



# LISTING PRESENTATION

Chestnut Park Real Estate Limited, Brokerage  
1300 Yonge Street, Suite 100  
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**CHESTNUT  
PARK**<sup>TM</sup>

REAL ESTATE LIMITED, BROKERAGE

**CHRISTIE'S**  
INTERNATIONAL REAL ESTATE

# REASONS TO LIST WITH ME



*“I will strive to sell your home at the highest price, in the shortest period of time, with the least inconvenience to you.”*

## **Service & Experience**

I deliver unparalleled service customized to your unique needs. My passion for real estate and a deep understanding of the markets I serve, offer an important competitive advantage for sellers.

## **Market Knowledge**

With access to the best market reports, statistics and local intelligence, I have my fingers on the pulse of your most desired neighbourhoods and feel movements and shifts immediately.

## **Price Guidance**

Your home will be priced competitively using my proven property evaluation process and my extensive knowledge of current market conditions to get the highest price possible.

## **Marketing with Unmatched Global Reach**

My marketing techniques have local and global reach that provide unmatched exposure to propel your listing above the competition.

## **Negotiation skills**

I am constantly brokering deals in the communities I serve, so I have an intimate understanding of trends, pressures and opportunities. I use this knowledge to develop a strong bargaining position so that you achieve the best possible results at the negotiating table.

## **Proven performance**

My sales record speaks for itself. I will strive to sell your home in the shortest number of days for the best possible price.



# OUR COMPANY AND HERITAGE

## BUILT ON EXPERTISE. INNOVATING TO PROMOTE OUR CLIENTS' INTERESTS.

Founded in Toronto, Canada in 1990, Chestnut Park has grown to a team of over 325 agents providing the finest real estate service in prime urban and recreational markets across Ontario.

### **Global Luxury Home Specialists**

Through our exclusive partnership with Christie's International Real Estate, we provide clients with unparalleled access to the global real estate market, connecting buyers and sellers throughout the world.

### **A Brand Built On Unrivalled Expertise**

Chestnut Park Founder, Catherine Deluce, had extensive background in real estate and a passion to build a brokerage with a reputation for quality, professionalism, and excellent service. This translated into a vision to establish Chestnut Park as a real estate brokerage that gives buyers and sellers a preeminent experience.

### **Our Leadership**

We are committed to providing every Chestnut Park client with the most customized premium service in the industry. Our leaders remain committed to ensuring that our team of realtors represents the very best in the industry and continues to deliver exceptional service to our clients.

### **Innovation Is Part Of Our DNA**

From discovering and developing the best agents in the business to employing leading-edge technologies, global networking and custom targeted marketing campaigns, we are continually evolving so that we surpass our competition and stay relevant to our clients and their needs.



# CHRISTIE'S INTERNATIONAL REAL ESTATE

## BRINGING THE MOST DESIRED HOMES TO THE WORLD'S MOST DISCERNING PROPERTY BUYERS

Through our exclusive strategic partnership with Christie's International Real Estate, your fine home will be marketed worldwide using a vast network of global brokerages and proven marketing platforms to reach qualified buyers.

## ABOUT CHRISTIE'S INTERNATIONAL REAL ESTATE

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### **Global Luxury Home Specialists**

Comprised of brokers who demonstrate success in luxury home sales and excellence in customer service, the Christie's International Real Estate network connects buyers and sellers throughout the world.

### **Global Marketing Programs With Worldwide Reach**

Your home will be marketed using proven marketing techniques that provide unmatched local, national and international exposure to the world's most discerning buyers.

### **Auction House and Real Estate Synergy**

The combined global networks of Christie's Auction House and Christie's International Real Estate create a world-class showcase for distinctive properties. No other network offers this level of international visibility to qualified buyers of high-value homes.

### **Instant Brand Recognition**

After 245 years, the Christie's name continues to command global awareness and provide assurance of impeccable service, integrity and discretion.

# WHAT I DO TO SELL YOUR HOME

## **Comparative Market Analysis**

I help you reach a realistic competitive listing price for your home based on similar homes.

## **Staging Consultation**

I suggest improvements and provide tips for preparing your home for sale.

## **Marketing Planning and Promotion**

I professionally photograph your home, detail the interior, prepare floor plans and design a custom marketing plan that gives your property maximum exposure.

## **Pre-Qualified Prospects**

I find potential buyers and screen them prior to showing your property, eliminating unnecessary inconvenience.

## **Follow Up**

I follow up on all showings and report results back to you weekly.

## **Purchase Agreement**

I review and explain all offers and negotiate the best possible deal for you.

## **Closing**

I provide financing referrals and coordinate the closing of your property.



# CHESTNUT PARK REALTOR PLEDGE OF SERVICE

## FROM INITIAL CONTACT TO LISTING OF YOUR HOME: HOME PREPARATION

1. Evaluate market, complete a comparative marketing analysis and provide an opinion of value for your property
2. Establish a listing price
3. Provide tips on preparing your home for sale
4. Explain custom marketing options



# FROM LISTING TO OFFER: THE MARKETING PLAN

|                                 |  |
|---------------------------------|--|
| <b>Agent networking</b>         | <ul style="list-style-type: none"> <li>• Distribute your listing to agents on MLS and the public through relevant local and global real estate websites</li> <li>• Provide information about your home to all associate brokers and agents at Chestnut Park</li> <li>• Arrange for all available Chestnut Park sales representatives to visit your home within the first week you list with us.</li> <li>• Present your home during Chestnut Park's weekly agent meetings</li> </ul> |
| <b>Feature sheet</b>            | Prepare a professional brochure that highlights the key selling points of your home  |
| <b>Photography</b>              | Professionally photograph your home  |
| <b>Floor plan</b>               | Prepare a floor plan of your home  |
| <b>Sign</b>                     | Install a For Sale sign in your yard   |
| <b>MLS</b>                      | Professionally represent your property to the multiple listing system. As a result, your home will be exposed to all members of the board including sales agents and the general buying public at realtor.ca   |
| <b>Open houses</b>              | Conduct regular open houses for agents during the week and public open houses during the weekend   |
| <b>Online advertising</b>       | <ul style="list-style-type: none"> <li>• Advertise your home on Chestnut Park digital properties including chestnutpark.com, with feature posts on the Chestnut Park blog, Chestnut Park social properties and my own personal website</li> <li>• Post your home on global affiliate websites including christiesrealestate.com and luxuryrealestate.com</li> </ul>  |
| <b>Social media &amp; video</b> | Prepare and post video slideshows, virtual tours and YouTube videos  |
| <b>Email blasts</b>             | Prepare and deploy custom email blast to my database and network of agents   |
| <b>Print advertising</b>        | Prepare print advertising in relevant local print media  |
| <b>Follow up</b>                | <ul style="list-style-type: none"> <li>• Track, record, follow up on and screen inquiries generated from marketing tactics</li> <li>• Follow up on each showing and keep you informed about feedback</li> <li>• Maintain close contact with you throughout the listing period and provide regular market updates</li> <li>• Provide access to all major financial institutions in order to assist you the sale of your property</li> </ul>   |

# FROM OFFER TO CLOSING: NEGOTIATING THE BEST PRICE



- Organize the offer presentation with the co-operating agent(s) and talk you through the detailed paperwork of all offers
- Advise on negotiating strategies to obtain the highest possible price under the best possible terms
- Negotiate for your best interest
- Assist lawyers, appraisers and other real estate professionals regarding the sale of your property

I will act at all times with your best interest in mind, and comply with the Real Estate Council of Ontario Code of Ethics, The Ontario Real Estate Association, The Canadian Real Estate Association and The Privacy Code of C.R.E.A.







## FOUR POINTS TO CONSIDER WHEN PRICING

- 1** Your property is worth only as much as a buyer is willing to pay.
- 2** If you overprice your home, you will have fewer showings, receive lower offers and take longer to sell, plus you will actually contribute to the sale of other properties.
- 3** A buyer is more inclined to make a full-price offer on a home that is listed at fair market value. Conversely, the buyer is more apt to put a low offer on a home priced above market value.
- 4** An accurately priced property sells faster and at a higher price.



# COMPARATIVE MARKET ANALYSIS: HOW MUCH IS YOUR HOME WORTH?

Knowing the value of your home is the first step in selling it. Through a Comparative Market Analysis (CMA), I will evaluate similar homes in your area, also known as comparables, to help you reach a realistic, competitive price for your home.

## What you will learn from your CMA

- The sale prices of homes like yours
- How long it takes for them to sell
- What their sale prices are in relation to their list prices (the difference between what sellers actually got for their house and what they asked for)

## What is evaluated in your CMA

- Active listings—properties currently on the market
- Sold listings—homes that have closed within the past six months
- Expired listings—homes that did not sell likely because they were unreasonably priced (this gives us a good indication of acceptable market value)

# CHECKLIST FOR FASTER SALES

|  |  |                          |
|--|--|--------------------------|
| <b>Kitchen</b>                           | Clear all work space. Make sure stove, refrigerator and sink are spotless  | <input type="checkbox"/> |
| <b>Bathrooms</b>                         | Make sure bathrooms are neat, spotless and fresh; repair missing grout around the tub  | <input type="checkbox"/> |
| <b>Closets</b>                           | Declutter closets. Untidy or over-crowded closets suggest inadequate storage space   | <input type="checkbox"/> |
| <b>Lawns and yards</b>                   | Remove clutter, cut grass, edge walks, trim hedges, weed gardens   | <input type="checkbox"/> |
| <b>Front of house</b>                    | Paint, fix, or wash railings, steps, storms, screens, and front door   | <input type="checkbox"/> |
| <b>Other exteriors</b>                   | Paint, fix, or wash doors and windows  | <input type="checkbox"/> |
| <b>Garage</b>                            | Straighten up and paint, fix, or wash doors and windows  | <input type="checkbox"/> |
| <b>Plumbing</b>                          | Repair dripping faucets and leaky toilets  | <input type="checkbox"/> |
| <b>Heating and cooling</b>               | Clean exterior of unit and make sure it operates quietly   | <input type="checkbox"/> |
| <b>Promote a feeling of spaciousness</b> | Store unneeded items and furniture to make your rooms feel and appear larger   | <input type="checkbox"/> |
| <b>Lights</b>                            | Replace all burnt out bulbs and faulty switches  | <input type="checkbox"/> |
| <b>Halls and stairs</b>                  | Remove any clutter to enhance the perception of space  | <input type="checkbox"/> |
| <b>Hardware</b>                          | Oil hinges, tighten door knobs, fix faucets  | <input type="checkbox"/> |
| <b>General condition</b>                 | Dust, wash, paint and fix defects as required  | <input type="checkbox"/> |
| <b>Home inspection</b>                   | A professional home inspector can provide you with an unbiased report on the condition of your home and how it will affect the sale. | <input type="checkbox"/> |

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