



WE'LL GUIDE YOU

# HOME

Helping you is what we do™

Nobody knows  
Canadian Real Estate Like  
Your Royal LePage Realtor®

**Cindy  
Wilson**

Sales Representative

**What's Your  
Home Worth In  
Today's Market?**

**Organizing Your  
Financing**

**Maximize Your  
Exposure**



CANADA'S  
REAL ESTATE COMPANY

KAWARTHA LAKES REALTY INC., BROKERAGE  
Independently Owned and Operated





# Cindy Wilson

Sales Representative

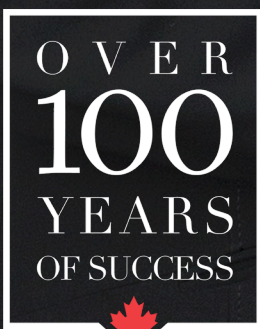
Being a Wife, Mother and Fun Hearted Nana keeps Cindy grounded, active and connected within the community. Along with her many designations, Cindy prides herself in education to serve her clients better. Cindy's dedication to her clients goes above and beyond.

**"Discover Your Place in the Kawarthas"**

**705.928.7080**

Toll Free 1.866.737.9958  
[cindy@CindyWilsonRealEstate.ca](mailto:cindy@CindyWilsonRealEstate.ca)  
[CindyWilsonRealEstate.ca](http://CindyWilsonRealEstate.ca)

261 Kent Street West,  
Lindsay, Ontario K9V 2Z3





# Meet My **Support Team**

Meet the support staff of Kawartha Lakes Realty Inc., Brokerage. They are the real estate professionals working in the background making sure that every meeting is held on time, every phone call is returned and ensuring that we met or exceeded your expectations. Helping you is what they do.



Ruth-Ann Geelen  
Office Administrator

Having once owned and operated her own business Ruth-Ann is very resourceful, loves setting goals and has acquired a very diverse set of skills, not the least of which is taking client/customer satisfaction very seriously!



Les Maund  
Marketing/Advertising

Les is an Advertising & Marketing veteran with a successful history working with Real estate pros for over 40 years. Les provides the tools necessary for our agents to maximize their clients listings.

*"As the Broker Of Record and sole owner of Royal LePage Kawartha Lakes Realty Inc, Brokerage, I am committed to setting a standard of service that continues to exceed our customer's expectations".*

*Evy Masters*



**KAWARTHA LAKES REALTY INC., BROKERAGE**  
Independently Owned and Operated

Helping you is what we do™

# Placing your home on the market requires objectivity and preparation

When selling your home, nothing looks quite as good as a well-manicured front garden or beautifully decorated porch. While many homeowners focus on the interiors of their homes, a property's exterior can make all the difference, adding to its appeal and boosting its resale value.

“Let us show you how to go from deciding to sell to closing the sale and moving in to your new home.”

- Appreciate the impression your home will make on potential buyers.
- Define improvements that you can undertake to sell your home at the best possible price.
- Outline suggested interior and exterior preparations for cleaning, repair and organization to sell your home at the best possible price.
- De-clutter and depersonalize your space to achieve the broadest appeal to sell your home at the best possible price.
- Arrange furniture to make rooms appear as spacious as possible to sell your home at the best possible price.
- Create a mood ideal for showcasing your home such as playing relaxing background music, fine tuning the temperature, use of window coverings and lighting to sell your home at the best possible price.



**KAWARTHA LAKES REALTY INC., BROKERAGE**  
Independently Owned and Operated

Helping you is what we do™





OVER  
100  
YEARS  
OF SUCCESS









# Determining **the right asking price** is a critical factor to the success of your **home sale**.

Price your property too high and buyers won't be motivated. Price it too low and you stand to lose thousands. A Royal LePage agent can help by doing a complete property profile of your house, including current condition, location, surroundings, special features like a view from the property or high ceilings; a comparative market analysis that will show you what houses in your area have sold for in recent months, and a total market overview.



Together, you and our agents will establish a competitive list price for your home based on the following:

- Location
- Size
- Style
- Condition
- Community amenities
- Financing options

Housing market conditions (Is it a buyer's or a seller's market?)

Once you've achieved a realistic sale price (along with a smart marketing strategy prepared by your agent), you can expect to sell your home for the best possible price in the least amount of time.

## Do you know how much your home is worth?

To help you determine the correct price we'll provide you with a Comprehensive Market Analysis of comparable properties in your neighborhood. Whether you're buying or selling, we have all the right answers to make your next move the right move.

**“** We will take into consideration as many factors as possible to accurately assess the fair market value of your property so it sells fast while maximizing your profit **”**



**KAWARTHA LAKES REALTY INC., BROKERAGE**  
Independently Owned and Operated

Helping you is what we do™





\$4,499,900

Lindsay, Ontario

Royal LePage Kawartha Lakes Realty Inc. - 79

\$3,250,000

Uxbridge, Ontario

2 Bedroom 2 Bathroom

Royal LePage Kawartha Lakes Realty Inc. - 79

\$2,600,000

Uxbridge

3 Bedroom

Royal LePage

FOR SALE

FOR SALE

FOR SALE

\$1,890,000

Uxbridge, Ontario

4 Bedroom 3 Bathroom 2700 sqft

Royal LePage Kawartha Lakes Realty Inc. - 79

\$1,750,000

Trent Hills, Ontario

4 Bedroom 2 Bathroom

Royal LePage Kawartha Lakes Realty Inc. - 79

FOR SALE

FOR SALE

\$1,325,000

Burnt River, Ontario

5 Bedroom 3 Bathroom

Royal LePage Kawartha Lakes Realty Inc. - 79

\$1,300,000

Omeme, Ontario

Royal LePage Kawartha Lakes Realty Inc. - 79

OVER  
100  
YEARS  
OF SUCCESS





# A personalized **marketing plan** will provide your property with **maximum exposure**

As your chosen real estate professionals, we will guide you through every step to prepare your home for viewing



- Identifying a target market and create a compelling selling story for the property
- Capturing impactful professional photography
- Eblast marketing and High Resolution PDF distributed to 18,000 Royal LePage agents across Canada.
- Coordination of other professional services i.e. stagers, printers, advertising, media and sign companies.
- Place your home on the Multiple Listing Service Kawartha Lakes and Durham Real Estate Boards making it accessible to all real estate professionals and their clients.
- Provide national exposure for your home by placing it on MLS, the Royal LePage website and Homes Across Canada - 3 of the most visited real estate websites in Canada.
- Showcase your property through web-based marketing tools which include property feature sheets, Open Houses, and email marketing.



**KAWARTHA LAKES REALTY INC., BROKERAGE**  
Independently Owned and Operated

Helping you is what we do™

# We'll help you **navigate successfully** through the selling or buying process

Buying a new home is one of life's most important decisions, and often, it can also be the most complex. At Royal LePage, we are here to help and guide you through the buying and selling process. As trustworthy and experienced real estate agents, we will educate you about the current market conditions, discuss and analyze your wants and needs against your budget and guide you to homes that fit your criteria.

**“** Let us show you how to go from deciding to sell to closing the sale and moving in to your new home. **”**

- Clarify all elements of the offer including price, deposit, financial terms, inclusions and exclusions, the closing or possession date and any conditions that apply.
- Help determine an appropriate response within the time frame required, either accepting or rejecting the offer, or developing a counter-offer.
- Set a course of action for any counter-offer terms such as adjusting the offer, price, inclusions and exclusions, the closing date, or remove conditions.
- Manage all offers and any counter-offers, negotiating to get you the best possible price.
- Understand and agree to all of the offer terms before you provide acceptance.



**KAWARTHA LAKES REALTY INC., BROKERAGE**  
Independently Owned and Operated

## Helping you is what we do™





OVER  
**100**  
YEARS  
OF SUCCESS







OVER  
**100**  
YEARS  
OF SUCCESS





# A **listing agreement** is the first formal step to **marketing your home** to prospective buyers.

Your home is about to make its big debut on the market. And there's more to it than sticking a sign on your lawn and doing an MLS listing. Establishing a home's true worth can be tricky. A Royal LePage agent will be there to make sure your home is poised for success.



- Explain the Listing Agreement document, a contract that commits us to market your home for a specified period of time in exchange for commission, paid upon successfully closing of your sale.
- Outline the details of the agreement including the asking price, a description of the property, inclusions and exclusions, annual property taxes, any right of ways, easements, liens, or charges against the property.
- Request any required supporting documents such as property survey, property tax receipts, deed or title search documentation.
- Request other documentation such as expenses related to heating, electrical and water consumption as well as receipts for any home improvements to assist your home sale.

**“** As your trusted Real Estate agent, I will provide you with expert advice. Along with my local market expertise and the industry's best training, I am equipped to help you get the best price for your home. **”**



Helping you is what we do™





OVER  
100  
YEARS  
OF SUCCESS





# When you **work with me** I can streamline the process and **save you time, money and stress.**

Cindy's knowledge, along with her enthusiastic, fun and caring nature is perfect for matching each client's desires as well as skillfully featuring a home's unique presence and character. She is always willing and able to represent Kawartha homeowners and future Kawartha homeowners.

Living in the Kawartha Lakes for over 15 years, Cindy understands the numerous benefits of everyday life in the Kawartha's. Including the culture, vast scenery, diversity and sense of community.

Cindy Wilson joined Royal LePage Kawartha Lakes in 2013 after 25 years of customer Service & Managerial Experience. She has hit the ground running and has never looked back. Some of her Designations include:

- ASA Pivotal – Accredited Senior Agent,
- SRS – Seller Representative Specialist,
- ABR – Accredited Buyers Representative,
- SRES – Senior Real Estate Specialist,
- MCNE – Master Certified Negotiation Expert.
- RESA-CSA - Real Estate Staging Association - Certified Staging Advocate

Cindy consistently showcases her homes on her website, social media and utilizes a team of professional service providers such as a Photographer, Administrators, Virtual Tour Provider, and a Graphic Designer to assist in marketing her client's properties to its highest potential.



“ Living in the Kawartha Lakes for over 15 years, I understand the numerous benefits of everyday life in the Kawartha's. Including the culture, vast scenery, diversity and sense of community. ”



**KAWARTHA LAKES REALTY INC., BROKERAGE**  
Independently Owned and Operated

## Helping you is what we do™



# Find Your Home In The Kawarthas



PEOPLE TO MEET | THINGS TO DO | PLACES TO GO

"I am a FULL SERVICE REALTOR® from beginning to end and beyond. Whether you are buying or selling a property, my focus is taking the pressure off you and to keep you accurately informed on the entire buying and/or selling transaction so you can make confident decisions throughout the process. Together we will find the perfect home for you and your lifestyle."



705.928.7080

[CindyWilsonRealEstate.ca](http://CindyWilsonRealEstate.ca)

Office: 705.878.3737 | Toll Free: 866-737-9958

261 Kent Street West, Lindsay, Ontario K9V 2Z3



CANADA'S  
REAL ESTATE COMPANY

KAWARTHA LAKES REALTY INC., BROKERAGE  
Independently Owned and Operated