

MASTERS REAL ESTATE TEAM

MAGAZINE

FOR NEW HOME BUYERS AND SELLERS



MASTERS
— REAL ESTATE TEAM —



Guy Masters

Broker Of Record/Owner

As the Broker Of Record and sole owner of Royal LePage Kawartha Lakes Realty Inc, Brokerage, Guy is committed to setting a standard of service that continues to exceed his customer's expectations. In addition to his 28 years selling Real Estate in the City of Kawartha Lakes, he is a devoted father and farmer.

Gina Masters

Sales Representative

Gina enjoys spending time with her family, four wheeling, snowmobiling and camping. Growing up in the City of Kawartha Lakes, Gina started her Real Estate career as an administrative assistant. She registered as a Real Estate Salesperson in 2009 and has been specializing in a wide variety of property types ever since.

MASTERS REAL ESTATE

TEAM

Gwen Bond

Sales Representative

Originally from the City of Kawartha Lakes, Gwen (Guy and Gina's sister) has come home again as a new member with the Masters Real Estate Team. Her knowledge of the area and dedication will help buyers and sellers to make the right decision. The right team, the right place, the right time.

**SERVING
KAWARTHA LAKES
for Over 37 Years**

705.878.3737

Toll Free 1.866.737.9958
gmasters@royallepage.ca
www.mastersrealestate.ca

261 Kent Street West,
Lindsay, Ontario K9V 2Z3
Fax: 705.878.4225

**MAKE YOUR NEXT
MOVE THE RIGHT
MOVE FOR ALL THE
RIGHT REASONS**

Whether you're buying or selling a home, knowing what's happening in your Real Estate market can be a big asset. With over 37 years of experience buying and selling homes in the Kawarthas, The Masters Real Estate Team can help you make your next move the right move.



KAWARTHA LAKES REALTY INC., BROKERAGE
INDEPENDENTLY OWNED & OPERATED

INDUSTRY
LEADERSHIP

#1

IN
ONTARIO*

and in more than 100
markets Canada wide

We resolve the complexities involved in every Real Estate transaction

- Preparing the home for sale
- Preparing all the necessary documentation
- Managing purchase deposits
- Liaison with other professionals, i.e. lawyers, appraisers, home inspectors, utilities etc.
- Specify terms of agreement for the buyer
- Ensuring that all transactions comply with regulations and legal requirements
- Pre-qualifying buyers
- Identifying motivating factors of the buyer
- Working with other agents
- Setting viable contract terms and conditions
- Managing counter offers
- Optimizing multiple offer situations
- Negotiating a favourable closing

GINA MASTERS

Sales Representative | gmasters@royallepage.ca

Cell: 705.879.6161

261 Kent St. W., Lindsay, Ontario K9V 2Z3
P: 705.878.3737 | Toll Free: 866-737-9958
www.mastersrealestate.ca

ROYAL LEPAGE
BANKING SERVICES INC. BROKERAGE



Guy, Gina and Gwen are trusted Real Estate professionals who deliver unsurpassed service and expert advice. With local market expertise and the industry's best training, they are equipped to help you get the best price.

MASTERS REAL ESTATE
TEAM

The Right People. The Right Place.

ROYAL LEPAGE

KAWARTHA LAKES REALTY INC. BROKERAGE
INDEPENDENTLY OWNED & OPERATED

* Based on agent count. Not intended to solicit properties currently listed for sale or buyers under contract.



**EXPECT
MORE**

LET MORE THAN
37+ YEARS

of real estate experience in
the Kawarthas work for you

Selling Your
Home Is More Than
Putting A Sign On
Your Lawn.

It's a bit of a science
actually. You want to get
the best price, but you
can't be out of line with
market conditions. Start
by being as informed as
you can by choosing
the Masters Real Estate
Team who know your
neighbourhood inside
out.

Determining the right
asking price is the most
critical factor to the success
of your home sale.

- Understand current market conditions and how they will impact your home's asking price.
- Prepare a market analysis to give you an appreciation of what comparable homes in your area have recently sold for.
- Assist you in understanding the marketability of your home's location, size, style and condition.
- Price appropriate to market value which will help make your home marketable, exposing it to more qualified buyers while generating the best offers.
- Capitalizing on the early activity associated with new listings by pricing your home appropriately when it first goes on the market.
- Develop a pricing strategy and determine an asking price that will sell your home in the shortest amount of time and at the best possible price.

SOLD

GWEN BOND
Sales Representative | gwens@royallepage.ca
Cell: 905-903-5444
261 Kent St. W., Lindsay, Ontario K9V 2Z3
P: 705.878.3737 | Toll Free: 866-737-9958
www.mastersrealestate.ca



ROYAL LEPAGE
AGENCY/COMPANIES OF REALTORS

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, the Masters Real Estate Team have all the right answers to make your next move the right move.

ROYAL LEPAGE
Complimentary

NO FEE • NO OBLIGATION

HOME EVALUATION

The Right People. The Right Place.

Any member *Stella* *Abad*

MASTERSREALESTATE
TEAM

KAWARTHA LAKES REALTY INC., BROKERAGE
INDEPENDENTLY OWNED & OPERATED



KAWARTHA LAKES REALTY INC. BROKERAGE
INDEPENDENTLY OWNED & OPERATED

MASTERSREALESTATE
TEAM

The Right People. The Right Place.

CALL
TODAY

705.878.3737

Toll Free: 866.737.9958
Fax: 705.878.4225

gmasters@royallepage.ca

MASTERSREALESTATE
TEAM

Home Us Our Services Contact

Make Your New Home A Reality



You've made the decision.
You're ready to buy. Now
what?

Buying a home can be a bit overwhelming. There's so much to think about and do. So, it's important that you have someone you can trust to make the process as smooth as possible and offer expert advice. Since 1913, Royal LePage has been helping Canadians find their dream homes and guiding them every step of the way – from determining what you can afford and showing you homes that match your wants and needs to presenting an offer and closing the sale.

ROYAL LEPAGE

KAWARTHA LAKES REALTY INC. BROKERAGE
INDEPENDENTLY OWNED & OPERATED

A personalized marketing plan will provide your property with maximum exposure to get the attention of interested parties

- 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.
- Use our 37 plus year reputation within the real estate community with other real estate professionals to provide exposure to your property.

Royal LePage is one of the largest Real Estate networks in Canada with over **18,000 agents**. We work with our offices and agents across the country to provide the best service for investing & relocating clients.

MASTERSREALESTATE
TEAM

The Right People. The Right Place.

OVER
100
YEARS
OF SUCCESS

100 Years of Helping You Home. These six simple words convey much about us and about our great company: enduring success; a client-centric culture that puts the needs of those we serve ahead of our own; and the importance of family and community.

ROYAL LEPAGE





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

- 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 successful 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.

“ Gina, Guy & The Masters Team: I would like to take this opportunity to thank you for all your hard work in selling the farm.

Your professional care and patience was greatly appreciated. Thank you for answering all my questions and putting my fears to rest.

The new owners seem very nice. They are quiet and respectful.

Once again THANK YOU so much. ”

Lloyd



GUYMASTERS
 Broker Of Record/Owner | g.masters@royallepage.ca
 Cell: 705.328.4234
 261 Kent St. W., Lindsay, Ontario K9V 2Z3
 P: 705.578.3737 | Toll Free: 866-737-9958
 www.mastersrealestate.ca

ROYAL LEPAGE
 REALTY INC. BROKERAGE

Guy, Gina and Gwen are trusted Real Estate professionals who deliver unsurpassed service and expert advice. With local market expertise and the industry's best training, we are equipped to help you get the best price.

MASTERSREALESTATE
 TEAM

The Right People. The Right Place.



KAWARTHA LAKES REALTY INC. BROKERAGE
 INDEPENDENTLY OWNED & OPERATED

Let us show you how to go from Deciding to Sell to Closing the Sale and Moving Out.

We will ... actively advertise your property in our local newspaper, Best Homes. All of our listings are posted on MLS (www.realtor.ca and www.icx.ca for commercial), on our local Kawartha Lakes Real Estate Board, on the Durham Real Estate Board, as well as on our personal website for more exposure.

We will ... have open houses for the public to come through and view your property at the most convenient time for you as well as create brochures for potential buyers to peruse.

We will ... promote your property to the very best of our ability in order to have the quickest sale possible.

We will ... be available to you for any questions and concerns you may have about the sale of your home and provide you with answers to try to ease your mind.

Placing your home on the market requires objectivity and preparation

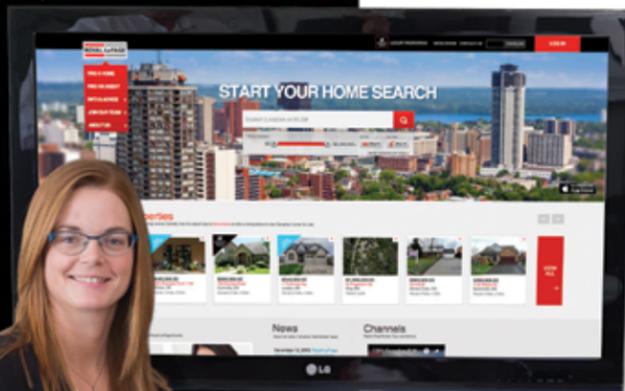
As your chosen real estate professionals, we will guide you through every step to prepare your home for viewing

- 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.
- Declutter 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.

We want to help you succeed

Buying or selling a home is one of the most important decisions you'll make.

That's why we'll give you access to all the information you'll need to make the choices that are right for you. Whether it's a house, condo, cabin, cottage or other property, we're here to help.



MASTERSREALESTATE
TEAM
The Right People. The Right Place.



ROYAL LEPAGE

KAWARTHA LAKES REALTY INC. BROKERAGE
INDEPENDENTLY OWNED & OPERATED

INDUSTRY
LEADERSHIP

#1

IN
ONTARIO*

and in more than 100
markets Canada wide

Whether you're buying or selling a home, knowing what's happening in your Real Estate market can be a big asset.

With over 37 years of experience buying and selling homes in the Kawarthas, the Masters Real Estate Team can help you make your next move the right move.



ROYAL LEPAGE

KAWARTHA LAKES REALTY INC. BROKERAGE
INDEPENDENTLY OWNED & OPERATED

We'll help you negotiate an Agreement of Purchase and Sale

As your chosen real estate professionals, we will guide you through every step before you accept an offer

- 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.

Helping you is what we do.

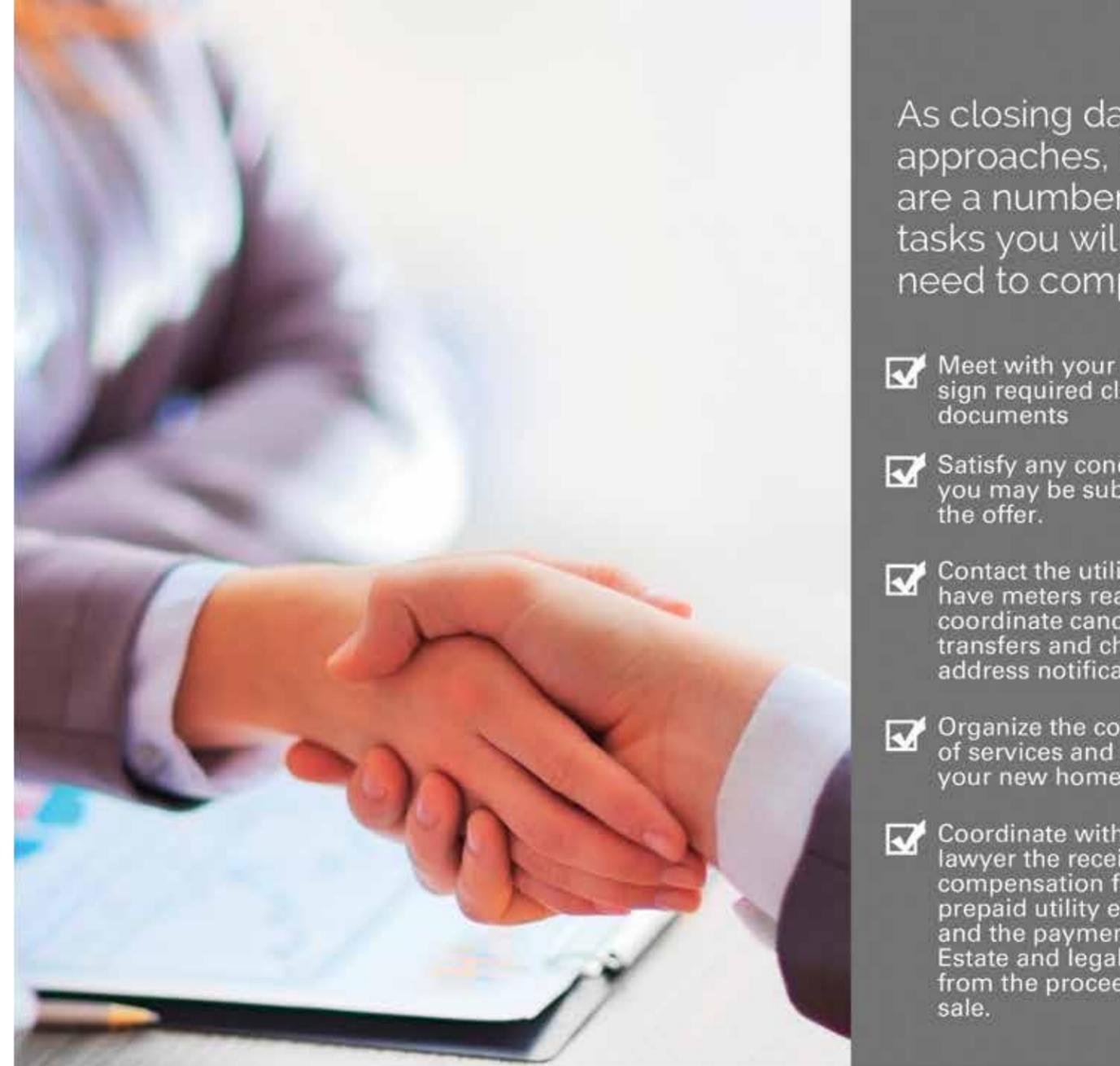
For more than 37 years Guy, Gina and Gwen have been helping people sell their homes and guiding them through every step of the process. From showing you how to increase the appeal of your home and setting a price that will maximize your profitability to discussing offers and closing the sale.

MASTERSREALESTATE
TEAM

The Right People. The Right Place.

As closing day approaches, here are a number of tasks you will need to complete.

- ☑ Meet with your lawyer to sign required closing documents
- ☑ Satisfy any conditions you may be subject to in the offer.
- ☑ Contact the utilities to have meters read and coordinate cancellations, transfers and change of address notifications.
- ☑ Organize the connection of services and utilities at your new home.
- ☑ Coordinate with your lawyer the receipt of compensation for prepaid utility expenses and the payment of Real Estate and legal fees from the proceeds of the sale.



* Based on agent count. Not intended to solicit properties currently listed for sale or buyers under contract.

**CALL
TODAY**

705.878.3737

Toll Free: 866.737.9958

Fax: 705.878.4225

**We can help you
purchase your
next home**

We will ... set you up in our Prospector program so you will start to receive, via e-mail, any new listings as they become available that meet your criteria and needs.

We will ... show you any properties that meet your requirements and only show you the ones you wish to see.

We will ... recommend professionals to help you along the journey of your purchase, home inspectors & lawyers,

We will ... be available to you for any questions and concerns you may have about the purchase of your home and provide you with answers to try to ease your mind.



Organizing your financing is the critical first step in your new home purchase

- Consider the one-time costs associated with a home purchase, including a down payment, legal fees, inspection fees, taxes and moving expenses.
- Understanding ongoing monthly costs, including mortgage payments, insurance, utilities, property taxes, maintenance and, if applicable, condo fees.
- Take into account the equity you may have in your current home and the applicable mortgage options available for your next move.
- Pre-qualifying for a mortgage gives you the comfort of knowing how much you can afford and what your monthly payments will be.
- A pre-approval from a mortgage lender protects you against interest rate increases for a given period during your home search.

As your real estate agent we will ...

- Provide access to both MLS® and properties listed exclusively with Royal LePage.
- Ensure you receive new listings of properties that match your criteria as soon as they become available on the market.
- Supply information like historical property values for the area, property taxes, schools and public transportation.
- Help you hone your home search criteria, as required, with an appreciation for current market conditions.
- Pre-screen homes that best fit your criteria and show you "only" the properties that you are interested in viewing.



GWENBOND
Sales Representative | gwenbond@royallepage.ca
Cell: 905-903-5444
261 Kent St. W., Lindsay, Ontario K9V 2Z3
P: 705.878.3737 | Toll Free: 866-737-9958
www.mastersrealestate.ca



Determine your needs and wants within your home purchase price range and then begin your home search with an appreciation of what you can afford.



MASTERSREALESTATE
TEAM

The Right People. The Right Place.



KAWARTHA LAKES REALTY INC. BROKERAGE
INDEPENDENTLY OWNED & OPERATED

Moving can be an exciting and overwhelming experience. With some organization your experience can be a lot less stressful

A Few Weeks Prior to Moving

- Arrange your moving day well in advance. We can provide you with some referrals for local and national movers.
- Re-direct your essential services to your new home such as gas, electricity.
- At your current home, arrange to have your meters read.
- Update your contact information and provide a forwarding address for schools, work, and services such as banks or insurance companies.

Days Prior to Moving

- Gather all important personal, medical and insurance documents and keep them separate from other moving items.
- Pack valuables and any personal items that you will require in the interim of your house being unpacked.
- Make sure to pack and label items by a theme, such as kitchen or bathroom, so you can easily get organized when unpacking.

Day of the Move

- If you are using a moving company make a list of all items to be moved and compare it to the movers to make sure you agree on contents to be delivered.
- Check all shelves, closets and cupboards for any items that may have been left behind.

After the Move

- Apply for a new drivers license, health card or other items that require an up to date address.
- Register your car at your new address. Your insurance company will have a limited time grace period so make sure you register before the deadline.
- Check open and closing hours of stores and services in your new neighborhood. This will help you feel settled earlier.

“ Everyone was very helpful, friendly and knowledgeable when it comes to the ways of marketing ones home. They helped us with all aspects of the sale of our home and the purchasing of our new one. They were patient and able to communicate well with other Real Estate salespeople in a friendly and professional manner. ”

Paul

Serving
Kawartha Lakes
for Over 37
Years

705.878.3737

www.mastersrealestate.ca

Toll Free 1.866.737.9958

261 Kent Street West,
Lindsay, Ontario K9V 2Z3
Fax: 705.878.4225

CANADA'S
REAL ESTATE COMPANY



ROYAL LEPAGE

KAWARTHA LAKES REALTY INC. BROKERAGE
INDEPENDENTLY OWNED & OPERATED

MASTERSREALESTATE
TEAM

The Right People. The Right Place.

EXPECT MORE

Let Masters Real Estate Team's 37+ years of experience go to work for you.



**KAWARTHA LAKES
REALTY INC., BROKERAGE**
INDEPENDENTLY OWNED & OPERATED



MASTERS REAL ESTATE 705.878.3737
TEAM

Gwen Bond-Sales Representative | Guy Masters - Broker Of Record/Owner | Gina Masters-Sales Representative
261 Kent Street West, Lindsay, Ontario K9V 2Z3 - gmasters@royallepage.ca www.mastersrealestate.ca

Not intended to solicit individuals currently under contract with a real estate brokerage