

THE HEENAN TEAM

A photograph of a man and a woman standing in front of a lake at sunset. The man is on the right, wearing glasses and a dark sweater. The woman is on the left, wearing a dark top and large hoop earrings. The background shows a calm lake reflecting the orange and yellow sky, with a small boat in the distance.

**A REPUTATION
FOR RESULTS**

We strongly believe that excellent real estate transactions are the result of careful planning, insightful strategy and professional marketing techniques.



LAKES *of* MUSKOKA
REALTY

BROKERAGE
INDEPENDENTLY OWNED AND OPERATED

PORT CARLING

THE HEENAN TEAM WHY LIST WITH THE HEENAN TEAM?



OUR GOAL IS TO MAKE YOUR REAL ESTATE EXPERIENCE AS EASY AND RELAXED AS POSSIBLE.

We know that your decision to sell your property can be an emotional and stressful time.

When you deal with The Heenan Team you benefit from the experience of two seasoned real estate professionals who take great pride in offering fresh perspectives to both the buyer and the seller.

Unlike many agents, we live on the big lakes and have lived on Lakes Joseph, Rosseau and Muskoka.
From dock to door — WE KNOW THE WATER!

PUT THE POWER OF OUR TEAM AT WORK FOR YOU!

INSIGHTFUL STRATEGY

- Careful study, compilation and analysis of the existing market conditions. Then making buying and selling decisions based on this analysis.
- Determining a marketable listing price based on solid background data.
- Communicating the listing to the RIGHT people.
- Don't be misled by agents who over-evaluate.

CAREFUL PLANING

- Gathering all of the required paperwork necessary for the listing — surveys, tax records, occupancy permits, etc.
- Sub-searching all listings to ensure that your deal closes on time with no surprises! We do our homework by getting permits and surveys together, then studying them to ensure that there are no hidden Right of Ways or other issues that may prevent a transaction from closing. We have seen this occur all too often.
- As a team, we assist you in preparing your property to look its best for showings.
- Time for showings — we get the best exposure for your property while working around your schedule.
- We are prompt with providing feedback regarding all open houses, showings and agent previews.

PROFESSIONAL MARKETING TECHNIQUES

- Creating a marketing plan which ensures the best exposure of your property to the RIGHT people.
- We have a significant database of sophisticated and qualified clients. This clientele is immediately notified of your listing via a state of the art email campaign.
- Professionally designed marketing packages in full colour are distributed to all real estate offices, potential buyers and are downloadable from the MLS listing for ease of scanning or emailing.
- Great signage — Our billboard on Lake Joseph Rd. off Highway 400 drives a crowd to our website. Docks, roadways, property lines are critical in an effective advertising plan.
- Advertising in the best print media for your property, keeping in mind key dates for open houses, etc.
- Planning — leading, not following is what we do best!

Professional negotiations are KEY to a successful transaction. Paul's 35+ years of experience negotiating contracts ensures you can be confident that you have the right team on YOUR side!

MARKETING SAVVY CONCEPTS

LET US WORK WITH YOU TO CREATE THE MOST EFFECTIVE MARKETING PACKAGE FOR MAXIMUM EXPOSURE TO THE RIGHT CLIENTELE FOR YOUR PROPERTY.

PERSONALIZED MARKETING BROCHURE

Full colour brochures/flyers showcasing your property are distributed to clients and local real estate offices, are emailed to prospective buyers and are available online for buyers to download!

TARGETED MARKETING

Our personal marketing brochures are distributed to key Toronto market areas targeting qualified clientele. They are also mailed to a wide range of Muskoka cottagers for maximum exposure.

MAXIMUM EXPOSURE ON THE WORLD WIDE WEB

www.royalpage.ca

Offering global exposure to buyers as well as a great base of thousands of agents with whom we network.

www.realtor.ca

The best internet source for marketing your property providing links to us and our marketing materials.

www.theheenanteam.com

Our listings are linked to Realtor.ca.

MUSKOKA PROPERTIES

THE real estate newspaper distributed by the Bracebridge Examiner throughout Muskoka.

TORONTO NEWSPAPERS

- The Globe and Mail
- The National Post - Post Homes

MUSKOKA MAGAZINE

We are proud to advertise in this high end magazine which has an excellent subscriber base. The key to this magazine is its availability at cottage shows and boat shows as well as key locations in Muskoka.

EMAIL CAMPAIGNS

With thousands of qualified people in our databases, we reach out with regular email campaigns and updates to ensure that THEY know of YOUR property!

ROYAL LEPAGE

We reach out to thousands of our colleagues with Royal LePage, offering an excellent source of buyers across Canada.

WE GET OUT!

All year round we are networking. We love our career and people see it in our energy.

THE HEENAN TEAM

A REPUTATION FOR RESULTS

HELPING YOU IS WHAT WE DO

Royal LePage Real Estate services has experienced impressive growth, further solidifying its leadership position in Canadian real estate. Since the mid-1990's, Royal LePage has more than doubled the size of its sales force and almost doubled its market share. Today, the company boasts a network of more than 13,000 sales representatives in over 600 locations across Canada.

Royal LePage's proven track record and market growth speaks for itself. Canadians like the way Royal LePage does real estate. What sets the company apart from other real estate companies is its focus on the clients.

Royal LePage is proud to be the country's largest national real estate company and 100 percent Canadian — Canadian employees, Canadian owners and Canadian values as established by A.E. LePage.

The company's values are best expressed in the company motto: "HELPING YOU IS WHAT WE DO".

The corporate culture is based on collaboration, service and support, and its sales representatives are committed to providing you with the best service possible, even when it means going well beyond the call of duty!

Sales Representatives:

Paul Heenan - 416.258.2424

Linda Ratkovsky - 705.706.1944

www.theheenanteam.com



LAKES of MUSKOKA

REALTY

PORT CARLING

