



HOME SELLER'S GUIDE

Our Proven Plan to Sell Your Home
From market insights to powerful
marketing — see exactly how our
team works to get you the best
results.



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Thank you for the opportunity to work with you as we explore your real estate needs and review the current market value of your property.

At Pathway Realty Group, we genuinely care about making your experience as smooth, stress-free, and successful as possible. I'm looking forward to showing you how we can work together to highlight your home's best features, reach the right buyers, and achieve the strongest result.

Inside this package, you'll find details about our approach, insights into the market, and the unique value we bring to every client relationship. Our team goal is to guide you with clarity and confidence—whether you decide to make a move now or down the road.

If you ever have questions or just want to talk through your options, I'm always only a call, text, or email away.

When you choose Pathway Realty Group, you can feel confident knowing your home is in the hands of a dedicated team committed to achieving the best possible outcome for you.

Sincerely,

Gus Burneau

Broker & Team Lead
Pathway Realty Group
RE/MAX Jazz Inc., Brokerage

647-922-0112

gus@pathwayrealtygroup.ca



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SELLING YOUR HOME CAN BE COMPLICATED....



We've created a step-by-step strategy to help homeowners navigate the selling process with clarity, confidence, and peace of mind.

If you're thinking about selling your home, you probably have a long list of questions, concerns, and "what ifs."



Should I hire a real estate team or try For Sale By Owner?
Do I really need to stage my home?
Should I buy first or sell first?



And, of course, the biggest question of all: How do I get the most money for my home?

Selling can feel overwhelming, but the more you understand about the process and what to expect, the more confident and prepared you'll feel.

That's where this guide—and our expert support every step of the way—comes in. Together, we'll make sure you have the information, strategy, and confidence you need to sell successfully.

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OUR MEETING AGENDA

1. Tour of Your Home

- Walkthrough to understand features, upgrades, and opportunities for presentation.

2. About Us

- Overview of RE/MAX Jazz and Pathway Realty Group.
- Our team's approach, track record, and client service philosophy.



3. Personalized Comparative Market Analysis (CMA)

- Review of recent comparable sales, market trends, and property positioning.

4. Key Topics We'll Cover

- Your goals and needs.
- Marketing strategy.
- pricing approach.
- Home preparation and staging.
- Negotiation strategies.

5. From Contract to Closing

- What to expect at each stage of the sale process.
- Timeline and milestones.

6. Mutual Agreement to Move Forward

- Confirming next steps if you choose to proceed.

7. Negotiation Strategy & Offer Management

- Our role in handling counteroffers.
- Buyer pre-approvals and qualifying.
- Managing conditions (financing, inspections, etc.).
- Handling deposits securely and efficiently.

Thank you for this opportunity

MEETING YOUR NEEDS

Here are the top three questions we need to address:

1 WHY ARE YOU SELLING?



2 WHEN WOULD YOU LIKE TO BE IN YOUR NEW HOME?



3 WHAT ARE YOUR BIGGEST CONCERNS WITH THE SALES PROCESS?

Inconvenience?
Staying informed?
Open houses?
Security?
Negotiating strategy?
Home enhancement?
Marketing & advertising?
Net proceeds?
Time to sell?

STEPS TO SUCCESS

01

PREPARATION

We'll ensure your home is market-ready through a full assessment, recommended repairs if needed, and professional staging to showcase it at its best.

02

PRICING

Using a detailed comparative market analysis, we'll determine the best pricing strategy to position your home competitively and meet your goals.

03

MARKETING

We'll deploy proven marketing strategies to attract qualified buyers. Your home will be professionally photographed and showcased in its best light—both online and in print—to maximize exposure.

04

MOMENTUM

Once your home is listed, we'll act quickly to capture the excitement of a fresh listing. This includes targeted promotion, prompt showing feedback, and strategic adjustments if needed to keep momentum strong.

05

CLOSING

When serious buyers are found, I'll present, negotiate, and secure the best possible offer. From there, I'll coordinate inspections, guide you through each step, and advocate for your best interests all the way to closing.

GETTING TO KNOW PATHWAY REALTY GROUP

Every real estate journey is unique.

We are dedicated to making yours exceptional—from our first conversation to long after you've settled in.

A team built around you.

With a blend of expertise, dedication, and first-class support, we ensure your goals are achieved and every detail is handled with care.

More than a transaction.

We view real estate as a meaningful milestone toward your financial future—a place to live, grow, and thrive. Our client-first, hands-on approach keeps your priorities at the forefront.

Powered by RE/MAX.

With global reach, market-leading insight, and an extensive professional network, we provide a seamless, stress-free experience. From consultation to closing, we guide you with clarity, diligence, and thoughtful advice.

Your vision. Our purpose.

We are passionate about turning aspirations into results and building relationships that last a lifetime.



Guiding You Home

Powered by:



YOUR DEDICATED REAL ESTATE TEAM



Gus Burneau
BROKER

Gus – Your Expert Real Estate Guide

Gus combines a lifelong passion for real estate with sharp negotiating skills and investment expertise to help clients reach their goals. From first-time buyers to seasoned investors, he takes a hands-on approach, providing personalized guidance every step of the way.

Known for his market insight, clear communication, and genuine relationship-building, Gus ensures every transaction is handled with care and precision. His mission is simple: to help Canadians achieve lasting financial success through real estate.



Jessica Grant
Assistant to the
Pathway Team

Jessica - Keeping things together behind the scenes

Jessica Grant is an integral part of the Pathway Realty Group, bringing a strong background in administration and operations that supports buyers and sellers throughout the real estate process. While working toward obtaining her real estate license, Jessica plays an important behind-the-scenes role, ensuring transactions stay organized, timelines are met, and communication flows smoothly.

Outside of work, Jessica is a dedicated fitness enthusiast and a proud mom to her six-year-old daughter, bringing the same discipline, energy, and people-first mindset into her work with the Pathway team.

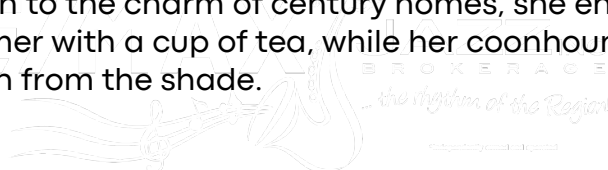


Kate Dodge
REALTOR®

Kate - Your Fresh Real Estate Perspective

Kate brings a fresh perspective to real estate, backed by over 20 years of communications experience in the financial industry. Known for understanding client needs, communicating clearly, and managing every detail, she guides people confidently through life's biggest moves. Passionate about helping clients find spaces where they can thrive—whether a dream home, a smart investment, or a new beginning—Kate combines warmth, professionalism, and a genuine commitment to their goals.

Drawn to the charm of century homes, she enjoys gardening in the summer with a cup of tea, while her coonhounds, Daisy and Elvis, keep watch from the shade.



THE BROKERAGE

WHO IS RE/MAX JAZZ?

RE/MAX Jazz – Leaders in Real Estate

We are an award-winning, full-service brokerage bringing together cutting-edge technology, innovative marketing, and a passion for exceptional client service. From starter homes to luxury estates, from investments to waterfront properties, our top-producing REALTORS® deliver results with integrity and expertise.

In Tune With the Market

Our team combines deep market insight with a genuine connection to the communities we serve. We know how to position your property, leverage your equity, and navigate the sale or purchase process for the best possible outcome.

A Standard of Excellence

We maintain the highest ideals for our clients and our agents. With unmatched training, tools, and leadership, we empower our REALTORS® to achieve exemplary results—saving clients time, money, and stress.

Your Advocate Every Step of the Way

We act as your representative, trusted advisor, and personal coordinator, protecting your best interests at all times. The trust you place in us is a badge of honour we've earned—one successful transaction at a time.

**“ NO LOCALLY OWNED REAL ESTATE
BROKERAGE HAS SOLD MORE HOMES IN
THE DURHAM REGION FOR THE LAST 15
YEARS THAN RE/MAX JAZZ! ”**

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YOUR RE/MAX JAZZ TEAM



Cheryl

Client Coordinator
Industry Experience: 11 years



Corrina

Appointment Coordinator
Industry Experience: 11 years



Rhiannon

Marketing Coordinator
Industry Experience: 2 years



Lee-Anne

Transaction Coordinator
Industry Experience: 30 years



Nicole

Operating Officer &
Accounting Manager
Industry Experience: 24 years



Breanna

Staff Coordinator & New
Agent Concierge
Industry Experience: 11 years



Scott

General Manager
Industry Experience: 25 years



Mary

Educational Manager &
Training Officer
Industry Experience: 39 years



Dave

Broker of Record/Owner
Industry Experience: 36 years



Noel

Chief Motivational
Officer/Owner
Industry Experience: 36 years

HOW WE COMPARE

In 2024 there were over 85,000 licensed agents registered on the Toronto Regional Real Estate Board. Here's their productivity:

For the full calendar year of 2024, TRREB MLS reported the following sales production:

44%

**DIDN'T SELL
ANYTHING**

87%

**SOLD 5 HOMES
OR LESS**

95%

**SOLD 10 HOMES
OR LESS**

ONLY

5%

**SOLD MORE
THAN 10
HOMES**

**THERE IS A 95% CHANCE THAT YOU WILL
HIRE A REALTOR WITHOUT THE
EXPERIENCE YOU DESERVE.**

Don't let inexperience compromise your future.
RE/MAX Jazz has helped thousands of clients over 15
years make sound buying and selling decisions.

Let RE/MAX Jazz and Pathway Realty Group help
you too.

Based on REDatum total units sold on Stratus MLS 2024

Powered by:



OUR COMMITMENT

We are dedicated to meeting your objectives with professionalism, integrity, and a focus on achieving the best possible results. Your goals will always be our top priority—and we put that promise in writing.

Clear Communication

We will keep you informed at every stage of the process, providing timely updates, answering questions promptly, and ensuring you always know where things stand.

Every Listing Includes:

- Comprehensive Market Analysis
- Professional Staging Consultation, and Staging when appropriate
- MLS® Listing Exposure
- Full Marketing Package:
 - Professional Photography
 - Accurate Floorplans
 - 3D Matterport Virtual Tour
 - Drone Footage (where appropriate)
 - Social Media Promotion (Facebook, Instagram, etc.)
 - Full-Colour Feature Sheets
- Open Houses, if desired

Our Guarantee

We will give your property the attention it deserves, responding to all inquiries and concerns quickly. If at any point we fall short of this standard—or you're not satisfied with our progress—we will work with you to find a solution that moves us forward together.

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SELLER REPRESENTATION

Our Duties And Responsibilities If You Are Our Client:

Undivided Loyalty – We work solely in your best interest and as our client; your interests take priority over the interests of the brokerage, its agents or any other party.

Disclosure – We have to disclose all information to you about the transaction that could have an impact on any decisions you make.

Confidentiality – Your confidential information cannot be shared with anyone outside of the brokerage without your consent. This includes, for example, your motivation for selling, and the amount you would be willing to accept.

Avoid Conflicts of Interest – We must avoid any situation that would affect our duty to act in your best interests. If a conflict does arise, we must disclose it to you and cannot provide any additional services unless you agree in writing to continue receiving services.

THERE IS NO GREATER RESPONSIBILITY FOR US THAN PROTECTING YOUR INTERESTS WHEN WE WORK TOGETHER. WE TAKE THAT VERY SERIOUSLY WITH THE HOPE OF BUILDING A LIFELONG RELATIONSHIP.

SELF REPRESENTED PARTY

If You Choose Not To Work With us, Then By Law:

We **cannot** provide you any services, opinions or advice.

We **cannot** encourage you to rely on our knowledge, skill or judgment.

We are obligated to share the following with our client about you.

- Your motivation for selling.
- The minimum or maximum price you are willing to pay. Your
- preferred terms or conditions.

Any services we offer you:

- Must be in the best interests of our client, not you.
- Must be a service to our client, not you.

**AS PER THE REAL ESTATE COUNCIL OF ONTARIO,
"VERY FEW BUYERS OR SELLERS MAKE THIS CHOICE".**

01

PREPARATION

Get ready to list

Understanding Your Home

We start by learning your property and neighbourhood inside and out—your goals, key features, upgrades, and unique selling points.

Things To Think About:

- What major repairs are needed?
- What minor repairs are needed?
- Make a list of what needs to be done.
- Sweep walkways, driveways, patio/deck.
- Maintain front, back and side yard.
- Add flower arrangements on your front porch, in front of the garage and on your deck or patio.
- Is your lawn lush and green?
- How do your flower beds look?
- Are there any visual distractions?
- Are the kids toys stored neatly away?

ARE YOU FIT TO SELL

Your home's exterior is the first thing buyers see—and it speaks volumes about how the property is cared for inside and out. That first impression sets the tone for how they view your home.

A well-kept exterior shows pride of ownership and builds instant buyer confidence. From a trimmed lawn to fresh paint, tidy walkways, and welcoming outdoor spaces, every detail matters. An inviting exterior makes buyers more likely to stop, book a showing, and feel excited to see inside.

Curb appeal goes beyond the front yard—the back and side yards, fencing, gardens, and outdoor living areas all add to the impression, creating a sense of warmth, care, and possibility that helps buyers picture themselves at home.

Curb Appeal Checklist:

(Front, Back & Side Yard)

- Lawn & Landscaping – Mow grass, trim edges, weed flowerbeds, and add fresh mulch where needed.
- Gardens & Plants – Remove dead plants, prune shrubs, and add seasonal flowers or greenery.
- Driveway & Walkways – Power wash, repair cracks, and ensure pathways are clean and clear.
- Exterior Cleaning – Wash siding, windows, and doors; clean gutters and downspouts.
- Paint & Repairs – Touch up chipped paint on siding, trim, fences, and railings; repair loose boards or broken fixtures.
- Front Door & Entryway – Add a fresh coat of paint or polish hardware; include a new welcome mat and potted plants.
- Lighting – Replace burnt-out bulbs, clean fixtures, and consider adding warm outdoor lighting for evening showings.
- Outdoor Living Spaces – Sweep patios, decks, and porches; stage with clean furniture and tasteful décor.
- Fencing & Gates – Repair damage, repaint or stain, and ensure gates function properly.
- Back & Side Yards – Maintain these spaces just as well as the front; store away hoses, tools, and toys.

PREPARING YOUR HOME TO ‘WOW’

The next step in your journey is preparing your home to captivate potential buyers from the moment they arrive. This step is more crucial than you might realize. Studies consistently show that buyers struggle to envision a home’s potential unless it’s presented in its best light. Every detail matters—how your home appears now is how buyers will picture themselves living in it. They may find it difficult to overlook chips, leaks, clutter, or stains—and often, they focus even more on these imperfections. However, with a few simple and strategic updates, you can significantly enhance your home’s appeal and make a lasting impression on prospective buyers.

1. REMOVE

Get rid of as much clutter as possible. Give it away, sell it at a garage sale, put it in storage, but just get it out of the house. You want your home to look spacious and tidy.



2. REPAIR

Chipped paint, cracked tiles, squeaky hinges, loose handles, leaky faucets. Fix everything you can. If you need a handy person or contractor, I can help!



3. RENEW

Clean, clean and clean again. It's that important. You want your home to look guest ready. Organize each room so that it looks like a showcase. A fresh coat of paint can go a long way as well.

WE CAN PROVIDE A LIST OF CONTRACTORS AND SERVICES THAT CAN HELP YOU ALONG THE WAY.

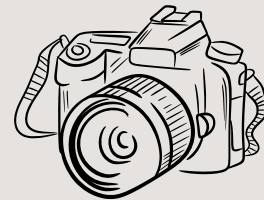
- Minor repair services - appliances, etc
- Chimney/fireplace cleaning
- Professional services
 - Cleaning, Painting, Carpet Cleaning, Duct Cleaning, Air Purification, Pest Control
- Professional packing/unpacking, de-cluttering + storage/container services
- Donation delivery
- Direction to professional auction services
- Exterior maintenance services (seasonal/TBD):
 - Gutter cleaning
 - Driveway sealing services
 - Garden refresh (seasonal)
 - Lawn care/property maintenance
 - Exterior siding cleaning
 - Minor roof repairs
 - Pool maintenance services (seasonal)
 - Professional window cleaning services (seasonal)
- Garbage and refuse removal
- Water tests
- Moving Supplies



HOME IMPROVEMENTS & STAGING

You only get one chance to make a first impression. As your partners, we will provide recommendations on home enhancements, no matter how large or small your budget may be. We will prioritize repairs and improvements that will add the most value. We will invest in professional staging that has been proven to bring in the best offers.

PROFESSIONAL PHOTOGRAPHY



Most home buyers start their search online. It's extremely important to have professional photos taken of your home. This provides the opportunity to put our best foot forward, driving more online traffic to your listing and increasing the chances of a higher selling price and a quicker sale.

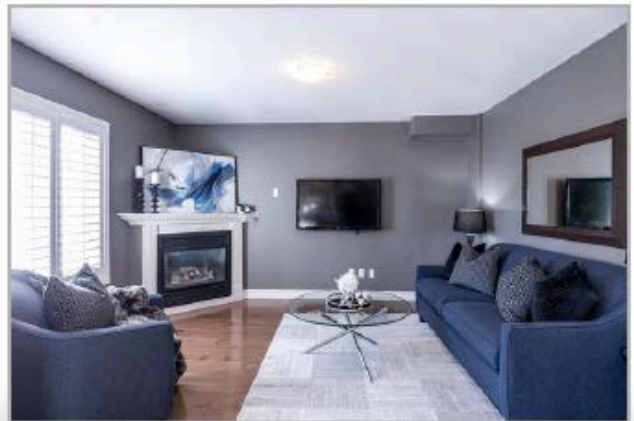
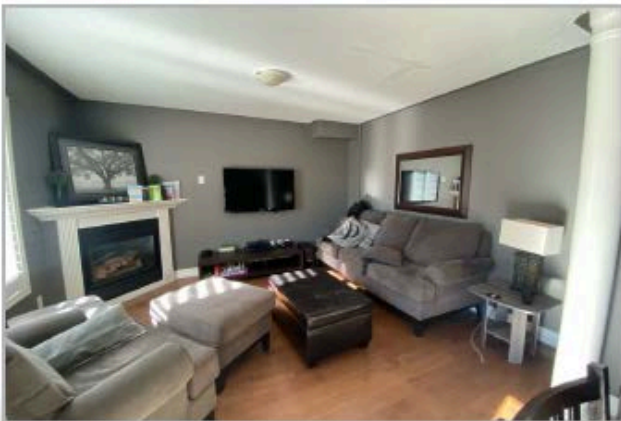
We invest in your property with the best photographer and videographers, to showcase your home at its best.

This can include express video walkthroughs, drone footage, and sometimes exclusive video productions to showcase unique homes.

THE POWER OF STAGING

We're here to ensure your home looks its absolute best, regardless of budget. From tailored presentation strategies to professional staging when needed, we'll take every step necessary to help you attract top offers and achieve your goals.

How staging can change a room



02 PRICING

Market Research

We analyze comparable properties and prepare a no-cost Comparative Market Analysis (CMA) to show how your home stacks up in today's market.

Strategic Pricing

Using CMA data and current market trends, we help you set a competitive price to attract buyers and position your home for success.

What is a CMA?

A Comparative Market Analysis (CMA) is a professional tool used to estimate the current market value of your home. It compares your property to similar homes—called comparables or comps—that have recently sold, are pending sale, or are currently listed in your area.

• What We Look At:

- Location and neighbourhood
- Lot size and square footage
- Age and overall condition
- Number of bedrooms and bathrooms
- Special features (fireplaces, pools, upgrades, etc.)
- Sale date and terms

We adjust the values of these comparable homes to account for differences, giving us a clear picture of what your home would likely sell for in today's market. This ensures your listing price is competitive, realistic, and strategically positioned for the best results.

PRICING SMART



The market will always determine your home's true value

That said, the list price you choose is the single most powerful tool in achieving your best result.

Price too low - you're leaving money behind.

Price too high - you risk turning buyers away.

And here's the challenge: It's hard to view your own home objectively.

To you, it's filled with memories, meaning, and unique qualities that can't be measured on paper. But to buyers, it's one of many homes they'll compare.

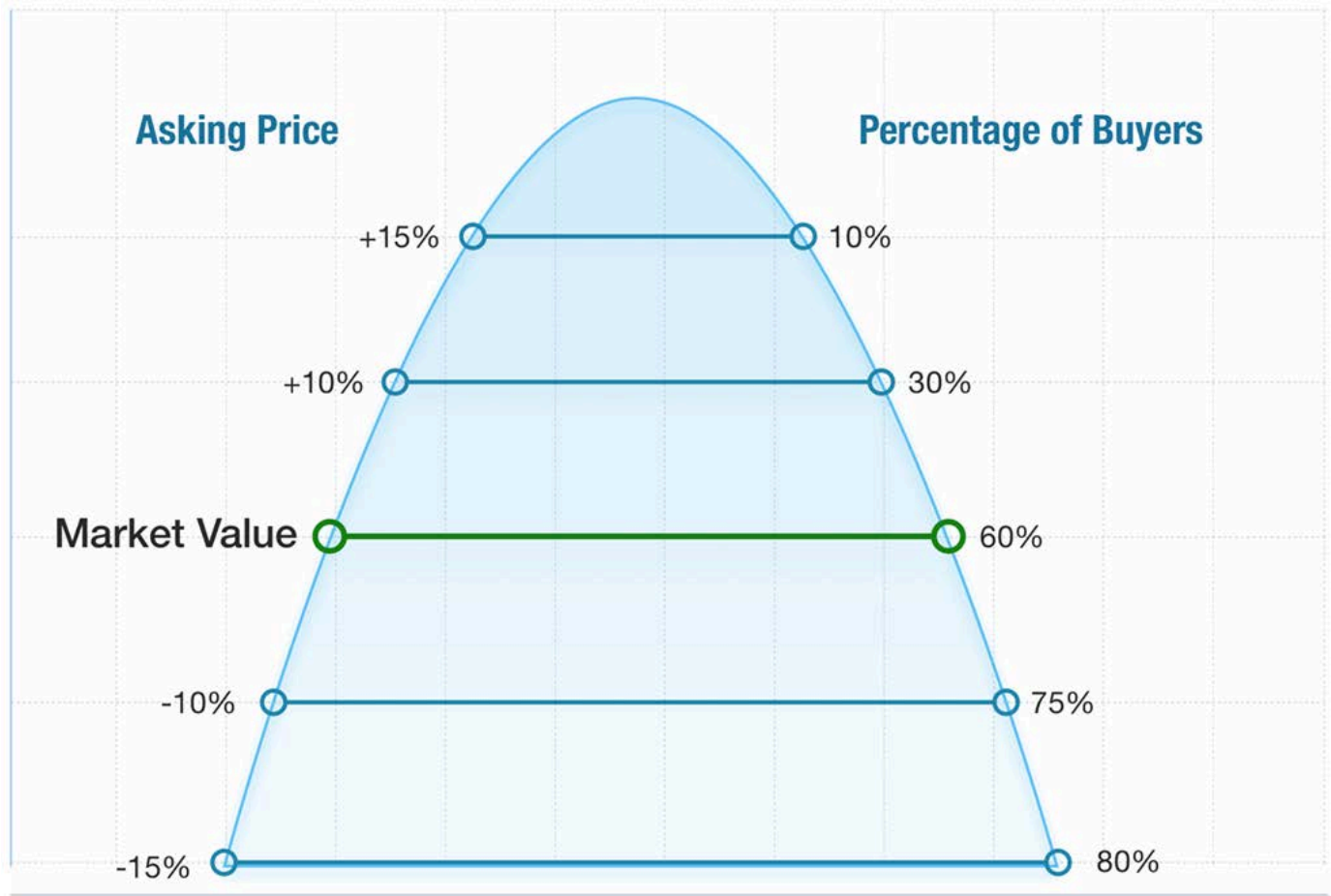
Finding the right price isn't guesswork. It's a careful balance of market data, comparable sales, and the kind of insight that only comes with experience.

In today's market, it takes more than just numbers on a spreadsheet. It takes in-depth research, a strategic approach, and a touch of intuition to position your home perfectly.

When we get the price right from day one, you'll get maximum exposure, more showings, stronger offers, and ultimately—the highest possible sale price.

"Setting a list price for your home is no easy task but it's a critical one."

THE IMPORTANCE OF LIST PRICING



This graph highlights the critical importance of accurate pricing. The centerline marks true market value.

Pricing at Market Value = Maximum Impact

Price too high, and your buyer pool shrinks. Price too low, and you risk leaving money on the table. Hitting true market value from the start attracts more qualified buyers, boosts competition, and positions you for the best possible result.

SETTING THE PRICE



Pricing your home accurately at market value is **one of the most important decisions you'll make when selling**. While it's natural to want your sale price to align perfectly with your financial goals, the reality is that a home's true value is ultimately determined by what a qualified buyer is willing to pay.

The right price from day one maximizes your chances of attracting serious buyers and securing the best possible outcome. Overpricing can shrink your buyer pool, cause your listing to linger, and reduce its appeal. Underpricing may generate quick offers but risks leaving money on the table.

By positioning your home at true market value, you boost its competitiveness, draw in motivated buyers, and may even spark multiple offers. Partnering with an experienced agent who understands market trends, buyer demand, and comparable sales ensures your pricing strategy strikes the perfect balance between a timely sale and the strongest possible return.

EFFECTS OF OVERPRICING

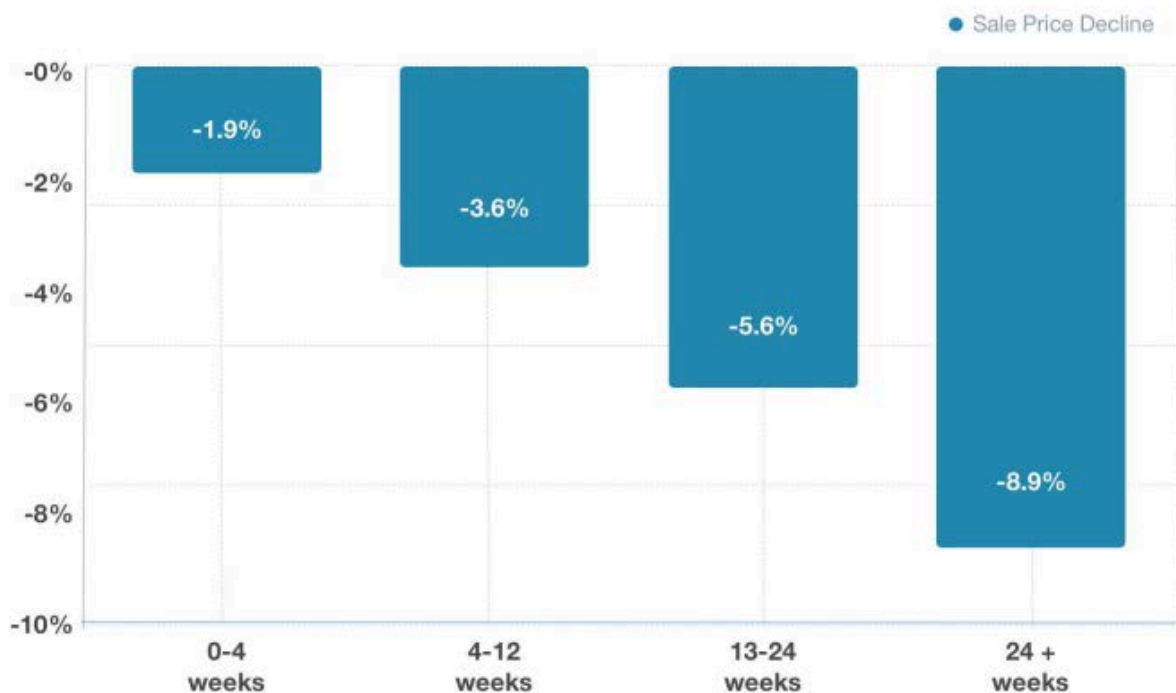
Effects of Overpricing

The importance of pricing correctly at market value.

Pricing your home too high often means a longer time on the market—sometimes much longer. Weeks can turn into months as buyers hesitate, waiting for a price drop.

Statistics show that the longer a property lingers, the lower its eventual sale price—often selling for less than it would have with a realistic starting price.

Competitive, market-based pricing attracts serious buyers quickly, capitalizes on early interest, and maximizes your final sale price.



Keys to a Successful Sale:

- Put your best foot forward immediately
- Establish a competitive asking price
- Keep your home in top showing condition

03 MARKETING

Our Marketing & Listing Services

- Schedule and coordinate all marketing activities.
- Monitor market activity to stay ahead of trends and opportunities.
- Upload accurate and detailed information to MLS®.
- Arrange an exclusive all-agent open house reception.
- Ensure every detail of your property is reported accurately.
- Follow up with buyer's agents after every showing.
- Showcase your home during the RE/MAX Jazz office tour.
- Write an engaging, compelling description of your property.
- Host a public open house (upon your request).
- Introduce your property at the RE/MAX Jazz weekly office meeting.

MARKETING REVIEWS - WEEKLY UPDATES

- ✓ Competing properties
- ✓ Sold properties
- ✓ Market influences (mortgage rates, etc.)
- ✓ Buyer feedback
- ✓ Marketing assessment
- ✓ Web hits



RE/MAX Jazz Exclusive Network

One of our goals is to get your home in front of as many potential buyers as possible — and that process starts before your listing even goes live. In the “coming soon” stage, we share your property within our internal network and at our weekly office meetings, giving fellow REALTORS® the chance to show it to their clients right away. This early buzz often sparks interest, brings in valuable feedback, and sets the stage for a strong, attention-grabbing market debut.

MARKETING AT THE PROPERTY

- Installation of 'For Sale' sign
- Custom sign riders
- High quality Lawn Signage
- Provide interior signage for within the home including 'Talking Points' cards, and other directional signage.



TALKING POINTS

Strategically placed throughout your home, these custom-designed framed cards highlight the unique features and finer details that make your property one-of-a-kind. Tailored specifically for your space, each card 'speaks' directly to buyers, ensuring they don't overlook what makes your home truly special!



MARKETING ABOUT THE PROPERTY

- **Advertising your listing via:**

- MLS Systems available to all realtors in Ontario
- RE/MAX Jazz website
- REMAX.ca
- REALTOR.ca
- Our Website
- RE/MAX Jazz social media platforms (Facebook and Instagram)
- My social media platforms (Facebook, Instagram, Twitter, TikTok, Messenger, LinkedIn, etc.)

- **Provide and personally deliver Coming Soon/Just Listed/Just Sold flyers throughout neighbourhood**
- **Create a targeted social media ad campaign (Facebook and Instagram)**
- **Upload listing to RE/MAX Jazz website linked to Facebook & Instagram business pages**
- **Open house promotion – if requested**

MARKETING ABOUT THE PROPERTY

- Inform RE/MAX professionals and 'key agents' of upcoming listing
- Internal advertising of upcoming listing to all RE/MAX Jazz associates

- Advertise property through internal peer-to-peer Facebook group
- Add property information to internal RE/MAX Jazz 'Exclusive Listings' list - accessible to our entire office
- Showcase property during the weekly RE/MAX Jazz office meeting

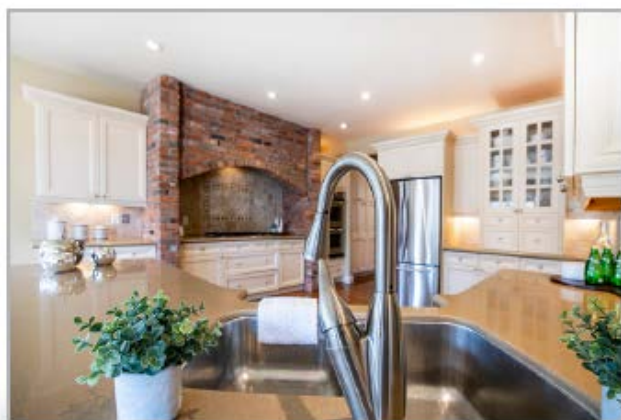
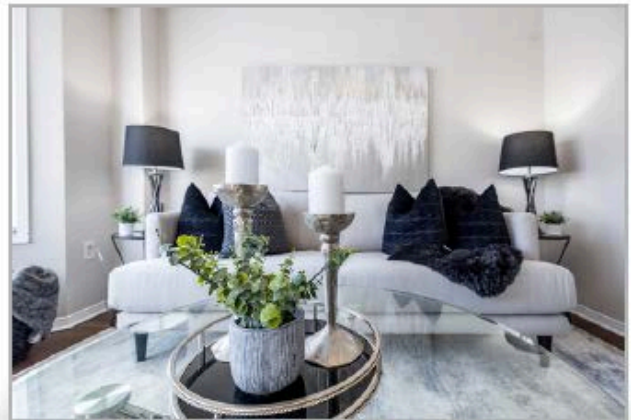
- Contact potential buyers in our database
- Creation of advertising materials for print and digital mediums through the best tech platforms for content creation such as Canva and RE/MAX Design Centre

- Coming Soon/Just Listed/Just Sold/Open House social media posts
- Coming Soon/Just Listed/Just Sold/Open House flyers
- Feature sheets (hardcopy and/or digital)
- QR codes
- Paid ads on social media

PHOTO MARKETING

Professional photography is one of the most powerful tools for selling a home. In today's digital-first market, buyers form their first impression online, deciding within seconds if they want to learn more, arrange a viewing, or move on to the next listing. That's why we prioritize high-quality imagery, ensuring your home stands out and captures attention from the very first glance.

- Captures the Property's Best Features
- Generates More Interest and Showings
- Creates an Emotional Connection
- Enhance Perceived Value





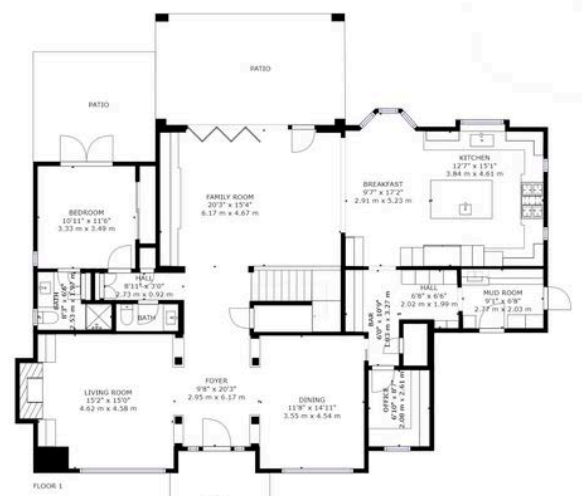
What is Matterport?

Matterport is a three-dimensional camera system that is used to create realistic, fully immersive experiences. The Matterport platform synthesizes captured spatial data and visual imagery to render a dimensionally accurate 3D digital twin of your physical space.

Why do we use it?

This powerful tool captures precise imagery, measurements, and data to create and share a 3D rendering of your home. Potential buyers can enjoy a fully immersive, virtual walkthrough from anywhere, getting a true feel for your property before stepping inside. In today's digitally connected world, it's essential to meet buyers where they're searching—online. Our 3D tours do just that, drawing in serious interest and helping buyers make the decision to see your home in person.

Here is an example of the dollhouse cutaway view and floor plans created by Matterport.



ONLINE PRESENCE

The importance of casting a wide net and reaching as many potential buyers as possible can't be understated. Eyes on homes lead to higher prices and faster sales.

In addition to listing your home on the Multiple Listing Service, your home will be viewable on numerous additional sites.

89% of Canadians use social media.

The average daily usage is 2 hours and 27 minutes.

The average number of social media platforms used each month is 7.5.

Facebook is the most used social platform followed by Youtube, Whatsapp, then Instagram.

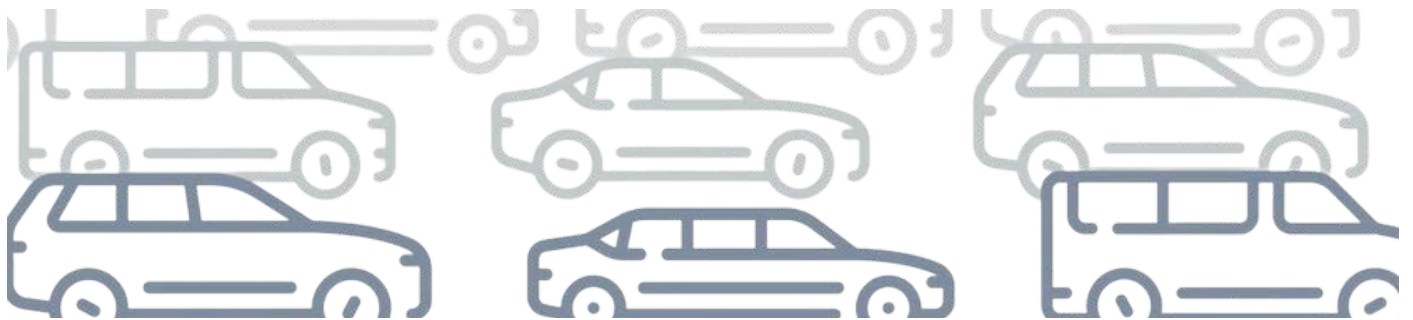


Social networks have transformed marketing and their popularity is still growing. We keep up-to-date with the algorithms and strategies on how best to market your home on social media.

INTERNET MATTERS!

Where Do You Search For Homes?

RE/MAX[®] likes **traffic**.



38 million+
in **total traffic**

21 million+
in **total
unique traffic**

162 million+
in **total
page views**

57 million+
in **listing only
page views**

PRINT MEDIA



- Open House Signs
- Neighbourhood Flyers
- Property Brochures
- Yard signs
- Postcards
- Direct Mail

Despite the rise of digital marketing, we believe print still plays a vital role. By combining innovative digital strategies with proven traditional tools, we ensure your property reaches the broadest audience through multiple marketing channels



FEATURE SHEETS

677 GRANDVIEW DRIVE,
OSHAWA
 RE/MAX JAZZ INC., BROKERAGE

OFFERED
 AT **\$689,000**



Welcome Home

This move-in ready home is ideal for first-time buyers looking for space and convenience. Located in a quiet neighborhood near Highway 401, it offers easy access to work, schools, and amenities.

Inside, enjoy three bedrooms upstairs and a flexible fourth bedroom in the finished basement, perfect for guests or a home office. The cozy family room with a wood-burning fireplace adds charm, while the open kitchen and dining area are great for both daily life and entertaining.

The fenced backyard is ready for outdoor fun, complete with a patio, gas BBQ hookup, and storage shed. With an attached garage, this home is a perfect start for making lasting memories.






AT A GLANCE

- \$689,000
- 3+1 Bedrooms / 4 Bathrooms
- Main Floor Office
- Wood Burning Fireplace

GET IN TOUCH
 Gus Burneau, Realtor
 647-922-0112
 gus@gusburneau.com
 www.gusburneau.com

PATHWAY
 REALTY GROUP
Guiding You Home

Page 1 - front + back



1633 CHARLES ST, WHITBY
 RE/MAX JAZZ INC., BROKERAGE
 OFFERED AT **\$1,179,000**

Welcome Home to Whitty Shores

AT A GLANCE

- \$1,179,000
- Luxury 3 Bedrooms
- 3+1 Bedrooms
- Income/ In-law Suite
- Impressive Entrance
- 2+1 Bathrooms
- Full Depth In Ground Pool

This exceptional Cape Cod-style home in Port Whitty is a rare gem that seamlessly merges elegance, contemporary upgrades, and timeless outdoor living in an expansive 200-foot deep lot. With magazine-worthy design, it showcases architectural custom and luxurious, unexpected, and a beautifully preserved chef's kitchen featuring quartz countertops, a hand-hewn backslash, and premium stainless steel appliances—an ideal blend of classic design and modern luxury for effortless entertaining.

The main-level family room offers a haven with tall windows that frame the landscaped backyard, bringing light and tranquility indoors. Spacious, three quarters bedrooms include a primary suite with blood-bath ensuite, hardwood floors, a cozy fireplace, and ambient pot lighting for a restful retreat.

Outside, the fully landscaped backyard is a private oasis that has been showcased on the Whitty Garden Tour. It includes a 3x20-foot full-depth inground pool, a charming cabana/pool house, and a serene hot pond, creating a resort-like atmosphere perfect for summer gatherings or quiet relaxation. The covered gazebo, new a spacious recreation area, offers additional space for leisure with views of the garden.

The finished basement, complete with a separate entrance, features a fourth bedroom, kitchen, rec room, and a 3-piece bath, providing a versatile space for an in-law suite or rental income potential. Ideally located just moments from the 401, Whitty Mall, the Centre, and fine dining, this property combines luxury with convenience in one of Whitby's most desirable neighborhoods. Don't miss your chance to own this extraordinary home that promises an unmatched lifestyle.



GET IN TOUCH
 Gus Burneau, Realtor
 647-922-0112
 gus@gusburneau.com

Victoria Macdonald, Realtor
 705-912-2320
 vmacdonald@thetrust.ca

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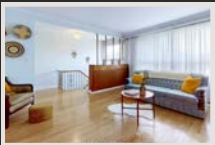


COMING SOON, JUST LISTED & OPEN HOUSE CARDS

COMING
Soon

PATHWAY
REALTY GROUP
Guiding Your Home

1 HOSHLEGA DRIVE, SCARBOROUGH


Keep an eye out for this perfect investment property that's going to hit the market this week!

RE/MAX

JUST *Listed*

14 Beamish St, Port Hope





PROPERTY FEATURES

This charming Family-Sized 3-Bedroom Bungalow offers a convenient yet secluded location. On a dead end street backing on open space, this home is just minutes from the 401 and Port Hope's Historic Downtown and Waterfront. The flexible floor plan offers a large primary bedroom at the front, which could easily be converted to use as a family room if desired. The Renovated Kitchen offers ample storage, and sits next to the Open Concept Dining and Living Space

PATHWAY
REALTY GROUP
Guiding Your Home

Agent
OPEN HOUSE

301 -79 KING ST W, COBOURG



PROPERTY FEATURES

Welcome to this 1 bedroom condo conveniently located in downtown Cobourg, where the vibrancy of urban life meets the warmth of small-town charm. Inside, you'll find a modern, updated space featuring high ceilings, exposed brick walls, expansive windows, and hardwood floors. It also includes a south-facing private 4.5 x 13 ft deck. Great property for a first-time buyer, or someone looking to downsize and/or travel with no property maintenance to worry about.

WHAT TO EXPECT

- Charcuterie & Wine
- A draw for \$100 Cucina Urbana gift card
- \$1000 bonus if you bring a firm offer by November 30

Hope to see you there!

PATHWAY
REALTY GROUP
Guiding Your Home

04 MOMENTUM

GETTING THE MOST OUT OF YOUR HOME

Prior to you listing, Several Buyers have seen several unsuitable homes.

Several Buyers & Several Homes



When you list, Several Buyers view your home, which may result in an Offer.

Several Buyers & One Home



If no Offers are received, your Home joins the pool of Homes for Sale.

Several Buyers & Several Homes



You now have to wait for a new Buyer to enter the Market.

One Buyer & Several Homes



Reducing the Price creates a new Pool of Buyers at the Lower Price.

Several Buyers & One Seller

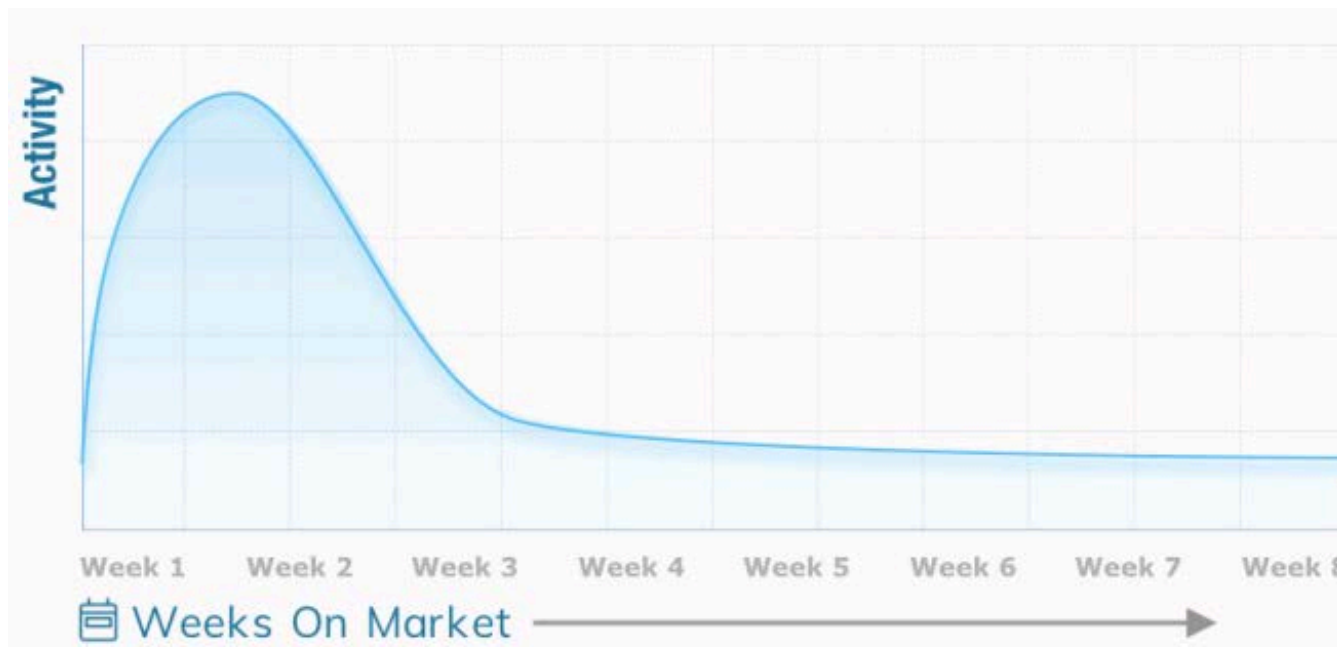


High demand & low supply = a higher selling price

ACTIVITY VS. TIMING

A common question home buyers ask is, "how long has this home been on the market?"

Though the question may sound innocent, the answer can have serious consequences for the sale of your property.



When you first list your property, you're in the driver's seat. New listings generate immediate interest, as buyers eagerly look to view and potentially make offers. However, with each passing day, that initial excitement fades, and 'days on market' can start to work against you.

The longer a property remains unsold, the more buyers question why, often assuming there may be an underlying issue. In most cases, the main culprit is overpricing.

To keep your listing fresh and appealing, it's crucial to price it competitively from the start. By maximizing marketing efforts in those pivotal first two weeks, you capture maximum interest, enhancing your chances of a quick and successful sale.

OPEN HOUSE

WHY HOST AN OPEN HOUSE?

An Open House invites potential buyers to experience your home in person, allowing them to truly connect with the space in a way that photos and virtual tours can't.

In a welcoming, pressure-free environment, visitors can:

- Explore the layout and flow
- Picture themselves living in the home
- Get a feel for the neighborhood atmosphere

This proven marketing strategy drives foot traffic, creates buzz, and increases the chances of finding the right buyer quickly—often sparking competitive interest.

HOW WE GET READY FOR YOUR OPEN HOUSE:

- Post on our company website
- Post on other popular real estate websites like the local MLS
- Put up multiple "Open House" signs on nearby main street and street corners
- Post social media ads
- Post on our social media accounts
- Print up postcards and flyers to be distributed



05

CLOSING THE DEAL REVIEWING OFFERS

Once all offers have been made, it's time to sit down and review the best possible options. Throughout the offer process, you may hear terms that you are unfamiliar with. Here is a quick and easy overview of some common terminology. We will review everything together.

FIRM OFFER

An offer made without any conditions.

CONDITIONAL OFFER

An offer containing conditions that must be met before the sale is final. Typical conditions include a home inspection, approval on financing, or the approval of a status certificate for a condominium.

BULLY OFFER

Also known as a pre-emptive offer, a bully offer is presented before the official offer review date set by the seller's agent.

COUNTER-OFFER

An offer presented back to the buyer that is a revised version of their initial offer. This can include an adjusted price, conditions, or closing date.

INCLUSIONS & EXCLUSIONS

Items in the home that are included or excluded from the sale. These typically include light fixtures, appliances, or decorative items. Also referred to as chattels.

MULTIPLE OFFERS

When two or more offers are presented to the seller.

NEGOTIATING EXPERTISE

When an offer comes in, or perhaps multiple offers, this is where 25+ years of negotiating expertise helps ensure you achieve the highest price and best terms.

An offer may be higher or lower than your asking price. Don't be concerned or offended, it's normal. The best way to think about an offer is as a starting point to a conversation. The buyer made an offer, they want to buy your house, that is GREAT news.

POST OFFER ACCEPTANCE

Once we have a firm agreement on your home, we will act as your liaison between key stakeholders throughout the closing process. This includes the buyer, buyer's agent, real estate lawyer and any other involved parties. Once all paperwork has been completed, We can help you organize and coordinate your move, if desired. The keys to your home will be exchanged on closing day, and your sale will be complete!

- Forward all documents to lawyers and financial institutions.
- Continued marketing during conditional periods.
- Work with home inspectors to fulfill mandated inspection.
- Work with appraisers and lenders to support purchase price.
- Deal with conditional clause removals.
- Work with lawyers to manage details.
- Provide a comprehensive list for transfer of utilities.
- Help with arrangements for any future buyer visits.
- Closing day support.

WORK WITH THE BEST

RE/MAX agents have the experience to get the job done in today's market.

RE/MAX Associates average more sales than other real estate agents.

RE/MAX Associates have more experience than other real estate agents.

RE/MAX is the most productive real estate network.

RE/MAX has helped millions of families buy or sell a home.

Not All Agents Are Made Equal!

RE/MAX AGENTS HAVE MORE EXPERIENCE

Meaning we have been through several market cycles.

RE/MAX AGENTS HAVE MORE DESIGNATIONS

Meaning we are on the top of our game regarding industry trends.

RE/MAX AGENTS ARE TOP PRODUCERS

No other agents rival our productivity. Now, more than ever, results matter.

RE/MAX AGENTS SELL 1 IN 3 PROPERTIES IN CANADA

This places us on the pulse of the inventory, gives us the advantage in market comparables, and generates the market presence to attract buyers.

2024 RE/MAX® vs. THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	Canadian Total Transaction Sides ¹	Total Brand Awareness ²	Countries & Territories ³	Offices in Canada ³	Offices Worldwide ³	Agents in Canada ³	Agents Worldwide ³
RE/MAX	280,766	95.3%	110+	956	9,022	25,168	144,835
	148,297	85.3%	1	650+	650+	20,000+	20,000+
	63,143	86.3%	84	400±	12,000	10,600±	135,000
	40,134	9.1%	24	N/A	N/A	6,795±	90,000
	34,387	58.6%	1	200	200	6000	6000
	28,661	21.3%	59	125±	1,100±	4,600+	189,000+
	19,435	50.6%	40	176	2,900	2,805±	101,000
	18,524	26.0%	9	143	N/A	12,250±	N/A
	11,091	12.7%	2	N/A	N/A	1,660±	16,000+
	10,133	16.7%	2	45±	N/A	970±	24,000±
	7,809	16.0%	35+	55±	1,000+	920±	16,000+

N/A = Data not publicly available.

¹Canadian Total Transaction Sides for 2023 obtained from third party data and is +/- 1% in major markets. Includes residential transactions only, and does not include commercial, new homes, private, exclusive, pocket, rentals, farms, vacant land, and co-listings. Does not include Yukon and Nunavut due to low reported transactions. ²MMR Strategy Group study of total awareness of real estate brands among buyers, sellers, and those planning to buy or sell. ³Office, agent, and countries and territories data collected March 2024, based on latest available statistics from various sources. Coldwell Banker and Century 21 data is either as reported by Anywhere Real Estate Corporation on SEC10-K, Annual Report for 2023 or from company websites, the Canadian Real Estate Association (CREA) or other industry sources; data for all other competitors is from company websites, CREA and other industry sources. Actual transaction sides, office count, and agent count may differ. RE/MAX office, agent, and countries and territories is internal data as of 12/31/2023. ⁴Data not publicly available. ©2024 RE/MAX, LLC. Each Office Independently Owned and Operated. 24_315



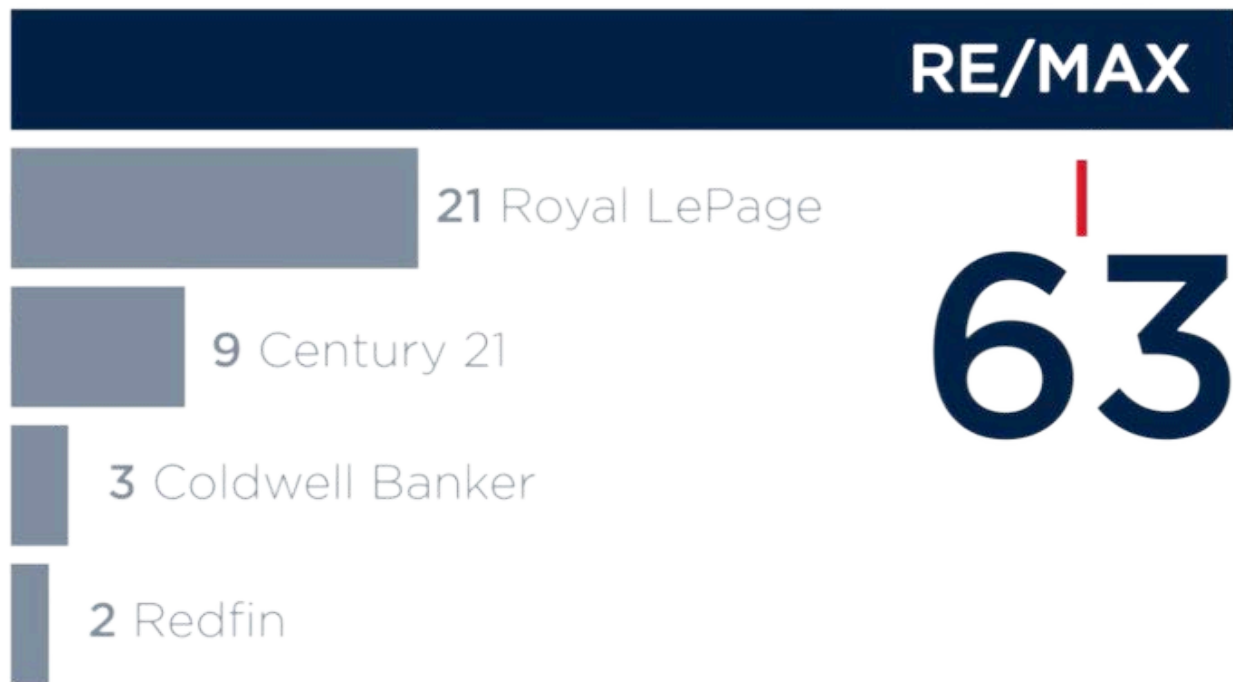
**Unstoppable
Starts Here**

RE/MAX JAZZ GENERATES MORE BUYER LEADS!

🔍 More searches

=

**MORE POTENTIAL CLIENTS
KNOCKING AT YOUR DOOR**



RE/MAX has the **highest search interest** on Google.com
for over five years*

among real estate brokerage brands in Canada.

*Source: Google Trends, 2018-2024. Numbers represent search interest relative to the highest point on the chart for the given region and time on average for the last five years. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.

THE WINNING COMBINATION



DON'T TAKE OUR WORD FOR IT



akhil joshi
7 reviews

★★★★★

2 weeks ago **NEW**

Gus is a phenomenal Realtor - very supportive, professional, and patient throughout the entire process. The home buying experience can be nerve wracking, especially for first time buyers like us. However, Gus's expertise and sound advice from initial assessments to property valuations were incredibly helpful and made our purchase feel smooth and manageable. His guidance during negotiations and his prompt responses clearly reflect his passion for his work and gave us a strong sense of confidence and security. He went above and beyond at every step. We are one very satisfied new home owners. We would absolutely recommend Gus to anyone looking to buy a home.



Sarah Hawn
2 reviews

★★★★★ 4 weeks ago

Gus and Victoria were hired for the sale of my home during a rough transition in my life. The two of them not only went above and beyond to prepare my house and me, they also promised not to leave me without a home after closing, and held true to that promise. Answering frantic middle of the night calls, and questions way beyond what they were required to do! I even took business cards to hand out at work! Thank you Gus and Victoria, my family thanks you!!



Alicia Powers
3 reviews • 0 photos

★★★★★ 37 weeks ago

Great experience
Caring
Friendly
Sold faster than I expected 👍👍

Powered by:



**AK**

9 reviews



★★★★★ 4 weeks ago

We can't thank Victoria and Gus enough for helping us purchase our first home! As first-time buyers, we were nervous and unsure of the process, but they made everything smooth, clear, and stress-free despite some hiccups along the way. Both were always available to answer our questions, no matter how big or small, and truly took the time to understand our needs. They gave us honest advice and guided us through negotiations to ensure we got the best deal possible. What really stood out was how easy going they are. We never felt rushed or pressured—just supported and informed. Plus they really know the Durham region! If you're looking for a trustworthy, dedicated, and knowledgeable realtor, we wholeheartedly recommend Victoria and Gus.

**L. G.**

Local Guide · 59 reviews · 1 photo



★★★★★ 7 months ago

We cannot recommend Gus highly enough as a real estate agent. From the moment we started working together, he was genuine and made us feel like we were his most important client. He truly listens to your needs, wants and concerns and offers an excellent response time. Combined with his thorough and patient approach, he made the entire process seamless. Gus's exceptional knowledge of the real estate industry, along with his genuine care and commitment, sets him apart from others in the field. He is a solid and trustworthy person who is dedicated to helping you find your next home without compromising integrity or values. If you're looking for an agent who truly has your best interest at heart, Gus is the one you can count on. I've bought and sold 8 houses, never have I had an amazing experience like I did with Gus!

**Hoshmand Bahaalddin**

Local Guide · 20 reviews · 2 photos



★★★★★ 8 months ago

After I wanted to find a new place to live, I asked Victoria to do it. Honestly, Victoria is a very calm, independent and kind person she listens to your requests and what you want. In the end, she completes your work properly and legally without any problems, so I give her the title of the best agent and he deserves five stars instead and one Give him fifty stars.

Powered by:



LET'S WORK TOGETHER

Here is a list of required forms that you must sign when engaging in real estate services with a licensed REALTOR®:

- ✓ RECO Information Guide
- ✓ Listing Agreement – Seller Representation Agreement
- ✓ Schedule A to Listing Agreement
- ✓ MLS Data Information Form
- ✓ RE/MAX Jazz Listing Information Package

Additional forms that you may be required to complete/sign:

- ✓ Seller's Direction Re: Property/Offers
- ✓ Seller Property Information Statement
- ✓ Mortgage Verification Form
- ✓ Residential Information Checklist



NOTES

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DON'T WORRY

WE'VE DONE THIS A MILLION TIMES



PATHWAY

REALTY GROUP

Guiding You Home

info@pathwayrealtygroup.ca
www.pathwayrealtygroup.ca

