THE

# CHRIS RICHIE GROUP

*Its Real Estate Done The Right Way!*

# Marketing/Selling Your Home

We would like to thank you once again for allowing us the opportunity to come and visit with you today. It's always an honor to be invited into someone's home and we do not take that lightly. In leaving this brochure behind, we wanted to give you something to help you. Remember all the things that we touched on today, from the extensive advertising, to our experience in the area, and the knowledge and power of our team. Further, you will find comments and reviews from just a few of the families that we have had the pleasure to represent.

In regards to our discussion about pricing, remember that we always try to be as realistic as possible, taking into consideration our experience and knowledge of the local market. The pricing, we truly hope made sense for you, but please remember it is not etched in stone. Things can quickly change and sometimes even after leaving your property; we continue to formulate ideas and opinions in regards to its value. So when it does come time for you to make the decision, and perhaps there has been some time passed since our consultation, let's have another conversation before you hit the market. Value is always a range and it is never black and white - as there are so many variables at play. We'll discuss the current atmosphere and decide upon a number that best works for you.

Remember also that we are here to work for you and to help you achieve your goals anyway we can.  The focus is always on your needs, ambitions, and overall vision of your future. Together our team will always be working side by side with you, accessible and accountable and striving for a successful outcome.

Once again, it was our pleasure to come by today. We will not pester you moving forward but don't let that lead you to believe we are not sincerely interested in moving things forward with you.  It is on your timeline and when the time is right, let us know and we will shift into high gear.

At any time, please feel free to reach out to us for another visit or even a simple question. We are always available and ready to assist you throughout the entire process.

This is what we consider, Real Estate Done the Right Way.

Respectfully,
The Chris Richie Group.

# Action Plan

**EVALUATION OF YOUR HOME:**

One of our team will inspect your home and property

Discuss marketing strategy

Examine current market conditions,
Comparable homes that have sold in the area.

Evaluate what else is for sale- Assess area influences

Formulate an opinion on what your property is worth.

Then strategically set a list price

We will guide you as to what to do or what is not worth doing to maximize your sale price.

**LISTING THE PROPERTY**

Great detail will be taken in listing your home and understanding all aspects of the home. Paperwork will be filled out, fully explained and provided for your signatures.

All questions will be answered until you are comfortable

We discuss what you will leave with the home or are able to take with you.

**YOUR INSTRUCTIONS.**

This is your home we want to work WITH you on how to best show your home. We want to understand your routine and preferences for moving forward.

The sign will be installed to your satisfaction.

Photographers will visit the home and take inside and outside shots, and perhaps from the sky via Drones.

Your home will be available for you to see on various web sites and not more than 2 days after we list it on the Toronto Real Estate Board.

Watch for your home on YouTube, Facebook Realtor.ca and many others

Your home will be marketed in 41 languages, we are an international Corporation.

Custom designed Feature Sheet Brochures will be delivered to your home for Buyers to take with them upon visiting your property.

When we have showings, you will receive automatic questionnaires filled out by the Realtors that showed the property with their response. (unfortunately not all Agents reply)

You can expect regular feedback and conversations with Sean and the Team on our progress with updates.

# Behind The Scene!

**HERE IS SOME OF WHAT WE ARE DOING THAT YOU DON'T SEE.**

**ASSESS THE MARKET:**

- What is the activity in the current market?
- How many comparable listings on the market?
- What has sold in last 3 months six months and year?
- What outside forces – mortgages, media hype might impact a buyer's decision?
- Use the current market conditions, and assess best highest and possible price Marketing plan for your property

**OFFICE COVERAGE:**

- 24/7 our telephones are answered by a live person.
- 9:00-5:00p.m. - 5 days a week there are 2 staff members answering calls (You always get to speak to someone)
- There is always one of the 7 on call.

**We pride ourselves on quick replies**

**MARKETING**

- Set up schedule for ads in the regular monthly, & quarterly magazines Write and submit ads regularly
- Post to Facebook & YouTube and a wide variety of web sites. Design & Print Feature Sheets for in your home.

**HOME TEAM ADVANTAGE**

- The Team is often consulted relating your property even before we list it.
- Immediately upon listings being signed all members are brought up to date.
- Twice weekly we hold meetings to discuss your property so everyone is
- aware.

In this fashion, the entire office is able to handle calls from buyers, Agents, or yourselves relating to your home in an educated manner.

**BUYERS**

- Search our databases for potential buyers we have dealt with from other properties.
- Field calls from buyers, from ads, sign calls etc.

THE CHRIS RICHIE GROUP

# Behind The Scene! (cont'd)

- Review buyers that call on other properties we have listed to also direct them to yours. With our exposure, signing, and size of team we simply speak to more buyers thus have a better chance to find a great match for your home.

**OTHER REALTORS**

- We have over 3000 fellow Sales Agents/Brokers in our Data Base we may inform.
- On a daily basis we field calls from Agents on your property or on other homes we have for sale and often can also direct them to your home.
- During the course of your listing we often educate other Realtor's on the area and in particular your home. This may include anything from explaining a septic system to local zoning. Often agents from out of area need assistance in even drafting an offer for you as they have little or no experience in selling rural properties.

  We always sell them the benefits of your home over others and the advantages.

**APPOINTMENTS:**

- Scheduled according to "Your" instructions
- We book appointments with agents and buyers day and night either via our administrative team or we the Agents directly! We never miss an opportunity to get you more showings. Our automated program requests written feedback from showing Sales Representatives.
- When Agents reply to the questionnaire you will automatically receive them, as we receive them.
- You are in the know and up to date immediately via email when an agent replies.

**OFFERS:**

- We will present all offers to you as quickly as we can once received.
- We will thoroughly explain each aspect of each clause and fine print.
- We will help you with replying and hopefully come to an accepted agreement.
- We are there to advise, assist, direct, disclose, educate, and recommend through the entire process
- All paperwork pertaining to the offer will be forwarded to Your lawyer once accepted.

**OUR COMMITMENT TO YOU:**

*We will keep You informed. We are easy to get a hold of.*
*Your property will be advertised until it sells.*
*We will keep You updated on the activity and market.*
*This is a Team effort us and YOU!*
*We listen!*
*You can rest assure we will do everything to get **YOUR PROPERTY SOLD**, just **Ask Your Neighbours!***

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# Marketing – Publications

High gloss, full colour, **Monthly Flyer** distributed to over 15,200 households in Caledon, Mono and Adjala.

## Our monthly flyer works! Don't Miss Out!







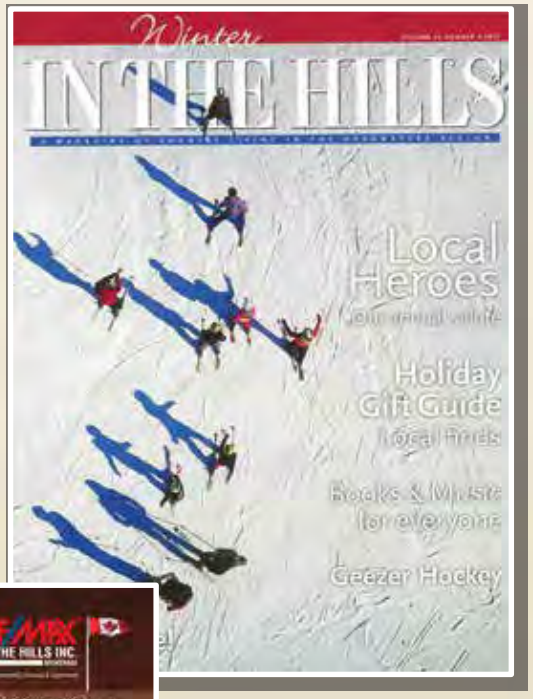
, **'Haven Homes & Lifestyles'**

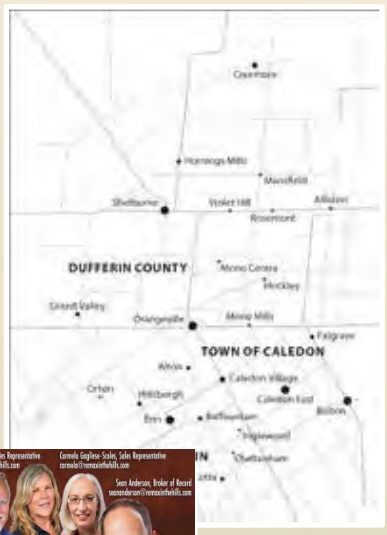
Tailored to the luxury market with a high visibility digital presence and superb high quality colour & print magazine.

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# Marketing – Publications (cont'd)

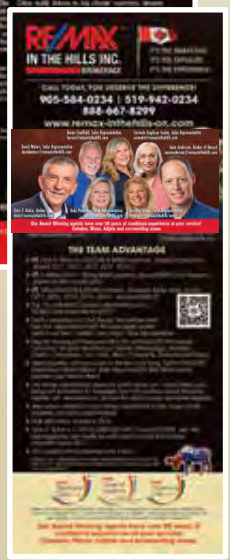
High gloss, full colour, quarterly **IN THE HILLS** magazine. Distribution to 42,000 households in Caledon, Erin, Dufferin, Orangeville & Creemore.












# Marketing - Caledon & Orangeville Citizen

In Addition to our print magazines, we have front page Real Estate on the Caledon and Orangeville Citizen Resale Homes Magazine. We also have the full back page to make Sure that our local area is made aware of our Properties.




905-584-0234 | 519-942-0234 | 1-888-667-8299

www.remaxinthehills.com

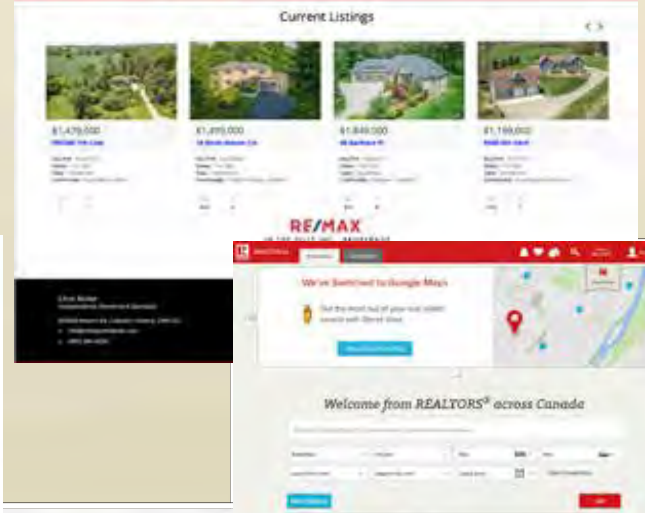
# Marketing – On-Line Advertising

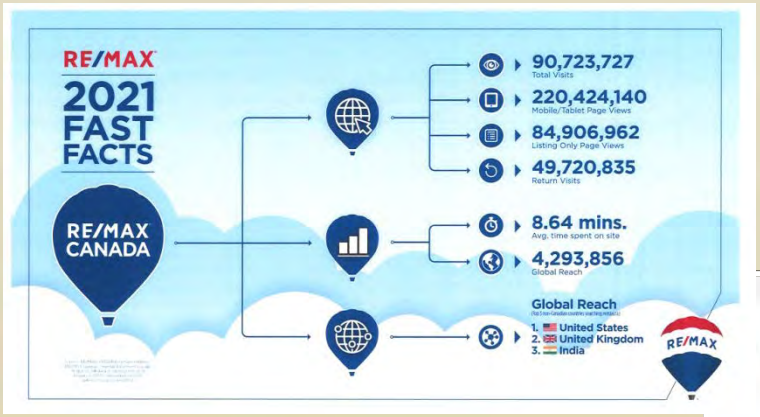
## We market directly to over 3000 locally active realtors from our extensive email database system!

### Just a few of the websites your home will be on!

- **www.remaxinthehills.com** ...our site has been out there for 20 years and a large part of the Caledon market is represented there.
- **www.RE/MAX.ca** ... perhaps the world's largest Real Estate site.
- **www.global.remax.com** ...global remax site can translate listings into over 41 languages.
- **www.REALTOR.ca** ...a public site.









# Marketing – On-Line Advertising

## The Power of Social Media Should not be Overlooked- And we find it very Effective!

Facebook has close to 1 Billion users and the ability to reach a targeted audience Using sponsored (paid for) advertising allows us to pinpoint a demographic that Is best suited to your property. Also, by increasing the amount of clicks on your Property it encourages the various platforms to show it to more and more people. When properties are selling fast, FaceBook, YouTube and Instagram have been Excellent tools to give great exposure to our Listings instantaneously!!!

# Marketing – Multi-National

## ONLINE ADVERTISING

Your listing will appear in **41 Languages**, Russian, Chinese, East Asian and more.

RE/MAX agents will stay Canada's *most productive agents* with the introduction of a revolutionary global listing site. RE/MAX is the first brand to expand its reach to the global market through **global.remax.com**.

**THE GLOBAL MARKETING,**
**THE LOCAL EXPOSURE AND EXPERIENCE**

**PLUS THE**

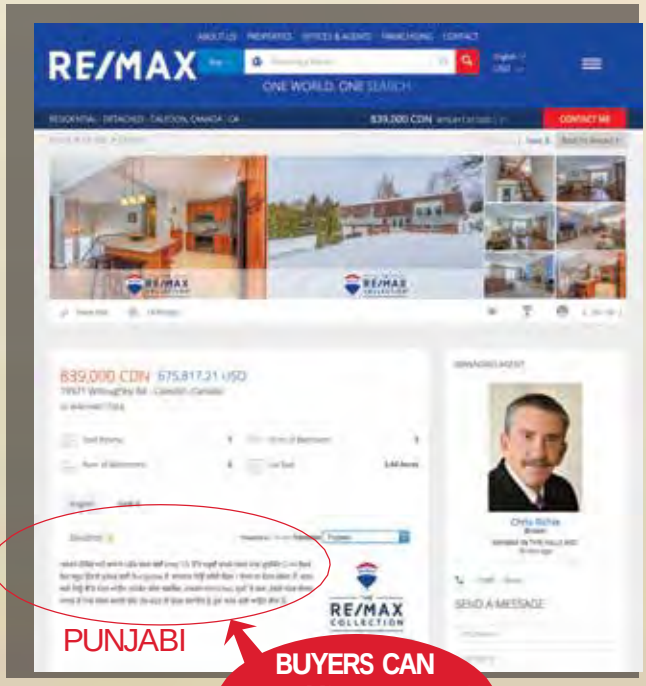
**"HOME TEAM ADVANTAGE"**

**ALL BENEFIT YOU**










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www.remaxinthehills.com

# Marketing – Photography

## PROFESSIONAL PHOTOGRAPHY

We use a professional photographer for interior and exterior photos.

Not only that, but as the season changes, we often re-shoot the exterior to ensure your home is being viewed in the appropriate season, so as not to have snow on it in June, for example.

There are also times where a shot from the ground just is not good enough. We have to go to the sky!
In short, we do what it takes to make your property look its best!









## DRONE AERIALS

Select properties will have 'drone aerial tours' done. These are high quality tours, second to none, showing the property, surrounding landscape & neighbourhoods.





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# Marketing – Photography

## FULLY IMMERSIVE VIRTUAL TOUR

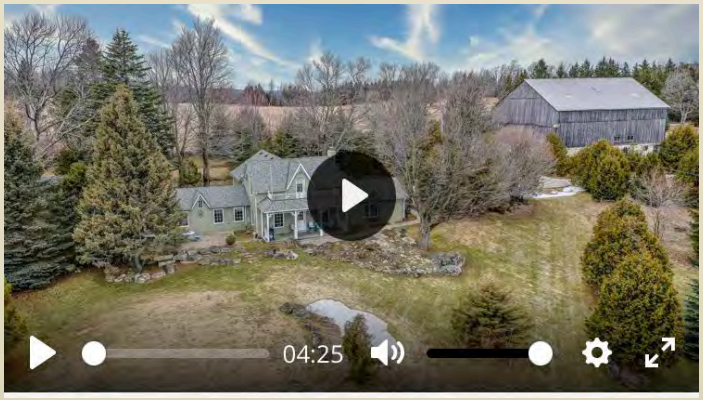
We use Matterport, the absolute best 3d immersive virtual tour which has the ability for a user wearing a VR headset to walk through your entire home from the comfort of their own living room. Even without a headset the experience of the Virtual tour is amazing, look up, down, or zoom in to see specific detail, its even able to provide views out of the windows and doors!

## 3D FLOOR PLANS

In addition to a full set of high quality floor plans, a 3d doll house of your home is created, which allows the user to view the entire home from just about any angle! If you have ever gone to a home and can't seem to remember how the basement was laid out or where the powder room was... well we have saved them a trip and given a buyer the tools to make their buying decision that much faster.

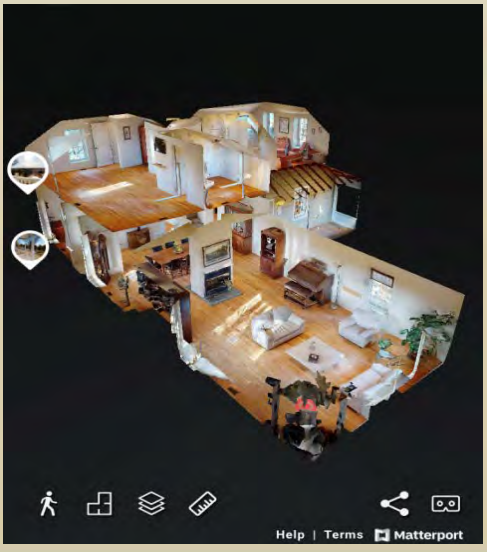
## FULL PROPERTY VIDEO

Nothing captures attention in the same fashion as video imagery. Showing your property to its fullest, set to music meant to impart real emotion to your property, and not the Realtor, is our focus. Using video to show your property on our website and with Social media is one of the most effective tools to call a buyer to action- To get off the couch and call!












# Marketing – Signs, Signs, Signs

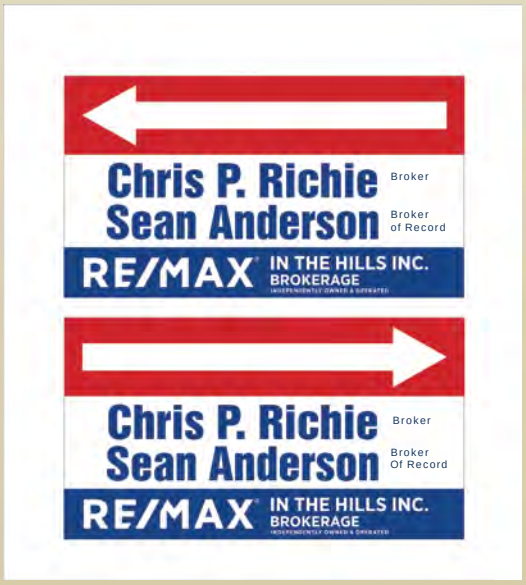
We do what we have to, to catch people's attention. It may mean a larger sign on a busier road. Maybe a property needs some explanation, ie. The amount of acreage. We also do photo signs if a property can't be seen from the road or has special qualities that we want to highlight. By now, you know, you see our signage everywhere!




**(LARGE SIGN WITH SIGN CAP)**




**(DIRECTIONALS)**

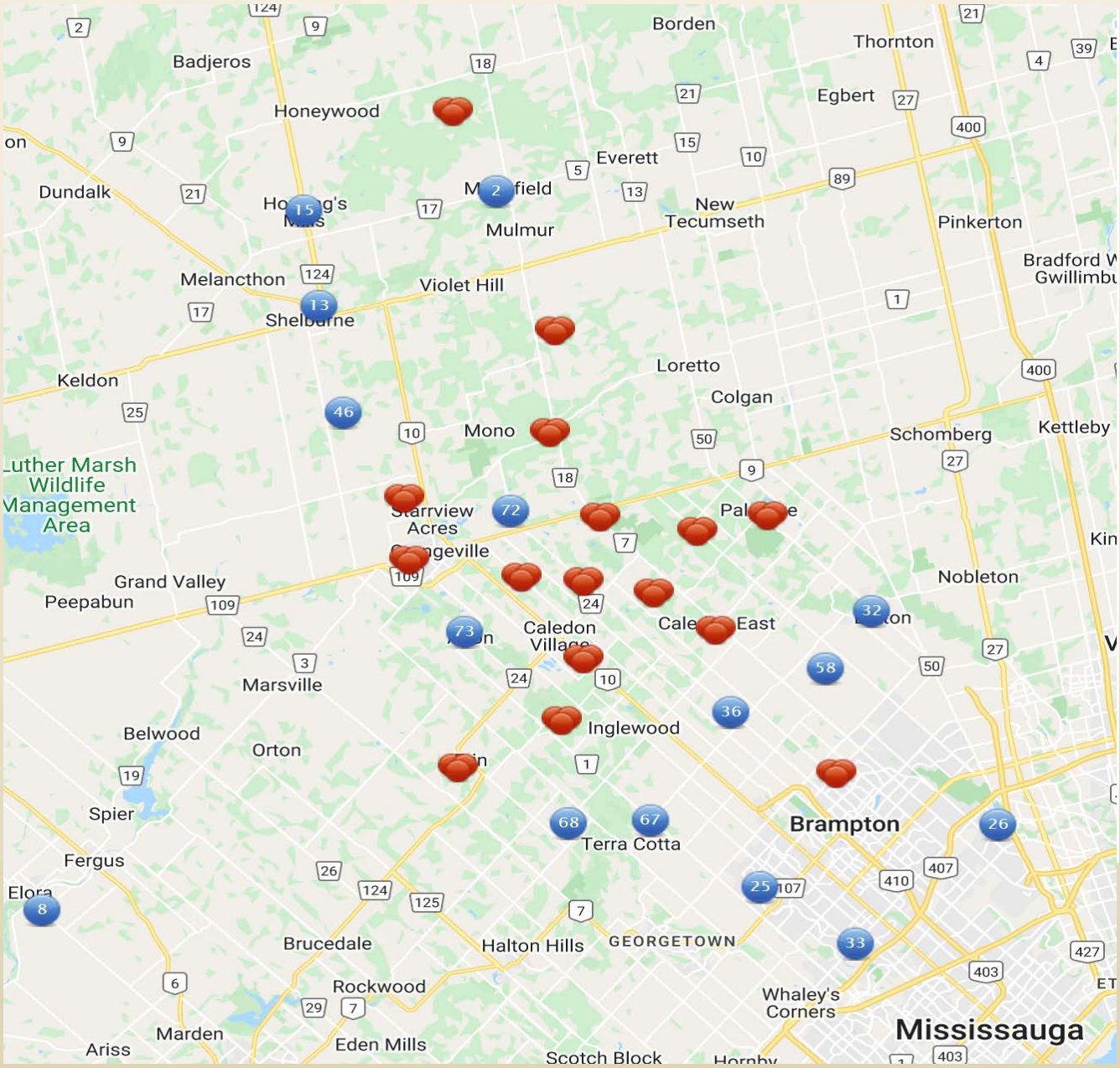






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# Marketing – Our Broad Area Saturation




## 2023 Area Sales

#1 Most Productive Agents in Canada

*Based on 2012 closed transactions. Source CREA and RE/MAX.

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# Marketing Summation

**With our scope of advertising…**

**We talk to more buyers,** increasing the odds of finding that needle in the haystack.

**With the quantity of signs spread broadly through the area…**

**It is like a buyer magnet.** We talk to more buyers, once again. Of course we focus on our listings first. Other agents have little option but to focus on ours as well since we have the listings.

**With the amount of experience, over 55 years combined, and thousands of local sales…**

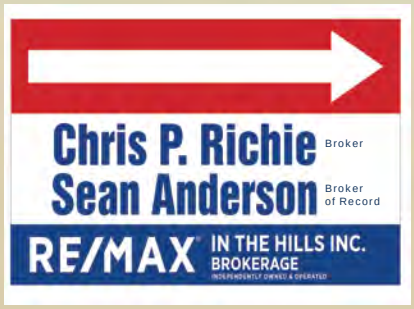
You have this **vast knowledge** and **edge over the competition**.

**More advertising, more signs, strong website presence, means more buyers to bring to our lstings… your home…**

Once there, we have the knowledge, experience, team work, professionalism to put the deal together.

**When you don't want to just 'List' your property but would like it 'SOLD'… You'll be SOLD with us!**

## The Chris Richie Group'…the obvious choice!










THE CHRIS RICHIE GROUP

# Local Realtor
## *continues to Raise the Bar*



## *A Distinguished and Celebrated Career*

**RE/MAX CIRCLE OF LEGENDS***

(The highest award in the RE/MAX system, recipients must have completed 10 years of service, and earned at least $10 million in commissions.)

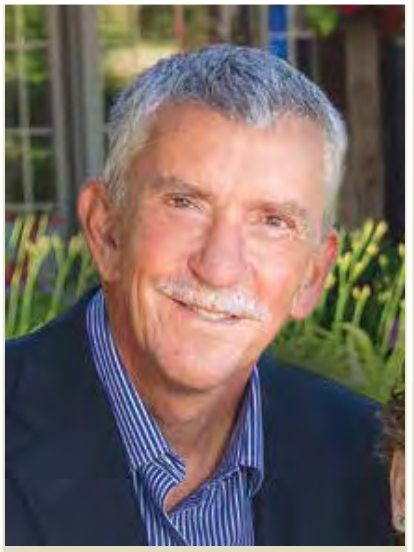
**RE/MAX HALL OF FAME***

(Affiliates who have earned at least $1 million in commissions during their careers with RE/MAX .)

**RE/MAX LIFETIME ACHIEVEMENT***

( presented to members who have been affiliated with the RE/MAX organization at least seven years and have earned at least 3million in commissions.)

It may have been the upbringing in his family business in Northern Ontario that did it. Maybe it was his dad's continual preaching about the importance of customer care and his speeches that "the customer is always right." Being in front of the public from an early age was certainly part of it too. But this then-young man, at age 30, decided to make real estate a career at a most inopportune time, the recession of the 1980s.



*Chris P. Richie**
Broker

That set the stage for a career that has evolved into a lifetime of accomplishments.

**Chris P. Richie** learned to dig in and work hard. Sales in the '80s and early '90s were a struggle, but it wasn't long before this entrepreneur began making a local name for himself. The dedication and commitment to succeed, even as other realtors were leaving the business, further built the groundwork for the years ahead.

On joining the business, Chris quickly reached the RE/MAX sales goals. In his first month
he achieved the first of the company's sales awards levels, receiving acknowledgement from the corporation and his peers. So it started – and many years of success have followed. Over the years RE/MAX has become a household name in this area, much of that due to the marketing, sales, and community support led by Chris Richie. His signs populate Caledon and Mono, and typically end up with 'SOLD' on them.

Among Literally thousands of homes he has sold in our community, there are those he has sold two even three times, thanks to his reputation for honesty, professionalism and getting the job done.

"I like it when people tell me they have been watching my career since before their kids were born," says Chris. "I have long been part of the community and people understand and appreciate that. Often they tell me that for years they have told their family and friends, when it is time to sell, they would not ask anyone else."

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# Local Realtor Continues To Raise The Bar



In 2000, he opened his own office in Caledon East, called **RE/MAX In The Hills Inc.**, and built it to a staff of 15 people. Then Chris saw a better way to serve the community and his clients. In the early 2000s he sold the office and started a new venture, with the same name, on Airport Road.
His reshaped company strengthened his goal of satisfying his clients and continuing to grow "with" the community to serve it better.

At first, Chris and his right-hand man *Sean Anderson, Broker*, were the only team members in the new office, working together to serve their clientele. But as their sales grew, to meet the demand, *Dale Poremba, Sales Representative*, then *Phil Albin, Broker*, were added to "The Richie Group." The newest member, *Jen Unger, Sales Representative*, came on board in 2015. The business now has the **"The Team Advantage"** – strong individuals who work as a team to serve each of the office's clients. The idea of having all agents in the office working for every client sets them apart from the majority of real estate offices.

As a result of continued yearly growth, Chris's efforts are at the head of the pack when it comes to real estate sales and successes in the area. The exceptional number of homes, estates, land and farms Chris has sold over the past three decades has resulted in countless awards from RE/MAX International, including some of its most prestigious acknowledgements.

The awards are a tribute to Chris's dedication to his clients, his years of hard work and his unwavering determination to "Raise the Bar" in the area. It is rare to find an agent with the longevity and success, experience and local expertise that Chris possesses!

One important reason for his success is his willingness to sit down and spend time with his clients. "You can't just make statements without qualifying them," he says. "You need to be specific about what you tell people. It is easy to say things, make lots of promises. It's another thing to back them up."

Chris really listens to his clients' concerns, dreams and aspirations. He provides them with a considered assessment of property value based on thoughtful market analysis, and he is clear about what they can and should expect from him and his team at **"The Richie Group."**

Chris Richie's experience, results and track record are the type of representation you want and deserve when it is your turn to reap the rewards of the real estate market. He would be honoured to hear from you.

Excerpted from *In The Hills* magazine, 2017

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# Awards & Achievements – Chris P. Richie

RE/MAX INTEGRA

February 2022

Chris Richie
RE/MAX IN THE HILLS INC.
933009 Airport Rd
Caledon, Ontario
L9W 2Z2

Dear Chris:

It is with great pleasure that we take this opportunity to congratulate you on your tremendous sales achievements for 2021.

RE/MAX, LLC has recently compiled their Year End Standings, based on commissions earned, and you have been listed as **#41 in the Top 100 Individuals in Canada** as well as being recognized as **#79 in the Top 100 Individuals Worldwide based on Residential commissions for 2021.** This is an outstanding accomplishment, considering RE/MAX currently has over 139,800 Sales Associates, in more than 8,900 offices, operating in over 110 countries worldwide. We are extremely proud to recognize you as a true leader amongst the leaders of the Real Estate Industry.

Our sincere congratulations to you for your accomplishments in 2021. We look forward to sharing with you many more years of continued success in the RE/MAX organization.

Yours truly,
RE/MAX CANADA

Christopher Alexander
President

7101 Syntex Drive, Mississauga, ON, L5N 6H5 | 1 (905) 542-2400 | remax.ca






**Chris Richie** has consistently been a **'Top Producer'** and has ranked within the **Top 1% of RE/MAX Canada and worldwide** with RE/MAX International for many years.

THE CHRIS RICHIE GROUP

# The Richie Group

Ours is a unique office like no other. **The Richie Group** was built from the growing
demand for **Chris** to work with buyers. **Sean Anderson, Broker of Record**, now our right hand man stepped in and so began the growth of the team model. Unlike any other locally, we are a strong, interconnected, dynamic, force behind every one of our clients. The team brainstorms our new listings, and every facet of the process moving forward. We are a tight knit group of professionals working together to sell your home. Each member plays a role not only behind the scenes but also in the handling of buyers and communicating with our sellers. Everyone is well versed in all our properties so the entire process is a group effort. This is achieved by constant communication within the office and twice weekly meetings discussing our listings and clients. Many clients have praised us for our seamless team work and unprecendented results that they have ever experienced.

**MEET THE RICHIE GROUP**



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# The Richie Group

**Sean Anderson,**
**Broker of Record**



Originally born in Nanaimo, and grew up in Toronto but after finding his passion for Real estate he discovered the Hills of Caledon...and fell in Love!!! So much so, that he was able to "sell" his wife into buying their dream home in beautiful Caledon East!
His commitment, dedication and passion for Serving his clients and the Team sets him above the Crowd!

His sales achievements are a testament to his professionalism and have earned him many sales achievements including

the Re/Max Hall of Fame. When Sean is not showing homes, you may find him

Playing hockey in winter or "teeing off" at one of the fine golf courses in the Area!

course those past-times take a far second place to Seans favourite thing- being a Father to his two beautiful girls!

Sean has been part of **Re/Max in the Hills and the Chris Richie Group since 2001. In 2020, he became the Broker of Record for Re/Max in the Hills Inc.**

**Dale Poremba,**
**Sales Representative**



Dale is a local girl, born and raised in the hills of Caledon, and currently resides in Caledon East with her husband and three children.
Her boundless energy, charm and unparalleled knowledge of Caledon and the surrounding area make her a very welcomed addition. Her extracurricular activities include spending time with her family and friends at her Muskoka cottage, puttering around her home and garden, and the occasional solitary horse ride. Since people are her passion, she decided to focus on a real estate career which enables her to interact constantly with her new "friends". Dale is a firm believer in getting to know her clients, listening to their wants, needs and desires and then helping them find that perfect property. With her perseverance, knowledge of the industry and area, and unwavering ethics, Dale has helped countless people with what could possibly be the biggest purchase of their lives...a new home!

RE/MAX HALL OF FAME EXECUTIVE 100%

RE/MAX HALL OF FAME EXECUTIVE 100%

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# The Richie Group

**Jen Unger,**
**Sales Representative**



Born and raised on a horse farm in Caledon East, Jennifer (Jen) has been in the midst of local change as Peel Region has evolved to more urban communities. Once a landscape of cattle, crops and horses, and many more dirt roads, she has seen the demand for homes and properties become more limited in availability and more specific in requirements. Jen attended high school at Humberview in Bolton, while at the same time racing a stable of Standardbred horses. This led to a role with an industry group introducing selected kids to caring for, and driving, a retired racehorse in an exhibition race. So successful was this, that an adult version was also created and implemented. During this time, she could not ignore the changes in the real estate market, having bought and sold several times herself. She has also seen local developments encroach on her family's farm, and the impact and limitations of environmental groups such as Oak Ridges Moraine, NEC, OMB, municipal and regional official plans. Jen is thrilled to be working for **The Richie Group—RE/MAX In The Hills Inc.**, where she stays current on 'the buzz', and is surrounded by people who are experts in the area. She is especially thrilled to be working in the area she has always called home!

**David Waters,**
**Sales Representative**



David became a Realtor In 2007 and has been helping people ever since, growing a large following of satisfied and devoted clients, many of whom have been repeat clients and referred friends and relatives. His objective in any interaction is to make people feel heard and valued, and to be sure his clients get personalized attention, honest advice, and the best service he can possibly give. David loves meeting new people, and his job gives him the opportunity to do this every day.

When he isn't helping his clients, you can find David running on the trails or the roads. He has completed several marathons, and in the fall of 2020 was able to add an ultra-marathon (a run even longer than a marathon, in his case a full 50 MILES!) to his running resume. David has lived in the Orangeville area with his wife Julie and daughter Katie for 14 years, and has grown to love Dufferin County, Caledon, and the surrounding areas. He is thrilled that his friendship of over 30 years with Sean Anderson has finally turned into an opportunity for them to work together again, just like they did at the banquet hall all those years ago. He can't wait to offer his special expertise and enthusiasm to all the Re/Max In The Hills clients.

EXECUTIVE

100%

PLATINUM

100%

THE CHRIS RICHIE GROUP

# The Richie Group

**Carmela Gagliese-Scoles,**
**Sales Representative**



Raised on a hobby farm in Caledon East from the age of 4, her background in the community is a very interesting one. Her family owned Mayfield Garden Centre on Mayfield Rd. which they ran until 2014.
In 2003 Carmela decided it was time to venture out on her own and practice her entrepreneur skills that she learned from her family. She opened up a flower shop in Caledon East on Airport Road happily named Hummingbird Flowers and Gifts.
After getting married to a local Palgrave boy in 1999, whose family has run Scoles Septic in Caledon since 1970, they had 3 wonderful children. In 2015 Carmela decided it was time to hang up her florist apron and move on to something new, that is when real estate came knocking at her door in the form of Chris P. Richie. She happily accepted the part-time offer because she had always been interested in real estate as her parents had purchased many properties over the years and she herself dabbled in real estate investing. In 2017 she became a full-time employee and in September 2020, she completed her Real Estate Program and is now a registered Sales Representative at RE/MAX In The Hills Inc.

Carmela is a people person who can have a conversation with anyone while making them feel completely comfortable around her. Since people are her passion, she decided to focus on a real estate career which enables her to interact constantly with local people, friends and her former flower shop customers. She is thrilled to be working for The Richie Group—RE/MAX In The Hills Inc. She is especially thrilled to be working in the area she has always called her home town!



**Karen Caulfield,**
**Sales Representative**

Meet Karen: From Registered Nurse to Real Estate Agent Karen has an impressive 35-year history as a registered nurse before joining The Chris Richie Group. Her previous experience with the group as a client left her so fulfilled that she decided to join the team herself.

As a Hockley resident, Karen has always shown a keen interest in the real estate market, and she is thrilled to be pursuing a second career in this field. Karen sees herself more as an advocate for her clients than a salesperson, ensuring their best interests are met during the buying or selling process.

# We Have Professional Connections

**Virtual tour photographers**

**Drone photographers**

**Stagers**

**Handy people**

**Painters**

**Electricians**

**Home Inspectors**

**Lawyers**

**Surveyors**

**Well testers**

**and much more**











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# We Care About Our Community!

## Sponsorships & Donations

The Chris Richie Group Caledon Oldies Hockey League

Caledon Community Services - Santa Fund

Caledon Community Services - The Coldest Night of the Year

Caledon Coyotes Girls Hockey

Caledon Village Association -Annual Tree Lighting

Headwaters Health Care Foundation

Caledon East Arena – Defibrillator donation

Children's Miracle Network – SickKids Foundation

Mono Mills Fire Fighters Association- Holidays Truck Parade
Caledon Fire Open House

My Broadcasting Corporation
-The Class of 2021 Virtual Yearbook Sponsorship
-Spirit Awards
-Unsung Heroes
-Excellent Educators

Celebrate Your Awesome

Cystic Fibrosis Canada

Brain Tumor Foundation

Road Hockey to Conquer Cancer for The Princess Margaret Home Lottery

Caledon Chamber Concerts

The Belfountain Community Salamander Festival

Town of Caledon- Mono Mills Bi-Centennial Celebration

ShareLife

Bethell Hospice

# What Our Clients Are Saying About Us!



*"Great to work with you Chris! **You and your team** were super efficient and a pleasure to deal with."*

**M & M Ruscetta**

*"We liked the ease of communication and the **teamwork throughout the whole process.** It was an experience like no other for us... **You and your team did a great job.** Without you guys we would still be spinning our wheels."*

**M. & M Davis.**

*"Very personable, knowledgeable and available."*

**M&L Dryden**

*"Your confidence (you and your team) Knowledge and advice (what to do to get property ready for sale; what not to do). I liked having a team to support the process (from Sean dealing with the zoning, to Jen and the horses, to Phil and Diane advising re: showings). It was such a successful outcome (and a speedy one) that I can't think of how it could be improved. Thanks for a job well done."*

**C. Newman**

*"I was amazed how everything went so well! You made the process painless. You informed us of what was happening every step of the way and explained everything to us. Thank you.*

**J&S Mule**

*"I think the marketing you and your team put together, with pictures, video tour and brochures were a big part of the reason it sold so quickly. They were professionally done and even we were impressed when we say how good our property looked online and in the brochures."*

**C&B Windover**

THE CHRIS RICHIE GROUP

# Getting Your Home Ready!

1. **Boost curb appeal.** This is something you always hear, and with very good reason. Many people thinking of touring your home will do a quick drive-by first, often deciding on the spot if it is even worth a look inside. Make sure your home is ready to lure in onlookers with these tips:
   - Power wash siding and walkways
   - Clear the Driveway
   - Hang easy-to-read house numbers
   - Shovel walkways and stairs
   - Plant blooming flowers and fresh greenery
   - Mow lawn, and reseed or add fresh sod as needed
   - No Clutter please, remove shoes boots shovels
   - Wash front windows
   - Repaint or stain the porch floor as needed
2. **Welcome visitors with an inviting porch**. Even if you have only a tiny stoop, make it say "welcome home" with a clean doormat, potted plants in bloom and — if you have room—one or two pieces of neat porch furniture. Keep your porch lights on in the evenings, in case potential buyers drive by. Illuminating the front walk with solar lights is a nice extra touch, especially if you will be showing the house during the evening.
3. **Get your house sparkling clean.** From shining floors and gleaming windows to clean
   counters and scrubbed grout, every surface should sparkle. Include your switch plates, plugs, trim and baseboard too! This is the easiest (well, maybe not easiest, but certainly the cheapest) way to help your home put its best foot forward. You may want to hire pros to do some of the really tough stuff, especially if you have a large house. Don't skimp –this step is key
4. **Clear away all clutter.** If you are serious about staging your home, all clutter must go, end of story. It's not easy, and it may even require utilizing offsite storage (or a nice
   relative's garage) temporarily, but it is well worth the trouble. Clean and clear surfaces, floors, cupboards and closets equal more space in the eyes of potential buyers, so purge anything unnecessary or unsightly.
5. **Strike a balance between clean and lived-in.** Yes, I know I just said to get rid of all your clutter (and you deserve a big pat on the back if you did it), but now it's time to judiciously bring back a few elements that will really make your home appealing. Think vases of cut flowers, a basket of fresh farmer's market produce on the kitchen counter or a bowl of lemons beside the sink

# Getting Your Home Ready! (Cont'd)

6. **Style your dining room table.** The dining room is often a blind spot in decorating the home. Between dinners, a large dining table can look bare and uninviting, so styling it up with visitors in mind can increase the appeal. An oversize arrangement can look too stiff and formal, so try lining up a series of smaller vessels down the center of the table instead.

7. **Take a good look at your floors.** At the bare minimum, give all floors a thorough cleaning (and steam clean carpets), but consider having wood floors refinished if they are in poor shape. If you don't want to invest in refinishing floors, the strategic placement of area rugs can go a long way.

8. **Rearrange your furniture.** In the living room, symmetrical arrangements usually work well. Pull your furniture away from the walls and use pairs (of sofas, chairs, lamps) to create an inviting conversation area.

9. **Choose sophisticated neutral colors.** Now is not the time to experiment with that "fun"- looking lime green. But that doesn't mean you need to go all white, either. Rich midtone neutrals like mocha and "beige" create a sophisticated backdrop that makes everything look more pulled together.

10. **Beware pet odors.** Really, this can be a big one! If you have pets, get all rugs steam cleaned and be extra vigilant about vacuuming and washing surfaces. Also be sure to keep any extra-loved pet toys and dogie bones hidden when tours are scheduled.

11. **Stage the outdoors too.** Even if your condo has only a teensy postage stamp–size balcony, play it up with a cute café table and chairs, a cheerful tablecloth and even a little tray of dishes or a vase of flowers. When people look at this scene, they won't be thinking "small," they will be thinking, "What a charming spot to have breakfast!"

12. **Think seasonally.** Make sure your garden is in beautiful shape in the summer, and that any extra features you have, like a pool or a fire pit, are cleaned and ready to go. Take advantage of the cozy vibe of the season in autumn and winter, by building a fire in the fireplace and simmering hot apple cider on the stove.

# References

***"The following are a few of the clients I have had the privilege to serve. They have graciously agreed to allow me to use them as references. The fact that they took the time to write a few words for me and my team is beyond humbling."***

***Chris Richie***

**8198 Finnerty Sideroad**
S. Pavkovic – stojan.pavkovic@gmail.com

*"All done the best professional way."*

**6 Victoria Street, Alton**
M. Doyle –
mdoyle2716@yahoo.com

**348509 15th Sideroad**
J. & S. Mule – juliemule49@gmail.com

*"Was amazed how everything went so well! You made the process painless. You informed us of what was happening every step of the way and explained everything to us. Thank you!"*

**16878 St. Andrew's Road**
M.L. Dryden – ultimatexperience57@gmail.com

*"All those involved with the RE/MAX In The Hills Brokerage and especially those involved with the sale of our house are/were top rate...I/we wouldn't hesitate to refer a potential home seller/buyer to RE/MAX In the Hills...We very gratefully thank you for your outstanding service.*

**11 DeRose Ave., Bolton**
*T.&K. Charteris* – kim.charteris@ymcagta.org tom.charteris@franke.com

*"Enjoyed the team approach to service."*

**7 McKinley Cres., Caledon East**
E. McDonald – elizabeth_mcdonald@hotmail.com

*"High level knowledge, ability to help us source people to get things done in prep for a very quick sale. I would highly recommend Chris to anyone wanting a great result. Honest person!"*

**15139/15135 Rockside Rd., Caledon**
M. & M. Ruscetta - mars7@rogers.com

*"Great to work with you Chris! You and your team were super efficient and a pleasure to deal with."*

# References (cont'd)

**7 Cedar Lane, Mono**
C& B. Windover – Bronia_Windover@reyrey.com

*"I have known for a long time that when we were ready to sell our home that we would use*
*RE/MAX In The Hills Inc. Whenever I saw for sale signs in our area with the name Chris Richie,*
*they always seemed to sell, even if they had been listed with another real estate agency before switching to you.*

*That speaks to me of your reputation in the industry and made our choice obvious. It would be RE/MAX In the Hills.*

*And guess what, we were not disappointed. Even though it appeared to us that the market had cooled down, our house sold in a matter of days for full list price. Obviously experience sells!!*

*I think the marketing you and your team put together, with pictures, video tour and brochures*
*were a big part of the reason it sold so quickly. They were professionally done and even we were impressed when we saw how good our property looked on line and in the brochures.*

*All of your staff are extremely professional and were a pleasure to deal with. You took*
*the time to walk us through all the paperwork and offers and had all the answers we needed. You also had all the contacts we needed in order to take care of any issues and get our house ready for sale quickly.*

*I would recommend RE/MAX In The Hills to anyone in our area who is considering selling their home.*

*Thanks for everything"*

**7413 Old Church Rd., Caledon**
C. Newman – christine.newman@rogers.com

*"Your confidence (you and your team). Knowledge and advice (what to do to get property ready for sale; what not to do). I liked having a team to support the process (from Sean dealing*
*with the zoning, to Jen and the horses, to Phil and Diane advising re: showings). It was such a successful outcome (and a speedy one) that I can't think of how it could be improved. Thanks for a job well done."*

**11 Birch Haven Court, Caledon**
M. & M. Davis – mandmdavis@hotmail.com

*"It was an experience like no other for us. You and your team did a great job. Without you guys we would be still spinning our wheels. Thanks again to the Gang on the Hill."*