

Our Objective

To sell your home

at the maximum

dollars obtainable,

in the shortest

period of time,

with the least

inconvenience

to you.

Why Choose Bosley?

WE KNOW THE MARKET. We have been actively marketing and selling homes in your neighbourhood since 1928. In fact, there's a good chance we may have sold your home before.

WE ARE A FULL SERVICE REAL ESTATE COMPANY with residential offices covering Toronto and Oakville, as well as offering industrial, commercial and investment sales and leasing.

WE HAVE CONTACTS locally, provincially, nationally and internationally who regularly supply us with valuable potential home buyer referrals. We are the exclusive affiliate of All Points Relocation Services Inc., a network of Real Estate associates throughout North America and Europe who regularly refer potential home purchasers to us. Conversely, we have the contacts to refer you to another firm throughout the world.

NUMBERED AMONG THE BOSLEY MANAGEMENT TEAM are past presidents of the Canadian Real Estate Association, the Ontario Real Estate Association, All Points Relocation Service Inc. (USA and Canada), the Toronto Real Estate Board, and chair of The Real Estate Council of Ontario. Collectively, we offer over 150 years of real estate management, experience and knowledge.

OUR FULL-TIME MARKETING AND SALES REPRESENTATIVES have been carefully selected. In addition to the mandatory licensing courses, they have participated annually in an extensive, thirty hour, "in-house" marketing and sales seminar as well as ongoing seminars, reflecting any immediate changes in the market and the industry. They are knowledgeable, informed and current.

WE HAVE A REPUTATION FOR RESULTS. Our marketing and sales representatives are well known and respected within the profession, which creates a greater networking opportunity and spirit of co-operation with their peers. The result is maximum exposure for your home.

OUR PERFORMANCE IS VIRTUALLY GUARANTEED. Many Real Estate firms sell less than one third of the homes they list. We have consistently performed well above the national average in both good and bad times. We only get paid for our services when your home is bought or sold.

Let us implement your
Personal House Marketing Plan Now

Corporate Marketing Plan

When you engage the services of Bosley Real Estate Ltd., Brokerage, the first thing we do is prepare a **Personalized Home Marketing Plan** that includes an analysis of competitive properties currently on the market and similar properties that have been recently sold.

We will then establish what we believe to be the **fair market value** of your property and in partnership with you, will establish the asking price.

Suggest possible **improvements** that will positively affect your selling price.

Explain **your role** in the selling process to maximize your selling price and minimize any inconvenience to you.

Make all necessary arrangements to **market your property** for sale on an Exclusive or MLS basis.

Install the Award Winning BOSLEY **lawn sign** immediately and distribute marketing information to over 100 Bosley sales people.

Distribute **"just listed" cards** throughout your neighbourhood if appropriate.

Complete a comprehensive **marketing information sheet** and distribute it immediately to sales people in other companies.

Establish an **advertising program** appropriate for achieving our objective.

Obtain your permission to arrange for all available Bosley sales representatives to **tour** your home within one week after you list.

With your approval, schedule **open houses** for Real Estate Board members and potential buyers.

Follow-up on each showing and **keep you informed** on a regular basis of all activity.

Negotiate agreements of purchase and sale and assist lawyers, lending institutions, appraisers and other involved parties in co-ordinating all documentation required to complete the sale of your home.

Always act with **your best interests** in mind, in strict adherence to The Code of Ethics of The Canadian Real Estate Association.

Four important facts to remember about pricing

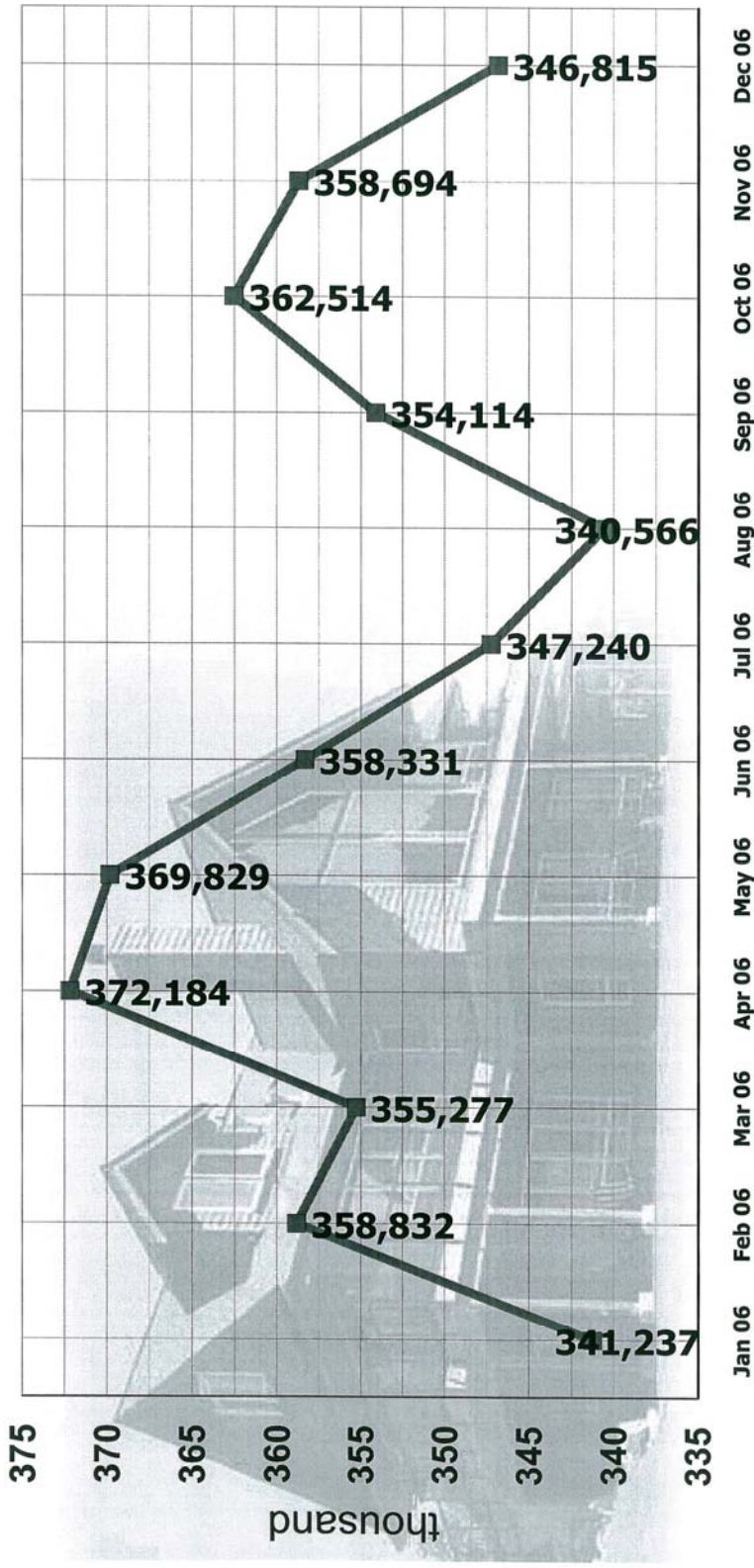
- ① Your property is worth only as much as a buyer is willing to pay.

- ② An accurately priced property sells faster and at a higher price.

- ③ A buyer is more inclined to make a full price offer on a home that is listed at fair market value. Conversely, a buyer is more apt to put in a low offer on a home that is priced above market value.

- ④ If you overprice your home, it will have fewer showings, receive lower offers, take longer to sell, plus actually contribute to the sale of other properties.

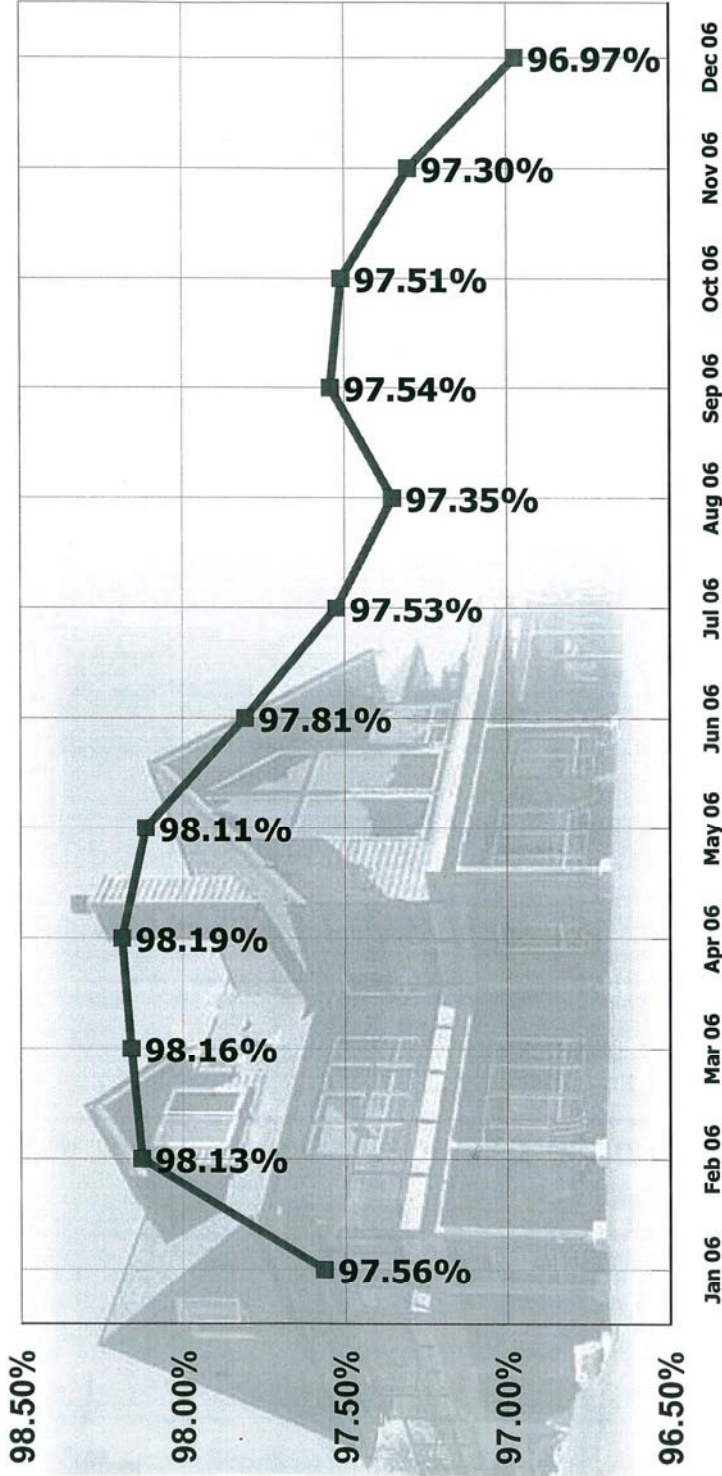
Average price



Bosley Real Estate Ltd. \$483,974

IMS Incorporated 416-785-4321 ©

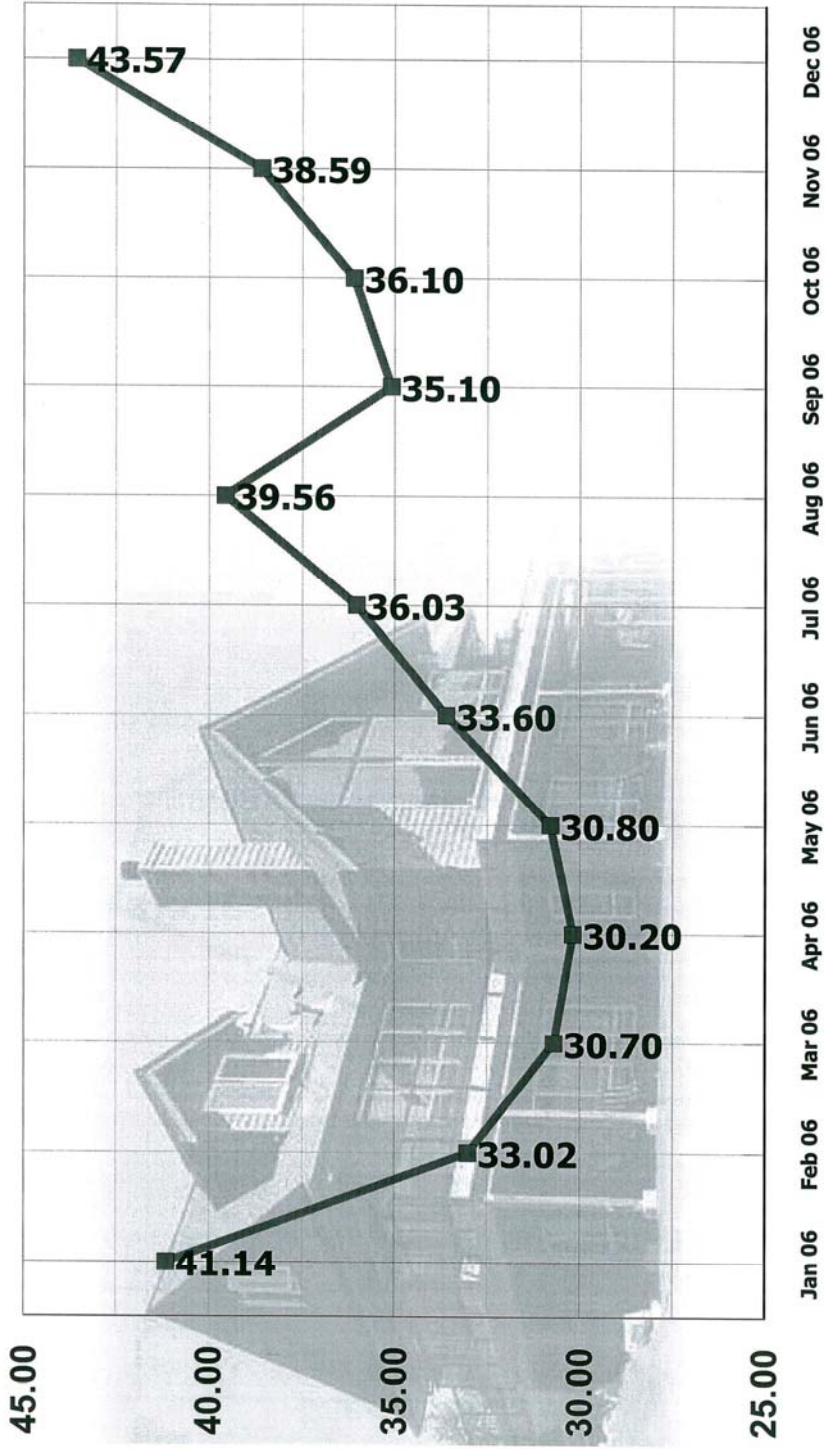
Average asked to sold ratio



Bosley Real Estate Ltd. 100.15%

IMS Incorporated 416-785-4321 ©

Average Days on market



Bosley Real Estate Ltd. 22.7

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What *does not* affect the Value of your Home

- What you think your house is worth
- What it was worth 2 years ago
- What I think your house is worth
- What an appraiser said your house was worth
- What you need to get out of this house to buy your next home
- What you spent on this house on upgrades

*Your Home is worth what a Buyer
is willing to pay !!!*

A Message From Our President

Since Bosley Real Estate Ltd., Brokerage was founded in 1928 we have maintained one principal thought ... quality is more important than quantity. That is to say, we don't wish to be giants. We wish to be responsive, professional people in an important service industry.

Service is the most valuable commodity we can provide. And that service - is essentially provided by people. When all is said and done, ours is very much a people business! The personal touch is ultimately what counts and usually makes the difference in concluding a transaction that is successful and satisfactory for both sides.

We are pleased to offer you services that we are proud of, believe in and are constantly improving.

Yours truly,

A handwritten signature in cursive script, appearing to read "Tom Bosley".

Thomas W. Bosley , FRI, CRB
President

Mission Statement

Bosley Real Estate Ltd., Brokerage is an affiliation of committed, successful professionals whose high standards of practice have assured quality, long-term business relationships with our customers and clients.

OUR VALUES

We are local residents and residential specialists. We pride ourselves in selling marketable properties to create the results our clients and customers expect. In our business we strive to create long-term relationships. Over time we have inspired a high level of trust by doing the right thing for our clients. We treat people with openness, co-operation and commitment.

TEAMWORK

We consider ourselves a team, willing to put co-operation first before competition. We meet the challenges of change in technology, law, and our profession by creating a safe 'learning environment'. Along the way, we have fun and encourage people to fully develop themselves in a creative climate of compatibility.

STANDARDS OF CUSTOMER SERVICE

Our goal is to create an exceptional level of service, based not on profits, but clearly focussed first on satisfying consumer needs. We want our clients delighted with our service so that they will refer others to us with confidence, and continue their business relationships with us for life.

COMPANY HISTORY

Bosley Real Estate Ltd., Brokerage is one of this country's oldest Real Estate firms and is unique in Toronto as the last major firm still completely owned by one family. We were established by the late William H. Bosley, O.B.E. in 1928. Our founder earned an enviable reputation for himself and for his company in the business community and the company, through the integrity of its management and the competence of its personnel, has earned the public's confidence.

From very modest beginnings the firm has grown with the community and at present employs nearly 125 persons in its multi-branch organization extending from Metropolitan Toronto to the Oakville area.

The Company's philosophy, however, has always emphasized the quality of its service rather than its size. Through its association with competent firms within Ontario, across the country and throughout the United States, The United Kingdom and Europe, the Bosley organization has been the means of ensuring the best professional services for its clients wherever required.

The firm has been privileged to serve many of the nation's leading industrial, merchandising and commercial concerns as well as governments and institutions. It has provided expert service in some of the most publicized real estate transactions in this Province's history, some of which include all the land assembly for the Ford plants in Oakville, Talbotville and Welland, the Stelco Port Dover plant and Toronto's City Hall and land assembly for the Bank of Nova Scotia building in Toronto. Its clients have included the legal, accounting and financial professions as well as estates and both foreign and domestic investors.

Our firm was the first in Canada to earn the coveted designation of an Accredited Management Organization (AMO) granted by the prestigious Institute of Real Estate Management in the United States.

Last but not least are the countless thousands of individuals whose many and varied real estate problems it has been our pleasure to solve. Bosley Real Estate Ltd., Brokerage provides a complete Real Estate service, and if the customer wishes to buy, sell, rent, manage, appraise, or finance, we can help.

OUR PROFESSIONAL PERFORMANCE GUARANTEE

For over 78 years, we at Bosley have consciously endeavored to build a reputation built on - reliability, integrity and results.

Professional performance is what we believe you should expect and deserve, which is why you have my personal guarantee that your home will never be listed with us for longer than you wish.

If you feel that we have failed to live up to our guarantee in any way, I want you to call me directly, and I will initiate immediate corrective action or release you from your listing agreement if you so desire.

Similarly, I would be delighted to hear from you when you are pleased with our services.

Sincerely,
BOSLEY REAL ESTATE LTD.



Thomas W. Bosley, FRI, CRB, CMR
President