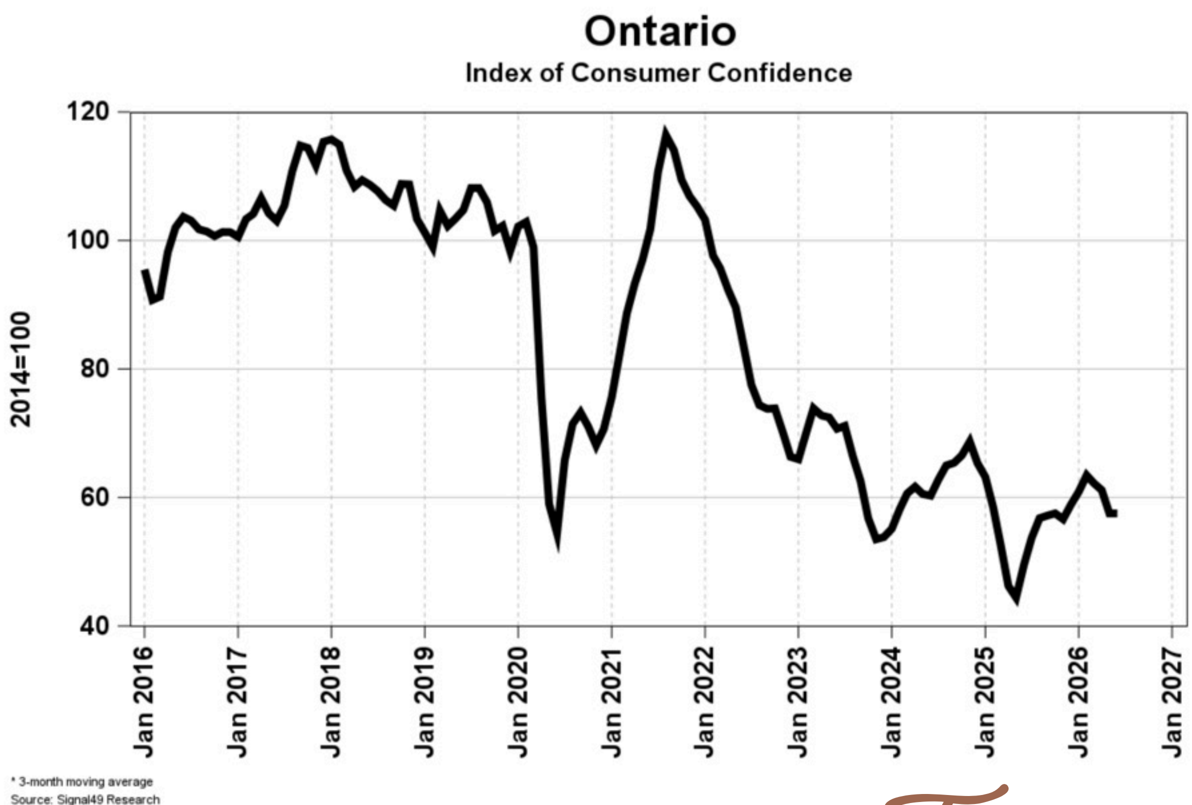
CLIENT

CONVERSATION



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WELCOME

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Cooperation Agreement ☐
Seller or Buyer Agreement ☐
Mortgage Broker ☐
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Lock box form ☐
Showing Direction ☐
Sellers Direction ☐
MLS Listing ☐
Real Estate Lawyer ☐
What is the most important thing to you?

Sutton Real Estate — Sutton Group Incentive Realty Inc., Brokerage

TRESA NEW REAL ESTATE GUIDELINES

RECO Real Estate Council of Ontario

MEET YOUR TEAM

OnePoint
ASSOCIATION OF REALTORS®

Wendy Crothers

Broker. 705-646-7532 One Point Estate Board

wendycrothers@me.com

Local with Twenty-Five years of Real Estate Experience, including Law, Customer Service & Finance

Marsha Mayanrd

Realtor. 905-599-1143 One Point Real Estate Board

marsha@marshamaynard.com

Seven years of Real Estate Experience. Staging Accreditation

Bill Kindou

Broker of Record for Sutton Group Incentive since 2002, joined Sutton in 1995. 705-791-8799

bkindou@sutton.com

Sutton Group Incentive Realty Inc. Brokerage. Independently Owned and Operated—Port Carling, Barrie, Alliston and Collingwood currently 130 agents.

Sutton REAL ESTATE
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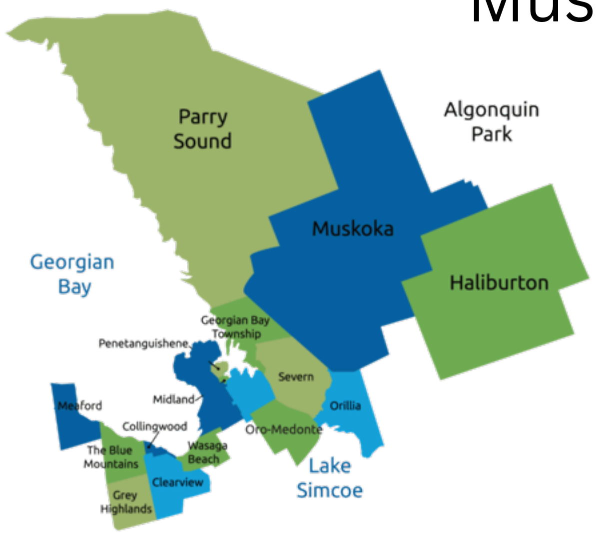
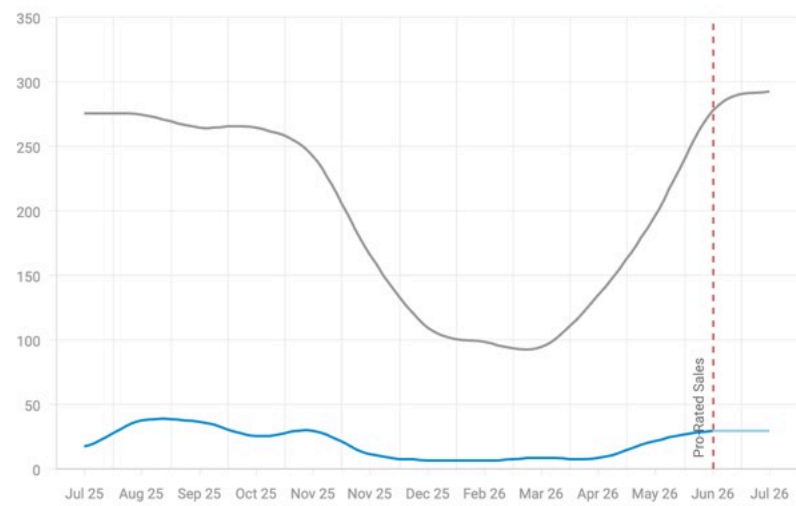
Muskoka



MARKET

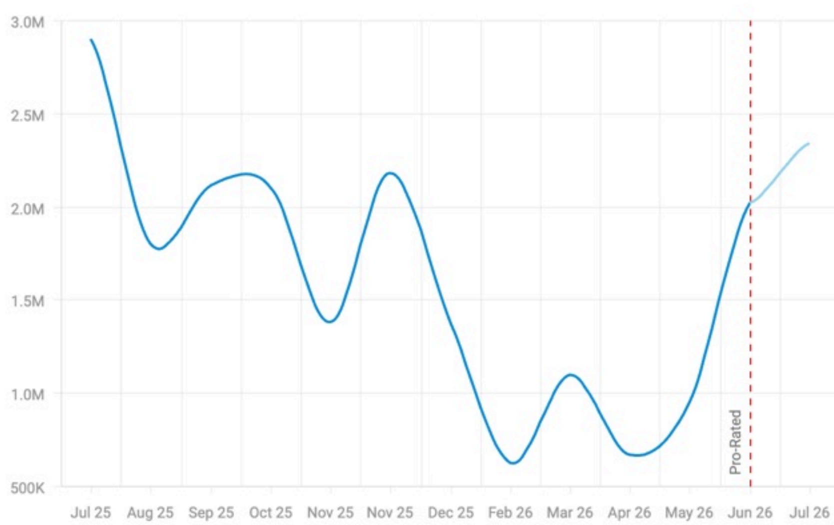
Number of Sales and Inventory

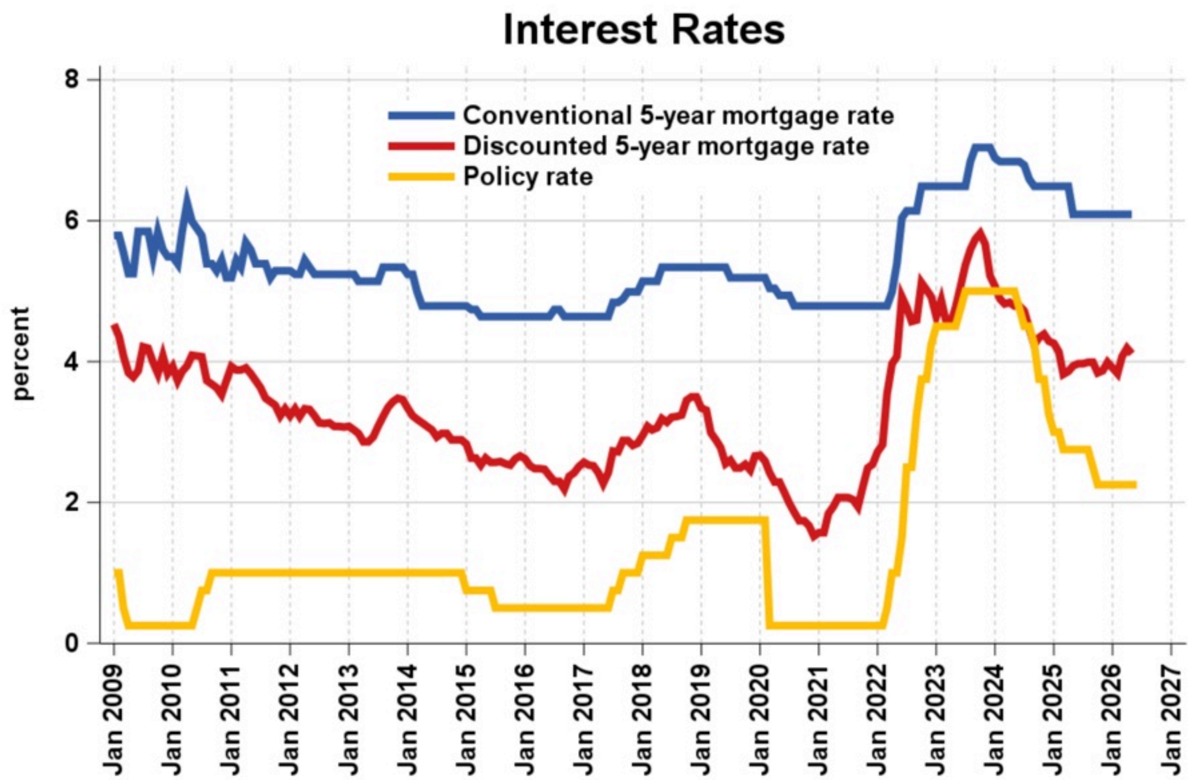
Sales Inventory



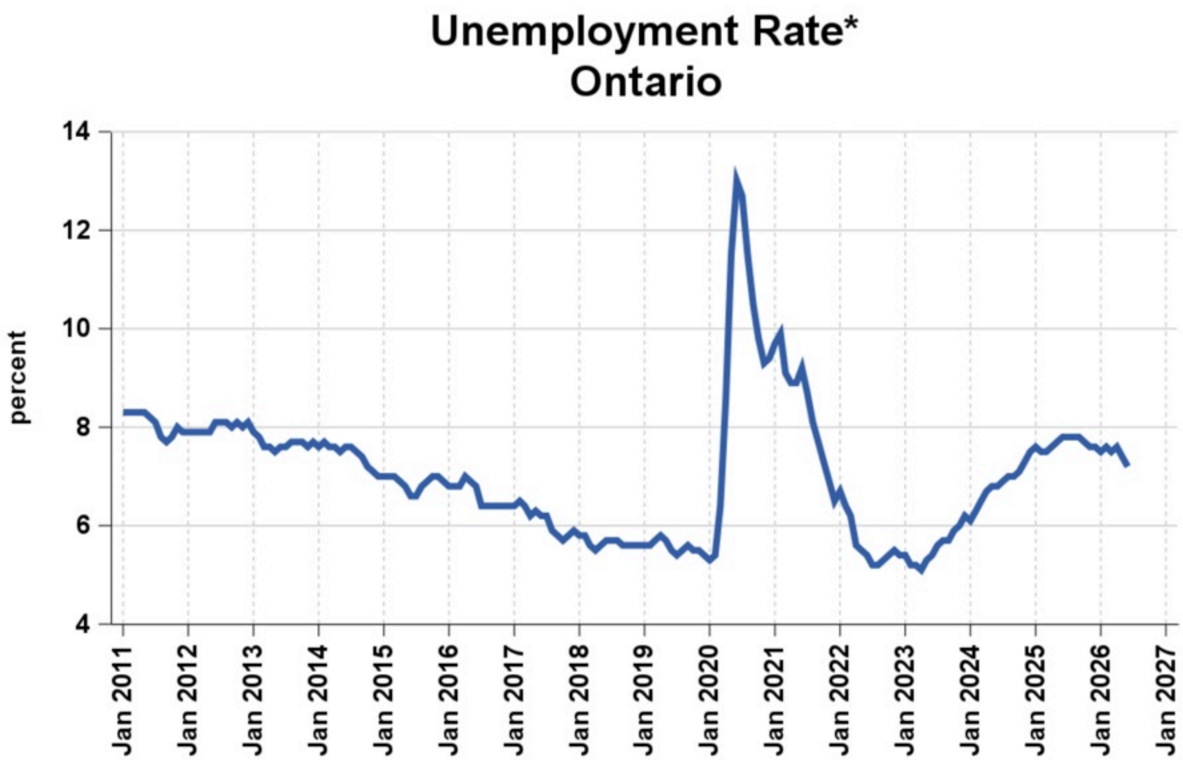
Average Sold Price

All Properties





Source: Bank of Canada, RATESDOTCA



* Seasonally Adjusted, 3mma
Source: Statistics Canada

MARKET

KNOWING WHAT'S IMPORTANT
INCENTIVE TEAM
MUSKOKA

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Ottawa, ON April 16, 2026 – The Canadian Real Estate Association (CREA) has updated its 2026 and 2027 forecasts for home sales activity and average home prices via the Multiple Listing Service® (MLS®) Systems of Canadian real estate boards and associations.

The major factor underpinning CREA's long-standing forecast for higher activity going forward is the idea that pent-up demand, particularly from first-time home buyers, would start to emerge from the sidelines after having been shut out of the market over the past four years. An important milestone for that process is the expectation that interest rates will no longer fall, and that home prices in affected parts of the country have stopped declining.

That said, beginning in the second half of March, inflation from the spike in oil prices raised the odds of a Bank of Canada rate hike later this year, raising bond yields and resulting in a jump in fixed-rate mortgages. Higher mortgage rates are expected to curtail activity on their own, but the idea that the oil shock may be short lived will likely also cause many buyers to wait for rates to come back down, further dampening activity at the most active time of the year for housing markets.

Along with a generally tepid start to the year for Canada's economy and weaker than expected housing activity in the first three months of 2026 has resulted in a downgrade to CREA's forecast.

Some 474,972 residential properties are forecast to trade hands via Canadian MLS® Systems in 2026, representing an increase of 1% from 2025. As previously forecast, the national gain is still expected to be driven largely by British Columbia and Ontario where sales have more room to recover. Activity is forecast to rise only modestly or decline in other provinces where activity had previously been elevated due in part to record population growth which is no longer a factor.

The national average home price is forecast to rise 1.5% on an annual basis to $688,955 in 2026, with virtually no growth in B.C., Alberta, and Ontario, and gains fading into the 2% to 5% range in other provinces.

In 2027, national home sales are forecast to climb a further 2.1% to 485,071 units. That said, this number could be revised above the 500,000 should higher interest rates prove unnecessary to fight inflation.

The national average home price is forecast to edge up by 0.9% from 2026 to $695,094 in 2027, with gains held to below inflation across the board. As with sales activity, this number may be subject to an upward revision should the current oil shock and associated inflation prove short lived.

This forecast would mark years six and seven that the national average home price has hovered close to the $700,000 mark.

MARKET

SELLING TIMELINE

01

Decision

Deciding to list with us begins with our connection. If there is one it will make the process less painful. Listing Documents to review and sign. Leaving you with copies for your records helps keep you in control and organized.

02

Photo Ready

We believe in clean property photos. Follow our advice on how to prepare the property. Allow us to tuck things away on photo day. Consider maintaining a clean slate for showings.

03

Measurements

We will review your property details and build your listing accurately. Descriptions are kept short and straightforward for easy reading and sharing. We believe less is more. A listing description is not the reason a home doesn't sell.

04

Sellers Direction

It is best to have a framework of what you would like us to share and how you would like us to handle the offer process. Your wishes are formalized in an OREA Seler's Disclosure Form.

05

MLS System

95 % of sales result from a view on REALTOR.ca and those views become inquiries. We stretch conversations with every call and work to book showings with Broker Bay.

06

Market Response

Viewing statistics are sent weekly—conversation starter brochures in the home. Social media and Realtor.ca with great photography.

OREA Ontario Real Estate Association

BROKERBAY

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NEXT STEPS

01 — 02 — 03

01 Styling vs Staging

We can showcase your home with or without staging. We recommend decluttering and styling what you have. It can be a stressful time and we want you to live comfortably, and be ready for any last-minute showing requests.   The photos will be taken of the house on its best day, maintaining perfection is not realistic. Most buyers can see past day to day living.

02 Open House & Agent Tour

We recommend an open house on the first weekend and to support a price change. Too many open houses can signal desperation. Open houses are more of a benifit to the agent than the seller. We can also include an agent tour if available in your area. The best case scenerio is when an agent books a showing with a qualified buyer.

03 Showing Requests

Showing requests can be controlled by you or entirely managed by us. It's the homeowner's responsibility to keep the driveway and walkway clear and well-maintained for safety during the winter. If there are pets in the home during the day, we miss opportunities to show your home or cottage. Have a plan to vacate to ease pets' nerves during this transition.

NEXT STEPS

04 05 06

04 Day to Day Management

Negotiations: we liaise with other realtors, show the property, handle buyer and seller concerns and watch for property competition. We have good relationships with other local agents who like working with us.

05 Analyze Sales Prices, Metrics and the Sold Sign

How many views and showings occurred? We provide professional advice and direction to sell, the property successfully.

06 Suspension & Termination

If something comes up that requires fixing, we recommend suspending the listing until it is ready to show again. If the price we are asking is too high for the market and we have made a series of price reductions already, we might suggest termination and relisting when the market looks like it might support the adjusted target sold price.

WHAT'S IMPORTANT?

Sutton
REAL ESTATE

Sutton Group Incentive
Realty Inc., Brokerage
Independently Owned and Operated

We are here to provide you with direction & professional real estate advice.

We are confident that our solution-based mindset will give you comfort and results where posible.

Thank you!