



# WHY LIST WITH US

**ROB & KATE**  
PLOMER & VADER  
SALES REPRESENTATIVES

**CHESTNUT PARK.**  
REAL ESTATE LIMITED, BROKERAGE  
**CHRISTIE'S**  
INTERNATIONAL REAL ESTATE

O: 613.471.1708 | C: 613.813.3604 | [www.chestnutpark.com](http://www.chestnutpark.com) | [www.robandkate.com](http://www.robandkate.com)

# SELL YOUR HOME QUICKLY, FOR THE BEST PRICE



## COUNT ON US FOR AN OUTSTANDING CLIENT EXPERIENCE

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We strongly hold firm that working closely together with you as a team makes all the difference. We value honest, upfront service in our daily lives and stand firm that you deserve no less. We cut to the chase of current offerings in the market place and present you an opinion of value based on facts. This is a key factor in building a solid relationship, allowing us to develop a marketing strategy suited to the property. Our goal is to deliver the best possible returns, in the shortest period of time, with the least inconvenience to you. We are not like other brokerages or teams. We strive to understand your needs and goals and then create a custom plan to get you the best possible results!

### **ROB PLOMER** SALES REPRESENTATIVE

2019 CHAIRMAN'S AWARD / 2016 VICE-CHAIRMAN'S AWARD /  
2015-2017-2018 PRESIDENT'S AWARD / 2012-2014 DIRECTOR'S AWARD

**DIRECT : 613.921.3325**

OFFICE: 613.471.1708

robplomer@chestnutpark.com / [www.robplomer.com](http://www.robplomer.com)

### **KATE VADER** SALES REPRESENTATIVE

2019 CHAIRMAN'S AWARD / 2016 VICE-CHAIRMAN'S AWARD /  
2012-2015-2017-2018 PRESIDENT'S AWARD / 2014 DIRECTOR'S AWARD

**DIRECT : 613.813.3604**

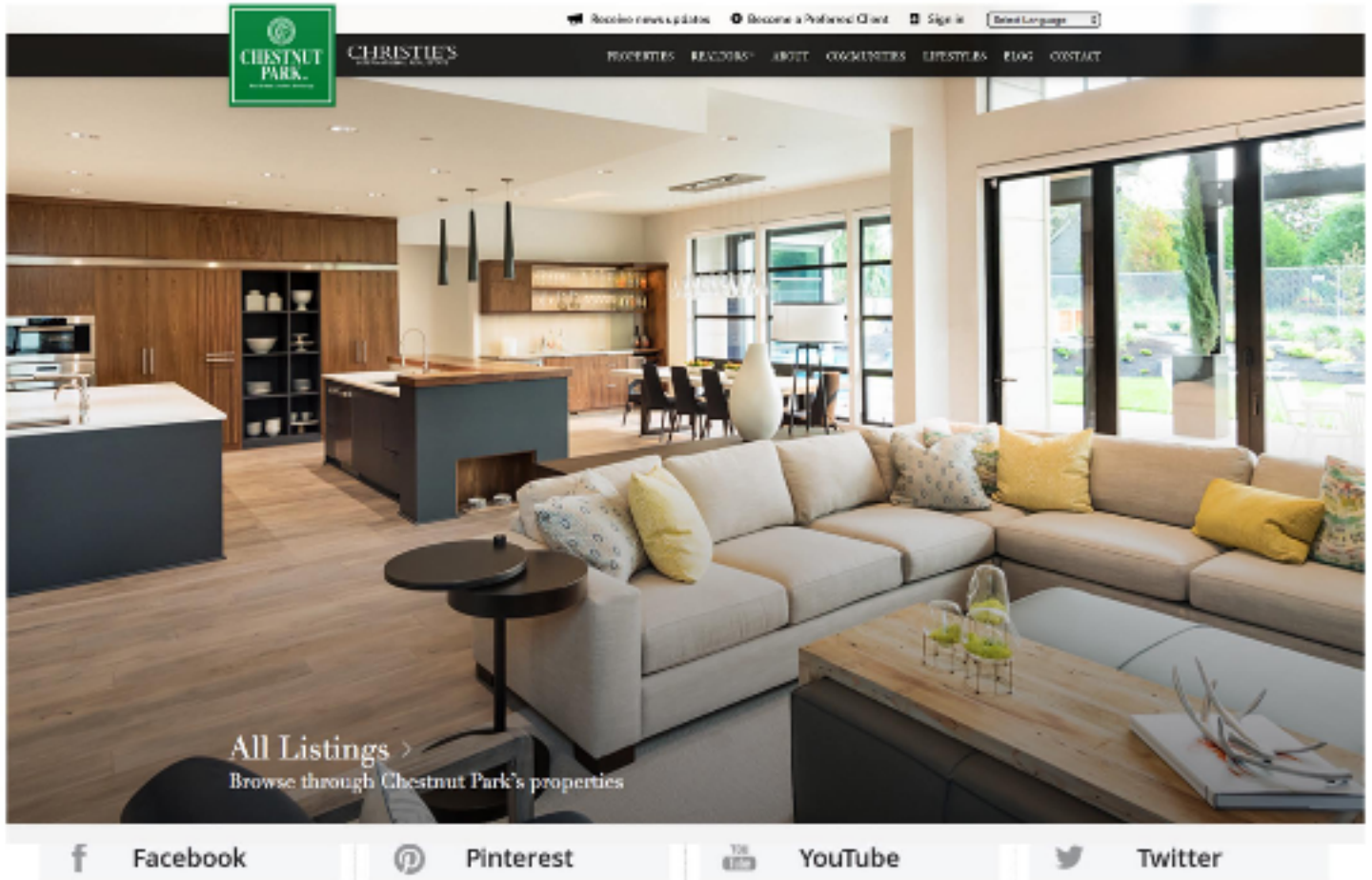
OFFICE: 613.471.1708

katevader@chestnutpark.com / [www.katevader.com](http://www.katevader.com)





# CHESTNUT PARK ONLINE



## ENSURING YOUR HOME IS WHERE THE BUYERS ARE...

### CHESTNUTPARK.COM

Chestnutpark.com is your go-to source for comprehensive market research, knowledge and practical advice in all areas related to real estate. Buyers and Sellers can easily view our listings and access our blog, social media, virtual tours, feature sheets and our agents.

### OUR BLOG

The Chestnut Park blog provides inside access to our listings and includes market reports, design tips, neighbourhood guides, open houses, real estate questions and answers and, our most popular, the Property Voyager.

### SOCIAL MEDIA

We use social media to connect your home to our community of real estate influencers and buyers to create awareness, meaningful conversation and emotional connections.

### GLOBAL REAL ESTATE WEBSITES

Our affiliation with world renowned who's who in real estate exposes your listings locally through our partner real estate website and upscale international market through LuxuryRealEstate.com Christie'sRealEstate.com.



# DIGITAL ADVERTISING AND ONLINE MARKETING





# PRINT ADVERTISING AND MARKETING



## The Picton Gazette



**"Red Maple Cottage"** Perfectly nestled along the sought-after location of Salmon Point Road, offers 3-bedroom across 1400 SQ FT in a chalet style bungalow with deeded water access situated on 3.4 acres that harmonizes with its natural surrounding. Only minutes from Sandbanks Provincial Park. \$595,000 MLS 212995

**ROB FLOWER**, Sales Representative  
**KATE KADER**, Sales Representative  
 (613-471-1798)  
[www.robkatekade.com](http://www.robkatekade.com)

**CHRISTIE'S**  
 INTERNATIONAL REAL ESTATE



**CHESTNUT PARK REAL ESTATE LIMITED, BROKERAGE**  
 43 Main Street, Picton, ON K7N 3T9  
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**OUR GLOBAL PARTNER**

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**Circulation 12,000 Weekly**

The Real Estate Section offers excellent local exposure and beyond with Visitors to The County!

# PRINT ADVERTISING / CHESTNUT PARK IN THE MEDIA

## UNMATCHED EXPOSURE FOR YOUR ONE-OF-A-KIND PROPERTY

At Chestnut Park, we understand what it takes to market a one-of-a-kind property. We start by working with our clients to create a story of their home-identifying what makes it special and unique. We create a customized marketing plan for your home that provides unmatched local and global exposure to propel your listing above the competition.



Chestnut Park's Invest In Style



Christie's Magazine



Globe and Mail  
Friday



Globe and Mail  
Saturday



Globe and Mail  
Online



National Post



Toronto Life  
Real Estate Guide



Muskoka Properties



Sing Tao



Picton Gazette



Grapevine



On the Bay Magazine



OurHomes  
Southern Georgian Bay



OurHomes  
Grey Bruce



Grey Bruce  
Home Guide



Owen Sound  
The Sun Times



Canadian Jewish News



Epoch Home &  
Property Magazine



# OUR LOCATIONS

By establishing office locations in the most desirable markets in Ontario, we are able to serve a wide range of clients to buy and sell both primary and recreational properties in Toronto, Muskoka, Collingwood and Prince Edward County.



# THE MARKETS WE SERVE

## SERVING THE MOST DESIRABLE URBAN AND RECREATIONAL LIFESTYLE MARKETS

With offices conveniently located where you need us most, our agents are market and neighbourhood experts. Chestnut Park agents will provide in-depth knowledge on your local real estate market and help you sell your primary or recreational property.

Our marketing and management team service all offices, ensuring agents and clients experience all of what Chestnut Park has to offer.



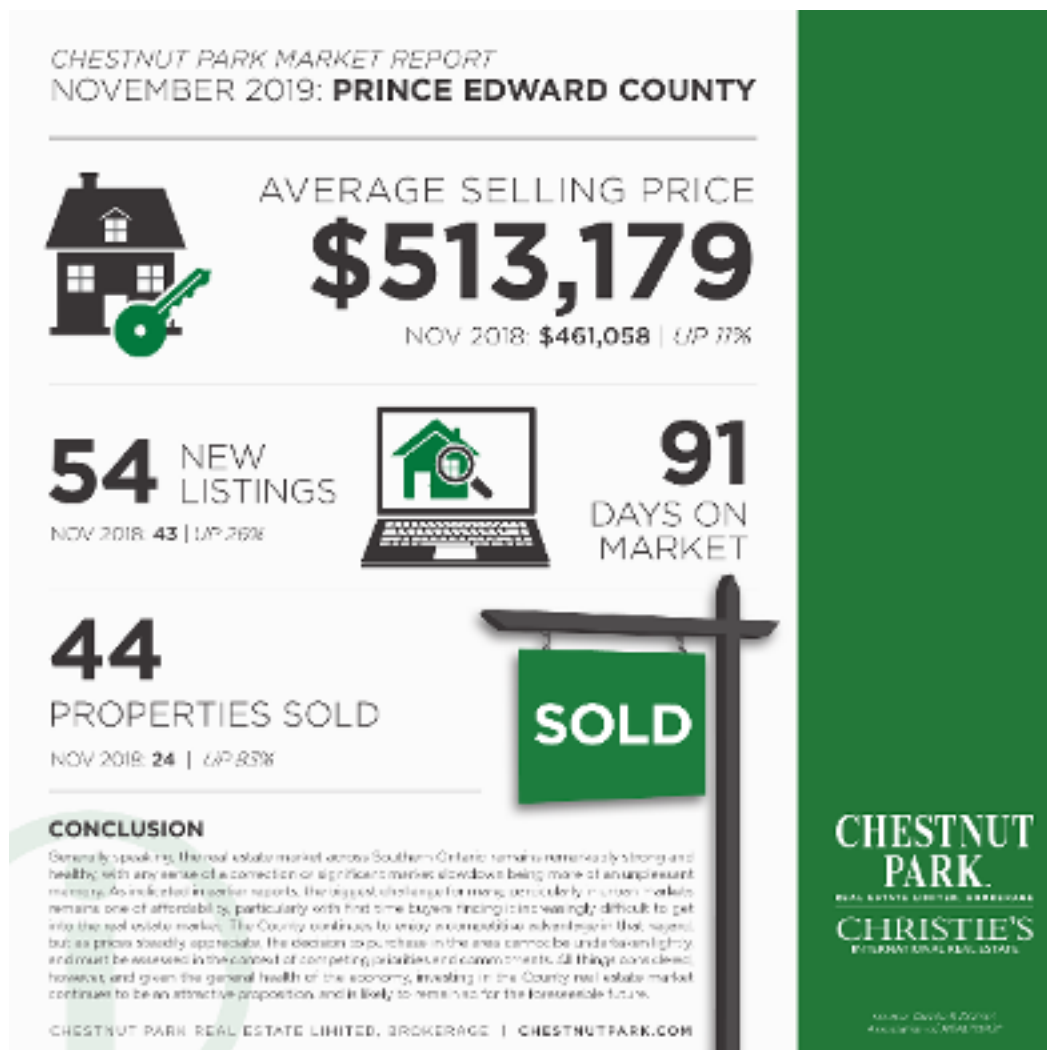


# MONTHLY MARKET REPORTS

## CHESTNUT PARK MARKET REPORTS: THE GO-TO SOURCE FOR REAL ESTATE MARKET INTELLIGENCE

The Chestnut Park exclusive market report series is the benchmark for residential real estate market information and an essential reference for our clients, the media, financial institutions, researchers and other market professionals. Each report is created for individual markets, providing analysis of price and sales trends as well as many other metrics to give our clients a view of current conditions as well as historical and emerging market trends.

Our reports are shared monthly through the Chestnut Park website including our Rob and Kate Facebook Business Page.



## UNMATCHED EXPOSURE FOR YOUR ONE-OF-A-KIND PROPERTY





# YOUR PATH TO HOME SALE SUCCESS



**SOLD**

*Our goal is to sell your home at the highest price, in the shortest period of time, with the least inconvenience to you.*

## PROVEN PERFORMANCE

**330+**

HIGHLY QUALIFIED AGENTS

working in **Ontario's** most desirable **locations** fuelled by the **best market reports** and **local intelligence**.

**2.3**  
**Billion+**  
IN ANNUAL SALES

## UNMATCHED MARKETING EXPOSURE

### MEDIA PARTNERSHIPS

- Peerage Public Relations
- Christie's Affiliate media program: Robb Report, Wall Street Journal, New York Times, Kommersant, Country Life

### LOCAL & GLOBAL PRINT ADS

- Globe & Mail, National Post
- Sing Tao Asian publication
- Christie's Magazine and affiliated papers
- Toronto Life, Our Homes, Grapevine, Muskoka Life

### DIGITAL MARKETING

- Property featured on Chestnut Park blog
- Property shared via our social media channels
- Globe & Mail widget
- Christie's listing syndication

## GLOBAL SALES NETWORK

As an exclusive affiliate brokerage of Christie's International Real Estate, we have access to:

**46**

COUNTRIES

**1,200**

OFFICES

**32,000**

REAL ESTATE PROFESSIONALS

**CHESTNUT PARK**  
REAL ESTATE LIMITED, BROKERAGE  
**CHRISTIE'S**  
INTERNATIONAL REAL ESTATE

# REASONS TO LIST WITH US



***“We will strive to sell your home at the highest price, in the shortest period of time, with the least inconvenience to you.”***

## **Service & Experience**

We deliver unparalleled service customized to your unique needs. Our passion for real estate and a deep understanding of the markets we serve, offer an important competitive advantage for sellers.

## **Market Knowledge**

With access to the best market reports, statistics and local intelligence. We have our fingers on the pulse of your most desired neighbourhoods and feel movements and shifts immediately.

## **Price Guidance**

Your home will be priced competitively using our proven property evaluation process and our extensive knowledge of current market conditions to get the highest price possible.

## **Marketing with Unmatched Global Reach**

Our marketing techniques have local and global reach that provide unmatched exposure to propel your listing above the competition.

## **Negotiation skills**

We are constantly brokering deals in the communities we serve, so we have an intimate understanding of trends, pressures and opportunities. We use this knowledge to develop a strong bargaining position so that you achieve the best possible results at the negotiating table.

## **Proven performance**

Our sales record speaks for itself. We will strive to sell your home in the shortest number of days for the best possible price.





# OUR COMPANY AND HERITAGE

## BUILT ON EXPERTISE. INNOVATING TO PROMOTE OUR CLIENTS' INTERESTS.

Founded in Toronto, Canada in 1990, Chestnut Park has grown to a team of over 325 agents providing the finest real estate service in prime urban and recreational markets across Ontario.

### **Global Luxury Home Specialists**

Through our exclusive partnership with Christie's International Real Estate, we provide clients with unparalleled access to the global real estate market, connecting buyers and sellers throughout the world.

### **A Brand Built On Unrivalled Expertise**

Chestnut Park Founder, Catherine Deluce, had extensive background in real estate and a passion to build a brokerage with a reputation for quality, professionalism, and excellent service. This translated into a vision to establish Chestnut Park as a real estate brokerage that gives buyers and sellers a preeminent experience.

### **Our Leadership**

We are committed to providing every Chestnut Park client with the most customized premium service in the industry. Our leaders remain committed to ensuring that our team of realtors represents the very best in the industry and continues to deliver exceptional service to our clients.

### **Innovation Is Part Of Our DNA**

From discovering and developing the best agents in the business to employing leading-edge technologies, global networking and custom targeted marketing campaigns, we are continually evolving so that we surpass our competition and stay relevant to our clients and their needs.



# CHRISTIE'S INTERNATIONAL REAL ESTATE

## BRINGING THE MOST DESIRED HOMES TO THE WORLD'S MOST DISCERNING PROPERTY BUYERS

Through our exclusive strategic partnership with Christie's International Real Estate, your fine home will be marketed worldwide using a vast network of global brokerages and proven marketing platforms to reach qualified buyers.

## ABOUT CHRISTIE'S INTERNATIONAL REAL ESTATE

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### Global Luxury Home Specialists

Comprised of brokers who demonstrate success in luxury home sales and excellence in customer service, the Christie's International Real Estate network connects buyers and sellers throughout the world.

### Global Marketing Programs With Worldwide Reach

Your home will be marketed using proven marketing techniques that provide unmatched local, national and international exposure to the world's most discerning buyers.

### Auction House and Real Estate Synergy

The combined global networks of Christie's Auction House and Christie's International Real Estate create a world-class showcase for distinctive properties. No other network offers this level of international visibility to qualified buyers of high-value homes.

### Instant Brand Recognition

After 245 years, the Christie's name continues to command global awareness and provide assurance of impeccable service, integrity and discretion.

**\* Minimum Listing Price for Christie's International Real Estate Listing in Prince Edward County is \$750k+**

# WHAT WE DO TO SELL YOUR HOME

## **Comparative Market Analysis**

We help you reach a realistic competitive listing price for your home based on similar homes.

## **Staging Consultation**

We suggest improvements and provide tips for preparing your home for sale.

## **Marketing Planning and Promotion**

We professionally photograph your home, detail the interior, prepare floor plans and design a custom marketing plan that gives your property maximum exposure.

## **Pre-Qualified Prospects**

We find potential buyers and screen them prior to showing your property, eliminating unnecessary inconvenience.

## **Follow Up**

We follow up on all showings and report results back to you weekly.

## **Purchase Agreement**

We review and explain all offers and negotiate the best possible deal for you.

## **Closing**

We provide financing referrals and coordinate the closing of your property.





# CHESTNUT PARK REALTOR PLEDGE OF SERVICE

## FROM INITIAL CONTACT TO LISTING OF YOUR HOME: HOME PREPARATION

1. Evaluate market, complete a comparative marketing analysis and provide an opinion of value for your property
2. Establish a listing price
3. Provide tips on preparing your home for sale
4. Explain custom marketing options

# FROM LISTING TO OFFER: THE MARKETING PLAN

<b>Agent networking</b>	<ul style="list-style-type: none"> <li>• Distribute your listing to agents on MLS and the public through relevant local and global real estate websites</li> <li>• Provide information about your home to all associate brokers and agents at Chestnut Park</li> <li>• Arrange for all available Chestnut Park sales representatives to visit your home when you list with us</li> <li>• Present your home during Chestnut Park's monthly agent meetings</li> </ul>
<b>Feature sheet</b>	Prepare a professional brochure that highlights the key selling points of your home
<b>Photography</b>	Professionally photograph your home
<b>Floor plan</b>	Prepare a floor plan of your home
<b>Sign</b>	Install a For Sale sign in your yard
<b>MLS</b>	Professionally represent your property to the multiple listing system. As a result, your home will be exposed to all members of the board including sales agents and the general buying public at realtor.ca
<b>Online advertising</b>	<ul style="list-style-type: none"> <li>• Advertise your home on Chestnut Park digital properties including chestnutpark.com, with feature posts on the Chestnut Park blog, Chestnut Park social properties and our own personal website</li> <li>• Post your home on global affiliate websites including christiesrealestate.com and luxuryrealestate.com</li> </ul>
<b>Social media</b>	Prepare and post teaser advertisements to target markets and larger urban areas
<b>Print advertising</b>	Prepare print advertising in relevant local print media
<b>Follow up</b>	<ul style="list-style-type: none"> <li>• Track, record, follow up on and screen inquiries generated from marketing tactics</li> <li>• Follow up on each showing and keep you informed about feedback</li> <li>• Maintain close contact with you throughout the listing period and provide regular market updates</li> </ul>

# FROM OFFER TO CLOSING: NEGOTIATING THE BEST PRICE



- Organize the offer presentation with the co-operating agent(s) and talk you through the detailed paperwork of all offers
- Advise on negotiating strategies to obtain the highest possible price under the best possible terms
- Negotiate for your best interest
- Assist lawyers, appraisers and other real estate professionals regarding the sale of your property

We will act at all times with your best interest in mind, and comply with the Real Estate Council of Ontario Code of Ethics, The Ontario Real Estate Association, The Canadian Real Estate Association and The Privacy Code of C.R.E.A.







# COMPARATIVE MARKET ANALYSIS



## FOUR POINTS TO CONSIDER WHEN PRICING

- 1** Your property is worth only as much as a buyer is willing to pay.
- 2** If you overprice your home, you will have fewer showings, receive lower offers and take longer to sell, plus you will actually contribute to the sale of other properties.
- 3** A buyer is more inclined to make a full-price offer on a home that is listed at fair market value. Conversely, the buyer is more apt to put a low offer on a home priced above market value.
- 4** An accurately priced property sells faster and at a higher price.



# COMPARATIVE MARKET ANALYSIS: HOW MUCH IS YOUR HOME WORTH?

Knowing the value of your home is the first step in selling it. Through a Comparative Market Analysis (CMA), We will evaluate similar homes in your area, also known as comparables, to help you reach a realistic, competitive price for your home.

## **What you will learn from your CMA**

- The sale prices of homes like yours
- How long it takes for them to sell
- What their sale prices are in relation to their list prices (the difference between what sellers actually got for their house and what they asked for)

## **What is evaluated in your CMA**

- Active listings—properties currently on the market
- Sold listings—homes that have closed within the past six months



# CHECKLIST FOR FASTER SALES

<b>Kitchen</b>	Clear all work space. Make sure stove, refrigerator and sink are spotless	<input type="checkbox"/>
<b>Bathrooms</b>	Make sure bathrooms are neat, spotless and fresh; repair missing grout around the tub	<input type="checkbox"/>
<b>Closets</b>	Declutter closets. Untidy or over-crowded closets suggest inadequate storage space	<input type="checkbox"/>
<b>Lawns and yards</b>	Remove clutter, cut grass, edge walks, trim hedges, weed gardens	<input type="checkbox"/>
<b>Front of house</b>	Paint, fix, or wash railings, steps, storms, screens, and front door	<input type="checkbox"/>
<b>Other exteriors</b>	Paint, fix, or wash doors and windows	<input type="checkbox"/>
<b>Garage</b>	Straighten up and paint, fix, or wash doors and windows	<input type="checkbox"/>
<b>Plumbing</b>	Repair dripping faucets and leaky toilets	<input type="checkbox"/>
<b>Heating and cooling</b>	Clean exterior of unit and make sure it operates quietly	<input type="checkbox"/>
<b>Promote a feeling of spaciousness</b>	Store unneeded items and furniture to make your rooms feel and appear larger	<input type="checkbox"/>
<b>Lights</b>	Replace all burnt out bulbs and faulty switches	<input type="checkbox"/>
<b>Halls and stairs</b>	Remove any clutter to enhance the perception of space	<input type="checkbox"/>
<b>Hardware</b>	Oil hinges, tighten door knobs, fix faucets	<input type="checkbox"/>
<b>General condition</b>	Dust, wash, paint and fix defects as required	<input type="checkbox"/>
<b>Home inspection</b>	A professional home inspector can provide you with an unbiased report on the condition of your home and how it will affect the sale.	<input type="checkbox"/>

# COMMUNITY REFERRALS: UTILITIES

Below is a list of public utility and home-related service providers that may be of use to you:

<b>Hydro</b>	Hydro One, 1-888-664-9376 www.hydroone.com
<b>Gas</b>	Enbridge (Union) Gas Distribution, 1-877-362-7434 energyservices@enbridge.com www.enbridge.com
<b>Telecommunications</b>	Bell / Telus / Rogers
<b>Water &amp; Wastewater Services / Garbage &amp; Recycling / Residential Taxes / Planning Department / By-Laws</b>	Municipality of Prince Edward County (613-476-2148) Voice Automated System www.thecounty.ca "County Government" and "County Residents" These heading TABS are extremely helpful on this website with most general inquiries.
<b>School Board</b>	Hastings and Prince Edward District School Board (HPEDSB) www.hpedsb.on.ca / 613-966-1170
<b>Rural Internet</b>	Kingston Online Services www.kos.net / 613-968-7137 Xplornet www.xplornet.com / 1- 877-959-5717
<b>Septic Pump Out Services</b>	Angie's Pooper Septic Service / 613-243-1441 Eugene Craig's Septic Service / 613-962-9334
<b>Propane (Gas)</b>	County Farm Centre / 613-476-2171 Greer's Propane Service / 613-399-1089
<b>Cable / Internet Services</b> <b>*Limited Towns of PEC</b>	Eastlink www.eastlink.ca/ 1- 888-345-1111
<b>Hospital</b>	Quinte Health Care - Prince Edward County Memorial Hospital 403 Picton Main Street www.qhc.on.ca/ 613-476-1008 / 9-1-1

# WHAT CLIENTS HAVE TO SAY



"There is a reason Rob and Kate are the go-to real estate team in Prince Edward County. They are completely professional, discreet, and brimming with insights"

—Alan Gratias, Chestnut Park Buyer

"We would unconditionally recommend Kate Vader and Rob Plomer to anyone wishing to either sell their home or purchase a property. We recently sold our home and both Kate and Rob were there every step of the way. When unexpected complications arose, they gently guided us through the process. They were there to answer our questions and explain the complicated legal minefield of selling your home. Most importantly they always understood the emotional journey we were on and offered their support throughout the process. They are, in our opinion, the very best team in town."

—Brian & Kathleen Hanna, Chestnut Park Buyer & Seller

"We have worked with Rob and Kate to sell our home, purchase a condo and buy and sell a vacation property. They have been very professional, conscientious, and patient, listening to our needs and desires while steering us through some tricky negotiations. They have a thorough knowledge of The County and its geography and communities. We will continue to work with them in the future and also recommend them, without reservation."

—Bob Muir & Marta Smith Chestnut Park Seller Buyer & Seller

"Rob and Kate helped us through the most difficult real estate transaction we have ever experienced. Kate researched the market and determined a fair market price. The pair then prepared superb marketing material that quickly attracted three offers. We accepted the best one, but prior to closing the potential buyers suffered personal problems that prevented them from completing the transaction. Rob and Kate saved the day by reviving one of the other offers and settling the first on terms that left us whole. Rob then went to extraordinary lengths to settle us in our new home, including providing advice about movers, down-sizing, and service providers. We were very fortunate to have Rob and Kate on our team."

—Carolynn & Alan Whiteley, Chestnut Park Buyer & Seller

"If you want your house to sell and you want to get the right price for your investment then Rob and Kate are the only choice. Twice I made the mistake of trying someone else first. Sure, they gave me the price I wanted to hear or the commission rate that sounded good. The result was no showings and no offers. In contrast, after listing with Rob and Kate we had multiple showing requests supported with beautiful marketing materials. We went from months and in one case years of no success selling our properties to "sold." Rob and Kate are not just amazing realtors to us; we think of them as a necessary part of any future real estate ventures and hope they consider us trusted friends as we do them. I will not be listing with anyone else ever again because as the saying goes why settle for less."

—Elaine Sweeney & Ryan Mason, Chestnut Park Seller



# NOTES

**ROB KATE**  
P L O M E R   **Q Z**   V A D E R  
S A L E S   R E P R E S E N T A T I V E S

**CHESTNUT PARK.**  
REAL ESTATE LIMITED, BROKERAGE  

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