

Forest Hill

REAL ESTATE INC. BROKERAGE

THE ULTIMATE
SELLER'S GUIDE

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COMPANY HISTORY

A Distinguished Market Leader

Founded by Ronni Fingold in 1985, Forest Hill Real Estate Inc. has specialized in the sale of prestigious homes, luxury condominiums, commercial real estate, country properties, estates, building lots and industrial properties for over 30 years. As a result, Forest Hill trades in billions of dollars' worth of real estate transactions annually.

Forest Hill Real Estate is a leader in the Canadian real estate market boasting over forty offices and one thousand real estate professionals. Forest Hill prides itself on its rich history, reputation of integrity, customer service and market expertise.

The company's in-depth understanding of the changing marketplace and the subtle nuances of completing a real estate transaction are the fundamental principles behind Forest Hill's success.

Forest Hill knows the neighborhoods, the marketplace and the art of negotiation and how to satisfy buyers and sellers alike, with a professional, personal and informed approval.



OUR MANDATE

This is Forest Hill. Our Mandate is Our Promise.

Forest Hill was founded on the following principles

Integrity

We are devoted to servicing our clients with dedication and honesty.

Professionalism

Our experts are committed to the value of customer service.

Culture

We are a community founded upon collaboration and support.

Innovation

We embrace and integrate innovation and technology into the core of our business practices.

Results

Forest Hill strives to achieve quality results for our clients.



Our vibrant culture is committed to

1. Provide an enthusiastic and supportive platform from which real estate professionals can propel their careers.
2. Assist clients with exceptional and personalized real estate services.



SOCIAL NETWORKING

Forest Hill Real Estate has a comprehensive understanding of online marketing and social media. A strong online presence is an important tool in many aspects of real estate. We ensure that our online marketing is fresh and strategic, guaranteeing both local and international brand awareness.

DON'T FORGET TO FOLLOW US!



Facebook
ForestHillRE



Twitter
ForestHillRE



LinkedIn
Forest Hill Real Estate Inc.



Pinterest
Forest Hill Real



Instagram
Forest Hill Real Estate Inc.



YouTube
Forest Hill Real Estate Inc.



Tumblr
foresthillrealestate

ELECTRONIC MARKETING

Corporate and Branch Websites

The Forest Hill website acts as the main hub for its evergrowing and expanding unique locations. It is a user-friendly website featuring current listings, Realtor® information, open house details, mortgage and insurance calculators, financial information for Buyers, and a contemporary blog.

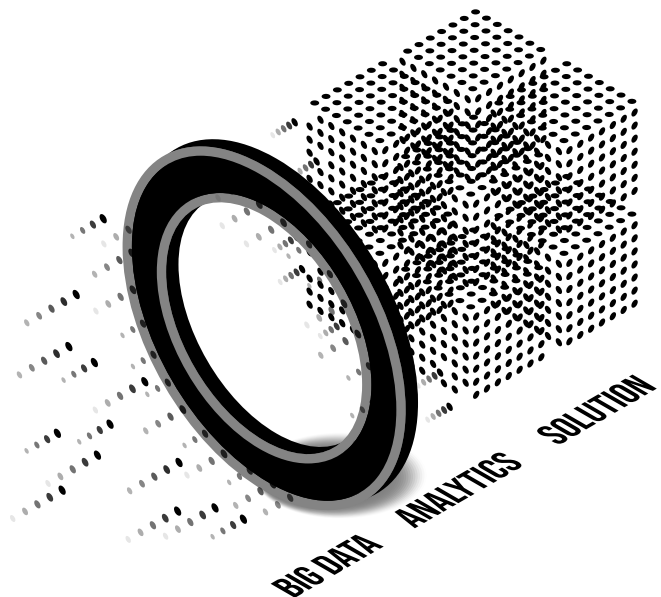
The Calculator page features land, mortgage and insurance calculators so that Buyers can accurately assess their purchase. The Realtor® page allows users to find a specific Realtor®, search by office or view the full roster. The Media page displays print and online attention focused on Forest Hill in the past few years.

Electronic Outreach

Forest Hill utilizes a client management email service that reaches a wide database of prospective clientele. It provides a quick and accessible platform for launching new listing announcements and e-flyers, produces local market updates, and sends out notifications about upcoming open houses and special events.

Forest Hill maintains a growing recipient address list for electronic marketing. Included in the recipient list is our roster of Realtors®, thousands of associated Realtors® and vendors, and a consistently growing list of interested lay people and previous clientele.

A final benefit to email marketing is the availability of in-depth analytics that provide valuable information for marketing.



PRINT ADVERTISING

National Post

The world renowned and widely read newspaper, National Post, features a weekly Forest Hill Real Estate full page advertisement section in the Saturday Post Homes.

National Post readers are professional, educated and affluent, occupying top positions in business. Additionally, 69% of National Post readers exclusively read the post, without turning to other publications.

Post City Magazine

Over the past 25 years, Post City has been committed to producing unique, high-quality community magazines that report on the news, real estate and lifestyles of Toronto's finest areas. The numerous magazines in the Post group are delivered straight into the mailboxes of Toronto's most sought-after markets. Each month 175,000 copies of the magazine are delivered to Toronto's most exclusive enclaves for a total of almost 2 million copies delivered each year. Forest Hill recognizes Post City as an important marketing tool, and produces advertisements each month in the Post City Magazine.

Epoch Times

Forest Hill is proud to present a large advertisement in the Epoch Times each month. Published in 21 languages and 35 countries, Epoch Times provides well-sourced stories through original Chinese-language reporting. Freedom of the press and humanity are the foundation of Epoch Times, providing uncensored news to a people immersed in propaganda and censorship in China.

Muskoka Shiny Sheet

Forest Hill is proud to present the Muskoka Shiny Sheet, an original publication disseminated across Muskoka and the surrounding areas.

[illegible]

MULTIPLE LISTING SERVICE

Multiple Listings Search (MLS) systems facilitate successful transactions. MLS helps listing brokers find cooperative representatives working with Buyers to help sell their clients' homes. Without the collaborative incentive of the existing MLS, brokers would create their own separate systems of cooperation, fragmenting rather than consolidating property information.

MLS is a powerful force for listing competition. It levels the playing field so that even the smallest brokerage in town can compete with the biggest multi-state firm. Buyers and sellers can work with the professional of their choice, confident that they have access to the largest pool of properties for sale in the marketplace. Forest Hill Real Estate Inc. is proud to offer listings on MLS, in an efficient and comprehensive manner.

All clients are provided with top quality marketing strategies, presentation packages, and listing material. Forest Hill Realtors do not have to outsource their listing material as we offer in-house custom feature sheets.

Feature Sheets are beneficial as they provide buyers with a user-friendly detailed booklet of the property. The individual can take these booklets home and refer back to them for any inquiries or specifications.

Forest Hill Real Estate Inc. proudly offers this marketing method to all Forest Hill listings. Feature sheets are integral, as they simplify listing details in an organized and concise layout to the benefit of any potential buyer.

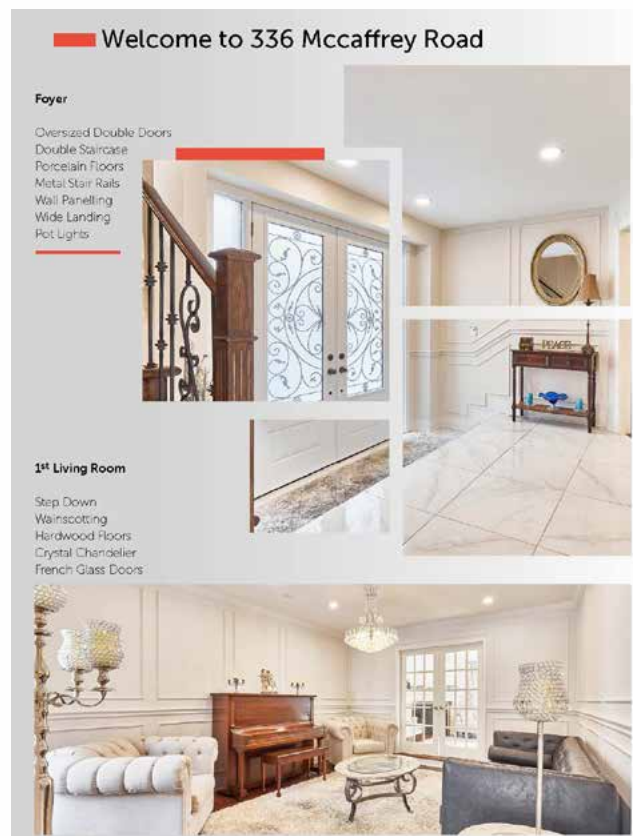


336 MCCAFFREY ROAD
NEWMARKET, ON



PRESENTED BY:

Andrew Tadrouss | Broker
Paul Koshy | Sales Representative

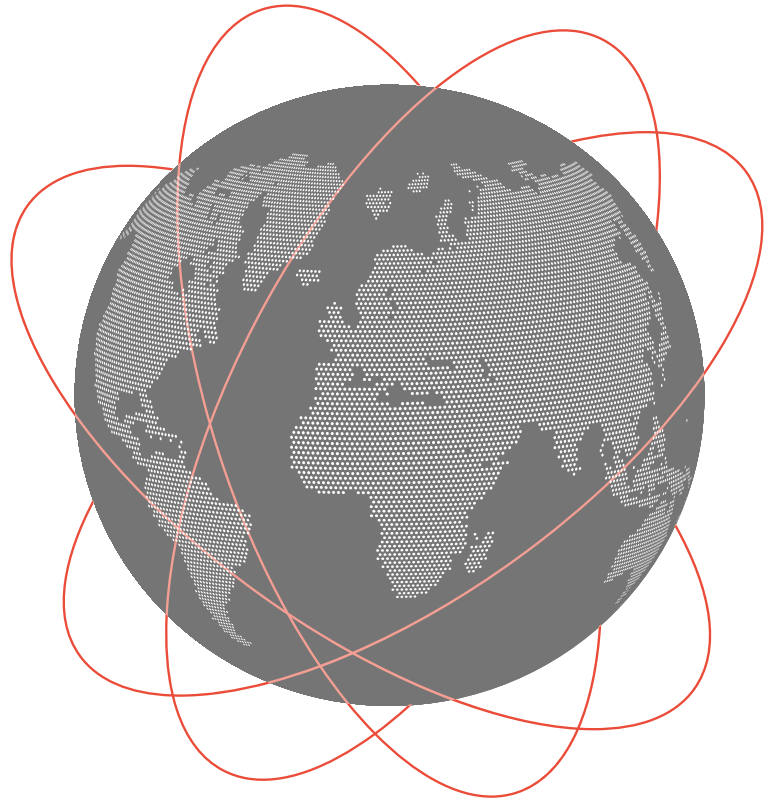


LUXURY REAL ESTATE

For over a decade, Forest Hill Real Estate has been building a strong relationship with the world-renowned Who's Who in Luxury Real Estate. A worldwide collection of top brokers representing the finest luxury properties across the globe, Who's Who in Luxury Real Estate has been leading the real estate industry since 1986. This hand-selected group of more than 130,000 professionals with properties in more than 70 countries collectively sells over \$300 billion of real estate annually, making it the most elite and comprehensive luxury real estate network in the world.

Known in the industry since 1986, Who's Who in Luxury Real Estate is a professional collective of the finest residential real estate firms around the world, offering access to multi-million dollar properties internationally. To be eligible for membership, firms and brokers must list and sell in the top 10 percent of their market and demonstrate expertise in the marketing and sale of luxury properties.

Who's Who in Luxury Real Estate's global network is showcased on LuxuryRealEstate.com, which remains the #1 portal for luxury properties on the web and has more \$1,000,000+ content than any near-peer. The company has been recognized as a leader in the industry by Forbes, The Webby Awards, Web Marketing Association, Maggie Awards, ADDY Awards, the Inc. 5000 List, and more.



LEVERAGE

GLOBAL PARTNERS

Since 2014, Forest Hill Real Estate has been the exclusive representative for Leverage Global Partners, a unique network that aligns the most prestigious independent luxury real estate firms around the world. With one exclusive member per community, Leverage Global Partners has created a unique global network of professionals that serve the relocation and real estate portfolio needs of their clients, nationally and internationally.

Exclusive Promotion Through the Award-Winning Website

Visitors conduct a location-based search for Ontario, Canada and are then directed to the Leverage landing page for Forest Hill Real Estate, the exclusive Partner firm. In just one click from the Leverage landing page, visitors are directed to our company website where all details of your property are available to view. There are select opportunities for properties to be featured directly on the Leverage website.

Social Media Expertise

With a robust digital strategy, Leverage tactfully promotes luxury properties to an audience of more than 37,000 followers on multiple social media channels. There are select opportunities for properties to be featured in Leverage social and editorial promotions.

Global Exposure Through Local Market Expert

The Leverage Network covers more than 163 national and international markets and is comprised of 295 offices with more than 5,700 vetted Brokers and Realtors®, representing qualified Buyers all over the world. The combined sales volume of Leverage Partner firms exceeds \$27 billion annually.

Network Connections

According to the National Association of Realtors®, 88% of home Buyers purchased their home through a real estate Broker. In order to reach out-of-area home Buyers, it is critical to have the most agile international network at your disposal.

China's Largest International Property Portal

Juwai.com is a leading Chinese website for buyers of overseas real estate property that reaches 3.1 million monthly online visitors. Through our partnership with Juwai, we offer Realtors more enhanced digital advertising, as listings will now appear on Juwai.com, WSJ.com, NYTimes.com, MansionGlobal.com, FinancialTimes.com and PropGoLuxury.com.

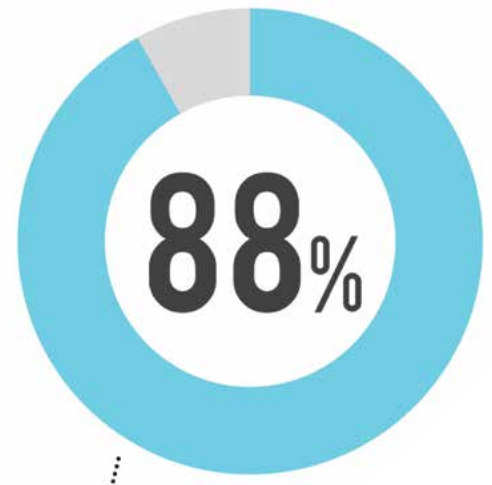
With Leverage, your property is marketed with the most innovative strategies in real estate today

Welcome to the fastest-growing network of independent real estate firms in the world, where Brokers and their clients connect with success.



LeveragcRE.com

Curated properties from a global network of independent brokerage firms that sell over \$15 Billion in real estate annually.
612,706 monthly impressions
64,698 monthly engagements
68,012 followers



% OF HOME BUYERS WHO PURCHASED THEIR HOME THROUGH A REAL ESTATE BROKER

According to the National Association of Realtors' 2013 Profile of Home Buyers and Sellers.

GLOBAL ONLINE PORTAL

Forest Hill Real Estate is allied with the most respected media outlets worldwide. Our listings are viewed and experienced by an international audience with buying power. All listings posted to our Global Online Portal are available on a multitude of international online search channels, including NYTimes.com, Juwai.com and the FinancialTimes.com. These outlets engage an affluent international consumer audience and receive more than 329 million monthly page views combined.

THE WALL STREET JOURNAL

WSJ.com

The largest online publisher of original business news and financial information.
178.6M monthly page views
51.2M monthly site visits
\$242,000 average household net worth
Top visiting countries: United States, United Kingdom, Canada, Australia, India, Germany, Japan, Hong Kong, Singapore, France

FT.com

FINANCIAL TIMES

FinancialTimes.com

Engaging the world's most desirable audience with the largest purchasing power and highest net worth.
11.3M monthly page views
£206,000 average household income
£1.3M average household net worth
51% bought homes outright
Global Readership: Americas, United Kingdom, Central Europe, Middle East, Africa, Asia Pacific

PropGoLuxury.com

Luxury Properties Worldwide

PropGoLuxury.com

The largest and fastest growing luxury property site in China and the Asia Pacific region that reaches millions of elite consumers around the world.
26.9M monthly page views
2.05M monthly site visits
\$235,000 average household income
\$2.80M average household net worth
51% own 2+ residences
Top Visiting Countries: United States, China, Hong Kong, United Kingdom, Japan, Taiwan, Singapore

The Washington Post

WashingtonPost.com

As the fastest-growing news site in the world, WashingtonPost.com engages, informs, and entertains the most influential minds and shapes the world through its news coverage and analysis.
104M monthly site visits
95M monthly visitors in the United States
29M monthly visitors internationally
483M page views domestically

Robb Report

RobbReport.com

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, heritage, taste, and fine design. RobbReport.com inspires the most desirable audience of affluent, young, and sophisticated luxury consumers with engaging and exclusive content.
2.1M monthly site visits
3.2M monthly page views
\$638,000 average household income
\$3.1M average household net worth

MANSION GLOBAL

ONLY THE EXCEPTIONAL

WSJ's MansionGlobal.com

The premier digital destination for compelling content about the global real estate market.
The Mansion Global search also powers real estate searches on Barron's and Penta.

6.5M monthly site views
\$418,000 average household income
62% readers outside of the US

BARRON'S+PENTA

Barrons.com

Barrons.com/Penta

Barron's engages the most influential investors, executives, and financial advisors in the world. Penta delivers inspiring, personality-driven luxury & wealth content about how to spend money with passion and purpose.
29M monthly page views
7.2M monthly visits
\$2.9M average household net worth



Juwai.com

Juwai is the #1 Chinese International Property Portal.
2.2M Chinese consumer visits per month
2.8M property listings
Top Cities where Chinese buyers are searching from on Juwai.com: Beijing, Guangdong, Shanghai, Zhejiang, Jiangsu

MarketWatch

MarketWatch.com

MarketWatch is a leading site in business news and personal finance information with real-time commentary, investment tools and data, and dedicated journalists generating hundreds of headlines, stories, videos, and market briefs daily from bureaus in the U.S and Europe.
172M monthly page views
2.4M monthly unique visitors
\$291,547 average household income
\$2M+ average household net worth

629.4M COMBINED MONTHLY PAGE VIEWS

www.foresthill.com

ATTRACTING BUYERS TO YOUR PROPERTY

Marketing real estate takes a lot more than a lawn sign and classified advertising. Newspaper advertising isn't simply going to sell a property, and as studies reveal advertising has its limitations.

At Forest Hill Real Estate Inc. we recognize that marketing a property involves networking and maximum exposure to the real estate community.

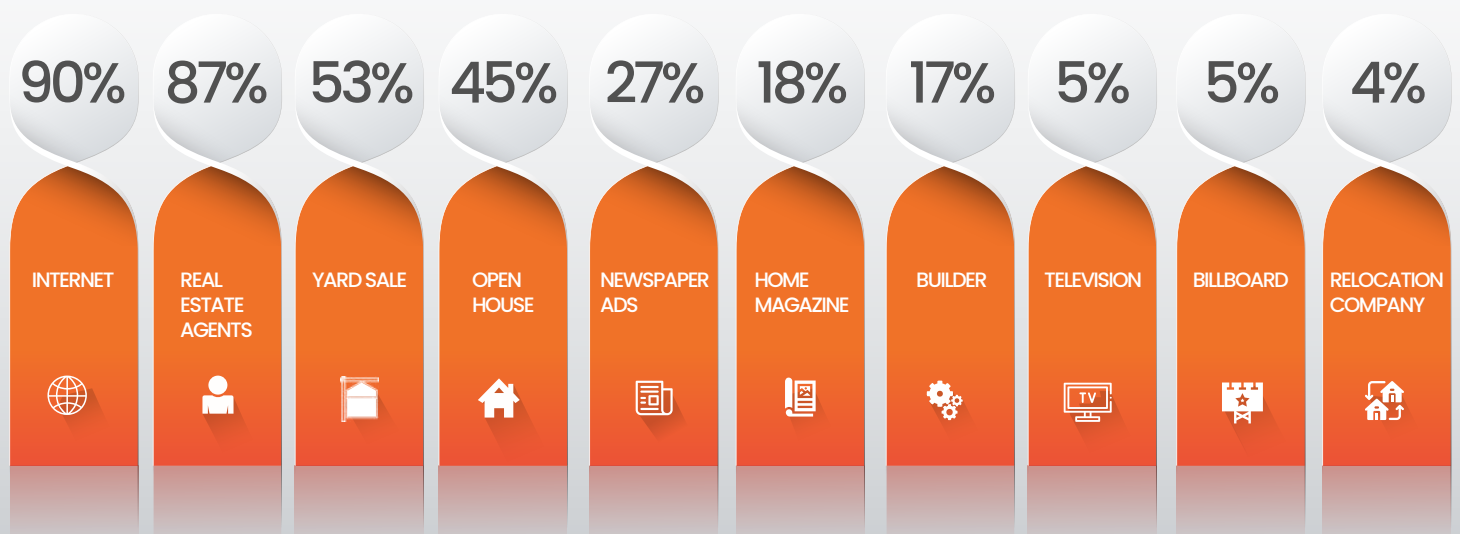
Furthermore, with a thorough understanding of where your buyers are coming from, we focus our marketing efforts accordingly:



Buyers Decide What Property to Purchase by:

- Shopping the Market
- Comparing Similar Properties
- Selecting The Best Value Available

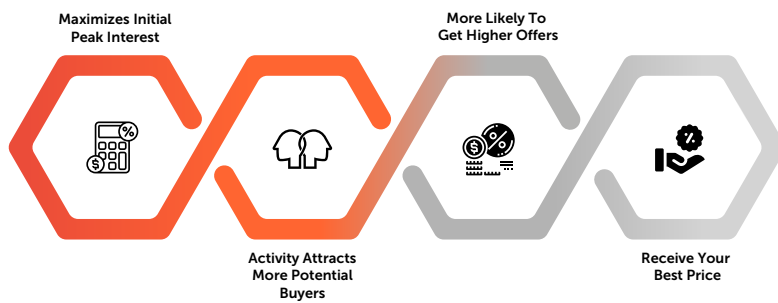
How Buyers Discover My Property:



PRICING STRATEGIES THAT WORK

Pricing your property with a cushion for negotiation can be costly if it pushes the price above the **Fair Market Value** range. To begin the negotiating process, you must have interested buyers. If a property is overpriced, the number of prospective buyers can be drastically reduced, meaning that the likelihood of getting an acceptable offer will also be reduced. The best approach to allow room for negotiation without sacrificing exposure is to price the property within the fair market value range.

The Benefits of Competitive Pricing



To assist you in determining an appropriate asking price, our professional team will prepare a detailed **Comparative Market Analysis (CMA)**. Together we will review all the factors that affect your property's value in today's real estate market.

The probability of receiving an acceptable offer and completing a sale diminishes significantly when your asking price is **HIGHER** than the current market value.



The asking price should be based on both the provided information from the marketplace as well as your comfort level. We will research all factors involved and suggest a price range that will be competitive and spark maximum buyer activity. With this information and our help you can make an informed decision about your asking price.

When a property is overpriced, opportunities are missed!

Both the broker and buyer's interest is at its highest when a property is first put on the market. If the property is priced ambitiously above the **Fair Market Value**, buyer's excitement and number of showings is greatly reduced. After two weeks it will probably be necessary to adjust the price below market value to compete with new competitively priced listings.

The minute your property has been listed, new market information is continually collected and reviewed in order to monitor the list price.



KEEPING UP-TO-DATE WITH MARKET VALUE

Factors that Affect a Property's Value:

- Professional opinions
- Industry (Broker) response
- Buyer reaction
- Current market conditions
- Competing properties
- Availability of financing
- Interest rates
- Condition of the property
- Seller motivation

Factors that DO NOT Affect a Property's value:

- What the owners paid when they built or purchased the property.
- Some of the improvements and upgrades the owners have made to the property.
- The dollar amount the owners want or need from the transaction.
- What friends, neighbours or relatives think a property is worth.

PREPARING TO SELL

You have only one chance to make a good first impression, and in real estate it is imperative that it is a lasting one. Potential buyers will most likely be visiting many properties, and inevitably will be comparing your property to the many others that they see. Here is how to prep a house so that it stands out from the rest:

Prepping and Staging Your Home

Every seller wants their home to sell fast and bring in top dollar. Unfortunately, it takes more than just luck to make that happen. It all comes down to careful planning and knowing how to stage your home in a way that will have buyers scurrying for their checkbooks.



Depersonalize Space

Pack up those personal photographs and family heirlooms. Buyers often can't see past personal artifacts, and you don't want them to be distracted. You want buyers to imagine their own photos on the walls, and they can't do that if yours are still hanging! You don't want potential buyers to wonder what kind of people live in this home, you want them to say, "I can see myself living here."

Declutter

- People collect an amazing quantity of junk. Consider this: if you haven't used it in over a year you probably don't need it.
- Remove all books from bookcases.
- Pack up knickknacks.
- Clean everything off of kitchen counters.
- Put essential daily items in a small box that can be stored in a closet during showings.
- Think of this process as a head-start on the packing you will eventually need to do.

Check Curb Appeal

- Keep the sidewalks clear.
- Mow the lawn.
- Plant yellow flowers or group flower pots together. Yellow evokes a buying emotion - Marigolds look great.
- Trim your bushes.
- Make sure visitors can clearly read your house number.
- Keep outdoor lights on for evening showings.

SHOWING CHECKLIST

Inside:

- ☐ Vacuum the floors prior to a showing
- ☐ Place fresh flowers in main rooms
- ☐ Put dishes away
- ☐ Make beds and put all clothes away
- ☐ Open drapes and turn on lights for a brighter feel
- ☐ Straighten closets
- ☐ Put toys away
- ☐ Kitchen and bathrooms should shine
- ☐ Turn off television
- ☐ Play "soft" music on radio/stereo
- ☐ Keep pets out of the way and pet areas clean and odour free
- ☐ Secure jewellery, cash, prescription medication and other valuables

Outside:

- ☐ Sweep front walk
- ☐ Remove newspapers, bikes and toys
- ☐ Park extra cars away from the property

Other Important Items

- Potential buyers usually feel more comfortable if the owners are not present.
- If people unaccompanied by a realtor request to see your property, please refer them to your Forest Hill Realtor so that they can pre-qualify them. We are only a phone call away.
- Leave a number where you can be reached if you are going out of town, even if it's only for a day.



THINGS TO CONSIDER WHEN YOU MOVE

Sort and Purge

Go through every room of your house and decide what you'd like to keep and what you can get rid of. Think about whether any items will require special packing or extra insurance coverage. Select a moving company, or your Realtor® can refer you.

Order Supplies

Order boxes and other supplies such as tape, bubble wrap, and permanent markers. Don't forget to order specialty containers, such as dish barrels or wardrobe boxes.

Take Measurements

Check room dimensions at your new home, if possible, and make sure larger pieces of furniture will fit through the door.

Choose Your Mover

Select a company and get written confirmation of your moving date, costs, and other details.

Begin Packing

Start packing the things that you use most infrequently. While packing, note items of special value that might require additional insurance from your moving company.

Label

Clearly label and number each box with its contents and the room it's destined for. This will help you to keep an inventory of your belongings. Pack and label "essentials" boxes of items you'll need right away.

Separate Valuables

Add items such as jewelry and important files to a safe box that you'll personally transport to your new home. Make sure to put the mover's estimate in this box. You'll need it for reference on moving day.

Notify Important Parties

Change your address with the post office, mail order subscriptions, driver's license, work, friends, and family. Ask a close neighbour to look out for mail after you've moved.

Pack Your Suitcases

Aim to finish your general packing a few days before your moving date. Then pack suitcases for everyone in the family with enough clothes to wear for a few days.

Defrost the Freezer

If your refrigerator is moving with you, make sure to empty, clean, and defrost it at least 24 hours before moving day.

Reconfirm the Arrangements

Reconfirm the moving company's arrival time and other specifics and make sure you have prepared exact, written directions to your new home for the staff. Include contact information, such as your cell phone number. Before the movers leave, sign the bill of landing/inventory list and keep a copy.

THANK YOU

Congratulations! The decision to sell real property is an exciting one. I would like to thank you for allowing Forest Hill Real Estate Inc. the opportunity to present our strategy for success. I am confident we will assist you in your sale with the utmost care and diligence. When you choose Forest Hill, you are not only working with a skilled team of professionals and capable administrative staff, you are hiring a team that is invested in you.

We pride ourselves on creating long lasting relationships with our clients. Our utmost goal is to help our clients make wise real estate decisions. In doing this we are honest, forthright, and realistic. Communication is the key to success when working together as a team.

We offer our clients the highest level of service by providing an in-depth analysis of your needs contrasted with the current market. You will also be provided ongoing research and relevant market updates.

We are devoted to utilizing our expertise to ensure a successful transaction. Thank you for entrusting your next sale to our seasoned team.

Please contact me with any inquiries you may have.

Best Regards,



Ronni Fingold
Founder
Forest Hill Real Estate Inc.



NOTES



Forest Hill
REAL ESTATE INC. BROKERAGE