

OUR GOAL IS SIMPLE

TO SELL YOUR HOME FOR THE ***MOST*** MONEY

IN THE ***LEAST*** AMOUNT OF TIME

WITH THE ***LEAST*** INCONVENIENCE TO YOU

OUR PERFORMANCE

	Days On Market	Ask/Sale Price Ratio
Toronto Real Estate Board*	27.9	98.55%
Bosley Real Estate Ltd., Brokerage	18.2	101.60%

ANALYSIS

Days On Market	-9.7	35% FASTER
Ask/Sale Price Ratio	101.60%	3.65% HIGHER
Result	\$16,829 MORE PER HOME SOLD**	

* 1,384 Participating Brokerages, IMS

** Based on TREB 2011 Average Sale Price \$461,077

OUR BRANCHES

PERFORMANCE	DOM	Ask/Sale Price Ratio
Toronto Real Estate Board	27.9	98.55%
Bosley Downtown	18.5	102.02%
Bosley Queen St. W.	19.7	101.52%
Bosley 276 Merton St.	21	100.69%
Bosley 290 Merton St.	15.3	102.02%

ANALYSIS*

	DOM	Ask/Sale Price Ratio	Results
Bosley Downtown	39% Faster	3.52% Higher	\$16,230 More
Bosley Queen St. W.	34% Faster	2.41% Higher	\$11,112 More
Bosley 276 Merton St.	36% Faster	2.35% Higher	\$10,835 More
Bosley 290 Merton St.	49% Faster	3.84% Higher	\$17,705 More

* Analysis based on TREB 2011 figures:

DOM 27.9%

Ask/Sale Price Ratio 98.55%

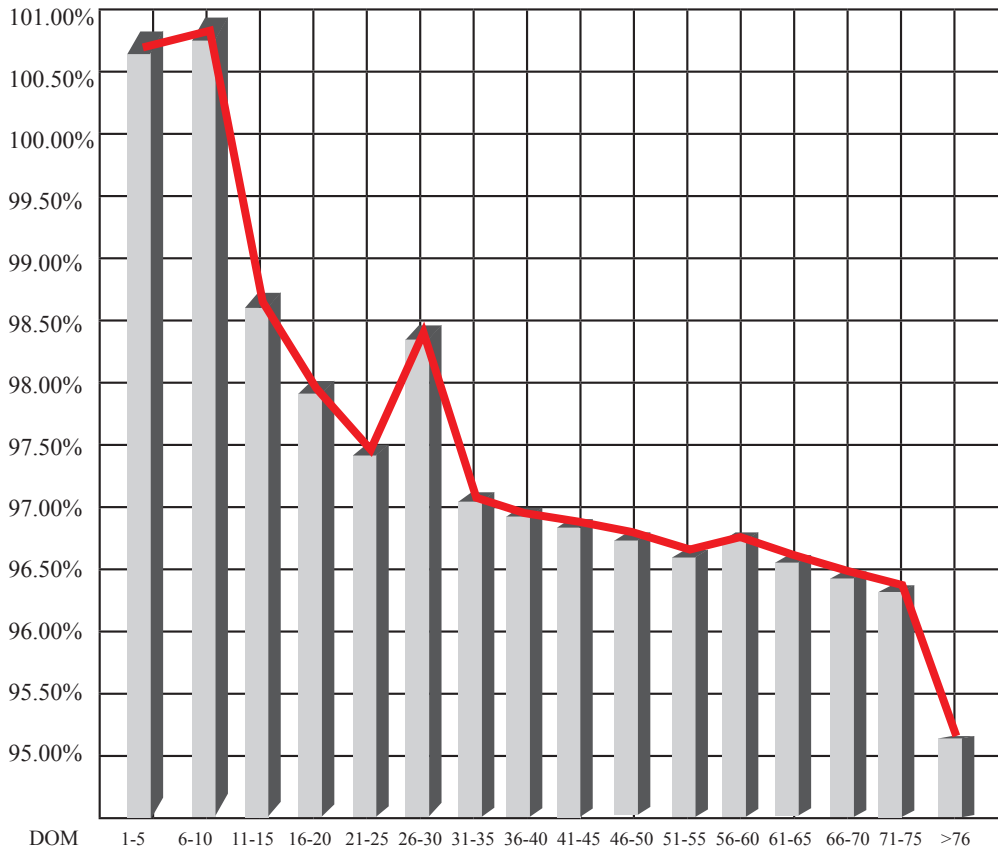
IMS Incorporated

Market Trends

THE DAYS ON MARKET EFFECT ON SELLING PRICE

BOSLEY REAL ESTATE LTD., BROKERAGE

Home Price:
\$382,000

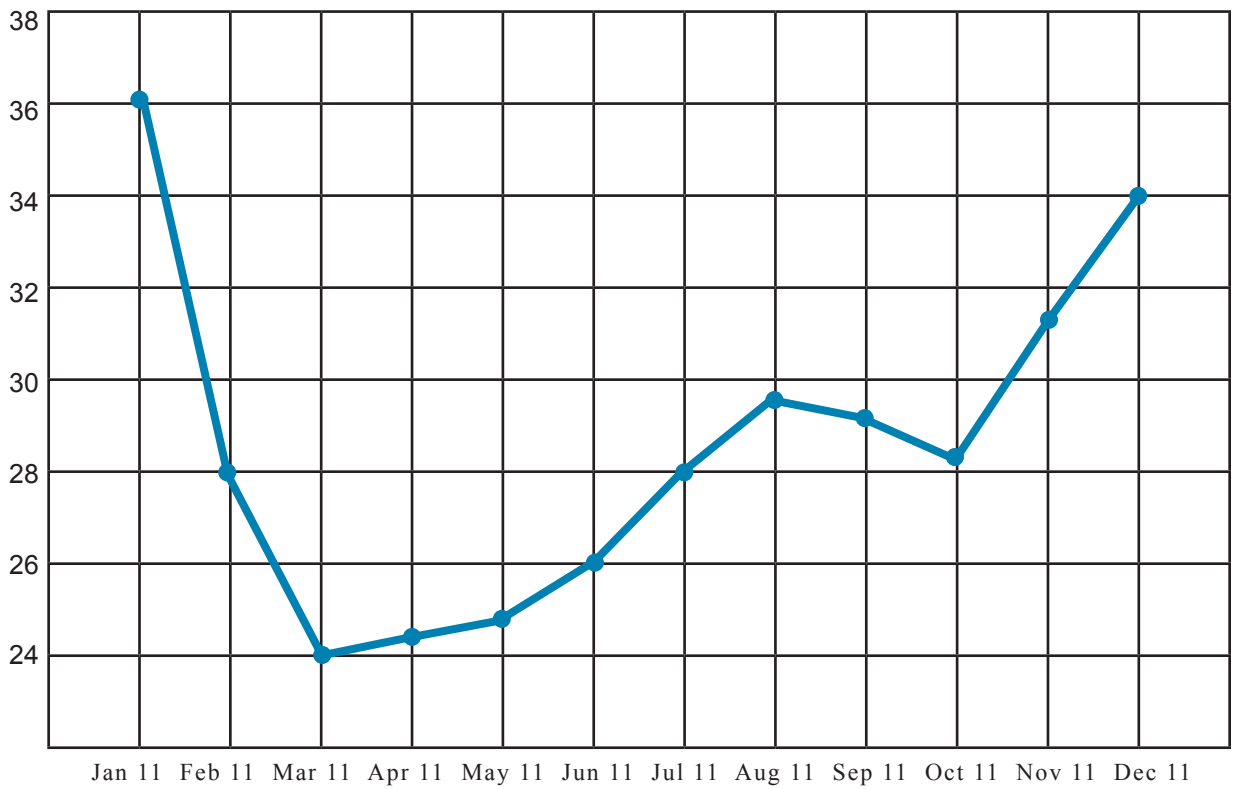


Days	S/A %	Price \$
1-5	100.71%	384,716
6-10	100.83%	385,170
11-15	98.57%	376,532
16-20	97.91%	374,018
21-25	97.49%	372,394
26-30	98.37%	375,754
31-35	97.06%	370,757
36-40	96.88%	370,092
41-45	96.85%	369,956
46-50	96.74%	369,548
51-55	96.60%	369,031
56-60	96.70%	369,398
61-65	96.55%	368,812
66-70	96.48%	368,542
71-75	96.33%	367,998
>76	95.07%	363,178

Market Trends










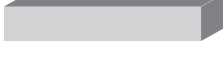


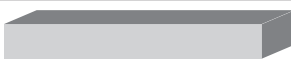

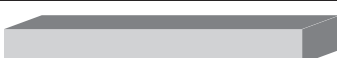





DAYS ON MARKET

BOSLEY REAL ESTATE LTD., BROKERAGE



Market Trends

AVERAGE DAYS ON THE MARKET













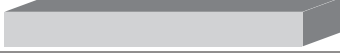







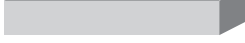
Toronto Real Estate Board		27.9
Bosley Real Estate		18.2
Remax Hallmark		18.2
Homelife Realty One		19.9
Remax Unique		20.0
Royal LePage Urban		20.8
Brad Lamb		21.5
Sage		21.8
Royal LePage J&D		22.2
Royal LePage Signature		22.8
Remax Ultimate		23.2
Royal LePage Real Estate Services		23.6
Bayview Homelife		24.1
Right At Home		25.4
Harvey Kalles		26.4
Remax West		26.9
Chestnut Park		27.4
Remax Condos Plus		28.8
Realty Sellers		35.3
Sotheby's International		38.7

**Moral of the Story:
Fewer Days = More Money**

Bosley Real Estate sells homes 35% FASTER than our competitors.

Market Trends

AVERAGE ASKING/SALE PRICE RATIO

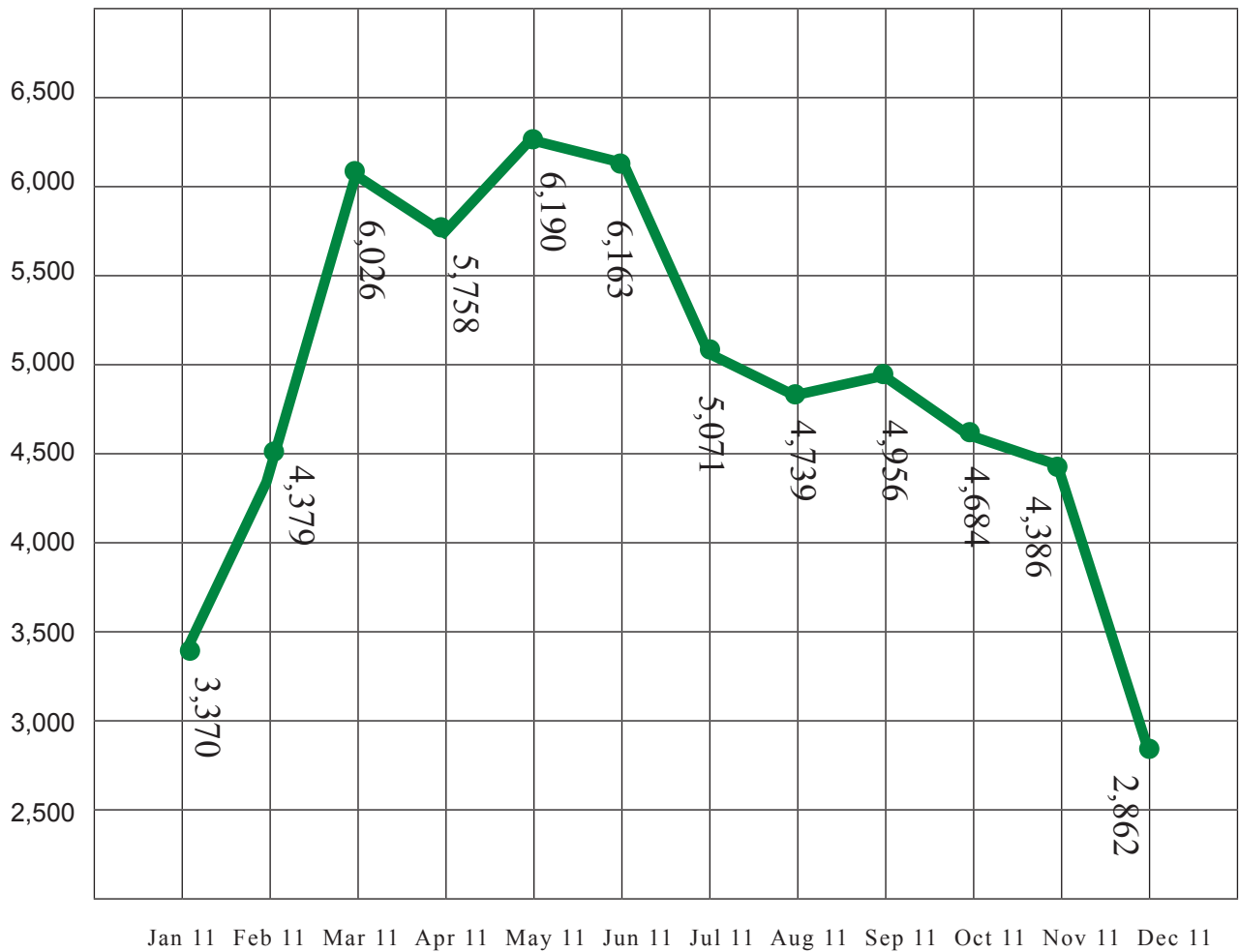
Toronto Real Estate Board		98.55
Bosley Real Estate		101.60
Sage		100.54
Keller Willams Advantage		100.46
Remax Hallmark		100.40
Royal LePage J&D		100.26
Homelife Realty One		100.09
Remax Ultimate		99.94
Chestnut Park		99.92
Remax Unique		99.85
Brad Lamb		99.80
Royal LePage Urban		99.79
Royal LePage Signature		99.71
Royal LePage Real Estate Services		99.39
Harvey Kalles		99.34
Remax West		98.95
Remax Condos Plus		98.89
Right At Home		98.59
Homelife Bayview		98.50
Sotheby's International		98.25
Realty Sellers		97.47

**Moral of the Story:
An accurately priced house sells faster**

Bosley Real Estate sells homes 3.65% HIGHER than our competitors.

Market Trends

STARTER \$0 - \$429,999 UNIT SOLD
BOSLEY REAL ESTATE LTD., BROKERAGE

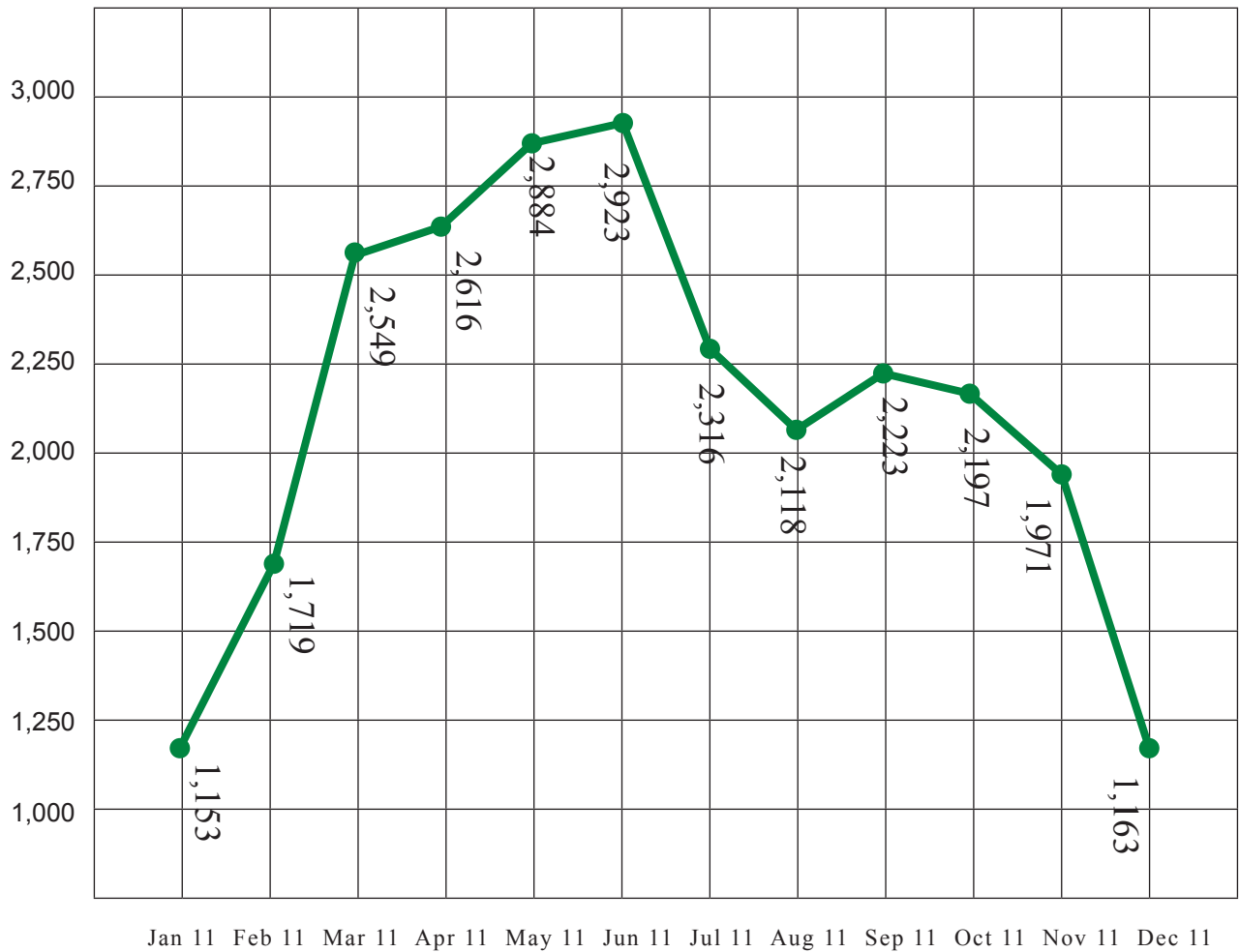


Moral of the Story:
THE BEST TIME TO SELL
IS WITH THE LEAST COMPETITION

Market Trends

MOVE UP \$430,000 - \$634,999 UNIT SOLD

BOSLEY REAL ESTATE LTD., BROKERAGE



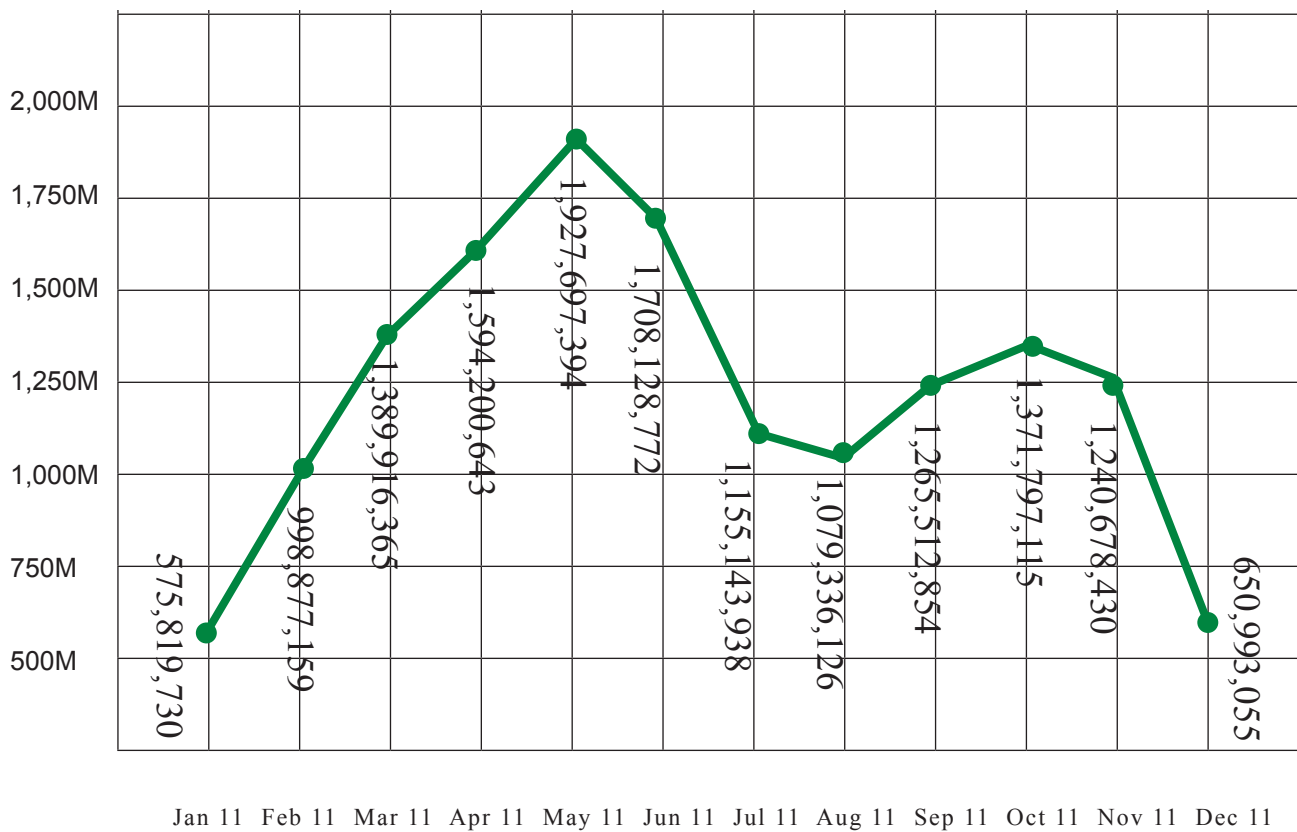
Moral of the Story:

**THE BEST TIME TO SELL
IS WITH THE LEAST COMPETITION**

Market Trends

\$635,000 PLUS BY VALUE

BOSLEY REAL ESTATE LTD., BROKERAGE



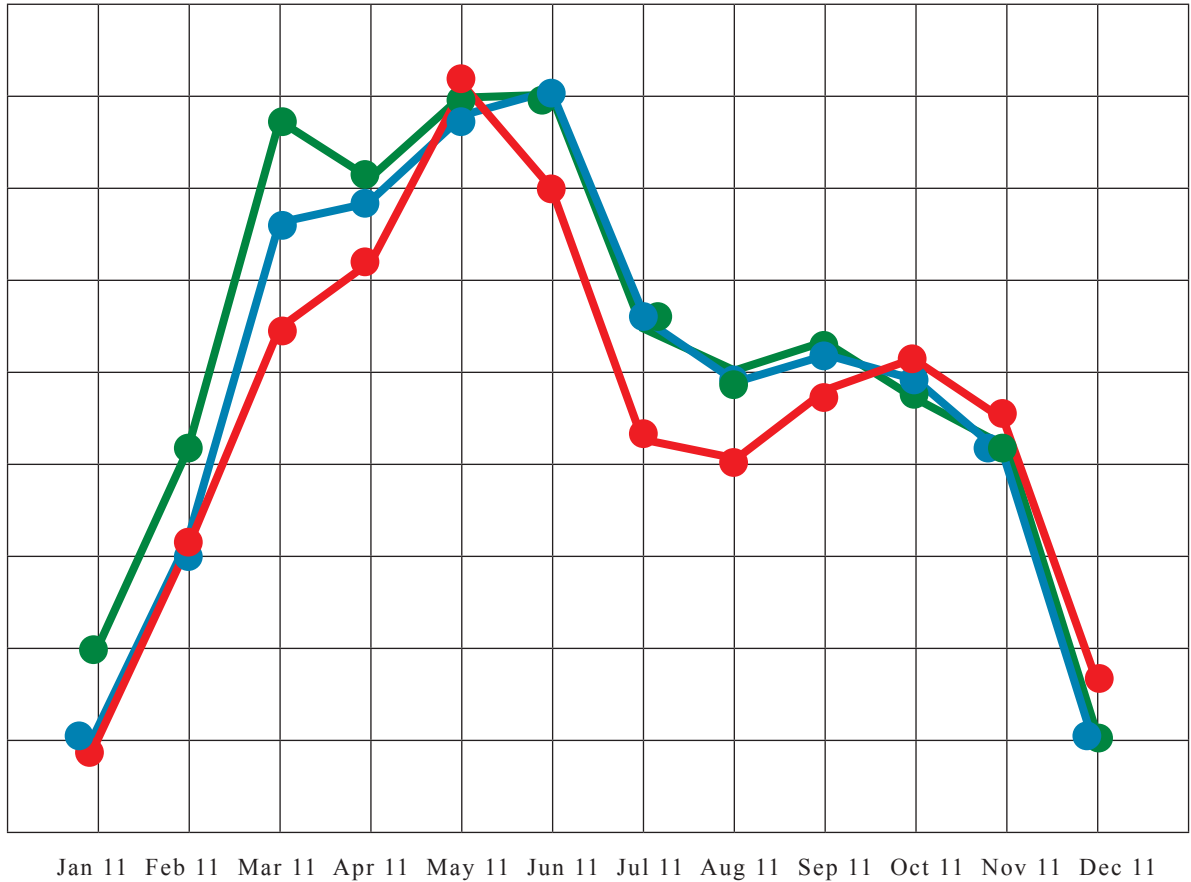
Moral of the Story:




**THE BEST TIME TO SELL
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Market Trends

STARTER MOVE-UP LUXURY UNITS SOLD

BOSLEY REAL ESTATE LTD., BROKERAGE

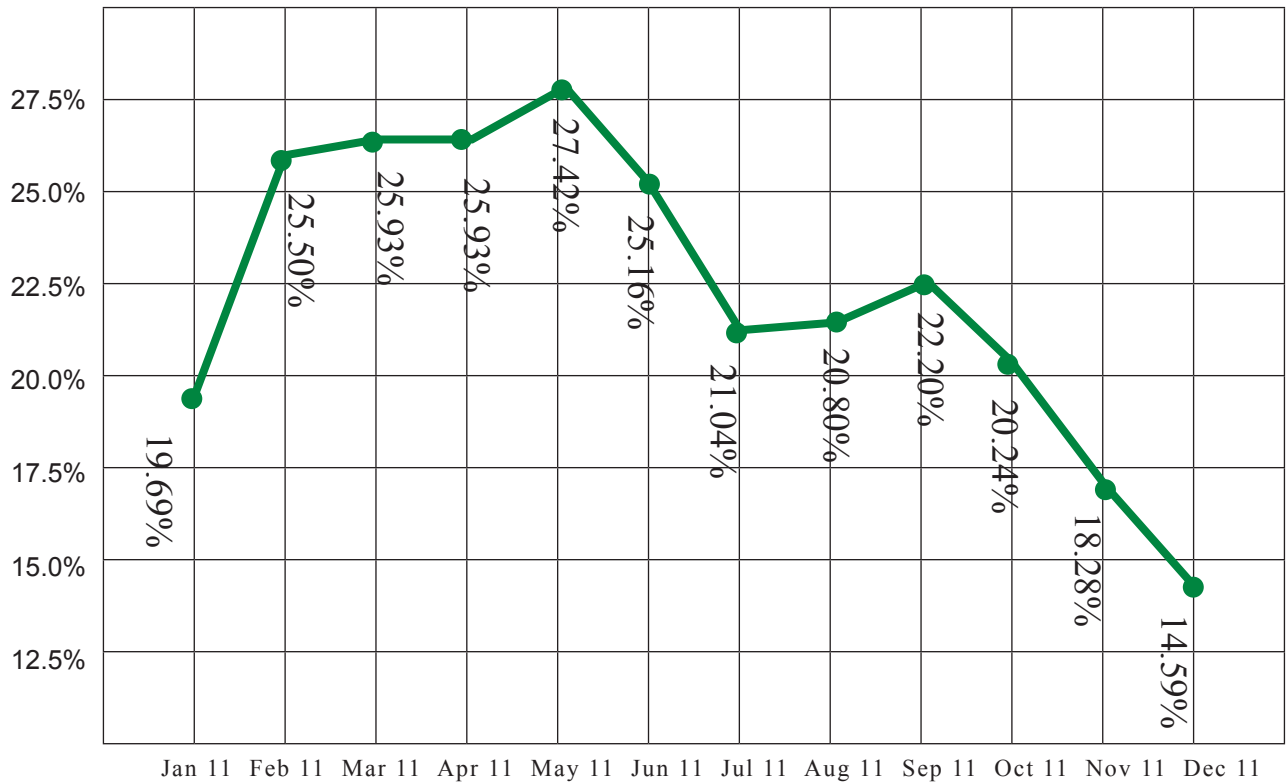


-  "Starter": first 60%, \$0 - \$429,999 Value, 39.1%
-  "Move up": next 25%, \$430,000 - \$634,900 Value, 28.6%
-  "Luxury": last 15%, \$635,000 - \$17,500,000 Value, 32.3%

Market Trends

HOMES THAT SOLD AT 100% OR MORE OF LAST ASKING PRICE

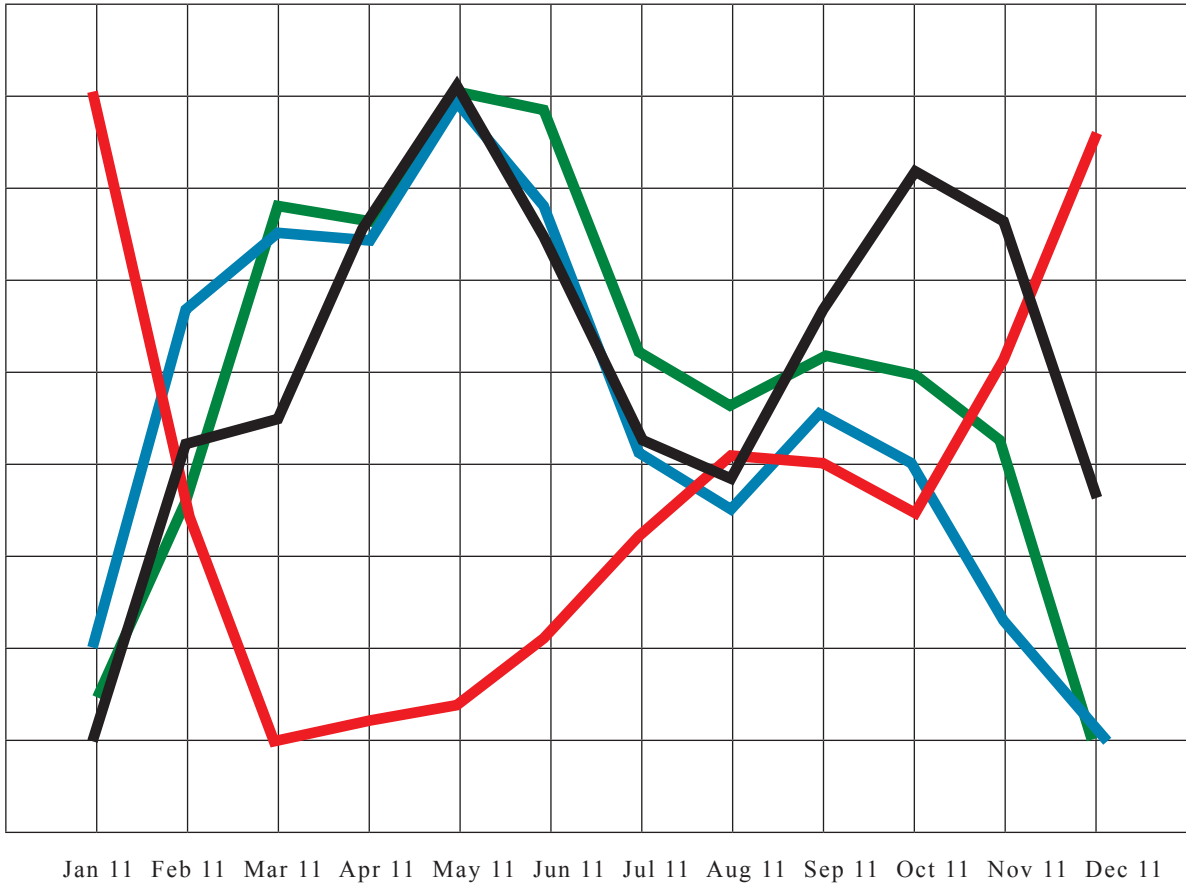
BOSLEY REAL ESTATE LTD., BROKERAGE



Market Trends

ANALYTICS

BOSLEY REAL ESTATE LTD., BROKERAGE



Unit Sold



Av. DOM



S/A Ratio



Av. Sale Price