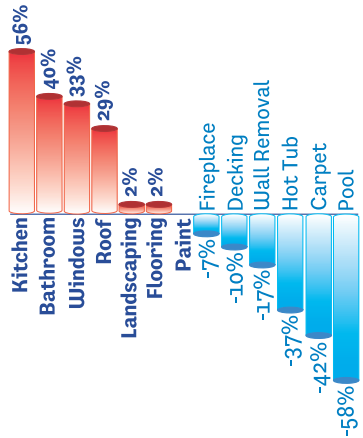


INTRODUCING THE
RE/MAX

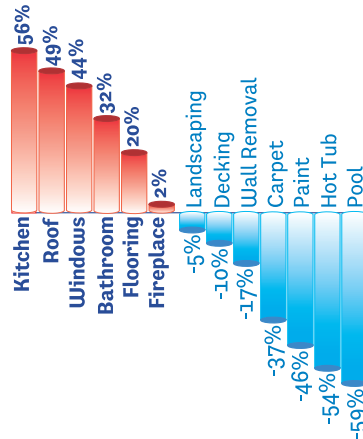
RETURN
ON RENO INDEX

Of all the renovations that you may consider, some renovations substantially add to the resale value of your home. Your playback from these renovations varies with the price of your home. While improvements to the kitchen or bathrooms or flooring is always a good investment, adding a fireplace or a new deck may have better playback at different price ranges. Have a look at the smartest reno's by price range.

Renovation Return On Investment
\$185,000 – \$250,000



Renovation Return On Investment
\$250,000 – \$400,000



Choose.... the best agent!

Real estate transactions can be stressful to say the least. The simplest way to reduce your stress is to choose the right professional agent to complete the sale. Be certain of their experience, especially in your area and price range. Make sure your service expectations are clearly outlined and that your agent is in sync.

- ✓ **When selling:**
- ✓ **Experienced Agent!**
RE/MAX® averages the most experience.
- ✓ **Buyer referral network!**
RE/MAX® agents refer buyers to one another across Canada throughout nearly 50 countries around the world.
- ✓ **Advertising Exposure!**
RE/MAX® outspends its 6 nearest competitors combined.
- ✓ **World Wide Web Marketing!**
remax.ca is the #1 branded website.
- ✓ **Great Negotiator!**
RE/MAX® agents average 3x more successful negotiating experience than average.

Anything less
is second best!

Smart... Renovator guide



Not all home owners are created equal.

As a homeowner, you are likely to re-sell at some point and should consider the impact of your renovations on the re-sale value of your home.

Remember, choices that you make regarding improvements or renovations can drastically influence your home's market value.

Check out our return on reno Index and see how the best renovations change with the price range of your house. Overall these are the six smartest renovations...



6

Smartest... Renovations



1

It all starts at the curb

Everyone knows the value of a first impression. But **RE/MAX** had learned that landscaping the front and backyard of your home will give you a 7% better return on your renovating dollar over the average return on other popular reno's. Increasing your curb appeal can be as simple as adding containers of brightly colored flowers. Another idea would be to add a low maintenance garden for blocks of colour and texture. Also consider a simple water fixture in the backyard to add ambiance.



2

The kitchen is the hub

Ever wonder why "kitchen parties" naturally occur every time you have a get together? Well, it's because the kitchen is the hub of every home. It's where we get nourishment, refreshment, gather and regroup after a busy day. It is a room with real value for every fam **RE/MAX** we've learned that itches upgrades can really deliver, with a 44% higher return on investment over the average return on other popular reno's.



3

Rekindle your passion for living

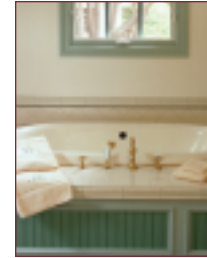
Nothing beats the feeling of curling up around a fire on a cold winter's night. Not to mention the comforting feeling of hearth and home that a fireplace adds to a room. **RE/MAX** return on reno index says that install-ling or upgrading the fireplace in your home will generate 11% greater return on investment than the average return on other popular reno's.



4

Try a fresh coat of paint

Often overlooked for the dramatic effect it can have on any living environment, **RE/MAX** knows that the simple repainting of walls gives you a 29% return on the dollar over the average return on other popular reno? Whether you go neutral with splashes of colour or warm and dramatic, trends include a mix of strong colours, mixed with nature inspired neutral-energy colours like orange, aqua, sage and blue, along with neutral palates leaning toward bisque, fawn, gray and walnut.



5

Disappear in your personal spa

Today's stress-filled world leaves us all crying out for rest and relaxation. **RE/MAX** knows making your bathroom the best it can be will generate a 56% better return on investment than the average popular renovation. The goal should be to create a spa-like environment in your bathroom by installing a soaker tub with relaxing jets, or perhaps a new steam shower stall.



6

Great ideas underfoot

Great looking floors are strong feature of any home. It often makes all the difference. **RE/MAX** knows this upgrade can generate a 22% better return on investment than the average. Start by ripping out that dated wall-to-wall carpet. Then sand your existing floors down and refinish them, or choose one of the many easy-to-install affordable laminants now available. A darker stain gives an elegant, yet up to date look.