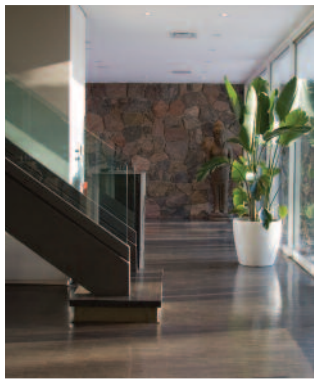




HARVEY KALLES

REAL ESTATE LTD., BROKERAGE



Sample Agent Name

Sales Representative

Harvey Kalles Real Estate Ltd., Brokerage
2145 Avenue Road, Toronto, ON M5M 4B2

Office: (416) 441-2888

Direct: (416) 441-9926

Email: agent@harveykalles.com

Web: harveykalles.com

Thank you for considering Harvey Kalles Real Estate Ltd., Brokerage, and our expert Sales Representatives for the marketing and sale of your property. Rest assured, each and every Kalles salesperson adheres to the highest ethical standards and is supported by a network of trained and knowledgeable management and support staff.

Since 1957, Harvey Kalles Real Estate Ltd., Brokerage has been committed to providing the finest service and negotiation skills. We have the honour of being the #1 independent office in the dollar value and number of MLS listings sold in the G.T.A. since 1996.

With annual sales eclipsing \$1.2 billion, we pride ourselves on our well established network of buyer and seller contacts, as well as being affiliates of *Who's Who in Luxury Real Estate*, *Board of Regents*, *International Real Estate Federation*, *Leading Real Estate Companies of the World*, and our own *COLLECTIONS Magazine*, which has an annual distribution of 180,000 through The Globe and Mail.

THE HARVEY KALLES ADVANTAGE

YOUR REALTOR AT WORK



ACCURATE EVALUATION OF YOUR HOME'S VALUE

Establishing the right price based on a thorough market analysis.

PROFESSIONAL ADVICE ON YOUR ROLE IN MARKETING YOUR HOME

Making informed recommendations to optimize your property's value and appeal.

PROMOTING YOUR HOME TO OTHER REALTORS

An MLS open house will be arranged to expose other realtors to your home.

SIGNAGE

The well-respected Harvey Kalles name will be a permanent fixture on your lawn during the course of the listing.

NOTIFY POTENTIAL BUYERS

Individuals looking for homes in your neighbourhood will be notified about your property.

OPEN HOUSES

Open houses will be arranged and held during times convenient for you.

ADVERTISING

Your home will be advertised in appropriate publications.

ON-GOING COMMUNICATION

Every stage of the sales effort will be communicated to you on a regular basis.

PRE-APPROVED MORTGAGES AND FINANCING GUIDANCE

In-house financing guidance is available to both the buyer and the seller.

COLLECTIONS MAGAZINE

Your home will be advertised in our COLLECTIONS directory. No other Toronto realtor produces a magazine of this high calibre. Homeowners read it front to back for its directory ads and fine editorial articles.

MARKETING MATERIALS

We pride ourselves on our high quality feature sheets to attract buyers.



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OUR AFFILIATES

Luxury Real Estate | www.luxuryrealestate.com

Recognized worldwide by industry leaders and media alike, the Who's Who brand continues to set the standard for extraordinary estates by offering a network of more than 600 brokerages with over 30,000 forsale multimillion-dollar mansions and properties from around the world. Forbes Magazine named luxuryrealestate.com "The #1 internet site for high end properties."

International Property Awards | www.propertyawards.net

America's Residential Property Awards have been called the Oscars of the property industry. These prominent awards recognize the highest levels of achievement in a range of property-related fields. It stands as a prestigious international endorsement of our expertise and professionalism in the real estate field. Bloomberg named Harvey Kalles Real Estate "The Best Real Estate Agency."

Board of Regents | www.regents.com

The Board of Regents is an exclusive network of the world's most elite luxury real estate brokers, comprised of the most legendary names in the industry. This group was developed from a need within the industry for leadership among the best of the best. Brokers with this distinction provide leadership and the highest level of personal service and commitment to their clientele.

International Real Estate Federation | www.fiabci-canada.com

FIABCI operates chapters in over 50 member countries, embracing more than 100 different national professional associations and their individual members: an organization linking thousands of real estate professionals worldwide, representing every discipline in the industry.

MLS | www.mls.ca

Multiple Listing Service. An advertising vehicle provided by REALTORS® across Canada to help market properties.



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THE HARVEY KALLES VISION

Our company's primary goal is to facilitate the smooth sale of your home by offering a full range of services. We know that you have many choices as a homeowner, and we work hard to ensure that our customers receive the value and fine service that they deserve.

Our mission is to earn customers for life by attending to every detail from the pre-listing phase to post-closing activities. We strive to save you time and minimize your stress by focusing our efforts on service and success. Our sales representatives manage every stage of the marketing process. Our managers are full-time and non-competing and are supported by an extensive network of administrative and secretarial support personnel.

Our commitment to excellence is founded upon honesty and integrity. We stand behind these ideals in each and every one of our transactions. Our reputation, enormous referral network, and corporate affiliations are proving it.

Harvey Kalles Real Estate Ltd. has been actively involved in the community since 1957. Our continuing support of 225 charitable organizations every year has allowed us to maintain a solid reputation as a successful and socially responsible corporation. We are also proud members of the Board of Directors for the National Association of Green Agents and Brokers, which promotes environmental awareness among our sales staff and our clientele.

COSTS INVOLVED IN SELLING A HOME



Harvey Kalles Real Estate Ltd.,
Brokerage is honoured to be
THE #1 INDEPENDENT BROKERAGE
for dollar value and number of
MLS listings sold in the G.T.A.
since 1996.

SURVEY COSTS

If you have a current survey in your possession and nothing has changed since it was conducted, this will usually suffice. However, if you are obligated to provide a new survey, the cost will generally be between \$1,200-\$1,800 in the city, slightly more in the country.

LEGAL FEES

Legal fees can start from approximately \$800 plus disbursements. The fee may be higher if there is a mortgage being discharged on the sale.

MORTGAGE DISCHARGE

- Mortgage penalties for discharging your mortgage early; Usually 3 months interest or interest differential and a legal cost of approximately \$250 - \$350.
- Discharge fee of \$100 - \$200 to cover the mortgage company's administrative costs.
- Often there is no penalty if transferring your mortgage to your new property.

OTHER EXPENSES

All your final bills from utilities and house taxes should be fully paid at the time of closing.



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HOW TO PREPARE YOUR HOME FOR SALE

Tips to ensure your home looks its very best during the sale process.

Trim the lawn and keep it green. A front yard has instant impact and reflects the overall condition of your house.

Shape up shrubs and weed the flower beds.

Keep the entry, stairways and halls free of clutter.

Replace screens if they are rusted or torn.
Wash windows and clean window coverings.

Add charm inside and out with flowers.

Rid driveway of grease stains with an eco-friendly chemical solvent.

Pick up all pet droppings and debris.

Tidy the garage to show off its size.

Perk up rooms with fresh paint. It's a great investment that could add dollars to your final selling price. Choose light, neutral colours for the greatest appeal.

Consider replacing carpeting if it is worn, dirty, outdated or an unusual colour.

Keep your kitchen clean and clutter free. Sinks, counters, floors and baseboards should be spotless.

Clear closets to make them appear roomier.

Clear your driveway and walkways of any snow or ice.

Maintain bathroom appeal. Sinks and floors should be clean, loose caulking or grout should be replaced, and dripping faucets should be fixed.

Provide a welcome doormat for appeal; it will also help to keep your floors clean during showings.

Add special accents that make your home appear comfortable and inviting.

Clean and brighten your basement to enhance the space.

Maintain your backyard. If you have a pool or hot tub, make sure that it has been cleaned.

Treat pets to an outing during showings. Some people are afraid of or are allergic to pets.

Turn off the television or radio. Silence will allow potential buyers to get a sense of your home.

Be aware of any odours emanating from cooking, pets or smoking. You may be used to it but a potential buyer will notice.