

WHAT

IS GOING ON OUT THERE?

INSIDER LOOK

- [The Top 3 Investments to Consider Before Selling](#)
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- [Tips for Selling During COVID-19](#)



Matthew Regan
Broker and CEO
Regan Real Estate Inc.

What Is Going on Out There?

There has probably never been a time in our lives when we've depended on our homes more than we do today. During the unimaginable realities of today, our homes have become everything to us: our children's classrooms, our offices, our movie theatres and our gyms.

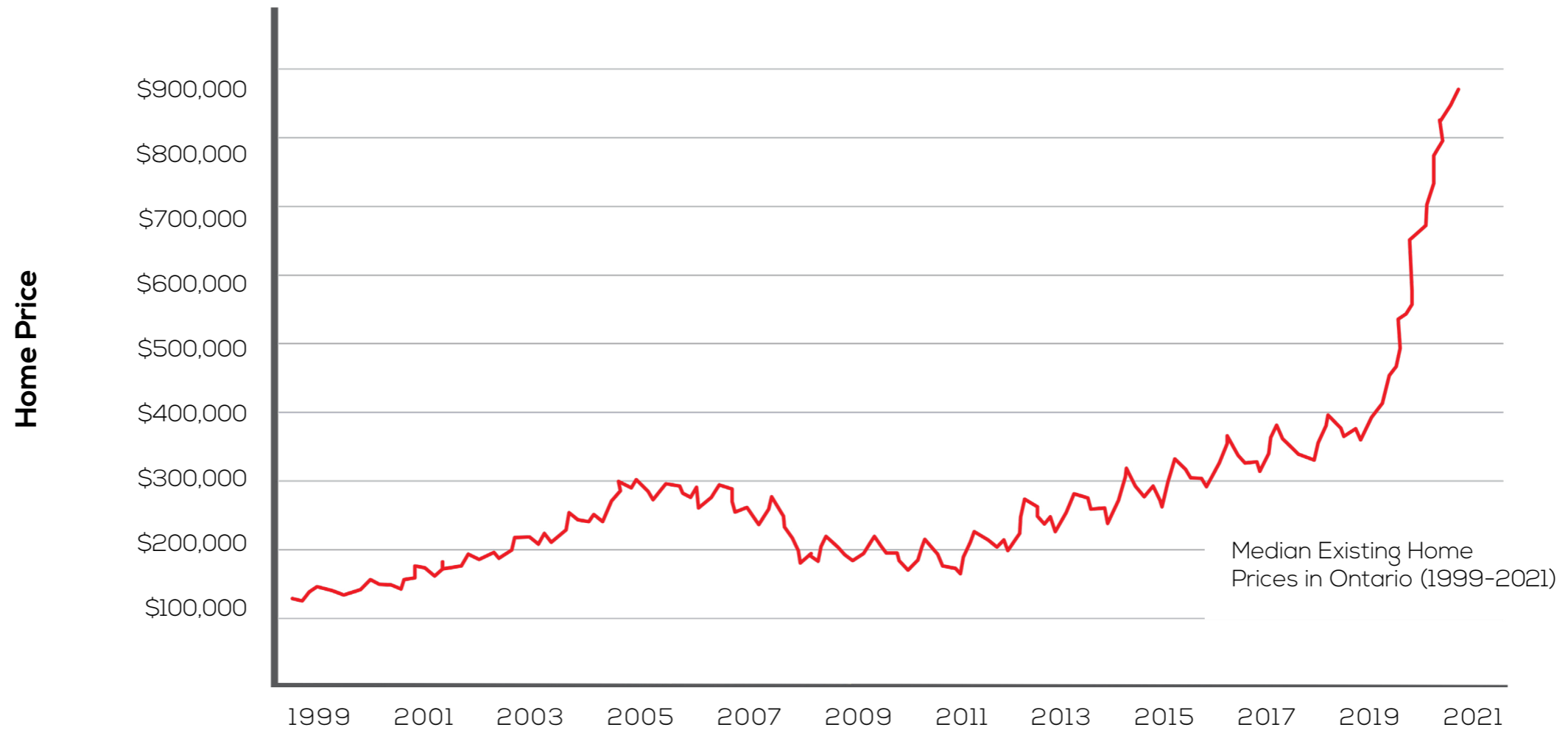
That has made us more intimately aware of what matters most to us and what we need and want from our homes. Lately, more than ever, people have been asking themselves if they have enough indoor and outdoor space, or enough room to work from home; if they don't, they are turning to the real estate market in search of a home that fits the needs of their new reality.

The real estate industry is setting a blistering pace right now. Data, at the national level, only tells part of the story as home prices vary widely across metropolitan areas. National and regional markets are experiencing an unprecedented price appreciation. Fueled by record-low interest rates, access to capital, a huge increase in home equity and, of course, the remarkable changes in how we view homes, we end up with the perfect storm.



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The process of buying or selling a home is complex, financially significant, and emotionally charged—even in normal circumstances. The Regan Team have continued to weather the storm by embracing technological advancements in order to help buyers and sellers transact. Not all Realtors® operate in the same way. When selecting an agent, make sure they are laser-focused on your needs. It's also important to select a Realtor® that knows how to negotiate when the stakes are high. Houses are selling in a matter of hours—that is not always a good thing. The calibre and skill set of an agent has never been more important in helping you navigate the complexity of a real estate transaction. As a buyer, it's easy to overpay in a market like this; subsequently, a seller might leave easy money on the table if there isn't enough attention paid to the details.

The good news is that *your home may actually be worth more money than ever before*. It's hard to predict what the remainder of the year will bring, especially with unprecedented market trends.

I can hear my father, Michael Regan, in the back of my head, as I conclude, "Whatever goes up, must come down."

Will it? I'll leave that for you to answer.



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Did You know?

- The Regan Team has sponsored the building of over a dozen homes for families in Guatemala and Honduras
- The Regan Team has sponsored over 50 orphaned elephants in Kenya whose parents were killed by poachers
- The Regan Team is the largest supporter of the annual Battaglia's Fundraiser for SickKids
- The Regan Team supports local women's shelters with financial support and donations of clothing
- The Regan Team supports the Salvation Army by bringing toys, clothing and warm meals to people in need
- The Regan Team has committed to a "Green Way of Doing Business," saving thousands of trees by going paperless and printing promotional material on recycled paper when possible





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Our Track Record

In the fall of 2020, *The Regan Team* was recognized by *The Globe and Mail's Report on Business Magazine* as one of Canada's **top growing companies**.

Audited financial statements by KPMG, a third-party accounting firm, showed that *The Regan Team* is firmly cemented as a stable and highly productive company not just in real estate but across all sectors.

When hiring The Regan Team to represent you and your family, you can rest assured that our commitment to you is backed by a tremendous desire to exceed your expectations.

This isn't about us, it's about you. Thank you to the thousands of families that have trusted us over the years.



NOTE:

- Top 5 in Canada for Royal LePage, the country's largest real estate company
- Top 10 of more than 18,000 agents on the Toronto Real Estate Board*
- \$250,000,000 in sales volume sold
- Over 200 Families assisted in 2020
- A 5-star Google and Facebook satisfaction rating



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Maximizing Value

TIPS - CONSIDER THE FOLLOWING WHEN INTERVIEWING A REAL ESTATE PROFESSIONAL:

- Research how many properties the agent has for sale. This will offer you an indication of whether or not they are too busy to give you the attention you need or, perhaps, they're not busy enough.
- Does the agent use an active approach in finding a buyer for your home? Or are they passive and lean more toward marketing themselves instead of your home?
- Ask yourself: Does this agent have the time to devote to my needs, or are they too busy running a large team and servicing many other homeowners?
- Do they work as a team? Do they offer in-house marketing, decluttering and home-improvement services and a sales team that work together to find a buyer for your home?



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The Top 3 Investments to Consider Before Selling

- 1.** Paint, paint and more paint, please. This is single-handedly the best bang for your buck. A fresh coat of paint on walls (even on old kitchen or bathroom cabinets) goes a long way.
- 2.** Declutter. Donate to charity or call those kids to come take their stuff that you've been hanging onto. The less-is-more analogy plays a big role in showcasing your home in its best light.
- 3.** Please! Please! Please, do not spend any money on your home until you've consulted a Regan Team Sales Partner. We'll help you make those decisions. Too often we see people spend money on their home that they simply won't get back when it's time to sell.





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The Sheppard

“We were incredibly impressed with The Regan Team, right from the get-go. The Regan Team offered us excellent advice on how to stage and upgrade our home before selling it. The result: an offer beyond our expectations within four days of coming on the market! We were very pleased with the work and advertising put into marketing our home. The Regan Team was available to us, at all times, whenever we needed answers to our questions. Their friendly manner, sense of humour and engaging style made us feel like they were part of our family. They certainly treated our home with the same care as if it were their own. We definitely recommend The Regan Team to anyone considering selling their home. Thanks again for all your support and assistance.”

– Dale and Donna



QUESTIONS?

CONTACT US TODAY

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THE
REGANTEAM
• REAL ESTATE PROFESSIONALS •

TOP 5 IN CANADA*



Royal LePage Real Estate Services **Regan** Real Estate, Brokerage.

Not intended to solicit properties currently listed for sale. Team of 28. Each office is independently owned and operated. *Teams of Royal LePage 2020.