



Chantal Vaillancourt
SALES REPRESENTATIVE

416.481.6137

www.ChantalVaillancourt.com
www.ToLiveInTorontoBlog.com

FOLLOW ME ON:



www.ToLiveInTorontoBlog.com



www.Facebook.com/ToLiveInToronto



Twitter.com/ToLiveInToronto



www.Linkedin.com/In/ChantalVaillancourt



www.YouTube.com/ToLiveInToronto

I AM A FULL-SERVICE REALTOR®, WHAT DOES THAT MEAN?

First let me tell you that I represent my Broker, *Bosley Real Estate Ltd, Brokerage*. Bosley has been in the real estate business for over 82 years. The wealth of knowledge and experience of our Directors and Managers is unequalled in the industry. I know I can rely on their assistance in determining the best course of action in any circumstance. Numbered among this team are past presidents of the *Canadian Real Estate Association (CREA)*, the *Ontario Real Estate Association (OREA)* and the *Toronto Real Estate Board (TREB)*, as well as the past chair of the *Real Estate Council of Ontario (RECO)*. Bosley has a wealth of experience to draw from if I am faced with a new challenge.

As to my personal credentials, I've been in sales & marketing for over 25 years. I am registered provincially with RECO, I am a member of TREB, OREA and CREA. I completed my entry exams and my apprenticeship courses as a registered REALTOR® in Ontario and I participate in mandatory continuing education programs in order to retain my registration as a REALTOR® and update my skills and knowledge. As a REALTOR® I follow a strict *Code of Ethics and Standards of Business Practice*.

chantalvaillancourt
SALES REPRESENTATIVE

www.ToLiveInTorontoBlog.com

416.481.6137

www.ChantalVaillancourt.com

BOSLEY
REAL ESTATE

MY PERSONAL GUARANTEE:

I offer my customers my personal guarantee that I will:

- Fulfill my obligation to act in accordance with the REALTOR® Code as set out by CREA and I will comply with the guidelines and obligations as set out by TREB, RECO and by OREA.
- Do everything in my power to market your property diligently.
- Do my best to sell your property as quickly as possible.
- Endeavour to negotiate the optimum price on the market for your property.
- Keep you updated regularly on the results of my marketing strategy for your property.
- Represent your best interest at all times with buyers, REALTOR® and all professionals encountered in the process of marketing and ultimately selling your property.

BOSLEY PROFESSIONAL PERFORMANCE GUARANTEE:

For over 82 years, we at Bosley have consciously endeavored to build a reputation built on - reliability, integrity and results.

Professional performance is what we believe you should expect and deserve, which is why you have my personal guarantee that your home will never be listed with us for longer than you wish.

If you feel that we have failed to live up to our guarantee in any way, I want you to call me directly, and I will initiate immediate corrective action or release you from your listing agreement if you so desire.

Similarly, I would be delighted to hear from you when you are pleased with our services.

Sincerely,

BOSLEY REAL ESTATE LTD.



Thomas W. Bosley, FRI, CRB, CMR

President

LISTING SERVICES:

- When I first meet a Seller I listen to what he/she hopes to gain from the sale of the property? Is a quick sale and a quick close date more important...to some extent, than the final sale price? For example are they moving into another property they already purchased and cannot sustain two mortgages? What kind of property is the Seller looking to purchase next? I ask pointed questions that will impact my marketing strategy.
- The minute we decide to work together, I give my Seller my mobile number. I pride myself in a quick response time for returning all calls, usually within the hour.
- Then I go through the property and I make some staging recommendations. If a staging service is required, I will recommend some stagers or I will liaise with a stager recommended by my Seller to ensure we are all working from the same plan.
- Next, we establish the fair market value of the Seller's home and the best pricing strategy to achieve the final sale price. My market experience, my knowledge of the current market and my tracking of sold properties (for use in comparing properties) together with the ongoing industry information and resources provided by Bosley through weekly sales meetings, seminars and guest speakers, assist in targeting my Seller's price point more accurately.
- Property photos and/or a video are very important in today's visual internet-driven market. So I hire, at my expense, either a professional photographer or videographer to shoot the home, to show it at its best.
- I usually suggest a pre-listing inspection to my Sellers. This helps in marketing the property and will promote Buyer confidence and ultimately will help sell the property faster. I liaise with reputable home inspectors, if the Seller requires, and coordinate the pre-listing inspection for my Seller.
- I review security measures with my Seller. What should be put away, the features Buyers are likely to look at, security codes, access to the property, preferred showing hours. A preferred method of confirmation of showings and other details are discussed, and I ensure that the Seller is comfortable with the way showings will be booked and conducted.
- I spend a fair amount of time with our in-house graphic artist at Bosley to design the Feature Sheet that will be used in marketing my listing in print. It's important that the message about this property be consistent in all marketing venues. The same amount of consideration is also bestowed on the description to be included in *TorontoMLS* and *REALTOR®.ca*. All related printing costs and distribution costs are absorbed by me.
- Furthermore, I design a creative Internet marketing strategy to be posted on the popular social media networks such as Facebook, Twitter, LinkedIn, etc.
- Today's buyers are Internet savvy. Over 80% of today's Buyers search the Internet before calling an agent! As an internet professional I am not satisfied with only posting my listings on *TorontoMLS* and *REALTOR®.ca*, my listings are:
 - * shared with all other brokers on the Toronto Real Estate Board's Internet Data Exchange (IDX)
 - * prominently displayed on my real estate web site: www.ChantalVaillancourt.com

- * posted as well on my blog: www.ToLiveInTorontoBlog.com
 - * twittered on <http://twitter.com/ToLiveInToronto>
 - * posted on my Facebook Page <http://www.facebook.com/ToLiveInToronto>
 - * uploaded to <http://www.youtube.com/ToLiveInToronto>
 - * posted on Bosley's corporate web site at www.BosleyRealEstate.com. It's important to note that the Bosley web site is optimized professionally to be on the front pages of the most popular Search Engines for Toronto Real Estate
 - * I may also post the property on other popular consumer web sites
- I discuss my new listing at our weekly sales meeting and answer any questions Bosley REALTORS® may have about the property.
 - An announcement with my new listing address and price is paged out to Bosley REALTORS® in our 4 offices the day it is listed.
 - I coordinate an Agents' Open House where I invite REALTORS® from all the Brokerage firms, not only Bosley, to visit my new listing. When a REALTOR® has viewed the property, he/she is more confident about recommending a showing to their Buyers. The announcement of my Agents' Open House is broadcast on TorontoMLS (the system used by agents) to maximize exposure.
 - A professional service firm is hired and paid for by me to install a Bosley sign on my Seller's property.
 - I suggest public Open Houses to my Sellers whenever possible. To see it, is to believe it! I try to host each Open House myself, but I also work with a trusted group of REALTORS® who handle Open Houses if I am not available. And when hosting an Open House, I listen to the comments of the potential buyers and try to address them. It's important for me to listen for comments and ultimately sell the features and benefits of my listing.
 - Successful REALTORS® need to be out in the marketplace daily, viewing other REALTORS' listings in their area and/or in the area where they are listing a home. I spend time each day going through TorontoMLS and dropping by Agent Open Houses to see what hit the market. This knowledge helps me with the pricing and marketing of all my new listings.
 - I happily work with cooperating agents in facilitating visits to my listed properties. Maximum exposure translates into more visits, and possibly one or more offers. A good relationship with other agents (not only Bosley agents), is important in the marketing of my new listings. If a similar property, or a property in a similar price bracket, hits the market in the same area before mine, I talk to the Listing Agent and see if they have potential buyers who are still looking for a similar home. I foster a cooperative work style with my colleagues and encourage them to come visit my new listings with their buyers. As a successful agent I do not perceive other agents as competitors, but rather as agents who may work with me on this transaction, or one in the near future.
 - I work with Buyers as well as with Sellers. By working with Buyers, guiding them and presenting successful offers for them, I can keep on top of what Buyers are looking for on the market today! The Buyer market fluctuates just like the Seller market and it is important to be well versed in both.
 - I keep my Seller in the know about his/her property showings, the progression of the go-to-market strategy for the Seller's home and the market in general. It's important that my Seller be kept abreast of the marketing strategy and its success or lack thereof. The latter is even more important since it means I have to re-strategize the campaign rapidly and I need him/her on board to do so.

WHEN AN OFFER IS PRESENTED:

- I coordinate the presentation of the offer and explain the presentation process to my Seller. If more than one party was interested in the property, I contact all other interested parties to promote more than one offer.
- I review the offer(s) with my Seller carefully and explain all the legal ramifications of the offer(s) being presented.
- I help my Seller negotiate the very best offer considering my Sellers' needs and priorities. This may consist of one or more sign-backs by both the Seller and the Buyer. It's important to remember that over the years, I've probably negotiated many more purchase offers than most individual Sellers. My knowledge and experience in negotiating offers is obviously an asset to my Seller. In the case of multiple offers, different scenarios need to be discussed and evaluated in order to maximize the best offer price and conditions.
- The Buyer's deposit cheque is placed In-Trust in the Bosley in-trust account and will only be released when directed by the Seller's attorney.
- I will follow-up diligently with the Buyer's agent in order to ensure that any timeframes related to conditions in the offer are met and if not, establish why and try to ensure that the conditions are fulfilled and/or waived by the Buyer.
- I ensure that FINTRAC requirements are met by all parties. The *Financial Transactions and Reports Analysis Centre of Canada (FINTRAC)* is an independent agency responsible for the collection, analysis, assessment and disclosure of information in order to assist in the detection, prevention and deterrence of money laundering and financing of terrorist activities in Canada and abroad. Compliance with FINTRAC is mandatory and non-conformance is a very serious issue for everyone involved in a transaction.

WHEN AN OFFER IS ACCEPTED:

- I assist the buyer's agent any way I can with her/his requirements for financing (home appraisal, documentation, etc.), for a home inspection, or to obtain quotes from contractors or anything else needed in order to waive the conditions of the sale.
- I follow up with the buyer's agent and my Seller to ensure that any conditions set in the offer to purchase are addressed rapidly and successfully in order to conclude the sale of my listing.
- I report the sale of the property on the TorontoMLS system for statistical purposes as mandated by TREB.
- I coordinate the efficient transfer of contracts and all related information and documentation to both the Buyer's and Seller's lawyers. If necessary I will recommend a reputable and responsible lawyer to my Seller.

IN CONCLUSION:

Bosley offers my Sellers their own guarantee that a home will never be listed with Bosley for longer than a Seller wishes. In addition, I offer my customers my personal guarantee that I will fulfill my obligation to act in accordance with the *REALTOR® Code* as set out by CREA and I will comply with the guidelines and obligations as set out by TREB, RECO and by OREA. Please refer below for more information on all of these governing bodies.

My suggestion when shopping for a REALTOR® is to ask him/her to outline their marketing plan and to list the services they provide. Sellers should know what they are paying for.

Only then can a Seller decide if one of his/her most valuable investments should be analyzed, prepared, listed, marketed, presented, negotiated and ultimately sold by a Full-Service real estate professional, or whether a limited service for a limited cost agent is the way to go. And if so, the pertinent question then is, who will provide the balance of the services described herein? Will the Seller provide these services or hire third-parties at his/her expense to fill the void? **Remember, the old adage... you get what you pay for!**

Click on the links below for more information on each of these governing bodies

The **Canadian Real Estate Association (CREA)** is Canada's largest single-industry trade association. Registrants in any province who become members of organized real estate have an obligation to act in accordance with the REALTOR® Code. This Code outlines the accepted standard of conduct for all real estate practitioners who are members of a real estate Board or a Provincial Association. <http://www.crea.ca/public/crea>

Not every real estate practitioner is a REALTOR®. Only real estate professionals who are members of their local real estate board and of CREA, and subscribe to the ethical standards of the REALTOR® Code, are allowed to call themselves REALTORS®.

<http://www.torontorealestateboard.com/> The **Toronto Real Estate Board (TREB)** was founded in 1920 and today, as Canada's largest real estate board, TREB serves more than 28,000 Members. Toronto Real Estate Board REALTORS® are highly trained experts who have all the tools and skills to help you buy or sell your home. The Toronto Real Estate Board is a member of the Ontario Real Estate Association and the Canadian Real Estate Association.

<http://www.orea.com/> The **Ontario Real Estate Association (OREA)** was founded in 1922 to organize real estate activities and develop common goals across the province. These goals included promoting higher industry standards, protecting the general public from unscrupulous brokers and salespeople, and preserving private property rights. The Ontario Real Estate Association represents over 45,000 brokers and salespeople who are members of the province's 42 real estate boards. OREA provides all real estate licensing courses in Ontario.

<http://www.reco.on.ca/> **Real Estate Council of Ontario (RECO)** was established in 1997 as a delegated administrative authority under the Safety and Consumer Statutes Administration Act, as a result of the mutual desire of the government and the real estate industry to enhance professionalism, increase consumer protection and provide an effective, efficient and responsive regulatory framework. The Ministry of Consumer Services continues to be responsible for the Real Estate and Business Brokers Act, 2002 and associated regulations, as well as general oversight of RECO.