



List
With
The
Leader.



ROYAL CITY REALTY
BROKERAGE



Our

A Proud Canadian Brand with over 100 years
selling real estate

Story

1913

A.E LePage
Established



1970

A.E Lepage rapidly
expands its residential
business
with over 170
acquisitions across
Canada



1984

A.E Lepage & Royal
Trust Merge to
create Royal
LePage

1995

Royal LePage launches
royallepage.ca, Canada's
first national real estate
web site and is now one
of the most popular real
estate
sites in Canada





1998

Royal LePage Shelter Foundation launched



2013

Our 100th celebration and growth over 14,000 REALTORS®



2016

2.3 billion media impressions annually including 3M+ visitors to royallepage.ca monthly & 7 social media channels

2023

Royal LePage grows to over 20,000 agents



International Reach



GLOBAL REFERRAL NETWORK
OF

77K+

SALES PROFESSIONALS



2,300+

BROKERAGE OFFICES



54M

VISITS



FROM

150+

COUNTRIES
WORLDWIDE

Local Influential Reach



4

LOCATIONS TO SERVE YOU



#1

BROKERAGE IN WELLINGTON
COUNTY



4,400

+

BUYER INQUIRIES FROM
ONLINE SOURCES



108

DETAILED MARKET
REPORTS/YEAR FOR YOU

THE POWER
OF

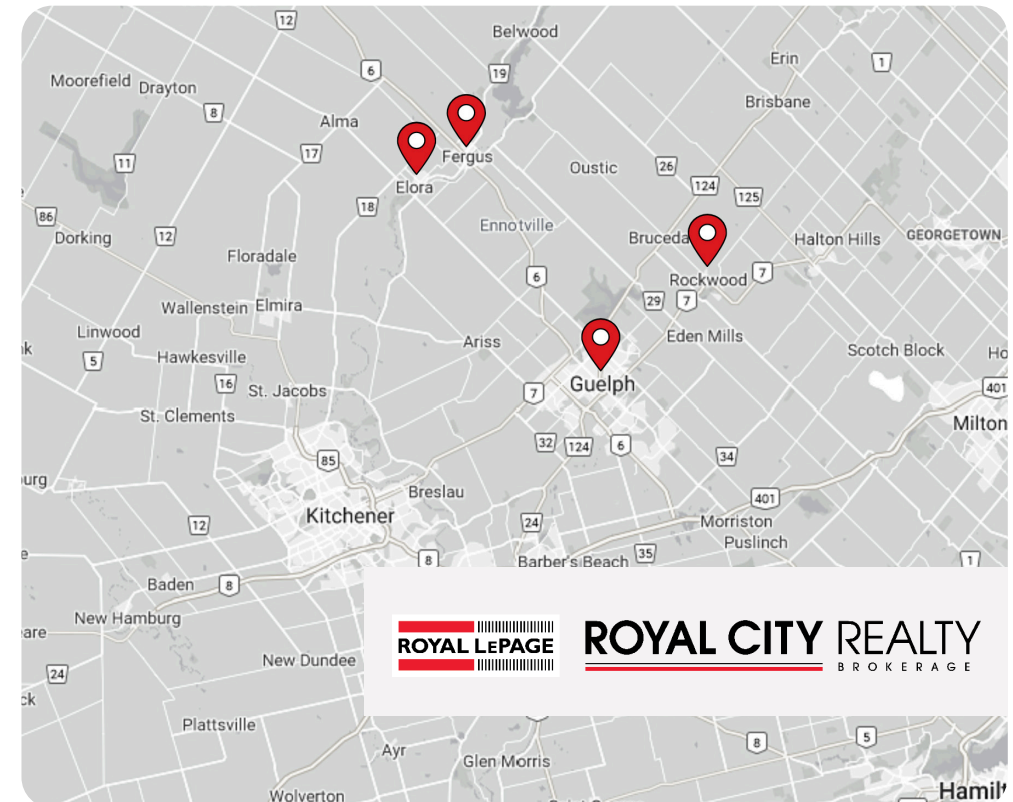
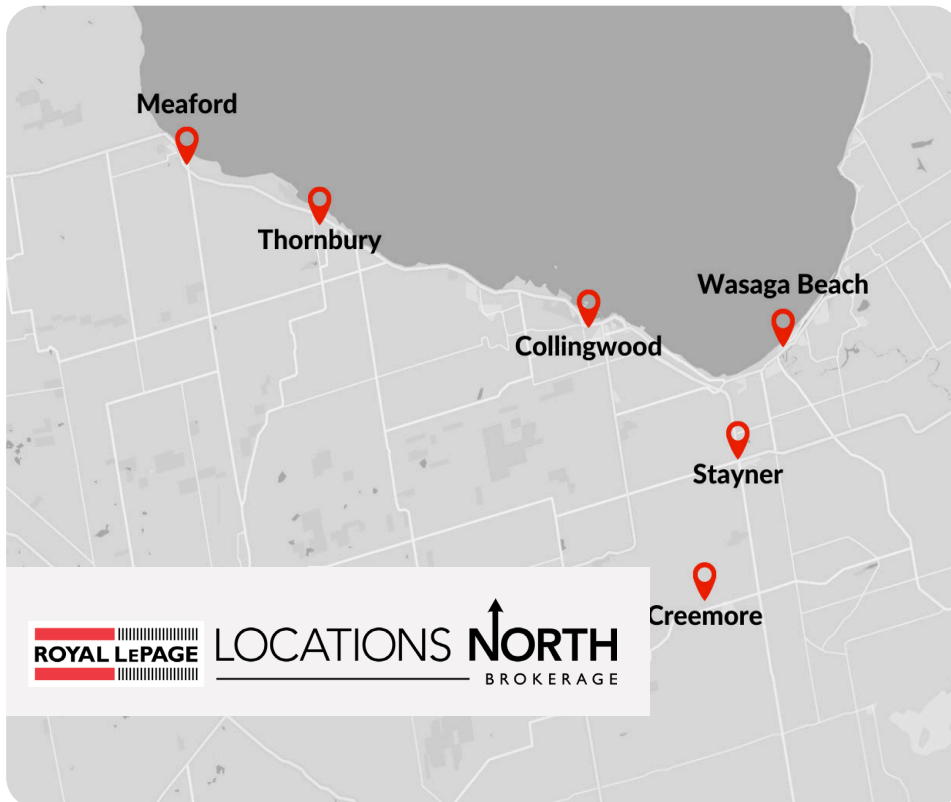
2

Two sister companies working together to expand your property exposure and connect you to REALTORS® from all over Ontario.

Royal LePage Locations North Royal LePage Royal City Realty

Collingwood
The Blue Mountains
Thornbury
Meaford
Wasaga Beach
Creemore
Clearview
Grey Highlands

Aberfoyle
Elora
Fergus
Guelph
Rockwood



\$2.2B

SALES VOLUME*

2,699

UNIT SALES

55.72

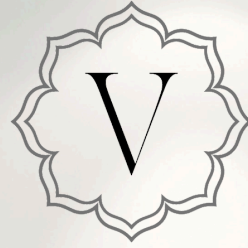
%

SALES/LISTINGS RATIO*



*Wellington County MLS Sales and Listing Summary (January 2023 - April 2023)
Sales/Listings Ratio: The ratio between the number of homes sold and the number of new listings entering the market.





130 Luxury Transactions in 2023

96.7%

CLOSED LIST TO PRICE RATIO IN 2023

38

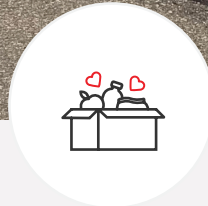
AVERAGE DAYS ON MARKET

*Based on Wellington County Residential Home Sales \$1.5M+ reported to Guelph & District Association of REALTORS® in 2023



The Royal LePage Shelter Foundation

As Canada's largest public foundation dedicated exclusively to funding women's shelters and domestic violence prevention programs, we've raised more than \$41 million since 1998.



Food Banks

Our company, offices, REALTORS® and staff actively support various food banks across the region providing the much needed food & resources to local residents.



Local Programs

We don't stop there. Our team is passionate about giving back and we do this by supporting local programs / foundations / services that support our local communities.



Your dedicated Real Estate professional

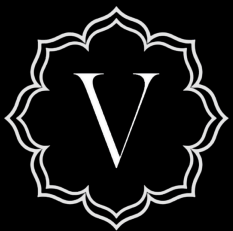
compassionate, expert Real Estate guidance to families navigating life transitions

- Relocation
- Loss
- Divorce
- Downsizing
- Estate planning

VARSHA PASEL | REALTOR®



What other clients have said...



Varsha is everything you need in an agent. She is knowledgeable, dedicated, savvy, trustworthy and more. I would recommend her to anyone looking to buy or sell.
-Jenny F.

Varsha is our go to realtor who brings experience and knowledge! 5/5 and would recommend to anyone looking
-Brandon Y.

Varsha is a pleasure to work with. She advocates for her clients and is an excellent realtor to work with on residential sales and purchases.
-Christina C.



Listing Services



Comprehensive
Market Analysis &
Statistics



Listing
Preparation
(Maintenance / In House
Or Virtual Staging As
Necessary)



Selling
Checklist

EXCLUSIVE MARKETING



Distinctive Photography



Professional Videography or Tour



Property Web Site



Social Media Marketing



Just Listed/Feature Sheets/Print
Marketing



Google 'Real Estate Guelph'. Royal LePage Royal City if the first local site you will see, which will increase traffic and exposure for your listing.

Real Estate Guelph



Lead Management

Smart Leads powered by Lead Assign

- Intelligent lead routing: ensures most suitable agent based on the geography, price range, and property type will quickly receive online inquiries about your home even when I am not readily available
- Speed-To-Lead mobile technology to provide fast access to our agents
- ***If the inquiry on your property is not dealt with quickly, it automatically moves to someone else who can answer the inquiry***
- 95% of Buyers are online and 96% want a response to listing inquiries within 30 minutes, if not instantly
- Research shows that we are 900% more likely to convert a lead on your listing in the first 5 minutes as opposed to the first 30 minutes
- Integrates with CRM to ensure a follow up



ROYALLEPAGE.CA

CANADA'S #1 REAL ESTATE COMPANY WEB SITE
90+% of consumers are looking online. Go ahead and type in real estate + your area

5M[!]
5M Visitors Per Month

23K[↑]
23K Leads Per Month

2.3M[★]
2.3 M Listing Views
From Social Media

280K[💬]
Leads Per Year

82K^{❤️}
Followers on Social

ROYALCITY.COM

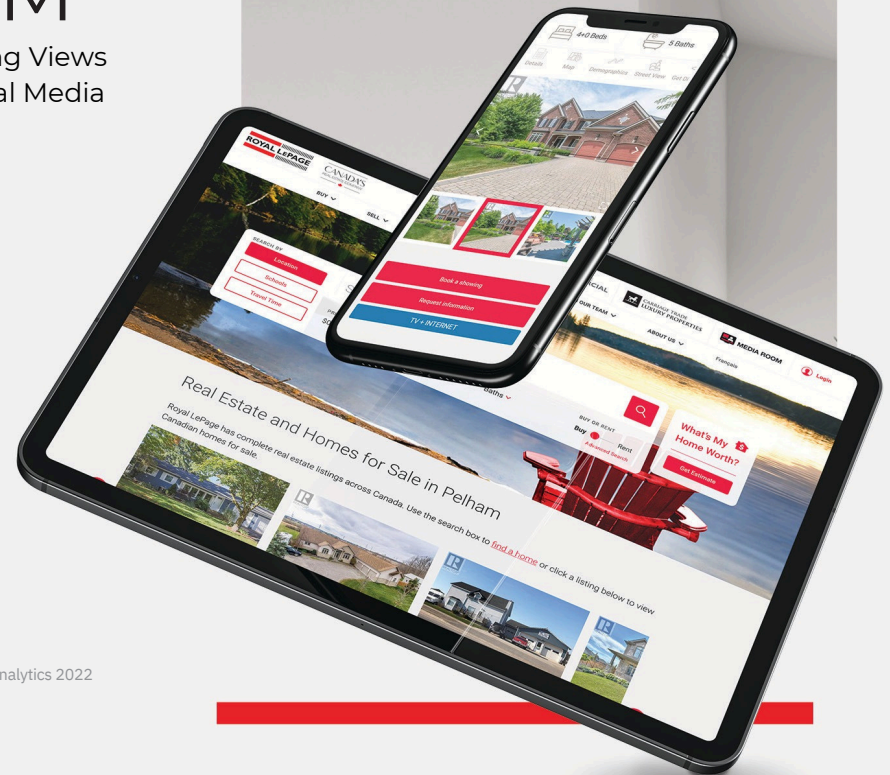
≈ 29,441

UNIQUE VISITORS/QUARTER

#1 RANKED LOCAL WEBSITE FOR REAL ESTATE
INFORMATION

Based on Google Analytics 2022

Canada's #1 real estate company website





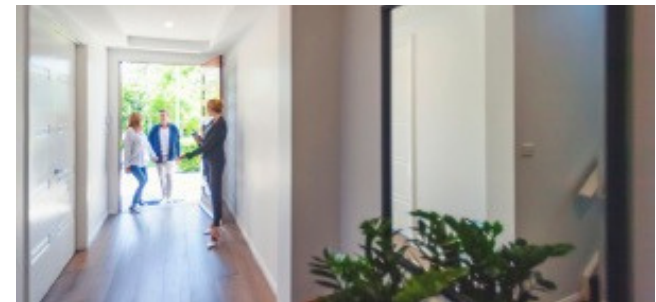
Digital + Social



rlpSPHERE Digital platform



Listing will be featured on all REALTOR® web sites



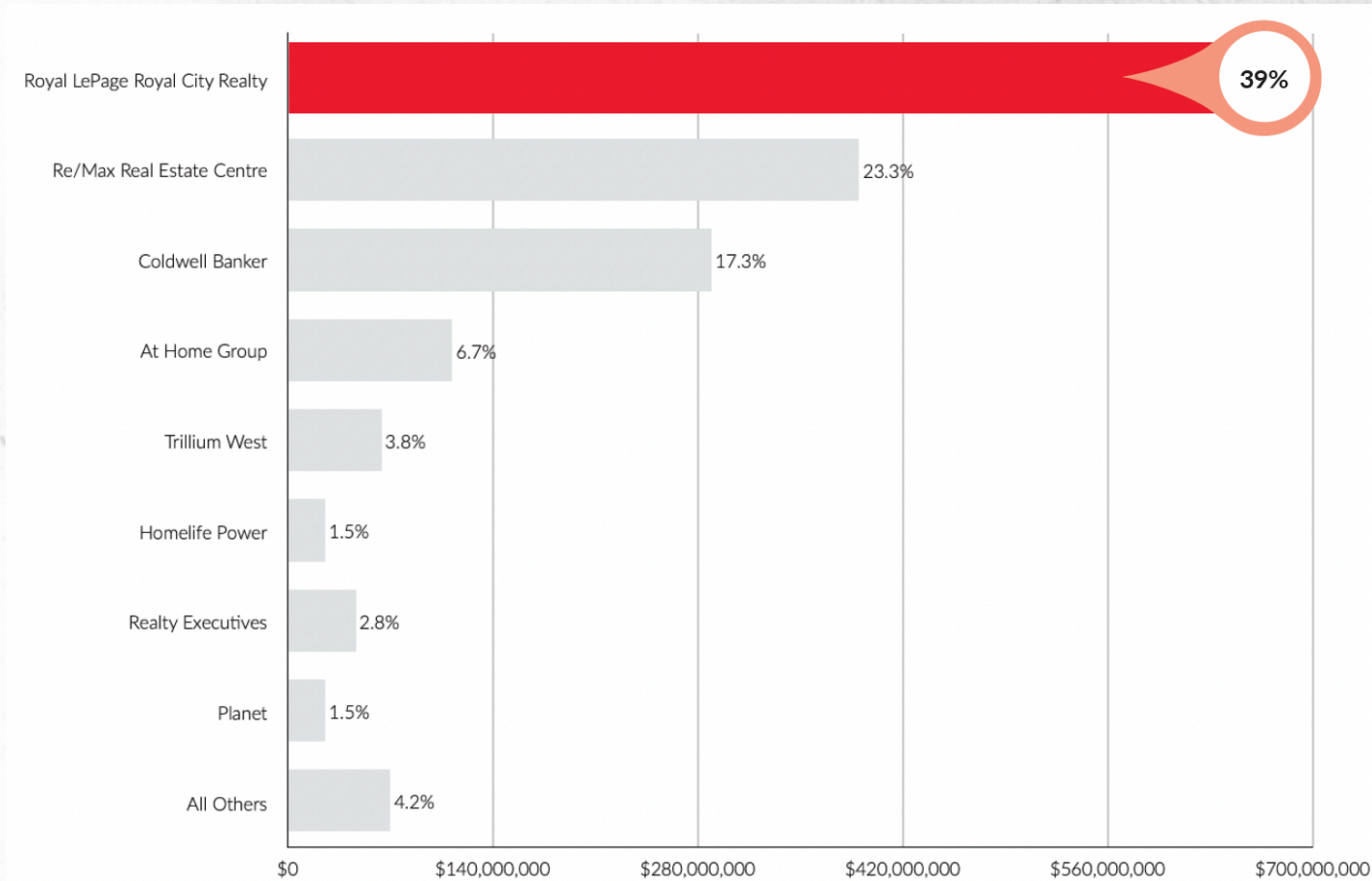
Facebook Property Boost (\$\$)



Agents Social Strategy



THE TOP WELLINGTON COUNTY BROKERAGE



Maximum Sold Price



Marketing + Negotiation



Listing Selling Ends Combined for Guelph Based Companies January 2024

Peace of mind over your property and the process.

We treat your home like it is our own



Pricing & Marketing Strategy



Exclusive / MLS® Listing Management



Appointment Requests / Confirmations / Access



Showing Feedback & Market Updates



Offer Registration / Presentation / Negotiation



Sold For The Best Price / Terms



With You Every Step Including Moving Day





Thank You For The Opportunity

Our business has been built by repeat clients and referrals. Providing great service and client satisfaction is our #1 goal. We strive to make your home selling experience as stress free as possible.



VARSHA PASEL

REAL ESTATE

Powered by:



ROYAL CITY REALTY
BROKERAGE