



remaxrougeriver.com

THE SELLER'S Advantage

WHY CHOOSE RE/MAX Rouge?

We Get It

Buying or selling a home is likely the largest and most important transaction you'll ever make. That's why so many trust RE/MAX: the most widely recognized real estate brand in the world.

For more than 30 years, RE/MAX Rouge River Realty Ltd has been a leading real estate organization in the eastern GTA with 7 offices, serving Toronto, Durham Region, Northumberland County, Peterborough and the Kawarthas.

OFFICE Locations

- **Toronto**
6758 Kingston Road
416-286-3993
- **Oshawa**
1383 Wilson Road North
905-240-9202
- **Cobourg**
66 King Street East
905-372-2552
- **Ajax**
65 Kingston Road East
905-619-2100
- **Bowmanville**
2377 Highway 2
905-623-6000
- **Peterborough**
1135 Lansdowne Street West
705-304-9696
- **Whitby**
372 Taunton Road East
905-668-1800

It's a sign.
We're in your neighbourhood @remaxrouge

Pickering/Ajax Oshawa Cobourg

Scarborough Whitby Bowmanville Peterborough

SOLD
FOR SALE
RE/MAX ROUGE
RIVER REALTY LTD. BROKERAGE
REAL ESTATE

WHY RE/MAX Rouge?

Being locally owned and operated, RE/MAX Rouge River Realty Ltd. is staffed with professionals who live in the area they work in. Thus, committed to their local community, they have a deep personal interest in the customers they serve.

NETWORK size

The revolutionary RE/MAX concept of enabling real estate professionals to maximize their business potential has evolved into an organization of more than 98,000 sales associates in 95 countries. RE/MAX Rouge 175+ sales team. With offices in 95 countries worldwide, RE/MAX is one of the fastest-growing real estate franchise networks on the planet.

RE/MAX AGENTS outperform competitors 2:1 for 16th consecutive year

According to the 2024 RealTrends verified rankings of large brokerages, RE/MAX Agents averaged twice as many transaction sides as competing agents in 2023.

RE/MAX ROUGE advertising

Extensive advertising by individual RE/MAX agents, combined with national television advertising, broad Internet exposure, and local billboard campaigns inspires buyers and sellers to reach out to RE/MAX agents. When you list your home with a RE/MAX Rouge agent, it will receive unparalleled exposure.

RE/MAX.CA website

RE/MAX.ca provides for pre-marketing your listing online to buyers during your 'coming soon' to MLS period.

SOCIAL MEDIA marketing

- **Powerful online presence:** We invest in Internet and social media to promote listings, driving substantial traffic and inquiries.
- **Immersive visuals:** Listing may include a virtual tour, interior photos and detailed captions to showcase properties in their best light.
- **Facebook ads:** Open houses are mapped and boosted on Facebook, reaching local buyers directly.
- **Featured on Instagram:** Highlighting properties on Instagram to maximize exposure and connect with potential buyers.

RE/MAX marketing

RE/MAX ROUGE provides customized marketing content for social and print using professional photography/videography.

'FULL SERVICE' brokerage

- Experienced and friendly support staff
- Extended hours including holidays
- Timely appointment booking
- Convenient locations



VIRTUAL AGENT open houses

RE/MAX Rouge belongs to two multi-brokerage agent open house groups to showcase and pre-market listings to agents in the market place.

SELLERS appointment app

Sellers can take advantage of the My Home by Brokers Bay mobile app and web experience, which makes it easy to manage and take part in the home-selling process. Easily manage, confirm, deny and suggest new showings from mobile, web or SMS.



BROKER Bay

Fully integrated software providing our clients with real time automated notifications of showings. Empowering our sellers to control their selling experience.



COMPARATIVE market analysis

The recommended listing price of your home has been determined by:

- Recently sold homes in your area
- Other homes on the market in your area
- Features and condition of your home

All of these will determine the current market value of your property.

PRICING your home

Not only will you miss prospective buyers by overpricing your home, but you will affect how long your home will remain on the market and what the eventual selling price will be.

TIMING VS. selling price

When a home is overpriced at the start, it misses what can be the most critical time period in selling a home — the first weeks after it's listed. Once this period is passed and little traffic is generated at the initial price level, it becomes necessary to seek a lower listing price. Depending on market conditions this cycle may repeat several times before a sale is made, resulting in an eventual sale price that is well below the initial listing price, and possibly lower than the market value for your home.

ACTIVITY vs. timing

Timing is extremely important in the real estate market. A property attracts the most interest and excitement from the real estate community and potential buyers when it is first listed. Therefore, it has the highest chance of a sale when it is new on the market. Setting a realistic price from the beginning will help take advantage of this initial period, and increase the chance of a timely sale.



4 REASONS WHY staging makes a difference

We've been told not to judge a book by its cover, but first impressions usually impact our decision-making, whether we care to admit it or not. Therefore, a well-staged home typically has a better chance of selling at a higher price than one that hasn't been staged.



Faster sale, higher price

A buyer can tap into his/her imagination when a home is shown in its best light. When potential buyers can see themselves living in your home, they will be motivated to make a reasonable offer.

The 'wow' factor

Simply put: Homes look their best when they are staged. Staged homes are also depersonalized, which is important because buyers don't want to feel like they're purchasing somebody else's home. They want it to feel as though it's theirs.

Visualization

When potential buyers walk into a home, they're thinking beyond what their eyes are showing them. They're visualizing themselves living in the space. Personal clutter can often hinder these visions, which is not ideal for the seller. A professional stager will take an objective look at the property and make sure prospective purchasers will be able to see themselves in the space.

A positive first impression

First impressions are incredibly important. On many occasions, buyers will form their opinions by the time they've taken a few steps into your home. A bad smell, a crooked frame or a bit of dirt on the floor can be the difference between whether or not you get an offer. Great books deserve stunning covers; great homes deserve to be staged.

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 Sales 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+
CENTURY 21	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**

BENEFITS OF THE RE/MAX Global Network

Every day, people from small towns and big cities relocate overseas, purchase vacation properties, and invest in global real estate. With the power of the RE/MAX global network, we're here to help you reach your real estate goals wherever they take you. Whether you're looking to buy locally or find your dream home abroad, our team provides local expertise and access to trusted global connections. Let us be your go-to source for international real estate, making it easier than ever to achieve your property dreams.

- 49 languages
- 66 currencies
- 110 countries and territories
- 8,864 global offices
- 137,792 global agents

OPEN THE DOOR TO A New World Of Luxury

The RE/MAX Collection® luxury agents know more than upscale properties; they know luxury lives in the details. Become part of our global network and help open the door to luxurious living worldwide. RE/MAX agents have held long-established reputations for delivering results through marketing expertise, industry leadership and limitless passion.



CHILDREN'S Miracle Network



Giving back to our communities is one of the cornerstones of the RE/MAX organization. We believe, assisting our clients is not just about facts and figures. It is about supporting them through the biggest transaction of their life. If you are looking to be part of something more than guiding your clients through buying and selling their home, you have come to the right place.

Over the past 28 years, we have helped Kindness is a Requirement Miracle Home Program. Children's Miracle Network hospitals raise over \$160-million, which supported over 9-million kids at more than 170 hospitals, including Toronto Sick Kids Hospital. 100% of all RE/MAX agent donations stay local.



DID you know?

We are at the Top 5 of RE/MAX offices who contribute to the Children's Miracle Network and SickKids Hospital through the Miracle Home Program— 170 children's hospitals providing state-of-the-art, life-saving care 24 hours/day, 365 days/year.



Each year, RE/MAX Rouge River Sales Associates and support staff donate a portion of their income to the CMN. RE/MAX Rouge River has been designated a Miracle Office since the year 2000 which is an exclusive designation for RE/MAX offices with 100% agent participation in the program.

