

Marketing Plan

YOUR GUIDE TO MARKETING YOUR HOME WITH SLAVENS & ASSOCIATES



PREPARED BY

Elliot Gordon

Salesperson

Office: 416-483-4337 Cell: 416-464-2696

elliott.gordon@rogers.com

www.GordonTorontoHomes.com



**Slavens & Associates
Real Estate Inc., Brokerage**

435 Eglinton Avenue West,
Toronto, Ontario M5N 1A4

Office: 416.483.4337

Free: 1.877.560.8923

Fax: 416.483.1663

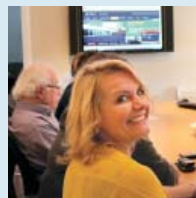
www.slavensrealestate.com

Slavens & Associates Overview

Slavens & Associates, one of Toronto's leading boutique Brokerages, specializes in the sale of residential and commercial properties. Owned and operated by Richard Sherman, Broker of Record and Darren Slavens, Vice President & Manager, our client services include property management, investment opportunities and in-house mortgage financing.

Launched by Richard and Darren in 2007, Slavens & Associates is a full service Brokerage that remains a consistently strong force in Toronto's real estate market. We at Slavens & Associates represent a diverse clientele who value our professionalism, personal engagement and our client services together with our commitment, impeccable ethics and market expertise. From the salespeople to the administrative staff, our 60+ real estate professionals are well educated, experienced and highly competent. As such, the highest standards are upheld throughout the organization, and all within the context of a team atmosphere fueled by cooperation and mutual respect.

Our boutique Brokerage enjoys a fine, unparalleled reputation and loyal name recognition. With tireless energy, innovative and educative approaches, we consistently attract buyers and sellers. We creatively negotiate our clients' means and dreams, and invariably achieve optimal results.



416.483.4337
slavensrealstate.com



Meet our Team

Richard Sherman
Broker of Record

Darren Slavens
Vice President / Broker

Erica Binder, Salesperson
Samantha Bluestein, Salesperson
Barbie Brandes, Salesperson
Ron Chichora, Broker
John Chrisanthidis, Mortgage Specialist
Betty Cohen, Salesperson
Carol Cotton, Salesperson
Michael Cotton, Salesperson
Jane Curran, Salesperson
Joanna Davidson, Salesperson
Paul Dombrow, Salesperson
Annie Duncan, Administrative Staff
Irena Elina, Salesperson
Linda Evans, Salesperson
Marlene Federman, Salesperson
Patty Fleischman, Salesperson
David Gale, Salesperson
Liz Garcia, Salesperson
Elaine Goldenberg-Pike, Salesperson

Elliot Gordon, Salesperson
Barbara Kaplan, Salesperson
Ruth Kaufman, Salesperson
Sabrina Kaufman, Salesperson
Elaine Kehoe, Salesperson
Dave Lau, Salesperson
Ed Lau, Salesperson
Susan Lee, Broker
Alona Metzger, Salesperson
Lynn Mitchell, Salesperson
Karol Moreno, Administrative Staff
Emily Naretto, Broker
Judy Nathan, Salesperson
Gary Orellana, Salesperson
Nick Panoulis, Mortgage Specialist
Corinne Pencer, Salesperson
Howard Perlmutter, Salesperson
Bernard Pike, Salesperson
Daniel Pustil, Salesperson

Lena Rauchwerger, Salesperson
Mirella Regalado, Salesperson
Andrew Roher, Salesperson
Ed Rojas, Salesperson
Linda Rose, Salesperson
Janice Sackichand, Salesperson
Marc Shleifman, Salesperson
Shawnee Slan, Salesperson
David Steinhouse, Salesperson
Sam Stemer, Salesperson
Mark Stern, Salesperson
Donna Taylor, Salesperson
Roshan Tejani, Salesperson
Heather Thompson, Administrative Staff
Mary Verni, Salesperson
Donald J. Wagman, Broker
Edith Weiss, Salesperson
Eden Lynne Williams, Salesperson

We are the difference that gets results!

Elliot Gordon's Bio



Elliot Gordon
Salesperson

Congratulations! You've just successfully completed Step One of buying or selling – finding a Real Estate Agent who's experienced, compassionate, reliable, and knowledgeable.

Elliot has been thriving in the Toronto Real Estate market since 2005.

Elliot is adamant about always putting the interests of his clients first and realizes that the level of service offered to clients dictates the level of success one will attain. Elliot incorporates the services of a trusted administrative and sales team at Slavens & Associates Real Estate. The team enables him to bring an unparalleled level of service to his clients and offers attention to detail in all aspects of your real estate experience.

Integrity is everything to Elliot. He does not hesitate to tell his clients the pros as well as the cons of every home buying or selling opportunity. Elliot's goal is satisfied clients.

Providing years of real estate experience, top-notch professional service, and an enjoyable experience, Elliot continues to meet this goal.

Elliot gratefully acknowledges the incredible support he has received from his past clients who have recommended him to their family, friends, and colleagues. The trust and confidence they have placed in him is reflected through these recommendations.

Whether you're looking to buy, sell, or lease property in the Greater Toronto Area, Elliot will provide you with the quality of service you'd expect and deserve.

You are now one step closer to success.

Our Objective

To list and sell your home for the best possible price in the shortest time frame, with the least amount of disruption to you.

- › Thoroughly inspect your home
- › Listen carefully to fully understand your objectives
- › Explain the Home Selling/Marketing Process
- › Advise you on how to show your home effectively
- › Help you price your home
- › Review a Personalized Marketing Plan
- › Explain what happens from time of contract through closing
- › Ask for your commitment to begin marketing your home



416.483.4337
slavensrealstate.com



Listing your Home



Steps of the Listing Process

- › Preparation and research
- › Initial meeting
- › Establish motivation and objectives
- › Examine the marketing plan
- › Establish the asking price

Your Responsibilities

The Seller agrees to provide the following:

- › Current mortgage information
- › Deed
- › Utility bills (ie: hydro, water, gas, etc.)
- › Condominium Fees/Maintenance
- › Current tax bill
- › Up-to-date survey
- › Solicitor's name and telephone number
- › Any Historical information
- › List of rental items (ie: hot water tank, furnace burner, water softener, security system)
- › Inclusions & Exclusions (ie: Attached broadloom, window coverings, appliances, electric light fixtures, pool equipment, etc.)
- › Dates of any and all improvements (ie: roof, central air conditioning, kitchen, weeping tiles.)



Listing Plan of Action

Floor Plans, Virtual Tours and High Resolution Images

Our professional photographers and floor plan specialists visit and capture the images necessary to best market your home.

www.YourAddress.com

An independent website will be created specifically for your home as well as uploaded to all of our affiliate websites including www.LuxuryRealEstate.com.

Just Listed Notices

Notification to the community that your property is for sale. Many buyers develop an interest in specific areas from visits with friends and family.

Create Feature Sheets

Gives the buyer or their salesperson something to promote and remind them of your property.

Attendance at all Open Houses

Security and the chance to properly market your property or to handle enquiries from other sales representatives or buyers.

Continuous Follow-Up

Keep on top of the market and ensure we are competitive. Follow up with other sales representatives. You get important feedback from showings. We use the opportunity to market your property to other sales representatives.

24 Hour Answering Service

We don't miss any important calls



Preparation Tips

We know that the sale of your home will involve some inconvenience. We'll do our best to make things as easy as possible, such as using virtual reality walkthroughs to pre-qualify potential buyers.

With just a little effort on your part, your home can be sold more quickly and for a better price.

Here are some tips which have proved invaluable to successful sellers:

- Have the property well presented and looking its best at all times.
- Keep the garden neat and tidy. Have the shrubs trimmed and the lawns cut. Look at your home from the buyer's point of view.
- Set blinds at one level or drapes drawn evenly.
- Keep the house tidy but with a relaxed atmosphere.
- Have the garage clean and tidy. Broken window panes or loose door knobs make an unfavourable impression.
- Fix the minor items - sticking doors, broken switches. Buyers spot the small items then start looking for problems.
- If you have a dog, keep it out of the house and under control. Many people are afraid of dogs.
- Keep the TV or radio off or turned down during inspection. They can distract people.
- Let plenty of light into the rooms. The atmosphere improves and people can see better.
- Keep the house warm on cool days and have plenty of fresh air on hot days.
- Never apologize for the appearance of the house. You are pointing out the faults.
- Some redecorating can mean a difference in the selling price.
- Leave the showing of the house to a salesperson. Interrupting the sales presentation may lose a sale.
- Always be prepared to show your property. The prospect you turn away could be the buyer.
- If the prospect asks questions about the neighbourhood, answer directly and honestly. Leave transaction questions to the salesperson.
- Avoid following the salesperson from room to room, let them show the home. It's important that buyers take their time and feel relaxed in the house.
- Avoid letting people come through the house unless they are accompanied by a salesperson.
- If unaccompanied, ask them to wait and phone the office of your representative for advice.



Preparing your Home

First impressions really count with home buyers. A small investment in time and effort can provide a big advantage when a salesperson shows your home to prospective buyers. Here are some suggestions for preparing your home for showing:

First Impressions / General

- House exterior in good repair
- House number easy to see/read
- Eaves trough, down spouts & soffits painted
- Garage/carport clean and tidy
- Cracked and broken window panes replaced

First Impressions (Depending on the Season)

- Lawns cut & raked
- Hedges & shrubs trimmed
- Garden weeded & edged
- Leaves raked; walks swept
- Decks and patios cleared of leaves and debris
- Snow and ice cleared;
- Walkways sanded or salted

At the Front Door

- Doorbell operational
- Door hardware in good repair
- Porch and foyer clean and tidy

Interior Maintenance

- Cracked plaster repaired
- Chipped paint touched up
- Door knobs and cupboards latches tight
- Furnace wiped down and cleaned
- Burned out light bulbs replaced
- Squeaky doors oiled

Bathroom

- Mirrors, fixtures and taps cleaned and polished
- Leaky taps and toilets repaired
- Inside cupboards and cabinets clean and neat
- Towel clean and matching
- Clutter put away

Kitchen

- Sinks and taps clean and polished
- Appliances cleaned
- Counter-tops clear and polished
- Inside of cupboards and cabinets clean and neat
- Small appliances put away
- Clutter put away

Throughout the House

- All lights turned on
- Air conditioner turned on in warm weather
- Fireplace lit in cooler weather
- Closets neat and tidy
- Halls and stairs cleared of clutter
- Drapes opened during daylight
- Background music playing quietly
- Carpets freshly vacuumed
- Fresh flowers in various rooms
- Fresh air in house

Valuables

- Jewelry/valuables locked safely/taken with you
- Valuable property (such as objects of art, vases, figurines, mementos) are safely situated out of reach or locked away

Pets

- Contained or absent during showing

Marketing & Advertising

Marketing

Actions we take to market your home:

- Multiple Listing Service
- Agent Open House to bring exposure to your home
- Agents will inspect and preview your home for their qualified buyer
- Public Open House on weekends to attract potential buyers.
- Notify other brokerages in the area that your home is available for sale
- Your home will be uploaded to the following websites including other internet promotion:
 - www.TorontoMLS.net
 - www.SlavensRealEstate.com
 - www.Realtor.ca
 - www.LuxuryRealEstate.com
 - www.Zoocasa.com
 - www.GordonTorontoHomes.com
 - www.Facebook.com
 - www.Twitter.comover 30 personal websites
- Virtual Reality Tour
- Professional Floor Plans
- Ads placed in national papers and local real estate publications
- Just listed cards, special flyers and brochures

Advertising

With 10% of buyers resulting from media advertising, our advertising vehicle must be chosen wisely:

- Define the most probable market
- Determine what media vehicle will locate and reach these target prospects
- Carefully make appropriate media choices
- Continually measure responses and evaluate media choices.

Our company advertising policy and philosophy:

To advertise your property on a regular basis - in the most appropriate source for your home.

- Globe & Mail
- National Post
- Post City Magazines
- Canadian Jewish News
- Any other appropriate local media



Marketing Samples

Feature Sheet Sample

34 Robbie Avenue
\$599,000



This Spacious And Stylish 3 Bedroom Centre Hall Plan Bungalow Is Located On One Of The Quietest And Most Family Friendly Streets In Wilson Heights. This Bright And Meticulously Maintained Family Home Features Hardwood Floors, Renovated Bathroom, Updated Kitchen With Oak Cabinets, Corian Countertop And Undermounted Sink, Central Vac, Custom Closet Built Ins, Plenty Of Storage, And A Large Deck. Close To Transportation, Schools, Shopping, Parks, And Places Of Worship.

Ron Chichora
Broker

Slavens & Associates
Real Estate Inc., Brokerage
Office: 416.483.4337
rchichora@trebnet.com
slavensrealestate.com
Join our Fan Page at
www.facebook.com/SlavensRE

ww.34Robbie.com



Just Listed Sample



49 Stillwater Crescent

just sold





just listed



Advertising



Post City Magazines



www.SlavensRealEstate.com
416.483.4337

435 Eglinton Avenue West, Toronto, Ontario M5N 1A4

FOREST HILL – \$3,349,000.
Elegant 2 yr. old custom home w/highest quality luxurious finishes. Sensational kitchen & butler's pantry, open to family rm. Unique master retreat w/his & hers dressing rms. & ensuites. Mahogany panelled library on 2nd flr. L/lvl boasts heated flrs., rec. rm., exercise rm & guest suite. Elevator to all floors. ****Richard Sherman**

LOWER VILLAGE – \$2,295,000.
Stunning, beautifully reno'd Lower Village residence w/outstanding addition. 5+1 bdms. Main flr. family rm. & gourmet kitchen w/2 walk-outs to private garden. Charming & elegant. Fabulous family home for entertaining! ***Edith Weiss / *Barbara Kaplan / **Richard Sherman**

AVENUE RD. / ST. CLAIR – \$1,650,000.
Unbelievable investment opportunity in one of Toronto's finest neighbourhoods. Triplex on 45 x 173 ft. lot in prime Deer Park. Can be converted to single family residential. ****Darren Slavens / *Andrew Roher**

UPPER VILLAGE – \$1,395,000.
Beautifully maintained home with 4 + 1 spacious bdms. 4 baths. Main flr. powder rm., den, family room addition & walk-out to interlocking brick patio. Finished lower level. Double garage. All set on on bright, south-facing 50 ft. lot. ***Erica Binder / **Richard Sherman**

CASA LOMA – \$1,189,000.
Stunning townhome in highly sought after location, features a gourmet eat-in kitchen and gorgeous 2nd flr. family rm. Large master bdrm. with spa-like ensuite. Rooftop terrace w/absolutely breathtaking views. ****Darren Slavens / *Marlene Federman**

UPPER FOREST HILL – \$619,000.
Brick bungalow on large lot (33 x 136 ft.) on quiet mature street in desirable neighbourhood. Walk to all amenities including great schools, parks and transportation. Fantastic opportunity to build new or renovate to suit. ***Donna Taylor / *Linda Rose**

SKYMARK DRIVE – \$449,000.
Beautifully appointed 2 bdms., 3 bath suite in sought after bldg. This elegant unit features family rm., eat-in kitchen, expansive principal rms. w/fabulous flow for entertaining & walk-out to balcony. Locker. Luxurious amenities. 2 parking spots. ****Darren Slavens / *Lena Rauchwerger**

YONGE / CLARK – \$424,900.
Gorgeous, fully reno'd condo townhome in lovely gated community. Large master w/hardwood flrs., walk-in closet, cathedral ceiling & skylight. Finished lower level. Parking. 24 hrs. gate house sec. Steps to schools, park, shops, restaurants & more. ***Corinne Pencer**

SPADINA / LONSDALE – \$339,000.
An absolute jewel. Totally renovated 1 bdrm. suite with large balcony & south view. Granite countertops in kitchen, marble countertop in bath, hardwood floors, walk-to wall windows, central air, underground parking, locker, rooftop terrace. Fantastic boutique bldg. ***Daniel Pustil**
***Salesperson **Broker**

The Canadian Jewish News



www.SlavensRealEstate.com
416.483.4337

FINE PROPERTIES

SILVERWOOD AVENUE - \$3,349,000.
Beautiful, elegant Forest Hill custom home w/quality luxurious finishes. 2 yrs. new w/sensational kitchen & butler's pantry, open to family rm. Unique master retreat w/his & hers dressing rms. & ensuites. Mahogany panelled library on 2nd flr. L/lvl boasts heated flrs., rec. rm., exercise rm & guest suite. Elevator to all floors. ****Richard Sherman**

ONE ST. THOMAS - \$2,450,000.
Prestigious Condo Residence designed by Robert Stern. Split bdrm. plan approx. 2556sq.ft. w/2 Master Suites, each w/ensuite; Panelled Library w/built-in bookshelves; Large principal rms, gas FP; w/o to spacious covered Terrace w/SW City Views. Spectacular amenities. ***Barbara Kaplan / *Edith Weiss**

LOWER VILLAGE - \$2,295,000.
Magnificent reno'd residence w/outstanding addition. 5+1 bdms. Main flr. family rm. & gourmet kitchen w/2 walk-outs to private garden. Charming & elegant - fabulous family home for entertaining! ***Edith Weiss / *Barbara Kaplan / **Richard Sherman**

LOWER VILLAGE - \$2,150,000.
Best Value for this gracious family home in Forest Hill. Recently reno'd w/style & flair. ****Erica Binder**

AVENUE RD/ST. CLAIR - \$1,650,000.
Unbelievable investment opportunity in one of Toronto's finest neighbourhoods. Triplex on 45 x 173 ft. lot in prime Deer Park. Can be converted to single family residential. ****Darren Slavens / *Andrew Roher**

BATHURST / FLAMINGO - \$1,599,000.
Beautifully appointed 4 bdrm., 6 bath home features grand foyer, large principal rms., main flr. family rm. & office. Eat-in kitchen w/walk-out to large deck overlooking inground pool. Fin. L/lvl with wetbar & gym. 3 car garage. ***Corinne Pencer/**Darren Slavens**

CASA LOMA - \$1,189,000.
Stunning townhome in highly sought after location features a gourmet eat-in kitchen and gorgeous 2nd flr. family rm. Large master bdrm. w/spa-like ensuite. Rooftop terrace w/absolutely breathtaking views. ****Darren Slavens/**Marlene Federman**

BRIAR HILL AVE. - \$1,395,000.
Rarely available 50 ft. front, Upper Forest Hill home with main flr. family room addition on bright, south-facing lot. Double garage. ***Erica Binder/**Richard Sherman**

UPPER FOREST HILL - \$619,000.
Brick bungalow on large lot (33 x 136 ft.) on quiet mature street in desirable neighbourhood. Walk to all amenities including great schools, parks and transportation. Fantastic opportunity to build new or renovate to suit. ***Donna Taylor / *Linda Rose**

CLARK / NEW WESTMINSTER - \$544,900.
Upgraded home in wonderful Thornhill neighbourhood. Huge family rm. w/fireplace. Professionally finished l/lvl. w/custom built-ins & nanny quarters. Attached 2 car garage. Steps to parks, schools, community centre, TTC & more. ***Sam Steiner**

SKYMARK DRIVE - \$449,000.
This elegant 2 bdms., 3 bath suite features family rm., eat-in kitchen, expansive principal rms. w/fabulous flow for entertaining & walk-out to balcony. Locker. Luxurious amenities. 2 parking spots. ****Darren Slavens / *Lena Rauchwerger**

YONGE / CLARK - \$424,900.
Gorgeous, fully reno'd condo townhome in lovely gated community. Large master w/hardwood flrs., walk-in closet, cathedral ceiling & skylight. Finished lower level. Parking. 24 hrs. gate house sec. Steps to schools, park, shops, restaurants & more. ***Corinne Pencer**

BAVVIEW / 401 - \$319,000.
Lovely split 2 bdrm. plan in a 36 unit Boutique bldg. Master features 4pc ensuite w/soaker tub & separate shower. Eat-in kitchen overlooks bright living/dining rm. area w/walk-out to balcony. Parking. ****Emily Naretto**

YONGE / SIXTEENTH - \$299,900.
Bright & spacious corner 2 bdms., 2 bath condo in the luxurious Vineyards by Empire, boasts hardwood flrs. S/S appl., granite counters & eat-in brkfst. area in kitchen. Locker & parking incl. ***Elliot Gordon**
***Salesperson **Broker**

National Post



416.483.4337
SlavensRealEstate.com

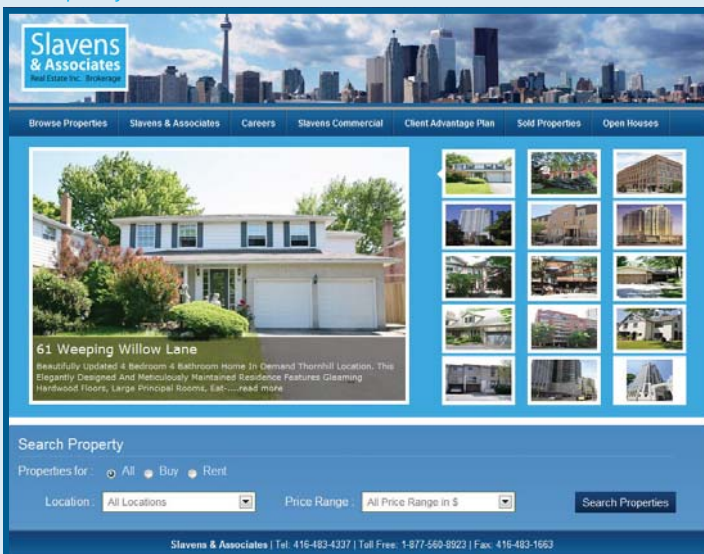
O.H. WKND 2-4-PM	1ST O.H. SATURDAY 1-4PM	O.H. SUNDAY 2-4PM	O.H. SUNDAY 2-4PM	O.H. SUNDAY 2-4PM	
 <p>316 GLENAYR RD.</p>	 <p>79 SANIBEL CRES.</p>	 <p>627 BRIAR HILL AVE.</p>	 <p>282 SPADINA ROAD</p>	 <p>238 BADESSA CIRCLE</p>	
<p>\$2,295,000. Magnificent Lower Village residence w/outstanding addition. 5+1 bdms. Main flr. family rm. & gourmet kitchen w/2 walk-outs to private garden. Charming & elegant. Fabulous family home for entertaining! *Edith Weiss / **Richard Sherman</p>	<p>\$1,599,000. Bathurst / Flamingo. Beautifully appointed 4 bdrm., 6 bath home features grand foyer, large principal rms., main flr. family rm. & office. Eat-in kitchen w/walk-out to large deck overlooking inground pool. Fin. L/lvl with wetbar & gym. 3 car garage. *Corinne Pencer/**Darren Slavens</p>	<p>\$1,395,000. Beautifully maintained Upper Village home 4 + 1 spacious bdms. 4 baths. Main flr. powder rm., den, family room addition & walk-out to interlocking brick patio. Finished lower level. Double garage. All set on on bright, south-facing 50 ft. lot. *Erica Binder/**Barbie Brandes</p>	<p>\$1,189,000. Stunning townhome in highly sought after Casa Loma location features a gourmet eat-in kitchen and gorgeous 2nd flr. family rm. Large master bdrm. withspa-like ensuite. Rooftop terrace w/absolutely breathtaking views. **Darren Slavens/**Marlene Federman</p>	<p>\$544,900. Beautifully maintained & upgraded home in wonderful Thornhill neighbourhood. Huge family room. w/fireplace. Professionally finished l/lvl. w/custom built-ins & nanny quarters. Attached 2 car garage. Steps to parks, schools, community centre, TTC & more. *Sam Steiner</p>	
*Salesperson		WWW.SLAVENSREALESTATE.COM			**Broker

Internet

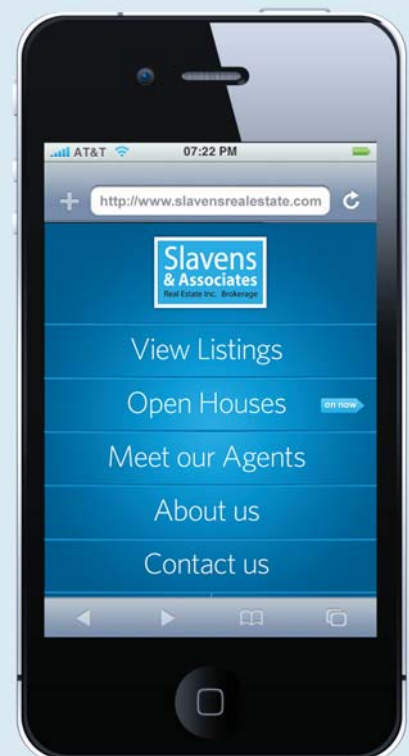


Once listed, your home will be displayed and promoted on the internet in over 20 locations automatically. It will include descriptions and colour photographs. These websites generate thousands of hits per month.

Company Website



Mobile site



Personal Website



Luxury Real Estate



The Most-Viewed Luxury Real Estate Web Site in the World

LuxuryRealEstate.com provides access to the world's largest database of for-sale luxury properties from around the world. The web site has been named "Best of the Web" by Forbes magazine for seven consecutive years. The Luxury Institute LLC, has ranked this web site as the #1 luxury real estate site. Additionally, LuxuryRealEstate.com is ranked #1 in searches for "luxury real estate" (as well as other similar terms) on popular search engines such as Google, Yahoo! and MSN.

Property Listings

All properties uploaded to LuxuryRealEstate.com include: text description, unlimited photographs, virtual tour link, printable flyer, mortgage calculator, 'email to a friend' functionality, currency converter, 'send to a phone' functionality, complete contract information and much more.

Global Reach

LuxuryRealEstate.com consists of 1,892 outstanding brands in luxury real estate with 5,861 offices and 120,853 sales associates throughout the United States and 64 other countries. The network provides a reference for luxury real estate agents world-wide in a hardbound, annually published directory.



Harmonized Sales Tax (HST)

How does the HST affect your home and your real estate transactions?

	Tax Before July 1st, 2010	Tax After July 1, 2010
New Homes (Up to 400k)	GST (5%)	No Change (see Note 1)
New Homes (Over 400k)	GST (5%)	HST (13%) (see Note 2)
Resale Homes	No GST or PST	No Change
Real Estate Commission	GST (5%)	HST (13%)
Condo Fees	No GST or PST	No Change (See Note 3)
Residential Rent	No GST or PST	No Change
Lawyer's Fees	GST (5%)	HST (13%)
Home Inspector Fees	GST (5%)	HST (13%)
Home Renovations	GST (5%)	HST (13%)
Heat & Electricity	GST (5%)	HST (13%)
Internet Access	GST (5%)	HST (13%)
Home Service Calls	GST (5%)	HST (13%)
Landscaping & Snow Removal	GST (5%)	HST (13%)

NOTES

1. The new housing rebate will be 75 per cent of the Ontario component of the HST, up to a maximum of \$24,000. The rebate will ensure that buyers of homes priced up to \$400,000 will, on average, pay no more tax than under the PST system.
2. New homes purchased as primary residences, valued at \$400,000 or more will be eligible for the maximum new housing rebate of \$24,000.
3. Residential condo fees charged to residents are exempt; however, purchases by condominium corporations will be subject to HST, if applicable.

7 Reasons not to Overprice your Property

- 1 Fails to compete with other homes on the market. Buyers look at many properties and eliminate by comparison. Your home may help sell others.

- 2 Fails to meet the Buyer's expectations. People expect certain things for a certain price and becomes disinterested when a property does not meet their criteria.

- 3 Remains unsold for a long time causing Buyer's to be wary even making a lower offer.

- 4 Can turn a Buyer from one area to another. Someone qualified to buy in your location may disqualify themselves if confronted with even one or two overpriced homes.

- 5 Can ultimately cause a monetary loss. Consider your holding cost for six months to 1 year. The market may come up to your price in that time, but you've already invested more, plus you may be running the risk of becoming known as overpriced.

- 6 Reduces advertising response. A Brokerage who repeatedly advertises an overpriced property soon becomes known as a poor merchandiser.

- 7 Cause salespeople to lose enthusiasm. A few unfavorable reactions from Buyers and they will discontinue showing your home. Loss of promotion.

Moving Checklist

MOVING IN	MOVING OUT	
-----------	------------	--

Utilities & Services

- | | | |
|--------------------------|--------------------------|--------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Appliance Services |
| <input type="checkbox"/> | <input type="checkbox"/> | Cable T.V. |
| <input type="checkbox"/> | <input type="checkbox"/> | Electric |
| <input type="checkbox"/> | <input type="checkbox"/> | Fuel |
| <input type="checkbox"/> | <input type="checkbox"/> | Garbage |
| <input type="checkbox"/> | <input type="checkbox"/> | Gas |
| <input type="checkbox"/> | <input type="checkbox"/> | Telephone |
| <input type="checkbox"/> | <input type="checkbox"/> | Water |

Personal Services

- | | | |
|--------------------------|--------------------------|---------|
| <input type="checkbox"/> | <input type="checkbox"/> | Broker |
| <input type="checkbox"/> | <input type="checkbox"/> | Dentist |
| <input type="checkbox"/> | <input type="checkbox"/> | Doctor |
| <input type="checkbox"/> | <input type="checkbox"/> | Lawyer |

Established Business Accounts

- | | | |
|--------------------------|--------------------------|-------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Banker / Banks |
| <input type="checkbox"/> | <input type="checkbox"/> | Charge Accounts |
| <input type="checkbox"/> | <input type="checkbox"/> | Credit Cards |
| <input type="checkbox"/> | <input type="checkbox"/> | Department Stores |
| <input type="checkbox"/> | <input type="checkbox"/> | Diaper Services |
| <input type="checkbox"/> | <input type="checkbox"/> | Drug Store |
| <input type="checkbox"/> | <input type="checkbox"/> | Dry Cleaner |
| <input type="checkbox"/> | <input type="checkbox"/> | Finance Companies |
| <input type="checkbox"/> | <input type="checkbox"/> | Laundry |
| <input type="checkbox"/> | <input type="checkbox"/> | Service Stations |

Local

- | | | |
|--------------------------|--------------------------|---------|
| <input type="checkbox"/> | <input type="checkbox"/> | Library |
| <input type="checkbox"/> | <input type="checkbox"/> | Schools |

MOVING IN	MOVING OUT	
-----------	------------	--

Insurance Agencies

- | | | |
|--------------------------|--------------------------|-------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Accident |
| <input type="checkbox"/> | <input type="checkbox"/> | Business & Professional |
| <input type="checkbox"/> | <input type="checkbox"/> | Civic / Life |
| <input type="checkbox"/> | <input type="checkbox"/> | Personal Property |

Federal

- | | | |
|--------------------------|--------------------------|------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Canada Pension Plan |
| <input type="checkbox"/> | <input type="checkbox"/> | Family Allowance |
| <input type="checkbox"/> | <input type="checkbox"/> | Old Age Security |
| <input type="checkbox"/> | <input type="checkbox"/> | Post Office |
| <input type="checkbox"/> | <input type="checkbox"/> | Unemployment Insurance |
| <input type="checkbox"/> | <input type="checkbox"/> | Veteran Affairs |
| <input type="checkbox"/> | <input type="checkbox"/> | Driver's Licence / Insurance |
| <input type="checkbox"/> | <input type="checkbox"/> | Health & Hospital |

Publications

- | | | |
|--------------------------|--------------------------|---------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Book & Record Clubs |
| <input type="checkbox"/> | <input type="checkbox"/> | Fraternal |
| <input type="checkbox"/> | <input type="checkbox"/> | Magazines |
| <input type="checkbox"/> | <input type="checkbox"/> | Newspapers |
| <input type="checkbox"/> | <input type="checkbox"/> | Professional |

People & Organizations

- | | | |
|--------------------------|--------------------------|-------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Athletic & Health |
| <input type="checkbox"/> | <input type="checkbox"/> | Business & Professional |
| <input type="checkbox"/> | <input type="checkbox"/> | Business Associates |
| <input type="checkbox"/> | <input type="checkbox"/> | Church & Synagogue |
| <input type="checkbox"/> | <input type="checkbox"/> | Civic |
| <input type="checkbox"/> | <input type="checkbox"/> | Alumni |
| <input type="checkbox"/> | <input type="checkbox"/> | Friends & Relatives |
| <input type="checkbox"/> | <input type="checkbox"/> | Social |

Contacts

Mortgage Brokers

John Chrisanthidis, AMP

Mortgage Intelligence
Tel: 416.450.9571
john.mortgage@rogers.com
www.migroup.ca/johnchrisanthidis

Rod Kowalchuk - AMP

VERICO RedPath Financial
Mortgage Broker
Tel: 416-366-PATH (7284)
www.redpathfinancial.com
info@redpathfinancial.com

Caryn Negin

Mortgage Agent
Tel: 416.230.2052
caryn@mortgagegenius.ca
www.mortgagegenius.ca

Termite Inspector

Richard Murphy

AETNA
Tel: 416-469-4111
info@aetnapest.ca
www.aetnapest.ca

Home Inspectors

Robert Hermann

Homecore Inc. Inspection Services
Tel: 416-274-6651
info@homecore.ca
www.Homecore.ca

James Watters, RHI

CANSPEC Building Services Inc.
Tel: 416-993-2954
www.canspechome.com

Carson Dunlop Consulting Engineers

Tel: 416-964-9415
inspection@carsondunlop.com
www.carsondunlop.com

Lawyers

David J. Goldstein, M.S.W., LL.B.

Solicitor-At-Law
Tel: 416-850-2305
david@goldsteinlaw.ca

Michael Stern

Shibley Righton, LLP
Tel: 416.214.5211
michael.stern@shibleyrighton.com
www.shibleyrighton.com

Michelle R. Frost

Garfinkle Biderman LLP
Barristers & Solicitors
Tel: 416-869-7605
mfrost@garfinkle.com
www.garfinkle.com

This directory is for reference only. Slavens & Associates Real Estate Inc. does not warrant or guarantee any of the services or information provided by any of the organizations or companies listed.



Directory of Services

Government Agencies / Businesses

Access Toronto (311)	(416) 338-0338
Bell Canada	(416) 310-2355
Enbridge Gas (GTA)	(416) 447-4911
Ministry of Trans.	(416) 325-8650
Ontario New Home Warranty	(416) 229-9200
Ontario Rental/Housing Tribunal	(888) 332-3234
Right of Way Mgmt - North Toronto	(416) 395-6303
Right of Way Mgmt - South Toronto	(416) 392-7877
Rogers Cable	(416) 448-7333
Toronto Street Permit Parking	(416) 392-7873
Toronto Building Department	(416) 395-7500
Toronto Hydro	(416) 542-3000
Toronto Water	(416) 338-4829

School Districts

Toronto Public	(416) 397-3000
Toronto Catholic	(416) 222-8282
York Public	(416) 394-2270
York Catholic	(905) 713-2711
Etobicoke	(416) 394-7000
East York	(416) 396-2000

Water & Tax

Toronto	(416) 392-7642
Etobicoke/York	(416) 394-6069
North/East York & Scarborough	(416) 338-4829

Zoning

Toronto	(416) 392-7522
Etobicoke	(416) 394-8056
Scarborough	(416) 396-7304



This directory is for reference only. Slavens & Associates Real Estate Inc. does not warrant or guarantee any of the services or information provided by any of the organizations or companies listed.

416.483.4337
slavensrealestate.com















Slavens Client Advantage Program

The Slavens Client Advantage

The Team at Slavens & Associates is committed to providing our clients exceptional service from the start of your Buying or Selling process to your final closing and beyond. Please see our website for a full list of special offers made exclusive to all Slavens clientele by our Advantage partners.

Visit www.slavensrealestate.com for full details

			
			
			 WWW.TARAFINGOLD.COM

Recent Sales

Some examples of the prices buyers are currently paying for homes similar to your home in your neighbourhood.



416.483.4337
slavensrealstate.com



Currently for Sale

Buyers will compare your home with these properties in your neighbourhood.



416.483.4337
slavensrealstate.com

