

## Rodney Harvey

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**Subject:**

Your October 2023 Real Estate Update



The advertisement features a portrait of Rodney Harvey on the left. To the right, a modern living room with a white sofa and a wooden wall is shown. Overlaid on the image is the text "Helping You Build Wealth Through Real Estate". Below the image, the phone number "905-447-8864" is displayed along with social media icons for Facebook, LinkedIn, and YouTube. The name "Rodney Harvey" is prominently displayed in a large font. Below the name, his credentials "Broker of Record, FRI CLO CRB C-RETS CRES MCNE" are listed, followed by the slogan "Service excellence guaranteed" and the website "www.OurRealEstateGuy.com". To the right of the text are two logos: "Our Real Estate Guy" with a stylized house icon and "Konfidis Brokerage" with a green circle containing a white 'K'.

Dear Valued Client,

I don't know whether or not you're a movie fan. But, even if you're not, you've probably heard of the actor Kevin Bacon. He's been in many films. In fact, the popular expression, "Six degrees of Kevin Bacon", refers to the idea that just about every actor on the planet is connected to him in some way.

It's even become a popular board game!

So, what does this have to do with real estate?

Well, although "six degrees" is a bit of a Hollywood joke, the underlying premise is sound. Chances are, you know a lot of people... who know a lot of people... and so on.

We all do.

And, as a result, you probably come across many people in your network who are looking for real estate help. For example:

- A friend who's searching for a new home.
- Neighbours who want to know how much their property is worth on today's market.
- A work colleague who is listing soon and looking for a good real estate agent.

When that happens, I hope you'll feel comfortable giving them my name. As you know, I build my business on referrals and, therefore, genuinely appreciate valued clients recommending me.

And it goes without saying (but I'll say it anyway!), I'll give the red-carpet treatment to anyone you send my way.

Thank you in advance for your support.

Rodney Harvey

Broker of Record, FRI CLO CRB C-RETS CRES MCNE

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## Creating a Welcoming Environment when Selling your Home

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When buyers view your home, how do you want them to feel? Do you want them to feel like they're intruders or a nuisance? Of course not! You want them to feel welcomed. So how do you create that impression? Here are a few proven ideas:



• **The foyer.** This is where buyers first set foot in your home. It's where they form their first impressions. So, make sure the foyer is tidy and feels spacious. Ensure the doormat (if you have one) is clean or new. If you anticipate wet weather during a showing, have a convenient place for buyers to put their footwear.

• **Lighting.** Does a dark space or poorly lit room make you feel welcomed? Likely not! So, go through your home and check that the lighting is sufficient and pleasant. If possible, have three light sources in each room, including passive light from windows.

• **Interior doors.** Nothing says “You’re not welcome” more than a closed door. So, wherever possible, have interior doors open. You want buyers to feel comfortable exploring your home without questioning whether they can enter a particular space. There may be exceptions, of course, such as the door to a storage room.

• **Personal items.** In most cases, buyers are walking through a stranger’s house. (Yours!) So, there may be a sense of discomfort. For example, if buyers see a family portrait on the wall, they might feel like intruders. To put buyers at ease, remove as many personal items as possible. By creating a “blank slate”, you’ll help them visualize themselves living there.

The more welcomed you can make buyers feel when they view your home, the more interest you’ll get.

## Benefits of Being an “Early-Bird” Shopper

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“The early-bird gets the worm” is a popular expression. Indeed, there are many examples in life when being early, or even first in line, gives you an advantage.



Real estate is one of them.

When shopping for a new home, being among the first to learn about a new listing benefits you in several ways:

- You have more time to see the property and make a decision.
- You might be able to make an early offer.
- You’re under less pressure to make a decision quickly.

Overall, by finding out about a new listing early, you improve your chances of getting the property.

How do you get the early-bird advantage?

If you scour the internet for new listings, you can still miss opportunities. For example, “Coming soon” listings may not yet be published on the MLS. A better strategy is to arrange to be alerted to new listings and coming-soon opportunities the moment they come up. That

way, you're always the early-bird and your likelihood of finding and buying your next dream home increases.

## The Rights of Sellers and Buyers of Commercial Buildings in Ontario

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For most individuals, investing in commercial properties in Ontario can be lucrative. After all, the province boasts a thriving economy, diverse industries, and a vibrant community. This makes investing there a great opportunity for those who wish to diversify their investment portfolio..



That being said, purchasing and selling commercial properties in the province requires a thorough understanding of the market and laws. This includes regulations, risks involved, and logistical considerations, among other essential factors.

Knowing your rights and responsibilities can ensure a successful transaction. That's why this blog will cover everything about the rights of sellers and buyers when purchasing commercial buildings. So, whether you're a buyer looking for a new asset or a seller aiming to boost your profits, this comprehensive guide can help you achieve your financial goals.

### Why Is It Important For Sellers And Buyers To Know Their Rights When Buying Commercial Buildings?

It's important for people to understand their rights before selling or purchasing a building to ensure the transaction is as smooth and profitable as possible. We have listed some of the biggest benefits of knowing them below. [Click here for the full article](#)

## Sole Discretion Clauses are NOT “get out of jail free cards”

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We are hearing that during this period of interest rate hikes more than one buyer has put an offer in on a property, conditional on financing and/or inspection, and when it came time to waive it they failed to do so.



This is even though there was no legitimate reason not to waive the clause(s). The buyers were using these clauses as “get out of jail free” cards to walk away from the purchase of a property because they had changed their mind about the purchase. One speculates that a reason they may be walking away is that they realised that it would be difficult for them to sell their own property and decided not to go through with the purchase. However, buyers who choose to act in this manner should think twice before doing so, because they may be liable for the Sellers’ damages.

A Buyer may enter into an Agreement of Purchase and Sale and add various conditions; the two most common being a condition on financing and a condition on inspection. These contractual conditions are usually subject to the Buyer’s discretionary judgment and are sometimes called “sole discretion clauses” – as in the waiver of these clauses are in the sole discretion of the Purchaser.

However, a Buyer cannot simply insert them into an Agreement of Purchase and Sale and use them to “walk away” from the purchase of the property at their whim. No contractual discretion is completely absolute. Even a broadly stated contractual discretion is not “unbridled” and is subject to established limits. These sole discretion clauses must be exercised honestly and in good faith. [Click here to read the full article](#)

## Should you Stage your Home yourself?

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There’s no doubt that an effectively “staged” home is likely to sell faster and for a better price. Studies in real estate sales consistently prove it. However, you might be asking, “Is it better to do the staging myself? Do I need to hire a professional?”



Let’s look at the pros and cons.

If your home is already in demand and likely to get multiple offers, you might get away with doing the staging work on your own. In that case, it's still advisable to get professional advice rather than "guess" your way through the process. There may be specific staging approaches that apply to your home, that only a professional would know to recommend.

There are, of course, some downsides to doing it yourself, such as the extra work involved, as well as the fact that you may not have the experience or materials (such as staging furniture) to do a professional job.

By contrast, when you hire a professional, or at least get professional advice, you take advantage of the latest staging best practices to make your home more attractive and desirable to buyers. That is especially important in a balanced or a buyer's market.

So, when it comes to staging, remember that homes that show better tend to get more and better offers.

## Notable, Quotable, Quotes!



“Keep your face always toward the sunshine, and shadows  
will fall behind you.”

Walt Whitman

“Simple can be harder than complex: you have to work hard  
to get your thinking clean to make it simple.”

Steve Jobs

“Stay true to yourself. An original is worth more than a  
copy.”

Suzy Kassem

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