



# The Boiron Report

*“Unthinking respect for authority is the greatest enemy of truth.” – Albert Einstein*

## The Ultimate Guide

Between them, the Boirons have formidable collective experience in the Real Estate industry. Much of this experience has found its way into their successful, jointly-written book “Commercial Real Estate Investing in Canada (Wiley)”.

Now, Claude Boiron, a successful Realtor and mentor, is authoring an exciting new book that aims to be the ultimate guide for Canadian Realtors. “The Canadian Realtor’s Essential Business Guide” is scheduled for publication in September 2011, by John Wiley & Sons, and promises to help define and promote excellence in an industry facing challenges such as à la carte representation agreements and greater public access to the MLS.

The book will be strongly focused on giving an edge to Realtors; but, doubtless, it will hold appeal for anyone in the Real Estate industry.

Many people don’t realize the tremendous financial role Realtors play. Many Real Estate deals (especially in Residential Real Estate) represent some of the largest financial transactions an individual or company will ever be involved in. A Realtor often exercises more influence over a client’s money than their financial advisors, accountants, lawyers, etc.

Claude’s new book will help Realtors and other industry players break old habits and show them how they can save time, energy, and money in their businesses. It will also provide guidance on how Realtors can find maximum value

for Buyers and improve returns for Sellers; whilst maintaining strong ethics and gaining trust.

The guide will draw on tried and trusted practices, years of experience, and conventional wisdom, but it will also cover new and powerful tools available to Realtors; such as marketing through social networking and the use of other technologies in Real Estate.

We’ll keep you posted as we draw nearer to publication!

## In the Market?

One cannot miss some negative sentiment in the Real Estate market at the moment; especially in Residential Real Estate. Nevertheless, great deals happen every day and opportunities always exist.

If you are considering marketing a property, here are some guidelines that may help you convert your experience from ‘statistic’ to ‘success’:

No property is perfect, but a Seller does well to realize that properties mean different things to different Buyers or Tenants. You may significantly improve the chances of selling your property, and possibly increasing the price, if you consider carefully which type of Buyer or Tenant would have the highest demand for it, and present it in the best possible light respectively.

Many a Seller has taken his or her property to market and discovered that it was sold or leased very quickly (an indication that it might have been underpriced)

or that it failed to generate the interest expected (an indication that it might have been overpriced). Taking the time to carefully value a property and your need to sell or lease it, and then carefully setting your price, will help to avoid unnecessary disappointment.

A property can mean different things to different Buyers or Tenants, but the same holds true for Sellers and Landlords. Take the time to properly evaluate your own goals, be it a good price, a good Tenant, a quick sale, or whatever, before you begin your marketing efforts.

As with any large financial transaction (which Real Estate deals generally are), professional advice can make a real difference not only in terms of value, but also in terms of risk. If you are considering placing your property on the market, it would be both prudent and valuable to seek professional advice.

As always, the Boirons stand ready to assist you in any Real Estate endeavour, and we encourage you to make contact with us!

## Hot Listings

**Subdivision (Everett)**

\$10,500,000 – 129.70 Acres  
439 Residential Lots

**Retail Space in Barrie**

\$11.95/sq.ft. – 1,140 sq.ft.

**Shopping Centre within 1hr of Toronto**

\$11.3 M – 7.15% Cap Rate

When we recently sent out an email containing Holiday Wishes, we received many kind responses, and some requests for Real Estate assistance.

This prompted us to write this little message: Please don’t hesitate to ever contact us with questions or for assistance in Real Estate. We are happy to spend time answering your questions and sometimes even helping you decide whether it is the right time, or whether you are in an ideal position, to buy, sell, or lease a property.

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