage

Understanding what is involved in arranging the perfect mortgage for your lifestyle is critical when buying a condo or house.

The free **Home Buyer's Financing Guide eBook** will give you clear advice about how to arrange the right mortgage for you and your family. You'll gain the confidence you need when buying a Toronto home in today's busy seller's market.



You can download the book at HomeBuyersFinancingGuide.com.

Timeline = 4-12 months before purchasing

How Large A Mortgage Do You Qualify For?

Often people mistakenly think that going to an online site or having a quick, casual conversation with a bank rep to find out everything they need about getting a mortgage approval but this is absolutely not the case.

The perfect solution to getting a full mortgage pre-approval is to have a private, in-depth conversation with a mortgage professional who will review your personal financial situation and offer options about the best way to move forward.

A typical Mortgage Consultation takes about 20-30 minutes and you'll walk away with a mortgage pre-approval that you can feel confident about.

Set up that very important step at FullMortgagePreApproval.com.

Timeline = 3-9 months before purchasing

Get Your Free 'Guide To Downtown Toronto Condo Prices'

Almost every buyer of a downtown condominium suite starts off with questions about which neighbourhood will fit their lifestyle and budget the best.

Up till now, there's been no comprehensive real estate market summary of the several downtown Toronto Real Estate Board sub-districts east and west of Yonge Street.

This expert guide is focused on giving you the data you need to make a smart condo buying decision and it's easy (and free) to download.

To become confident about where to make your downtown condominium purchase, you can get your copy of the 'Guide To Downtown Toronto Condo Prices' here...

GuideToDowntownTorontoCondoPrices.com

Timeline = 4-6 months prior to purchasing



Here's How To Get In Touch

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Experience || Thousands of homes sold since 1980

Professional Designations || ABR, SRES

Awards || RE/MAX's 2ND highest award - Circle Of Legends

Charity Support || Over \$117,500 contributed to the Toronto Sick Kids Hospital
Speaker & Agent Coach || Delivered seminars and presentations to the public and Realtors about buying and selling real estate since 1995

Author

Insider Tips For Getting The Best Price (for condo sellers)

Ultimate Toronto Home Buyer's Guide

The Home Buyer's Financing Guide,

The Free Government Money Report

Best Capital Gains Tax Advice For Smart Investors

Guide To Attracting The Best Tenants

Guide To Downtown Toronto Condo Prices

and other informative real estate publications and reports

