




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

Experience
Real Estate Excellence
in Prince Edward County



Who We Are

Strategic Representation. Proven Results.

Rob Plomer and Kate Vader are award-winning Sales Representatives serving Prince Edward County with one clear mandate: maximize value and deliver measurable results. With more than 30 years of combined experience, they have built their business on disciplined pricing, controlled negotiation, and precise execution. Their counsel is grounded in data, sharpened by local intelligence, and refined through years of leading complex transactions.

They do not chase the market. They position within it.

The majority of their business is generated through repeat clients and word-of-mouth referrals, relationships built over time and trust earned through performance, not promotion. That consistency has positioned them as a benchmark team within Prince Edward County. For more than 15 years, they have operated exclusively with Chestnut Park a deliberate alignment that reflects stability across changing market cycles and a commitment to long-term client relationships.

Successful representation begins with alignment.

When client and advisor operate as one team, leverage increases, decisions sharpen, and outcomes improve. Their advice is direct and transparent, informed by real-time market conditions, not opinion or optimism. Pricing is strategic. Marketing is intentional. Negotiation is structured to protect and strengthen the client's position at every stage. Selling a property is both financial and personal. Rob and Kate approach both with steady leadership, discretion, and control, ensuring clarity in moments where others create noise.

Recognized with the Chairman's Award (2019–2025) and Team Award (2021–2025), their results reflect a consistent standard: preparation over assumption, strategy over speculation, execution over rhetoric. Their objective is simple: achieve the strongest possible outcome, in the shortest practical timeframe, with the least disruption to your life.

For Rob and Kate, representation is not transactional. It is advisory. It is strategic. And it is outcome-driven.

Every client receives principal-level representation from listing through closing.



ROB PLOMER* & KATE VADER**
SALES REPRESENTATIVES

Team Award 2021 - 2025

*Chairman's Award: 2019-2025 | Vice-Chairman's Award: 2016 | President's Award: 2015, 2017, 2018 | Director's Award: 2012, 2014

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Our Sales Performance

 **Sale-to-List Price Ratio (Metrics Weighted 2-Years): 94.74%**

 **Average Days on Market: 49.6 Days**

Performance Interpretation

- Strong luxury and waterfront presence
- Normalized market negotiation conditions
- Balanced pricing strategy in 2024–2026 cycle
- Average DOM under 50 days remains healthy for current market conditions

Luxury/Lifestyle Segment Performance (\$1M+ Listings)

- Total Luxury Properties Sold: 8

 **Weighted Sale-to-List Ratio (\$1M+ Listings Only): 96.0%**

 **Average Days on Market (\$1M+ Listings Only): 72.8 Days**

- **Fastest Luxury Sale:** 25 Days
- **Longest Luxury Sale:** 242 Days (vacant waterfront land outlier)
- Excluding outlier → average drops to ~50 days

Proven Results Across Every Market Cycle

Overall 5-Year Metrics (2021–2025)

- **Weighted Sale-to-List:** 97.62%
- **Median DOM:** 29 Days
- **Average DOM:** 48 Days
- **Average Price Point:** \$1.03M+

* Statistics derived from MLS® recorded transactions represented by Rob Plomer & Kate Vader, 2021–2026. Exclusive and off-market sales not included. Results reflect past MLS® transactions and may vary based on property, pricing strategy, and market conditions.



NEIGHBOURHOOD INSIGHT Prince Edward County

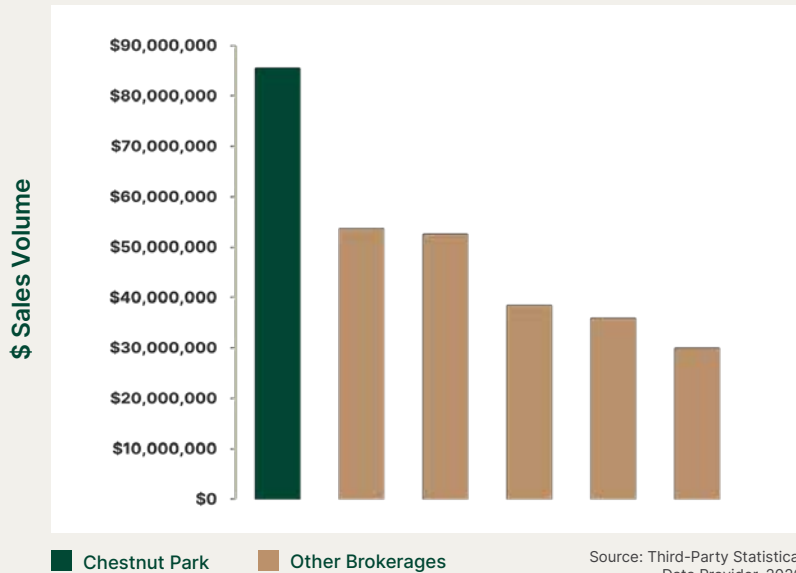
MARKET DATA: JANUARY - DECEMBER 2025



Numbers Talk.

We hold significant market presence within the region of Prince Edward County from January 2025 to December 2025. Our Agent network holds a strong reputation for being the most knowledgeable and for delivering exceptional service to our Buyer and Seller Clients. **We consistently outperform the market.**

Total \$ Volume - Chestnut Park vs. Other Offices



The Principles That Guide Our Work

Pricing is strategy, not opinion.

Exposure without positioning does not create leverage.

Negotiation begins long before an offer arrives.

Every client receives direct, principal-level representation.

How We Leverage Chestnut Park for Our Clients

Chestnut Park is recognized as the premier brokerage serving Clients in prime urban and recreational markets throughout Ontario. Since 1990, our highest priority and commitment has been rooted in providing our Clients with the best service experience possible, when buying, selling, renting or investing in real estate.

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 can achieve the best possible results at the negotiating table.

PROVEN PERFORMANCE

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

What we do to sell your home

01. COMPARATIVE MARKET ANALYSIS

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

02. STAGING CONSULTATION

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

03. MARKETING PLANNING AND PROMOTION

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

04. PRE-QUALIFIED PROSPECTS

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

05. FOLLOW UP

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

06. PURCHASE AGREEMENT

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

07. CLOSING

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

National Exposure & Digital Distribution



The Power of REALTOR.ca

With an average 208,000 residential, commercial and rental properties in 2022, it's also the most comprehensive and trusted real estate website in the country.

REALTOR.ca is proudly owned-operated by the Canadian Real Estate Association (CREA), one of Canada's largest single-industry associations and represents more than 160,000 REALTOR®. REALTOR.ca is delivered to consumers by REALTOR® and is a benefit of your CREA membership offered at no additional cost, helping generate more than 5.7 million leads for REALTOR®* in 2022 alone.



In 2022, REALTOR.ca received

121 million
REALTOR.ca users

564 million
Visits to REALTOR.ca

1.8 billion
Property Viewings

Benefits of REALTOR.ca DDF®



Most Listings

REALTOR.CA DDF® provides you with the largest pool of listings available from REALTOR.CA® across Canada



Most Accurate Date

REALTOR.CA DDF® is updated in real-time with listings directly from MLS® Systems across Canada to ensure all listing information is accurate and up to date.



Security

REALTOR.CA DDF® is the most trusted source for Canadian real estate information and is trusted by businesses such as Microsoft, TD Bank and more.

*Source: Google Analytics tracking of REALTOR.ca (web and mobile apps), 2022

With Chestnut Park You Are Choosing Results.

You're choosing a premium Real Estate Brokerage.

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

Qualified Agents

400+

Offices to Serve You

20+
THROUGHOUT ONTARIO

Days On Market

18%
FASTER THAN TRREB AVERAGE*

Happy Clients in 2022

4,628

We have the most agents performing in

Top 1% of TRREB*

Proven Results

\$50,000,000,000+
IN SALES SINCE 1990

#1 For the Lakelands Board*

FOR PROPERTIES \$2 MILLION +

The Power Of Chestnut Park Marketing Is Unparalleled

19.5K+
SOCIAL MEDIA FOLLOWERS

5.15M
IMPRESSIONS IN 2022

196K
MONTHLY VIEWS ON
CHESTNUTPARK.COM

456,853
SOCIAL SPARK AD CAMPAIGN
IMPRESSIONS IN Q1 OF 2023

7 MILLION	24 MILLION
2+ MILLION	10+ MILLION
10.2 MILLION	6.7+ MILLION
3 MILLION	4+ MILLION
750 THOUSAND	12.5 MILLION

The Power Of Chestnut Park Marketing Is Unparalleled

Our Digital Reach Is Exemplary # Of Impressions, Views And Followers



19.5K+
SOCIAL MEDIA FOLLOWERS

5.15M
IMPRESSIONS IN 2022

196K
MONTHLY VIEWS ON
CHESTNUTPARK.COM



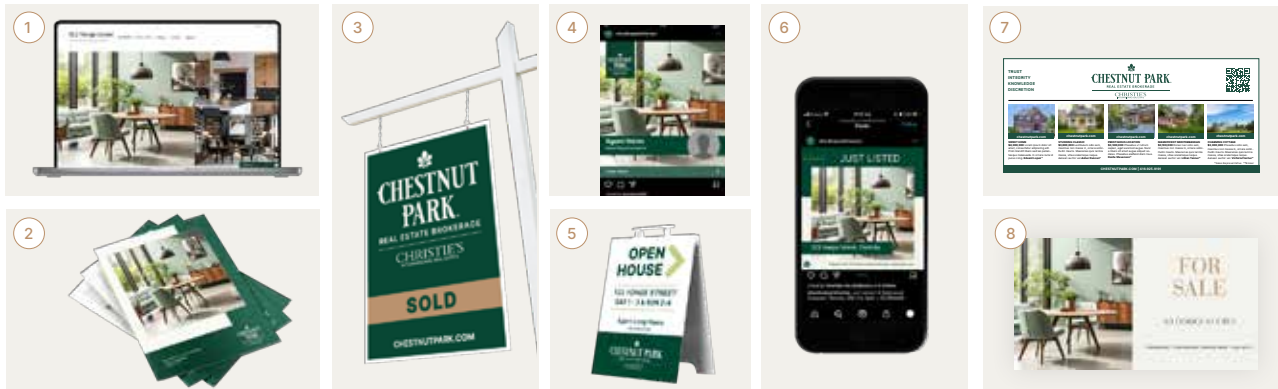
456,853
SOCIAL SPARK AD CAMPAIGN
IMPRESSIONS IN Q1 OF 2023

We Advertise Where You Would Expect Us To # Of Views Per Month

blogTO 7 MILLION	THE GLOBE AND MAIL* 24 MILLION
TORONTO LIFE 2+ MILLION	NATIONAL*POST 10+ MILLION
THE WALL STREET JOURNAL 10.2 MILLION	LUXURY REAL ESTATE 6.7+ MILLION
CHRISTIE'S INTERNATIONAL REAL ESTATE 3 MILLION	JAMES EDITION 4+ MILLION
STOREYS 750 THOUSAND	星島日報 12.5 MILLION



Comprehensive Marketing Materials Available for Each Property



1.WEBSITE 2.BROCHURES 3.FOR SALE SIGN 4.SOCIAL SPARK AD CAMPAIGN 5.OPEN HOUSE SIGNS 6.POTENTIAL POST ON CP CHANNEL 7.GLOBE & MAIL ADS 8.POSTCARDS

From Listing to Offer

Agent Networking	<ul style="list-style-type: none">• Distribute your listing to Agents on MLS and the public through relevant local and global real estate websites• Provide information about your home to all associate brokers and Agents at Chestnut Park
Feature Sheet	<ul style="list-style-type: none">• Prepare a professional brochure that highlights the key selling points of your home
Photography	<ul style="list-style-type: none">• Professionally photograph your home
Floor Plan	<ul style="list-style-type: none">• Prepare a floor plan of your home
Sign	<ul style="list-style-type: none">• Install a For Sale sign in your yard
MLS	<ul style="list-style-type: none">• 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
Online Advertising	<ul style="list-style-type: none">• Advertise your home on Chestnut Park digital properties including chestnutpark.com, Chestnut Park social properties and our websites• Post your home on global affiliate websites including christiesrealestate.com
Social Media & Video	<ul style="list-style-type: none">• Prepare and post teaser advertisements to target markets and larger urban areas
Email Blasts	<ul style="list-style-type: none">• Prepare and deploy custom email blast to our database and network of Agents
Print Advertising	<ul style="list-style-type: none">• Prepare print advertising in relevant local print media
Follow Up	<ul style="list-style-type: none">• Track, record, follow up on and screen inquiries generated from marketing tactics• Follow up on each showing and keep you informed about feedback• Maintain close contact with you throughout the listing period and provide regular market updates

What to consider when pricing



THE GO-TO SOURCE FOR REAL ESTATE MARKET INTELLIGENCE

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

Our market reports are shared monthly through the Chestnut Park website and posted on social media.

CHESTNUT PARK REPORTS DELIVER:

- By-market analysis
- Properties sold
- Average sales price
- Active listings





We Live, Work, and Support Our Communities

Our Agents are committed to the communities we live, work and raise our families in. We actively participate through volunteering our time and resources or through financial contributions to the initiatives that are most important to the families and businesses where we operate.

A HIGHLIGHT OF SOME OF THE PARTNERS WE SUPPORT



You'll also see us active in local community efforts big and small.





Rob and Kate are consistently described as professional, discreet, and highly knowledgeable, trusted advisors who guide clients with confidence and clarity.

Alan Gratias, Chestnut Park Buyer, refers to them as the “go-to real estate team in Prince Edward County,” highlighting their professionalism and insight.

Brian & Kathleen Hanna, Chestnut Park Buyer & Seller, emphasize their steady guidance through complex transactions, noting their ability to navigate legal and emotional challenges with patience and support.

Bob Muir & Marta Smith, Chestnut Park Buyer & Seller, commend their conscientious approach, negotiation skill, and deep understanding of The County’s geography and communities — choosing to work with them repeatedly over time.

Carolynn Whiteley, Chestnut Park Buyer & Seller, credit them with strategic pricing, strong marketing execution, and skillful negotiation that protected their position during a difficult transaction.

Elaine Sweeney, Chestnut Park Seller, highlight their ability to generate meaningful buyer interest where others could not, describing Rob and Kate as essential partners in their real estate ventures.

Checklist For Faster Sales

Lawns & Yards	Remove clutter, cut grass, edge walks, trim hedges, weed gardens
Front Of House	Paint, fix, or wash railings, steps, storms, screens, and front door
Garage	Straighten up and paint, fix, or wash doors and windows
Plumbing	Repair dripping faucets and leaky toilets
Heating & Cooling	Clean exterior of unit and make sure it operates quietly, change filter
Promote A Feeling Of Spaciousness	Store unneeded items and furniture to make your rooms feel and appear larger
Lights	Replace all burnt out bulbs and faulty switches
Halls & Stairs	Remove any clutter to enhance the perception of space
Hardware	Oil hinges, tighten door knobs, fix faucets
General Condition	Dust, wash, paint and fix defects as required
House Inspection	A professional house inspector can provide you with an unbiased report on the condition of your house and how it will affect the sale

THESE AREAS ARE MOST IMPORTANT

Kitchen	Clear all work space. Make sure stove, refrigerator and sink are spotless
Bathrooms	Make sure bathrooms are neat, spotless and fresh; repair missing grout around tub
Closets	Declutter closets. Untidy or over-crowded closets suggest inadequate storage space



WHEN REPRESENTATION MATTERS, EXPERIENCE MATTERS.
LET'S POSITION YOUR PROPERTY FOR EXCEPTIONAL RESULTS.



Rob Plomer & Kate Vader
Sales Representatives

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This is not intended to solicit buyers or sellers currently under contract with a brokerage.