

**PSR**  
BROKERAGE

# HOME BUYER'S GUIDE

*guiding you home*







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# INTRODUCTION

Congratulations! You are one step closer to owning your dream home or investment property.

Navigating the real estate landscape can be overwhelming, whether you are a first time home buyer or a skilled real estate investor with a comprehensive portfolio.

At PSR, we want to ensure you have the most up-to-date economic and real estate market trends, and understand the important elements of the home buying process.

Our agents hold the knowledge necessary to ensure a successful, effortless and positive buying experience.







# THE PSR ADVANTAGE

PSR is Toronto's premier luxury boutique brokerage, with esteemed experience in Resale and Pre-Construction Sales. We focus on value over volume, ensuring that all who interact with the brokerage receive the highest quality service possible.

Through an entrepreneurial mindset, industry knowledge, innovative marketing and unparalleled customer service, with the purpose and vision of setting a new standard in real estate — PSR delivers results that exceed expectations and help build long-term, loyal relationships.

## 8 Billion+

in sales at an unprecedented rate

## 15+

Over fifteen years of esteemed experience in Resale and Pre-Construction Sales.

## Top 5

We're making big moves ranking Top 5 for real estate brokerages on social media in Canada. \*

*\* Source: Property Spark*

## 30+

We're highly experienced in luxury project sales and bring projects to life with over 30 new development exclusives with a progressive mindset and execution leveraging our massive network of realtors.



# REDEFINING FULL SERVICE

## STATE-OF-THE-ART OFFICES

With locations in prestigious neighbourhoods such as King West, Forest Hill, Vaughan, Port Credit, Burlington and Muskoka, PSR's contemporary and technologically-advanced office space allows our agents to conduct business within an environment that fosters an exceptional and top-tier experience for their clients.

## IN-HOUSE CREATIVE AGENCY

@PSR is PSR Brokerage's full service in-house marketing and design creative agency specializing in marketing, design, branding, strategy and art direction revolutionizing branding and marketing materials for the entrepreneurial agent to become the primary curator of their brand for themselves, their clients and listings.

PSR's skilled team of marketers and brand designers work strategically to elevate the presence of our brokerage and agents' brands both on-and-offline. PSR's creative agency ensures the success of each individual agent's listing by providing an exclusive presence on our industry-leading digital marketing channels. Our agency also creates stunning print packages, presentations, and other materials necessary to enhance the exposure of each agent's listing.

## CUTTING EDGE TECHNOLOGY

Through a strategic alliance with Mave, PSR's empowers its agents to reclaim their valuable time. PSR's agents leverage Mave's industry leading, unprecedented AI to automate the daily tasks that distract them from focusing their energy on those that matter most, servicing their clients and growing their brands.

As an extension of our in-house marketing team, @PSRAgency, Mave takes marketing automation to a level never seen before in the real estate industry. Mave's solution is ever-evolving and growing, and with future plans to incorporate their revolutionary AI into deal coordination, market analysis and vendor management, Mave aims to facilitate PSR agents, helping them realize their true potential.



## LEADERS IN PRE-CONSTRUCTION PROJECTS

PSR's full-service and award-winning pre-construction team is dedicated to supporting real estate developers across the GTA; providing constant support to our agents as well as access to inventory, and up-to-date information on Toronto's finest projects.

## NEIGHBOURHOOD SPECIFIC EXPERTISE

PSR's state-of-the-art office locations in six unique neighbourhoods allow our agents to hone their expertise of the areas in which they work, providing superior knowledge and relevant information catered specifically to the needs of their clients.

## STRATEGIC PARTNERSHIPS

PSR's entrepreneurial mindset, coupled with outside-the-box thinking, allows our brokerage to focus on fostering unique partnerships with businesses, promoting beneficial growth for agents in both resale and pre-construction sales.

## DEDICATED ADMINISTRATIVE SUPPORT

With extended office hours, PSR's team of dedicated administrative staff is readily available to provide the support agents need to run a lucrative real estate business.

## COMPREHENSIVE MARKET DATA

PSR conducts a monthly in-depth analysis of real estate market data. We break down the insights and create valuable reference materials that equip our agents with a detailed understanding of relevant industry trends.

## AGENT TRAINING

Real estate training is enriched through a collaborative approach, featuring guidance from the Broker of Record, Vice President of Resale, and President. Complemented by legal experts, mortgage brokers, builders and various partners, this comprehensive learning experience equips aspiring agents with a deep understanding of transactions, legal nuances, and financial intricacies. This multifaceted training cultivates a skilled and innovative generation of real estate agents, poised to excel in an evolving market while fostering valuable industry partnerships.



# GLOBAL EXPOSURE

## MLS

All properties listed to MLS are automatically fed to the PSR website, Zillow and Broker Bay for maximum exposure across various networks.

## ZILLOW

Zillow is the top real estate website in relations to views in North America. Properties are uploaded to Zillow’s Canada network which has a growing 750k Monthly Organic (unpaid) Unique Canadian users database per month connecting buyers to properties from all over North America.

## BROKER BAY

Leverage the largest professional network where top brokerages share off-market properties; providing agents and clients access to powerful marketing tools and valuable hidden listing inventory. Broker Bay introduces listings to buyers before they are released on the MLSTM platform (or properties which are not featured on MLS). The Exclusive Network provides added value to agent’s buyer relationships.

## TORONTO LEVELS

PSR Brokerage and Toronto Levels have entered a strategic partnership that will allow PSR Brokerage agent’s listings to maximize and receive additional exposure to the 70,000+ followers of Toronto Levels social media platform.

## PSR WEBSITE

Reach PSR’s vast network of realtors and clients via the PSR Website. All listings are uploaded to the site and are automatically connected to the agent’s profile. The agent’s contact information is clearly stated to ensure no leads are missed.

## PSR SOCIAL MEDIA

PSR publishes select properties as a “Featured Listing” with property photos and information including a specific link and call to action to reach out to the agent with more information:

- Instagram (over 14.4K reach)
- Facebook (over 18K reach)

PSR shares the listing on their Instagram story, to expand the reach of the information to an even broader audience, including:

- Agent info
- Property image
- Link ability – scroll up to visit webpage with property information and contact information for the agent

## PAID DIGITAL ADVERTISEMENTS

Advertisements are created to expand the reach of social media posts

- Facebook, Instagram, Audience Networks, Mobile and Desktop Feeds
- Ads are available to all staged listings on a request basis
- Links back to information of property and contact information for agent on website
- Copy includes all important information on property
- Ads are created with detailed targeting based on the location and target audience depending on the desire demographic

## ONLINE MEDIA OUTREACH

Property is sent to many online media outlets and blogs with a broad network of engaged realtors interested in homes and condos in Toronto on a request basis. Outlets post to their networks, all within millions of views, allowing the property to reach a vast audience across Toronto and the GTA.





## TORONTO LEVELS

Leading luxury real estate brokerage - PSR Brokerage focuses on fostering unique partnerships with agents and businesses, promoting beneficial growth for all in this ever-evolving marketplace. Through a strategically developed and executed digital marketing strategy, PSR's reach has seen immense growth in the past several years. Our brand has and continues to be carefully positioned to speak to a niche audience while elevating the brands of PSR's agents.

PSR Brokerage and Toronto Levels have entered a strategic partnership that will allow PSR Brokerage agent's listings to maximize and receive additional exposure to the 70,000+ followers of Toronto Levels social media platform. It is through this strategic partnership in which PSR Brokerage continues to expand their portfolio of mediums in which their agent's luxury listings are featured.

About Toronto Levels: Toronto Levels has made its mark in the Instagram world – attracting local realtors to showcase their luxurious listings to an extensive audience. Established in 2020 – Toronto Levels has reached millions of people not only in Canada but worldwide. The goal for Toronto Levels is to connect everyone in the Toronto real estate industry from realtors to brokerages, builders, and architects while showcasing stunning listings to all of its 70,000+ followers.

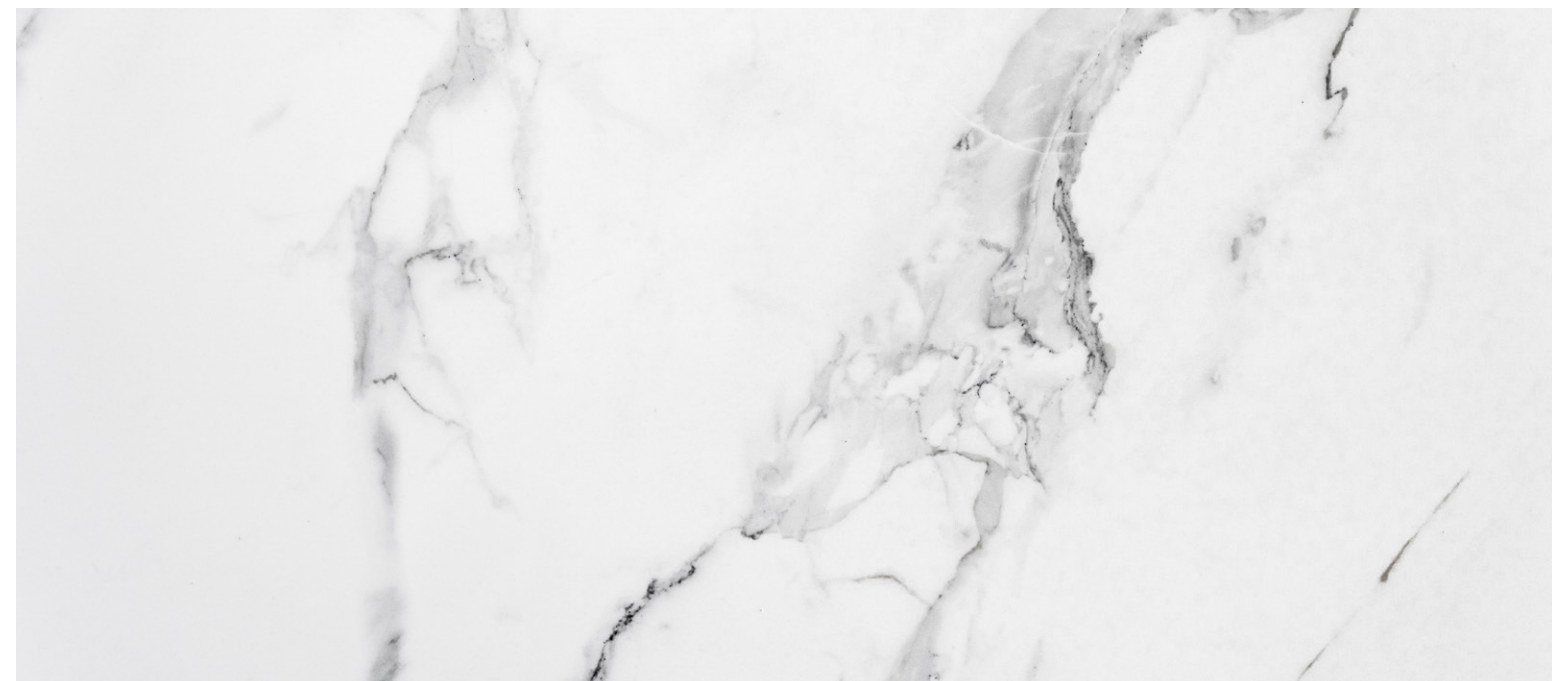
## @PSR CREATIVE AGENCY MEDIA OUTREACH

One of the remarkable highlights of PSR - remains its powerhouse in-house agency. Step ahead of the rest - @PSR Creative Agency works to create and elevate not only the PSR Brokerage brand but also the brands of its incredible agents through cutting edge designs and media outreach.

In collaboration with PSR listing agents - @PSR Creative Agency works in collaboration with key media contacts to ensure their latest listings are showcased generating additional brand awareness for the agent and traffic for the property listed.

PSR agents and their incredible listings continue to be featured in key media outlets such as TorontoLife & Storeys with the dedication, support and connection of @PSR Creative Agency who work to position each luxury listing in a way in which media outlets will be best inclined to feature PSR's properties on both digital and print platforms of media publications.

FEATURED IN:







## GETTING STARTED

If you're reading this, you've decided to take the first steps towards home ownership! As exciting as this process is, there are a few things you should consider to ensure that you are prepared to have the best home buying experience possible. Ask yourself the following questions:

- What are you planning to do with this property?
- What is your budget?
- Have you spoken to a mortgage broker or bank?
- Do you have a deposit and down payment ready?
- Have you researched neighbourhoods?
- What type of home are you interested in? House, condo, townhouse, etc?
- What features are non-negotiable to you?

Continue reading for a more in-depth walk through of these questions.





## STEP 1: What are your plans for this property?

It isn't an accident that this question is the first step towards purchasing a property. It is important to have an understanding and plan for what purpose this home will serve.

Is this your first home? Are you purchasing this property solely as an investment? Will you live in this property or do you plan on becoming a landlord? How long do you plan on owning this property?

These questions are crucial because they will give a clear picture as to what is required and important to you when deciding on the specific type of property you will purchase, including whether or not you should purchase a new development or a resale property.



## STEP 2:

# Estimating your budget

Understanding your financial situation is one of the most important parts in the process of purchasing real estate. By creating a full picture of your budget, your mortgage options and what lifestyle you would like to live, your agent is able to better guide you in your home search.

There are many 'general guidelines' that are recommended when understanding how much you should spend on housing costs versus your income, but we suggest that these costs should not exceed 32% of your gross monthly household income. Housing costs include mortgage payments (principle and interest), property taxes, maintenance fees, home insurance and utilities.

It is advised that total monthly debt (housing costs plus credit, debt and car payments) should not exceed 40% of your gross monthly income.

The reason these guidelines and recommendations are put in place is to ensure that you, the consumer, don't place yourself in a situation where you are unable to afford the home you purchase. Remember, outside your home and other debts, you still have costs including food, entertainment and everything else that is associated with living. Using these guidelines, you are able to get an understanding of what you possibly can afford based off of your annual income.







## STEP 3: Confirming your budget

Now that you have a basic idea of what you could possibly afford to purchase, the next step is to speak to a mortgage provider or broker.

Mortgage professionals are better equipped with important information that you may not consider or fully understand but which are vital to the process of determining your budget.

It is a good idea to get multiple opinions from various institutions or brokers to ensure you get the best service possible. We suggest speaking to your PSR agent to receive a referral if you are unsure who to use.





## STEP 4:

# Preparing your down payment and deposits

*What is your budget for the down payment? What about your deposit? These are two different things and are needed at different times.*

A **down payment** is the initial payment that applies directly to the price of the home. This is needed at the time of closing, i.e. if you have a down payment of \$25,000 on a \$250,000 home, your mortgage (the amount you borrow) will be \$225,000. If your down payment is less than 20% of the total purchase price you will need to purchase mortgage insurance that guarantees debt against default. There are additional costs to obtain mortgage insurance that are regularly added to the mortgage loan, but it would be best to confirm with a mortgage professional.

A **deposit** is a payment as a pledge for a contract, specifically the contract to purchase a home. This is required (typically) within 24 hours of an accepted offer. It is pertinent that these funds are available and accessible, should you decide to offer on a property. A deposit applies to the purchase of a home and can be seen as part of a down payment.







# STEP 5:

## Researching neighbourhoods

Now that you know what you plan on doing with your property, and how much you can afford, the next step is to determine which neighbourhood fits your criteria. If you are purchasing to be a landlord, knowing which neighbourhood has a large amount of amenities, access to public transit, or a good walking score, is helpful when finding tenants.

If purchasing for yourself, you must consider the type of lifestyle you'd like to live. What type of environment do you want to be surrounded by? Would you rather live in a location that is walkable or is commuting an option for you? Are you interested in being surrounded by the hustle and bustle of city living or do you want a more suburban atmosphere? All of these factors are important to consider when purchasing a property to live in, since you can always change the interior of the home but not the neighbourhood.



## STEP 6:

### What type of home are you interested in? House, condo, townhouse, etc?

Just as important as determining which neighbourhood you want to be a part of is choosing what type of property you want to live in.

In Ontario, there are multiple types of properties available for the consumer at varying price points, from bachelor condominiums to detached homes and everything in between.

The question is, what do you want? Are you attracted to a condo lifestyle that has amenities and a view of the lake or skyline? Or do you prefer having a front and/or back yard, entertaining guests over a BBQ? This decision will ultimately be partially determined by price point and location.







## STEP 7:

### What features are non-negotiable to you?

Now that you have an understanding of the type of property, location and price point available to you, you must determine your wants versus your needs. The number of bedrooms, number of bathrooms, what type of finishes (hardwood floors, stainless steel appliances, etc.), and layout are things to consider. Remember most things in a property can be altered with an investment and time, but if you are looking for a turnkey property, you may be limited to certain options.

New development properties specifically give you an opportunity to essentially customize everything in your property, but there are generally long wait times between purchase and move-in.

Resale, however, while less options for immediate customization, allows for more immediate move-in times and holds the potential for future renovations.



# TIMELINE

Now that you understand your plan for this property, your budget, deposit requirements, have decided on the neighbourhood, property type and the features you require, you and your PSR agent are now ready to begin the search for your new property!

Your agent will assist you every step of the way, from step 1-7, as well as submitting an offer, negotiations, acceptance, move-in date and beyond! Here is a helpful timeline to help you understand the entire process.

Plans For Property

Determining Budget

Speak to Mortgage Broker or Bank

Prepare Deposit/Down Payment

Research Neighbourhoods & Choose Home Type & Features

Property Search/Find The Right Property

Submit Offer

Negotiate

Accept

Satisfy Any Conditions

Offer Becomes Firm and Binding

Visit Property For Measurements

Closing Day/ Move-In



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