

## SELLING SOUTHERN GEORGIAN BAY REAL ESTATE

### RICK CROUCH - BROKER, MVA (Market Value Appraiser - Residential)

As a real estate Broker & Market Value Appraiser-Residential (MVA) I may be in the real estate profession but more specifically I am in the **"Lifestyle Business."** With almost 20 years of experience my client's real estate needs, goals and objectives are for the most part driven by changes in their lifestyles be it family, work, health, financial or other life changing circumstances and or needs.

#### WHAT'S IMPORTANT TO SELLERS

- When selling a home or other property, Sellers want a REALTOR® that meets or exceeds their expectations & needs as follows:
- A REALTOR® with thorough knowledge of the current market, pricing & other conditions relevant to the sale of the property.
- A REALTOR® that is professional, diligent enthusiastic & committed to getting the job done.
- A REALTOR® that will negotiate the sale of the property for the best price & terms.
- A REALTOR® with a marketing plan that will secure a sale based on current market pricing, activity & conditions.
- A REALTOR® that will market & sell the property with the least inconvenience to them.
- A REALTOR® that will simplify the selling process, with suggestions to enhance the property's value & appeal.

#### WHAT RICK CROUCH DELIVERS

- Your property(s) may be your greatest financial asset which deserves to be protected. I am committed to managing your sale to save you time, stress & money.
- I will provide a thorough & timely overview of the market, relevant conditions & the sale process to help you make informed decisions.
- I will explain the various types of "Agency" and as your REALTOR® what is owed to you including the utmost care, confidentiality & loyalty.
- I will prepare a details evaluation of your property to recommend a price "strategy" that is aimed at getting results.
- I will develop an effective marketing plan to solicit and bring forth as many potential Buyers as possible.
- I will make suggestions on preparing & staging the property to maximize its appeal, selling potential and price.
- I will coordinate all of the listing, sale documents taking care of the myriad of details & legal issues so you don't have to.

- A REALTOR® that listens, understands & responds to your needs while providing feedback regarding your sale's process.
- A REALTOR® that demonstrates & provides clear, tangible value for the fees being paid.
- A REALTOR® that as a result of all the above, earns your trust, respect & your business.



- I will negotiate diligently on your behalf to ensure that you get the best possible price & terms.
- During the process I will advise you of your options & obligations when considering offers & counter-offers submitted by potential Buyers.
- I will manage the entire listing and selling process with a level of service that will confirm you made the right decision in choosing myself and Royal LePAGE Locations North to handle your real estate needs.

As a top producing REALTOR® with Royal LePAGE Locations North, my success has been derived from successfully listing & selling area properties & obtaining exceptional results for their satisfied owners.

I am one of a select few that has attained and maintains my "MVA" accreditation (Market Value Appraiser - Residential). While an innovative & aggressive marketing campaign is the utmost of importance, those initiatives will fail to sell your property if it is not priced correctly to current market conditions attracting the interest of potential Buyers

With offices in Collingwood, Meaford, Thornbury, Wasaga Beach and Creemore, Royal LePAGE Locations North has become the area's largest real estate Brokerage with annual property sales totalling over \$280 million in 2018 Our commanding market presence locally along with a network of over 18,000 Royal LePAGE REALTORS® across Canada, a strong national advertising campaign & brand presence, makes myself & Royal LePAGE Locations North your best choice for selling your residential, recreational or commercial real estate.

I am dedicated to becoming your trusted advisor by combining my practical skills, knowledge & experience to ensure that you will:

- **Be Informed** - with current and accurate market information.
- **Be Conscientiously Represented**- legally, ethically & confidentially.
- **Be 100% Satisfied** - with your experience.

After fulfilling everything that I have outlined herein, my ultimate goal is for you to:



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