



PSR

BROKERAGE

**BUYER'S
GUIDE**

by Daniel Lipton

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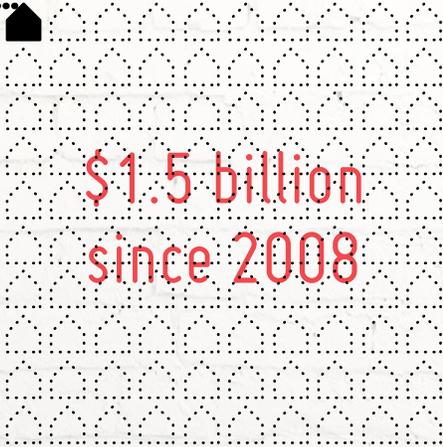
WHY USE PSR?

A GREAT REALTOR SAVES YOU MONEY.

PSR is a team of knowledgeable, experienced realtors with an extensive administrative support division. Our ultimate goal is to ensure you find the **perfect home** with minimal stress.

EXPERIENCE COUNTS. We've sold thousands of homes.

We've sold thousands of homes and represent some of the most exciting developments in the city. Our brokerage has been involved in over **1.5 billion dollars** of real estate sales since its inception in 2008.



WE'RE THOROUGH PERFECTIONISTS.

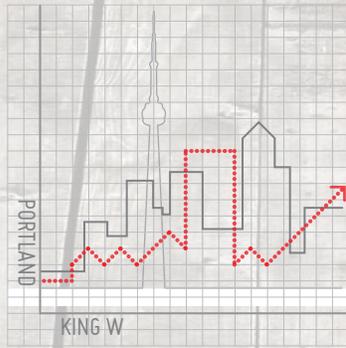
Got questions? We'll get the answers.

We are **detail-oriented** and preside over every project with pride and thorough attention from start to finish. If you're curious about how future developments/buildings will impact your home's value, we'll provide accurate answers. Our role as a source of client support is ongoing and does not cease at closing.

-  **QUALITY INFORMATION**
-  **QUALITY PROFESSIONALS**
-  **QUALITY HOMES**

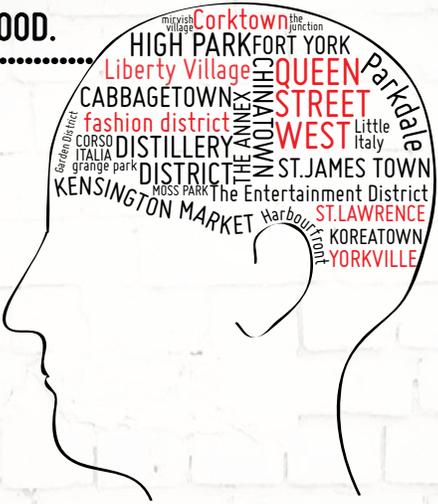
MARKET KNOWLEDGE.

We know our clients are educated, tech savvy consumers. We share our knowledge with peers, clients and community members freely through **collaboration, creativity and cooperation** and are leaders in innovation and technology.



WE KNOW YOUR 'HOOD.

We live, work and play downtown. We have intimate knowledge of Toronto's history, establishments and neighbourhoods. This gives us insider insight into where **true value** exists.

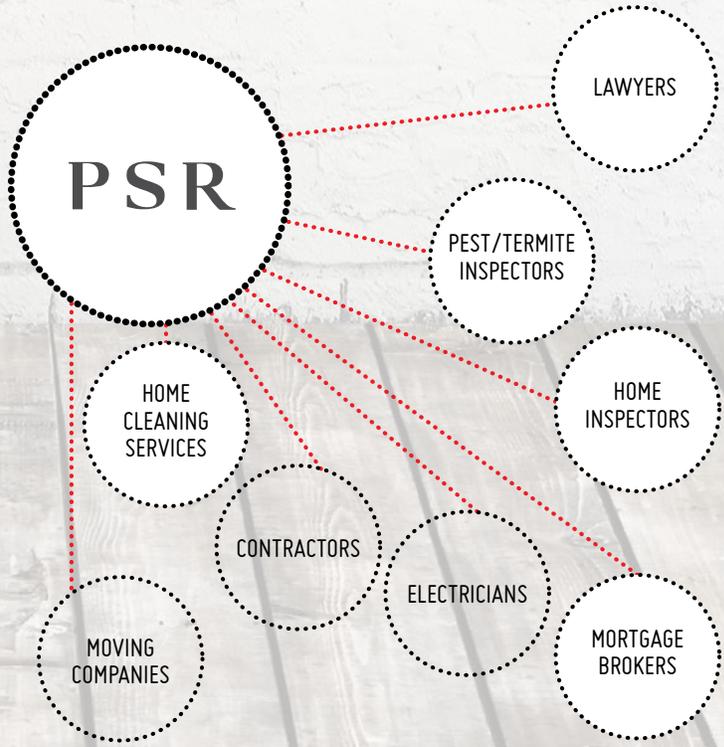


STRATEGIC PARTNERSHIPS.

Many realtors claim they can offer **VIP/advance purchase** at new development projects, but we actually deliver. We have strategic partnerships with Toronto's top developers, so our clients have access to floor plans and pricing well in advance of Broker and VIP launches. We've seen the price of units increase upwards of \$25k overnight to our clients' benefit.

WE'VE BUILT A SOLID REFERRAL NETWORK.

We've spent years networking and forging relationships with the best mortgage brokers, lawyers, home inspectors and other industry professionals. Use our network to **save you thousands of dollars** and countless hours of valuable time.



THE BUYING PROCESS



Decide to purchase



Obtain a mortgage pre-approval

Interview and choose a realtor



Setup / receive daily property matches via email



Make deposit money accessible

View properties

Buyer and seller are unable to agree on terms

Offer on a property

Buyer and seller are unable to agree on terms

Buyer and seller agree on terms with no conditions (firm sale)

Buyer and seller agree on terms with conditions (conditional sale)

Buyer and seller are unable to agree on terms

Provide deposit (certified cheque or bank draft)

Provide deposit (certified cheque or bank draft)

Conditional period (ie. home inspection, mortgage financing, status certificate review)

Conditions not fulfilled to buyer's satisfaction

Conditions fulfilled to buyer's satisfaction

Deposit returned to buyer

FIRM TRANSACTION



COMMON QUESTIONS

Q. DO I NEED A MORTGAGE PRE-APPROVAL?

A. Yes. Getting a mortgage pre-approval ensures that you can afford the home you want and clarifies your monthly mortgage carrying costs so that there are no surprises.

Q. HOW DO I BOOK A VIEWING ON A PROPERTY I WANT TO VIEW?

A. That's our job. Just let us know which properties you like and we'll book the showings right away.

Q. HOW MANY PROPERTIES CAN WE VIEW AT ONCE?

A. We suggest that you view a maximum of six properties in one outing. Looking at too many properties at once will hinder your ability to remember the finishes, layout and defining characteristics of each home.

Q. HOW MUCH DEPOSIT MONEY DO I NEED TO PROVIDE WHEN OFFERING ON A HOME?

A. Typically the Seller is expecting approximately 5% of the purchase price.

Q. WHEN DO I HAVE TO GIVE THE DEPOSIT MONEY WHEN I'M OFFERING ON A HOME?

A. Unless specified otherwise in the offer paperwork, the deposit money is required within 24 hours of acceptance of your offer. This means that you do not have to provide a deposit when making the initial offer. It is due once the terms are agreed upon.

Q. IS THE DEPOSIT MONEY REFUNDABLE?

A. Yes and no. If you include conditions (ie. mortgage financing and/or home inspection) in the offer that you must fulfill, the deposit is refundable. If you do not have (or remove) any conditions in your offer, the deposit is not refundable and is applied towards the sale price.

Q. WHAT PROFESSIONALS DO I NEED TO COMPLETE MY PURCHASE?

A. You'll need a top-notch mortgage broker, lawyer and possibly a home inspector and/or termite inspector. Other individuals may need to be contracted according to the specific details of the purchase/home.

Q. WHAT IS TITLE INSURANCE AND DO I NEED IT?

A. Yes. You need it. Title insurance is intended to protect an owner's or a lender's financial interest in real property against loss due to title defects, liens or other matters. Your lawyer can offer a more in-depth explanation.

Q. HOW MUCH DOES MORTGAGE INSURANCE COST AND WHEN DO I NEED TO BUY IT?

A. Mortgage insurance is required if your down payment is less than 20%. The mortgage insurance amount is based on your purchase price. Mortgage insurance is highest if your deposit is between 5-9.9% and drops successively if you are putting down 10-14.9% and 15-19.9% of the purchase price. Mortgage insurance is not required if your down payment is 20% or more of the purchase price.

Q. WHAT OTHER COSTS SHOULD I INCLUDE IN MY BUDGET WHEN BUYING A HOME?

A. Your budget should account for lawyer fees, land transfer taxes (both provincial and municipal), movers, renovation costs and a small slush fund to pay for pizza, wine and beer for friends that will help with packing and painting duties.

Q. DO I HAVE TO PAY ANY COMMISSION?

A. No. Although we appreciate your concern for our financial well-being, thankfully our fees are paid by the Seller 99% of the time. Should a circumstance arise in which the Seller will not compensate us, you will not be responsible for our fees. We will ensure that you get the home and service you desire knowing that good deeds come back tenfold. We believe in good Karma.

Q. HOW QUICKLY DO HOMES SELL?

A. In this market, homes sell pretty quickly. The average days on market (D.O.M) has been hovering around 30-35 days for the past couple of years, but if you're looking in a hot pocket of the city, this figure could be considerably lower.

Q. HOW MANY HOMES SHOULD I VIEW BEFORE PUTTING IN AN OFFER?

A. This depends on your comfort level. We'll never pressure you to make an offer. When you are ready, you'll know. The average number of homes our client's view before offering is 16.



REFERRAL
NETWORK



REFERRALS AVAILABLE UPON REQUEST



RESOURCES

MARKET NEWS

www.PSRBrokerage.com

www.TorontoRealEstateBoard.com

www.Realtor.ca

MORTGAGE, INTEREST RATE & CMHC CALCULATORS

www.RateHub.ca

www.CMHC.ca

DESIGN IDEAS

www.TouchOfModern.com

www.Houzz.com

www.Dwell.com

ALL THINGS TORONTO

www.TorontoLife.com

www.BlogTO.com

www.Walkscore.com



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