

THE

CARDAMONE

Your Trusted Real Estate Advisors GROUP

Exceeding
your
expectations

*one
STEP
at a
time*

ROYAL LEPAGE
ROYAL LEPAGE R.E. SERVICES LTD., BROKERAGE

100
YEARS
SINCE 1913



Paolo Cardamone B.A., ASA and Mary T. Cardamone, ASA

TheCardamoneGroup.com

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Our Mission Statement

Our mission is to build long lasting relationships and to make the buying and selling of real estate as stress free as possible while maintaining the highest level of service.

Our Goal

To earn the Trust and Confidence of our clients, provide skilled analysis, sound real estate advice and negotiate results.

On a Personal Note



The Cardamone Group has ranked in the top 1% of Royal LePage Realtors across Canada for years, receiving the National Chairman's Club Award repeatedly. (14,500 agents across Canada)

Approximately 90% of **The Cardamone Groups** client-base each year are repeat or referral clients, which is a true reflection of their service, strength of negotiation and excellence in follow-through.

The Cardamone Group are members of The Oakville, Milton and District Real Estate Board, Toronto Real Estate Board and the Realtors Association of Hamilton-Burlington.

The Cardamone Family have been Oakville residents since 1979 and are active contributors in the community, participating in various business and charitable organizations.

As an active member in the community Paolo has worked on several committees with the Downtown Oakville BIA. Most recently Paolo has assisted in the organizing and production of the Downtown Oakville Jazz Festival and is a committee member of the Oakville Chamber Of Commerce Young Professionals and Entrepreneurs Group.

Along with being an active Rotarian, Mary has held the position of Chair of The Oakville Chamber of Commerce; Campaign Chair of The United Way; Chair of The Commercial Executives Organization of Oakville; Director of The Twin Oaks Credit Union (now Momentum). For the 3 year term of 2013-2015 Mary has volunteered her time as a member of the Board of Directors United Way Oakville.

THE **CARDAMONE** GROUP truly believes in giving back to their community

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Marketing Tools

Internet Exposure

Frequently we receive e-mail buyer inquiries or calls as a result of people searching for a home on the internet. Your home will be posted on a variety of websites enabling long distance and local buyers to **SEE YOUR HOME FIRST**.

Signage

Many buyers search by driving through and spotting “For Sale” signs long before they ever contact a Realtor.

Advertising - “What’s in a Benefit?”

Buyers buy benefits! When buyers look for a home on a large treed lot, what they are really seeking are the benefits – privacy, solitude, unspoiled beauty or shade in the summer. Our advertising address the benefits.

The Cardamone Group advertisements are strategically placed based on market research for highest visibility.

Other Marketing Tools

Open House: Can be scheduled for both Realtors and potential buyers.

Feature Brochures: State of the art, colour feature brochures available for all showings and open houses.

Slide Show Presentation: Accessible from MLS listings as well as many of the websites where your home is posted.

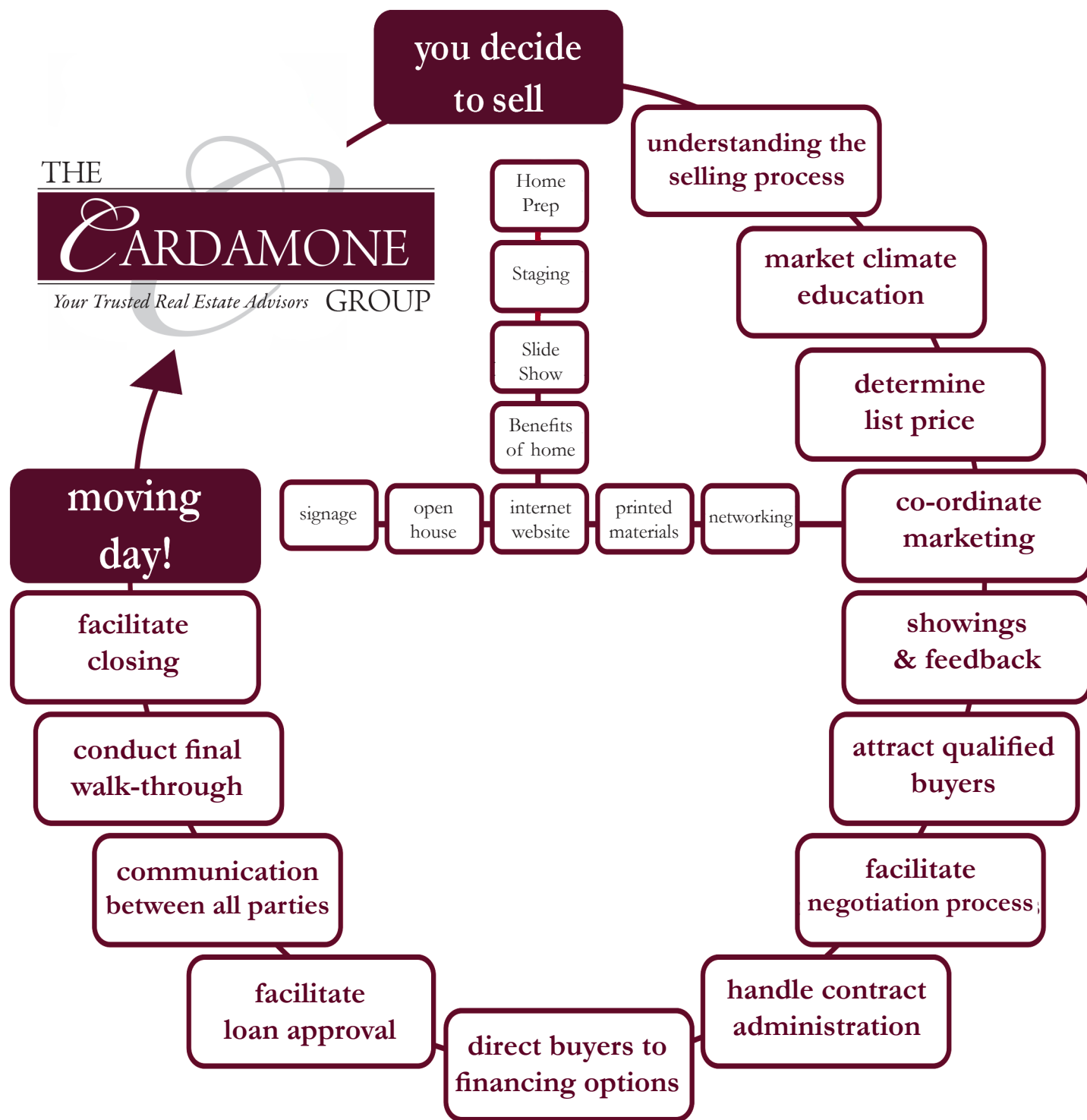
Home Staging: Whether you choose to use a professional to prepare your home for showing or want to do it yourself, we can guide you in the process.

Some websites posting homes For Sale by



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Managing the Sale



How Long Will it Take to Sell My Home?

3 Factors to Consider:

Pricing



Timing



Convenience



How fast your home sells will depend on how well you use the information provided to you by

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Factors Involved in Selling Your Home

1. The Golden Rule in Real Estate

“Location, Location, Location.”

Location and setting have a definite impact on selling your home.



3. Price

The faster you sell your home, the better.

Research has shown that the fastest selling homes are those that are priced right from the start. Houses that are priced above the market take longer to sell. **The Cardamone Group** can give you an edge by providing the information you need to price your home accurately.

2. Condition

New homes have a marketing edge over resale homes because they are clean and in pristine condition. Builders decorate their models with the latest colour schemes and amenities. No matter how old your home is, we can show you economical ways to make it fresh and appealing to buyers. A few strategic repairs, a fresh coat of paint and staging made easy through **The Cardamone Group** network of tradespeople, stagers and handymen can make all the difference.

4. Agent/Marketing Effort

The agent you choose can dramatically affect how fast your home sells and for how much.

The Cardamone Group know the market well and have extensive contact with buyers. They have a great reputation with other agents, which means your home will get plenty of exposure.

The Cardamone Group are proactive in their Marketing efforts, not reactive. They have a strong record of customer satisfaction in the marketplace.

The Reality of Real Estate



Simply put, the current value of your home is determined by the selling price of similar homes in your area. Factors that do not affect the value of your home include:

1. The Price you Paid for the House

Originally. The majority of houses sell for market value, which is constantly changing and may not support your original purchase price at the time you choose to sell.

2. Your Desire to Recoup the Cost of Your Home Improvements

Make improvements for your own enjoyment, not with the hope of passing their full cost along to future buyers.

3. Your Desire to Recoup Costs of Maintenance & Repairs

The purpose of maintenance is to preserve a home's value, not to create value. The cost of maintenance should not be added to the market price of your home.

4. Your Need for Money

The current value of your home is dictated by the market, not by your need to make a profit.

5. How Attached You are to Your Home

Any attachment you feel may not be shared by the buyer. Sentimental value does not correlate with a higher selling price.

Market Price Range

priced too high **no showings**

Fewest Buyers
Not Competitive
Longer Market Time

If we have no showings, we have missed the mark, price-wise, and are in need of a significant repositioning

priced above market

showings, no offers

Average Market Time
Fewer Buyers

If we get showings and no offers, we need a minor price repositioning.

priced right **significant interest**

Market Edge
Quick Sale
Reach the best range of buyers

Your home should sell!



THE *CARDAMONE* GROUP monitors the market.

Common Misconceptions

About Real Estate

1. “We could try a higher price. We can always come down.”

The most critical time for selling a home is the first 30 days on the market. That is when you'll see the most activity and the highest and best offers. The right price attracts the right buyers. On the other hand, a price that is too high will keep your home from selling while it's fresh.

2. “Our price should be higher because our home is worth more money. We spent a lot of money on improvements. Besides, we need to get our costs out of it.”

Buyers are shopping for value. They want a home in the best condition, with the most amenities for the lowest price possible. Some improvements such as adding bathrooms and fireplaces, can increase your home's value. But as a general rule, the amount of money you put into your home may not add to its market value. Homes sell for what the market will bear, no matter how much you paid for improvements.



3. “All Realtors are the same. As long as you are licensed, you're a good agent.”

Not all Realtors are the same. Choosing a superior Realtor will make an incredible difference in the price your home brings and the speed with which it sells. Take your time and choose a Realtor who has a proactive marketing plan and strong agent recognition - choose the one that offers the best services.

4. “If I sell my home myself, I could save money.”

There is no substitute for the protection and experience that an experienced Realtor provides.

The Cardamone Group has:

- ✓ The experience to interpret the marketplace which enables you to price your home correctly from the start.
- ✓ The networking ability and name recognition bring qualified buyers to your home.
- ✓ The proactive systems that save “you” from wasting time and money researching, creating and placing ads for your home.
- ✓ The ability to ensure that your buyer is qualified and able to follow through with the purchase. In the end, you'll save far more time and money by hiring experienced reputable negotiators. **The Cardamone Group**. What's more, you'll save a whole lot of hassle.

How Long does it take to Sell a Home?

1. The Property

If your house shows poorly, or has major defects, which cannot or will not be fixed, it may not sell until you lower the price or fix what is wrong.

2. The Price

If your house has not sold after a reasonable length of time, but other similar properties have sold, you may need to lower the asking price. Your asking price should be based on the most recent sales in your area of comparable homes.

How fast your home sells will depend on how well you use the information provided to you by

THE *CARDAMONE* GROUP

4. The Timing

Sometimes it's a buyer's market and sometimes it's a seller's market. The market conditions when you are ready to sell can make a big difference in how quickly the process goes.

5. The Competition

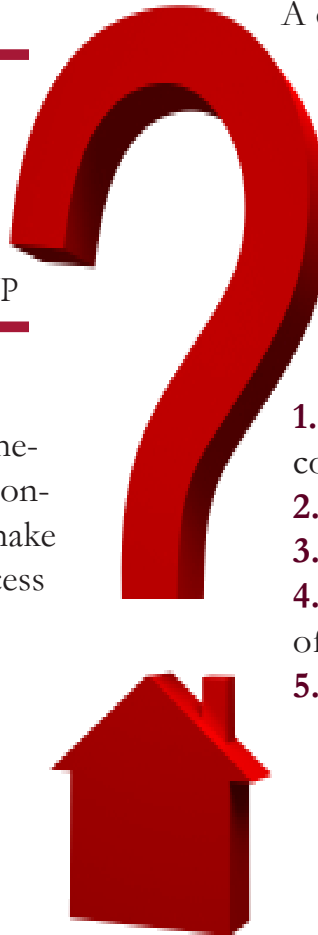
Buyers decide which homes to buy and how much they are worth through the time-honoured method of comparison shopping. The pool of available homes is constantly changing. If there are many homes in your area similar to yours, your home may not sell as quickly.

6. The Marketing Campaign

A comprehensive marketing campaign is essential for achieving a timely sale. But if the factors mentioned above are out of balance, even the best campaign will fail.

The Cardamone Group gives you the in-depth information you need to make sure that:

1. Your property is in optimal condition.
2. Your asking price is fair.
3. Your financing proceeds smoothly.
4. You have a thorough understanding of the market.
5. You know who your competition is.



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and Royal LePage



What a real estate company does is give your Sales Representatives the tools to do their job better; thereby ensuring you receive the best service possible.

That's what Royal LePage Real Estate Services Ltd. does best. Royal LePage has been a provider of real estate services since 1913, Our name is recognized Canada-wide as a leader in the industry.

As our industry continues to change, our commitment to our leadership role and investment in this future grows, and with it, the success of our people.

We are convinced you will be totally impressed with our many customized services, marketing plans, and selling initiatives.

A Trusted,
Familiar Name

National &
Community
Advertising Support
on Social Media
Radio, TV,
Newspaper,
Magazines &
Outdoor Billboards

The Power &
Support of a
National Residential
Referral Network



Did you know; Royal LePage outsells all other brokerages in the GTA by billions of dollars? (1.8 times it's next biggest competitor)

Client Testimonials

Dear Mary, I miss You!!! & I LOVE my new home!!
Your wisdom & support meant everything to me! You are amazing!
- Anne P.

Mary & Paolo, Thanks for all the help and support. I appreciate it more than you will ever know. You are a gem.
- Linda K.

Mary & Paolo, Thank you for selling our house, we appreciate all the advice, the hand holding, and your months of hard work. We also appreciate the many house visits you took us on, starting in the spring. Looking at many homes made it easier for us to decide what we needed and to jump when opportunity presented itself.
Thank you for being there for everything. We would recommend you to others anytime.
- Margaret P. & Mary Jane T.

Thanks Paolo, It's always good to work with The Cardamone Group.
- James P.

Paolo & Mary, We are so grateful for your support on so many levels as you guided us through the listing and selling process.
- Janet T. & John K.

Thanks Paolo. Again – Steven and I would like to express our sincere thanks for the work and honesty you both provided to us. You made our home search very easy and stress free, so we thank you!
- Dierdre & Steven N.

Hi Mary & Paolo, I'm loving my new home, and especially thrilled with the gorgeous plant which arrived on Monday and it is looking just fabulous on my island, in full view of the entire condo!!
Thank you for everything, I could never have done it without you. Hope to see you soon
- Virginia M.

Paolo & Mary, I have bought and sold so many homes with you two and you never cease to amaze me with your hands on, constant contact and amazing support from start to finish. I will definitely recommend my friends call you when they are considering selling or buying. You guys are the best!"
- Cathy R.

To the entire Cardamone group, we can't thank you enough for all of the time and effort you put into our house search. You went above and beyond to make our dreams come true. Thanks.
- Jonathan & Vanessa T.

"On behalf of Marnee, the boys and myself...we'd like to extend our many thanks for helping us find our New Home, along with your time and willing service.
We cannot express enough how grateful we are to of had you represent us :)
- Anthony & Marnee

Contact THE CARDAMONE GROUP



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