

Cindy Cloutier
Sales Representative



Exceeding Expectations...

One Client at a Time!!!

In today's ever changing real estate market, finding a credible, dedicated agent can be extremely tough!

When in search of a new home, we need someone who has the tools, skills and experience to guide us down the right path, and give us educated trustworthy opinions. When selling a home, we desire to search for someone who will work hard to achieve the highest possible return for our highly valued investment.

Cindy Cloutier is dedicated to providing the highest level of service and achieving the best results for all of her clients. Cindy has the tools, skills and experience to make your dreams come true on both sides of the transaction.

Cindy Cloutier is someone you can trust. She has a history of success and integrity in real estate that you can depend on. She is an experienced negotiator with expert knowledge of the local market. You can count on Cindy to always work with your best interests in mind, and to represent you and your wishes to the best of her ability.

Mission Statement

"To provide my clients the highest level of service and continued excellence through communication and performance while maintaining utmost ethical and professional standards and always putting the clients best interest as my number one priority!"



Goals, Objectives and Marketing Plans

My Goal

My goal, as your Realtor, is to help you sell your property for the highest price, in the shortest period of time, with the least amount of inconvenience to you and your family. I am confident that is what you want as well! I am available to answer any questions you may have, so please do not hesitate to call me!

My Objectives

- Listen carefully to ensure YOUR objectives are understood
- Explain the home selling process thoroughly
- Discuss agency representation
- Price your home correctly
- Implement a proven marketing plan
- Make every effort to sell your home promptly
- Generate and follow up on leads
- Communicate consistently, so you know what to expect
- Network your listing through other Brokerages and the public
- Diligently track the closing process on the sale of your home

My Commitment

I do recognize that buying or selling a home is the largest financial investment that most individuals will ever make. I am personally committed to providing the level of service required to meet or exceed your real estate goals. Trust, integrity and a high level of service are the cornerstones of my business and your smallest concerns will always be my top priority!

My Affiliations:

Member in Good Standing:

- Active Member of the Realtors Association of Hamilton/Burlington
- Member of the Real Estate Council of Ontario
- Member of the Ontario Real Estate Association
- Member of the Canadian Real Estate Association
- Access Member to Oakville/Milton Real Estate Board

Governed By:

- Real Estate and Business Brokers Act
- RECO Code of Ethics



Marketing Program

Specific marketing activities to sell your home begin the moment you sign the listing agreement. From installing the "For Sale" sign to Internet marketing, I am constantly working to sell your home. My proven marketing plan is designed to expose your home to as many potential buyers as possible – making them aware of the key selling features and benefits of YOUR home.

In order to receive top dollar, you need top exposure! My proven marketing plan provides you with that top exposure.

This includes:

- Listing your home on the Multiple Listing Service – www.realtor.ca
- Internet exposure across the web – www.cindycloutier.com and www.haltonheritage.com
- E-Cards and Flyers to potential purchasers
- Installation of a "For Sale" sign
- A custom property profile flyer – Feature Sheet
- Installation of a lock box
- Agent Open Houses
- "Just Listed" cards sent to neighbors and prospective purchasers
- Public Open House Events – exposing your home to potential buyers – www.openhouses.ca
- Verbal feedback provided from showings
- Print advertising in local newspaper
- Availability and quick response time
- COMMUNICATION!

*"Be Prepared For A Level of Service Rarely Experienced
In The Real Estate Industry"*

Pricing Your Property

Determining price is one of the most critical steps in preparing your home for sale. A well priced home often sells quickly once it is on the market. When your home is priced right from the outset, you maximize your opportunity of reaching the most qualified buyers and obtaining top dollar.

Pricing your home correctly:

- Can save you thousands of dollars on your family's largest investment.
- Reduces risk because overpriced homes may eliminate some buyers if it is out of their price range.
- Ensures that other agents will show the home.
- Is good when it comes time to appraise. Your home must appraise at the selling price for the buyer to get financing.

When I see your home and prepare a more complete and thorough market evaluation, I will use up-to-date statistics of recent home sales in your neighborhood to help you price your home correctly.

We would like to begin by saying that we have the greatest respect for Cindy. She is like no other salesperson we have ever met, and have had the privilege of doing business with. She is dedicated and honest and will stop at nothing to do the best for her clients. During the sale of our property, which consisted of a century home and fifty five acres of land, we faced many obstacles which were unavoidable, yet after all was said and done we sold for very close to our asking price! This we will say is totally due to Cindy's sincere dedication, and very long hours of work. Cindy also represented us for the purchase of our dream home which we are very proud of. We would like to end this by saying if we had to do it all over again; there is no question in our minds of who we would trust with such an important task.

Lennie & Tracy L.



I just wanted to thank you again for your help in this process. I really trusted your expertise and I always felt you were looking out for my best interest. You let me take the time to find the place that was right for me and I believe you truly understood what a big change in my life this would be. I would never hesitate to recommend you if I know of anyone who is in need of a real estate agent, and please stay in contact so that if I have any real estate needs in the future it would be a pleasure to do business with you again. Thank you for making this a wonderful experience.

Beverly S.

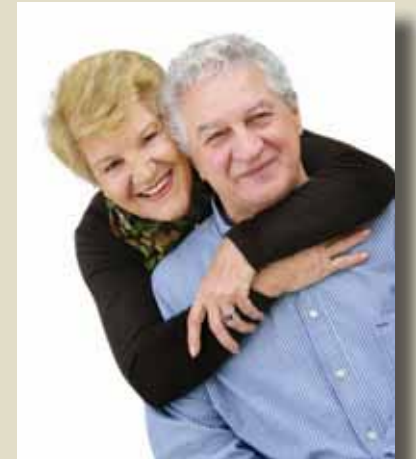


"What a great experience" Being unknowledgeable in the Real Estate process, Cindy was a great help and resource, she explained every process, so we could understand and was very patient with our house hunt. She learned our taste quickly and was very honest with properties she did not think met our requirements. She was always available for any questions, and put in 110% in both selling our property and in purchasing our new property. Through the whole process she was a great friend. We enjoyed meeting Cindy & working with her.

Angela & Chris H.

Cindy helped us sell our old home and purchase our new one. She sold our home quickly in a slow market; I attribute this to her professionalism and charismatic way in dealing with people. Cindy was extremely patient and diligent in helping us find our perfect home, which we did and we LOVE it!! If you want a truly enjoyable experience when buying a home, call Cindy and you won't be disappointed.

Tammy & Anthony A.



Cindy helped us to find our first home where we will raise our family and for that we are very thankful! Cindy is very dedicated and honest. Through the many houses that we looked at she was very patient and understanding and it didn't take her long to find what we were looking for in our first home and through all of her hard work she found it for us!! Cindy always looks out for the best interest of her clients, and will be very honest with you if she feels a house does not suit what you are looking for. I would recommend Cindy to all my friends and family. You could not find another real estate agent out there that is so trustworthy. Thank you for everything you did in helping us find our first home!!!

Craig & Kim A.



Thank you for assisting me through the home selling process. As this was my first home to sell, you greatly provided all of the information I needed and sold my home quickly and for top buck! Your positive attitude, enthusiasm and market knowledge made this experience a positive one! I would not hesitate in recommending you to others who might benefit from an agent with your dedication!

Chris B.

Agency Relationships

Who's working for you?

It is important that you understand who the REALTOR® is working for. For example, both the seller and the buyer may have their own agent which means they each have a REALTOR® who is representing them. Or, some buyers choose to contact the seller's agent directly. Under this arrangement the REALTOR® is representing the seller, and must do what is best for the seller, but may provide many valuable customer services to the buyer. A REALTOR® working with a buyer may even be a "sub-agent" of the seller. Under sub-agency, both the listing brokerage and the cooperating brokerage must do what is best for the seller even though the sub-agent may provide many valuable customer services to the buyer. If the brokerage represents both the seller and the buyer, this is multiple representation.

Code of Ethics

REALTORS® believe it is important that the people they work with understand their agency relationship. That's why requirements and obligations for representation and customer service are included in a Code of Ethics which is administered by the Real Estate Council of Ontario. The Code requires REALTORS® to disclose in writing the nature of the services they are providing, and encourages REALTORS® to obtain written acknowledgement of that disclosure. The Code also requires REALTORS® to submit written representation and customer service agreements to buyers and sellers.

Seller Representation

When a real estate brokerage represents a seller, it must do what is best for the seller of a property. A written contract, called a listing agreement, creates an agency relationship between the seller and the brokerage and establishes seller representation. It also explains services the brokerage will provide, establishes a fee arrangement for the REALTOR®'s services and specifies what obligations a seller may have. A seller's agent must tell the seller anything known about a buyer. For instance, if a seller's agent knows a buyer is willing to offer more for a property, that information must be shared with the seller. Confidences a seller shares with a seller's agent must be kept confidential from potential buyers and others. Although confidential information about the seller cannot be discussed, a buyer working with a seller's agent can expect fair and honest service from the seller's agent and disclosure of pertinent information about the property.

Buyer Representation

A real estate brokerage representing a buyer must do what is best for the buyer. A written contract, called a buyer representation agreement, creates an agency relationship between the buyer and the brokerage, and establishes buyer representation. It also explains services the brokerage will provide, establishes a fee arrangement for the REALTOR®'s services and specifies what obligations a buyer may have. Typically, buyers will be obliged to work exclusively with that brokerage for a period of time. Confidences a buyer shares with the buyer's agent must be kept confidential. Although confidential information about the buyer cannot be disclosed, a seller working with a buyer's agent can expect to be treated fairly and honestly.

Multiple Representation

Occasionally a real estate brokerage will represent both the buyer and the seller. The buyer and seller must consent to this arrangement in writing. Under this multiple representation arrangement, the brokerage must do what is best for both the buyer and the seller. Since the brokerage's loyalty is divided between the buyer and the seller who have conflicting interests, it is absolutely essential that a multiple representation relationship be properly documented. Representation agreements specifically describe the rights and duties of everyone involved and any limitations to those rights and duties.

Customer Service

A real estate brokerage may provide services to buyers and sellers without creating buyer or seller representation. This is called "customer service." Under this arrangement, the brokerage can provide many valuable services in a fair and honest manner. This relationship can be set out in a buyer or seller customer service agreement. Real estate negotiations are often complex and a brokerage may be providing representation and/or customer service to more than one seller or buyer. The brokerage will disclose these



Preparing Your House – Interior

Many home sellers make the mistake of ignoring certain repair or maintenance items in the hope that a potential buyer will either not notice, or if they do, telling them that they (the seller) will repair or replace the item. Most buyers do not have vision. They are not able to look at a room that needs paint and carpet and imagine it fresh and attractive. Telling them that something will be cleaned, or painted, or repaired may work with some, but the majority will not be able to envision the house after the changes have been made and will scratch your house from their list.

Painting: When it comes to preparing a house, painting gives you the best return for money spent. Which rooms should you paint? Any that has dirty or marked walls or any rooms that are currently painted in dark colours. Keep it neutral – off white, beige or taupe is the best.

Carpeting: At the very least, all carpeting needs to be steam cleaned. Any worn, stained or foul smelling carpet should be replaced. You may be tempted to give a “carpet allowance” and that may work. Just remember, most buyers do not have “vision”.

Room by Room

Entry/Foyer: Must be especially inviting for your potential buyers. Make certain it is well lit, clean and has nothing lying around either inside or outside. Paint the front door if it even remotely needs it. If you normally use a back entry or side entrance to your house, pay particular attention to the front entry. You rarely see it but this is where the buyer will enter! Adding a mirror to a small entry/foyer will make it appear larger!

Living Room/ Family Room If possible, keep furniture at a bare minimum so that traffic flow is easier and the room does not appear smaller than it actually is. If bookshelves, curio cabinets, and the like are oversowing with books and knick-knacks, remove some of them.

Kitchen: Clean the exterior of all appliances. Clean the oven interior. Clean or replace the stove hood filter. This is often overlooked, usually dirty and greasy, and looked at by a lot of buyers. Clean cabinet faces. Make them shine! Remove all clutter and unnecessary items from countertops and clean all countertops and backsplashes thoroughly. Clean vinyl or ceramic floors. If you have ceramic tile elsewhere in the kitchen, pay particular attention to the grout! Kitchens are the most important room when selling your home!

Bedrooms: Remove all clutter. If you don't need it, store it or pitch it! Arrange or remove furniture to maintain good traffic flow through rooms. Remember, there may be three or four people in each group that walk through your house.

Bathrooms: Make sure all bulbs are working and have the highest wattage available and safe for each fixture. Brighter is better! Clean all ceramic tiles. Check the grout for cleanliness and deterioration. If faucets drip, fix them. Thoroughly clean sinks and tubs. If rust spots are on the porcelain, attempt to remove them. Remove any evidence of mildew from the shower and bathtub. Products are available that spray on and quickly kills the mildew. Make sure toilets are flushed and the seat is down. Bathrooms sell homes!

Basements: If the basement is damp or musty, consider a dehumidifier. Give prospective buyers room to move around. Clutter... well you know the drill!

Garages: Remove all junk: broken tools, old car parts, excess toys or clutter. Organize and tidy up. If floors have oil marks, clean them off. Keep garbage in metal or plastic cans and as free from odor as possible. Hang up tools, garden tools etc.



Preparing Your House - Exterior

The first step is preparing the exterior of your house. This is a buyer's first introduction to the home. It is best to take a clear-headed look at the house from the street. Stand at the curb and look at your house as a buyer might. What stands out and catches your eye? Is it the beautiful landscaping and the new roof or does something else strike you? Is it the faded exterior paint, the ruts in the driveway or 2 missing shutters? Remember, this is how your home will “introduce” itself to a potential buyer. If the appeal isn't there, they will likely move on to the next available house, no matter how beautiful the interior of your house may be!

If you need major improvements or renovations to your house, do them before you put it on the market. The average buyer simply does not have the “vision” necessary to see the job done. If you are attempting to sell the house as a “fixer-upper” be aware that even though many buyers say that this is what they want, when confronted with the prospect of actually buying one, they often run for the hills!

Overall Appearance: Remove any junk or clutter from the yard. This includes tree limbs, leaves, garbage, debris and toys. If the exterior of the house is dirty, power wash it. If it is in need of paint, do so before listing.

Landscaping: Grass should be cut and maintained. Reseed if necessary. Trim all trees, shrubbery and plants. Weed gardens and plant colourful flowers. Ensure in winter months, driveway and walkways are clear and safe from ice.

Driveway: If the driveway is stone and looking lean, add a coat of gravel. If it is asphalt, consider resealing.

Decks and Porches: Power wash and seal, stain or paint if necessary.

Gutters and Downspouts: Check gutters and downspouts to make sure they are clear and functioning properly.

Lights: Make sure that all exterior lights are operational and any bulbs replaced if necessary. Make sure that doorbell is functioning properly.

Windows: Make sure the exterior and the interior glass windows are clean, replace any cracked glass and check for smooth operation.

SHOW TIME!

Your house has been checked, inspected, and cleaned from top to bottom. You have priced it at what you feel is a fair price. The marketing and advertising program is in full swing. Now it is time to put all of the preparation into action. **SHOWINGS!** All of the work that you have done up to this point will only have an effect when a buyer walks into your house for the first time.

Showing Your House To The Maximum Advantage!

Give all family members assigned jobs in advance that will go into action when a short-notice showing is scheduled. Everyone must know their duties and carry them out, so that you don't end up banging into one another trying to get everything done quickly.

- Open every window covering. All drapes, curtains and blinds should be positioned to let in maximum light. Buyers like a house to be “light and bright” so accommodate them. Turn on as many lights as possible even during the day!
- Make sure the house smells good. Baking cookies may be over doing it, but is a great idea just before a scheduled open house. Pet odors, cigarette smoke or cigars odor, or greasy cooking odor definitely will not work! Consider airing out the house just before a scheduled showing and then close windows before arrival unless it is the perfect day. Consider candles lit for showings ONLY if it is safe to do so.
- Six very important words... no clutter, no clutter, no clutter!
- Make sure everything is spotless. Pay particular attention to the bathrooms and the kitchen. In the bathrooms, towels should be fresh and clean, sinks and baths scrubbed, and the floor freshly cleaned. In the kitchen, make sure all dishes are put away and countertops and sinks are cleaned.
- Check the thermostat to make sure that the house is at a comfortable temperature. Fireplace lit ONLY if it is safe to do so!
- Remove pets from the house, or at least, keep them outside for showings. Pets underfoot will quickly put a damper on an otherwise positive showing. Leave a kind note by the door for cats that are not allowed outside – Please do not let cat out.
- Make sure Feature Sheets are available and easily accessible.
- It is recommended that you leave for showings. This is not only for the buyer but for the seller also. It does become uncomfortable for both parties. If this is not possible, make yourself as inconspicuous as possible. If it is comfortable outside, go there until the buyers leave.

We Only Have One Chance To Make That Good First Impression!!!



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