



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

*Experience*

**Real Estate Excellence  
in Prince Edward County**



# Count on us for Outstanding 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 your 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, goals, and then create a custom plan to deliver you the best possible results!



**ROB PLOMER & KATE VADER**  
SALES REPRESENTATIVES

Team Award 2021 - 2024 | Chairman's Award 2019 - 2024 | Vice Chairman's Award 2016  
President's Award 2015, 2017 & 2018 | Director's Award 2014

📞 Rob: 613.921.3325 📞 Kate: 613.813.3604 📞 Office: 613.471.1708  
✉️ [robandkate@chestnutpark.com](mailto:robandkate@chestnutpark.com) 🌐 [robandkate.com](http://robandkate.com) 📘 [robandkaterealestate](https://www.facebook.com/robandkaterealestate) 📷 [robandkate.realestate](https://www.instagram.com/robandkate.realestate)

# Reputation and sales performance you can count on

Rob and Kate are one of the top and award winning real estate sales team with Chestnut Park in Prince Edward County. They bring together over twenty five years of combined experience, knowledge, and dedication with an incontestable reputation for being reliable, goal driven, and always putting their clients' interests first. They go above and beyond to make sure the process runs smoothly. They utilize the latest technology and industry trends to ensure their clients have access to the most up-to-date market information. Rob and Kate have an extensive network of other real estate professionals, lenders, and other contacts in the area and beyond, allowing them to provide the best service and advice possible.





# Reasons to work with us

## **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.





# Experience Excellence

Chestnut Park Agents have access to the best brokerage support offered to any Agent in the market. With our strong Agent retention rate, our clients can expect the same great service for their real estate needs today and every day. Consistent execution is equally as important as our clients' decision to list with us.

Combined with in-depth industry knowledge and legal expertise. Our Agents are expertly supported with market knowledge, insights, and incredible deal processing acumen.

For our clients, this results in an elevated experience above what they may expect from a real estate brokerage, including a higher-degree of trust and the power to make confident and informed decisions about their most valued asset.

**With Chestnut Park, you're choosing performance, you're choosing excellence, you're choosing superior results.**





# NEIGHBOURHOOD INSIGHT Prince Edward County

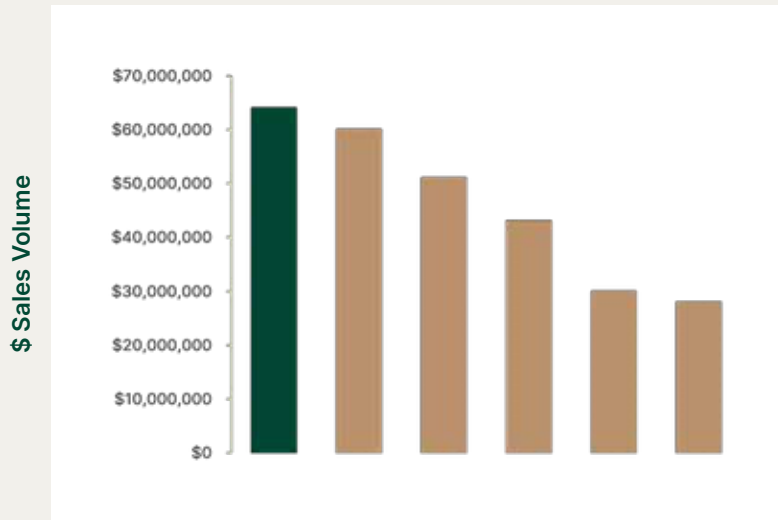
MARKET DATA: JANUARY - DECEMBER 2023



## Numbers Talk.

We are proud to be the #1 Real Estate Brokerage for homes sold in Prince Edward County. Our Agent network holds a strong reputation for being the most knowledgeable and for delivering exceptional service to our Buyer and Seller Clients. **With Chestnut Park, you're choosing proven results.**

## Total \$ Volume - Chestnut Park vs. Other Brokerages



■ Chestnut Park    ■ Other Competitors

Source: © R E STATS INC. 2024



# CHESTNUT PARK

REAL ESTATE BROKERAGE

CHRISTIE'S  
INTERNATIONAL REAL ESTATE

## 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+

Days On Market

 18%

FASTER THAN TRREB AVERAGE\*

We have the most agents performing in

Top 1% of TRREB\*

Offices to Serve You

 20+

THROUGHOUT ONTARIO

Happy Clients in 2022

 4,628

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

blogTO

7  
MILLION

THE GLOBE AND MAIL\*

24  
MILLION

TORONTO  
LIFE

2+  
MILLION

NATIONAL POST

10+  
MILLION

THE WALL STREET JOURNAL

10.2  
MILLION

WHO'S WHO IN  
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



All above data based in 2022 | \*Data Source: R E Stats INC.

# 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



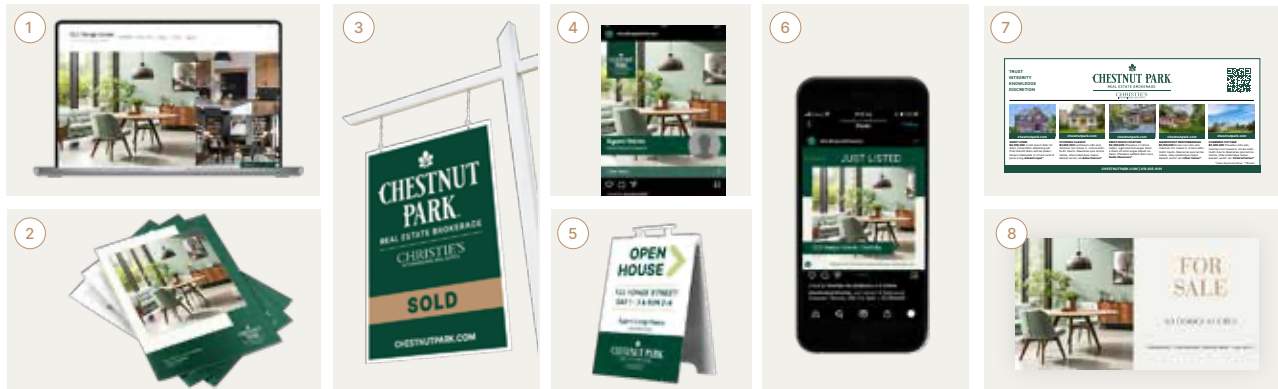
**456,853**  
SOCIAL SPARK AD CAMPAIGN  
IMPRESSIONS IN Q1 OF 2023

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

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

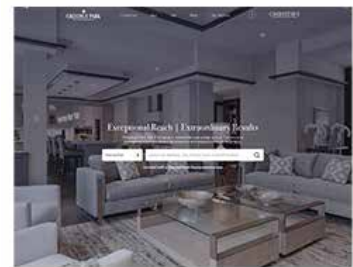


# Digital Advertising and Online Marketing



## 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

# 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.

# From Listing to Offer: Our 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></ul>
<b>Feature Sheet</b>	<ul style="list-style-type: none"><li>• Prepare a professional brochure that highlights the key selling points of your home</li></ul>
<b>Photography</b>	<ul style="list-style-type: none"><li>• Professionally photograph your home</li></ul>
<b>Floor Plan</b>	<ul style="list-style-type: none"><li>• Prepare a floor plan of your home</li></ul>
<b>Sign</b>	<ul style="list-style-type: none"><li>• Install a For Sale sign in your yard</li></ul>
<b>MLS</b>	<ul style="list-style-type: none"><li>• 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</li></ul>
<b>Online Advertising</b>	<ul style="list-style-type: none"><li>• Advertise your home on Chestnut Park digital properties including chestnutpark.com, Chestnut Park social properties and our websites</li><li>• Post your home on global affiliate websites including christiesrealestate.com</li></ul>
<b>Social Media &amp; Video</b>	<ul style="list-style-type: none"><li>• Prepare and post teaser advertisements to target markets and larger urban areas</li></ul>
<b>Email Blasts</b>	<ul style="list-style-type: none"><li>• Prepare and deploy custom email blast to our database and network of Agents</li></ul>
<b>Print Advertising</b>	<ul style="list-style-type: none"><li>• Prepare print advertising in relevant local print media</li></ul>
<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>



# 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





# Comparative Market Analysis: How much is your home worth?

Knowing the value of a house 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 house.

## **WHAT WILL YOU 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>Lawns &amp; Yards</b>	Remove clutter, cut grass, edge walks, trim hedges, weed gardens
<b>Front Of House</b>	Paint, fix, or wash railings, steps, storms, screens, and front door
<b>Garage</b>	Straighten up and paint, fix, or wash doors and windows
<b>Plumbing</b>	Repair dripping faucets and leaky toilets
<b>Heating &amp; Cooling</b>	Clean exterior of unit and make sure it operates quietly, change filter
<b>Promote A Feeling Of Spaciousness</b>	Store unneeded items and furniture to make your rooms feel and appear larger
<b>Lights</b>	Replace all burnt out bulbs and faulty switches
<b>Halls &amp; Stairs</b>	Remove any clutter to enhance the perception of space
<b>Hardware</b>	Oil hinges, tighten door knobs, fix faucets
<b>General Condition</b>	Dust, wash, paint and fix defects as required
<b>House Inspection</b>	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

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



# Deeply Rooted In History And Heritage. Poised For The Future.

**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.





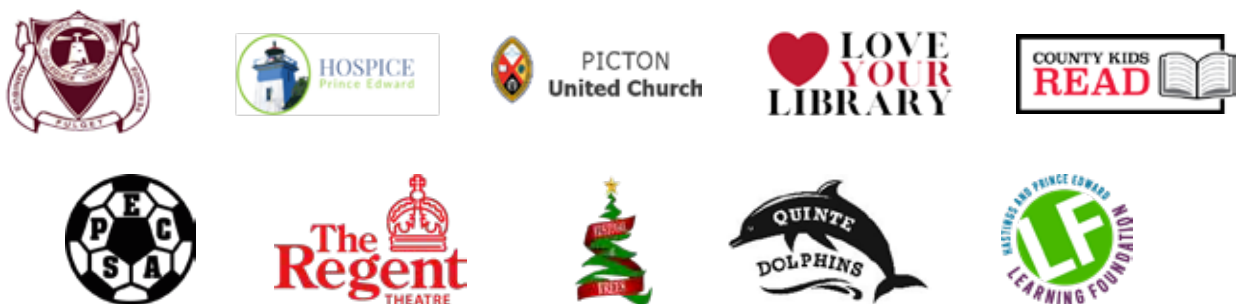
# We Live, Work And Support Our Communities

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.



# What Our 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**

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“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**

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“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 Buyer & Seller**

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“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 materials 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**

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“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 and “sold”. Rob and Kate are not just amazing Realtors to us; we think of them as a necessary party 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 they saying goes whey settle for less.”

**ELAINE SWEENEY & RYAN MASON, Chestnut Park Seller**





# Areas We Serve

## LIST OF OUR OFFICE LOCATIONS:

**Toronto (Yonge St.)**

416.925.9191  
homes@chestnutpark.com

**Collingwood • Southern Georgian Bay**

705.445.5454  
collingwood@chestnutpark.com

**Owen Sound • Grey Bruce**

519.371.5455  
owensound@chestnutpark.com

**Warton • Grey Bruce**

519.534.5757  
warton@chestnutpark.com

**Tobermory • Grey Bruce**

519.371.5455  
tobermory@chestnutpark.com

**Barrie • Simcoe County •**

**Orillia • Innisfil**  
705.445.5454  
barrie@chestnutpark.com

**Sauble Beach**

519.422.0055  
saublebeach@chestnutpark.com

**Port Carling • Muskoka**

705.765-6878  
cottages@chestnutpark.com

**Foot's Bay • Muskoka**

705.375.9191  
footsbay@chestnutpark.com

**Huntsville • Lake of Bays • Almaguin**

705.789.1001  
huntsville@chestnutpark.com

**Baysville • Lake of Bays**

705.767.2121  
lakeofbays@chestnutpark.com

**Haliburton**

705.754.0880  
haliburton@chestnutpark.com

**Gravenhurst**

705.684.9087  
gravenhurst@chestnutpark.com

**Kingston**

613.409.2444  
kingston@chestnutpark.com

**Picton • Prince Edward County**

613.471.1708  
princeedwardcounty@chestnutpark.com

**Northumberland County**

905.800.0321  
northumberland@chestnutpark.com

**Unionville • Stouffville • Markham**

905.479.8989  
unionville@chestnutpark.com

**Lake Simcoe (North of Markham)**

416.925.9191  
lakesimcoe@chestnutpark.com

**Uxbridge**

905.852.0002  
uxbridge@chestnutpark.com

**King • Caledon • Mono • Mulmur**

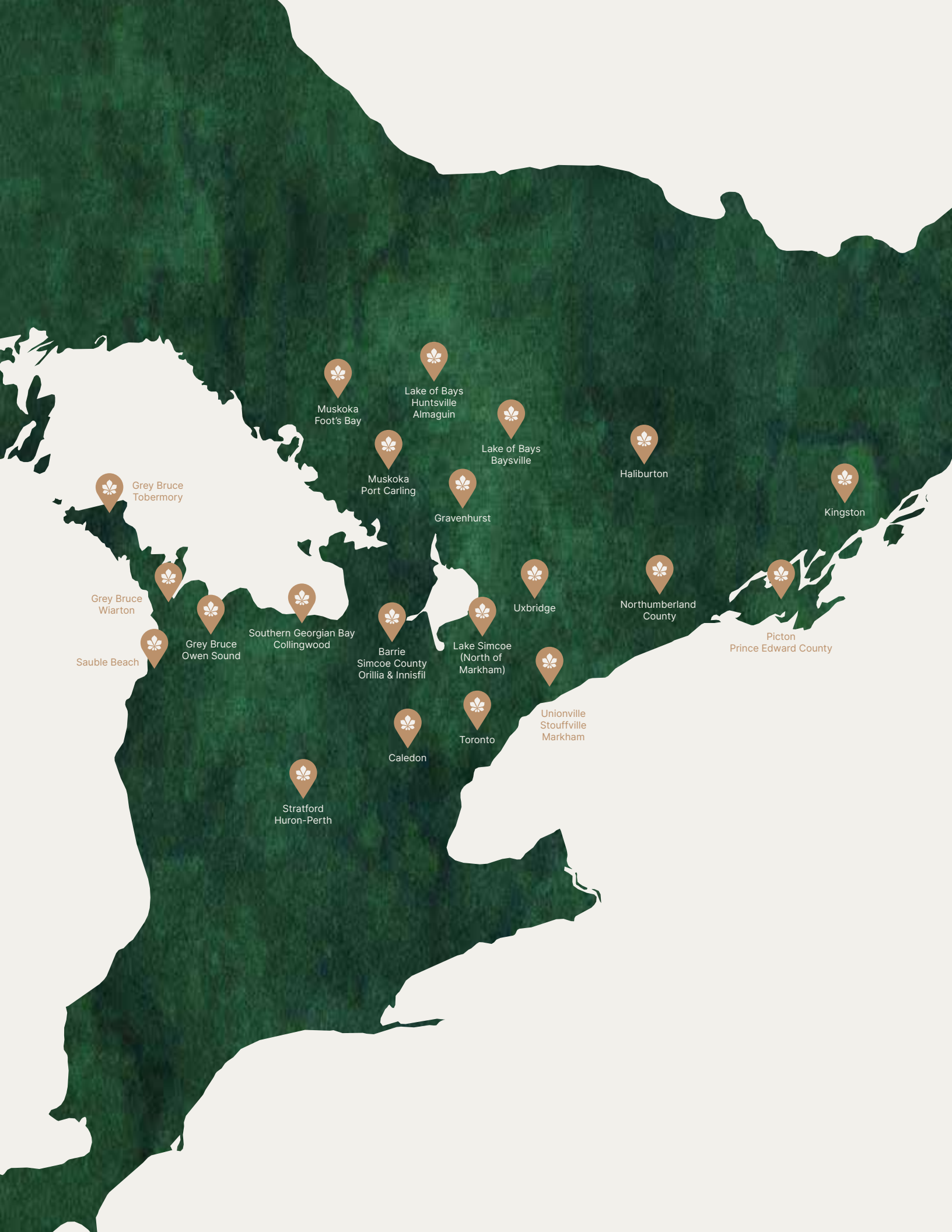
519.316.9797  
country@chestnutpark.com

**Erin • Caledon • Mono**

519.833.0888  
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**Stratford • Huron-Perth**

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Muskoka  
Foot's Bay

Lake of Bays  
Huntsville  
Almaguin

Lake of Bays  
Baysville

Haliburton

Kingston

Grey Bruce  
Tobermory

Muskoka  
Port Carling

Gravenhurst

Grey Bruce  
Wiarton

Grey Bruce  
Owen Sound

Southern Georgian Bay  
Collingwood

Barrie  
Simcoe County  
Orillia & Innisfil

Lake Simcoe  
(North of Markham)

Uxbridge

Northumberland  
County

Picton  
Prince Edward County

Sauble Beach

Unionville  
Stouffville  
Markham

Toronto

Caledon

Stratford  
Huron-Perth



**Rob Plomer & Kate Vader**  
Sales Representatives

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📞 Kate: 613.813.3604

☎ Office: 613.471.1708

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