

Real Estate Market Watch

Zillow Partnership & Increased Boards

Showcase Your Home to More Buyers & Realtors

Page 7 & 8



Community & Neighbourhood Websites & More

For those of you who have been on our preferred client list, you are aware of the outreach the Darlene Darragh Team does to keep you well informed and connected. We have spent much of 2018 expanding our reach to you by increasing our online offerings (videos, podcasts, websites and more) as well our community outreach.

This year has brought many challenges to the real estate industry and to buyers and sellers. To keep you updated and connected to your local community, we have spent the summer and early fall looking into additional ways to help.

For our team, the fall season is once again a time where we can share some exciting announcements and some of these are more extensive than past seasons.

Please note some of these initiatives are still being developed but we wanted you to hear about them first before the official mid-October launch.

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President Club Award Winner 2017

Award Winning Real Estate Broker 2013 - 2016

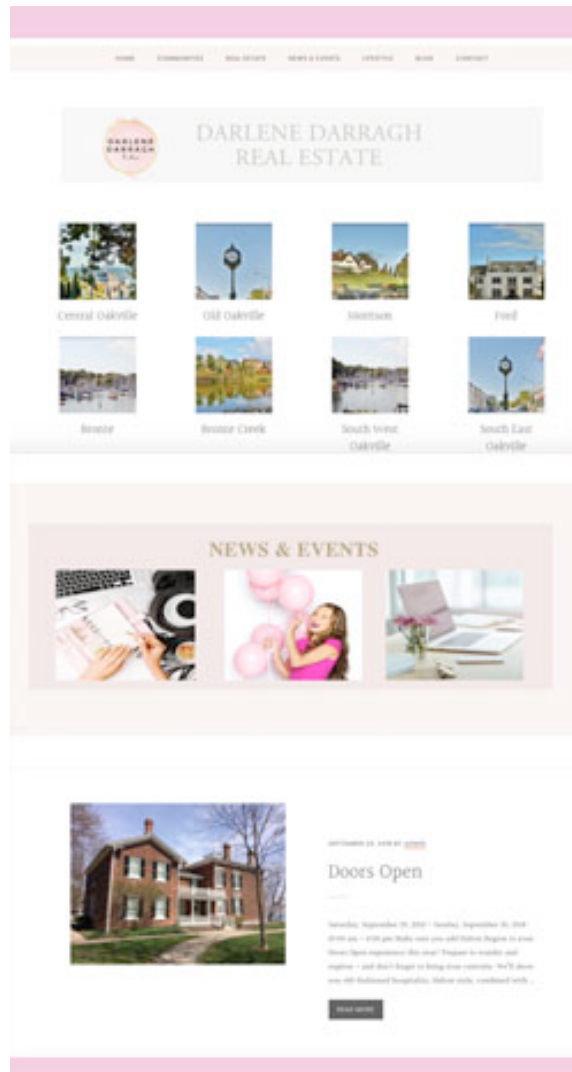
Community & Neighbourhood Websites & More

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- **Newsletter Name Change** (renamed Real Estate Market Watch instead of Oakville/Burlington Market Watch). Developments in surrounding areas such as Toronto, Mississauga, Halton, Hamilton, Niagra and beyond affect our local communities. In addition, many of our clients are looking to relocate to/from various communities so we thought the title change was more applicable. We cover the news that affects various communities so why restrict the newsletter name.

- **Oakville Community Website.** We are really excited to announce the launch of our first neighbourhood site - OakvilleNeighbourhood.ca website. This site includes information about our community with links to various neighbourhood sites. This site is the first community website to be developed followed by Burlington.

Go to
www.OakvilleNeighbourhood.ca

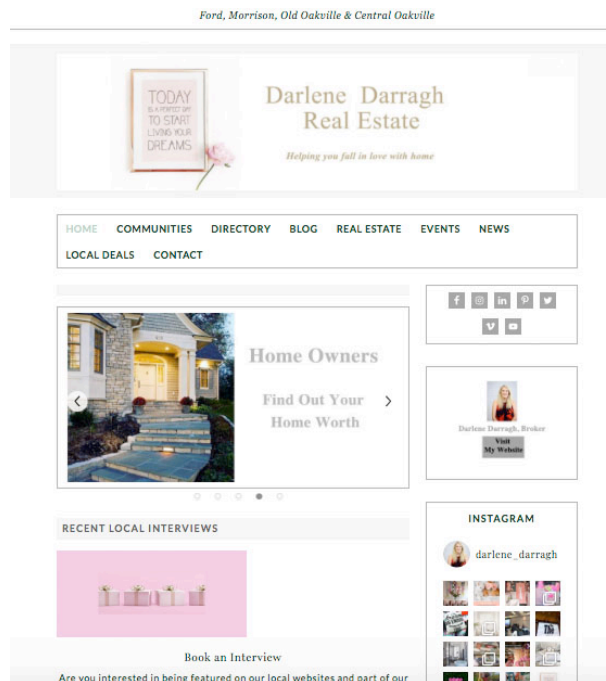


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Community & Neighbourhood Websites & More

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- **Neighbourhood Websites** – We are exciting to be developing specific neighbourhood websites providing news, events, real estate information, and local vendor information. Local retailers and those that help provide services to our community will be showcased. For example, one of these sites is South-East Oakville and can be accessed at <http://south-east.oakvilleneighbourhood.ca>. Each of the neighbourhood site’s URLs start with the neighbourhood and then followed by .oakvilleneighbourhood.ca. As the websites get developed we will continue to announce the rollout of each specific website to you.



- **VIP Corporate Club Card** – We are offering a new bonus to clients. The VIP Corporate Card is essentially an elite promo card. Some discounts are for hotels, transportation, eateries, entertainment and retail locations. In addition to providing discounts across Canada, local retailers showcased on our neighbourhood websites will also be included. As we launch our VIP Corporate Card program in late October, we will be adding more local retailers and service providers.

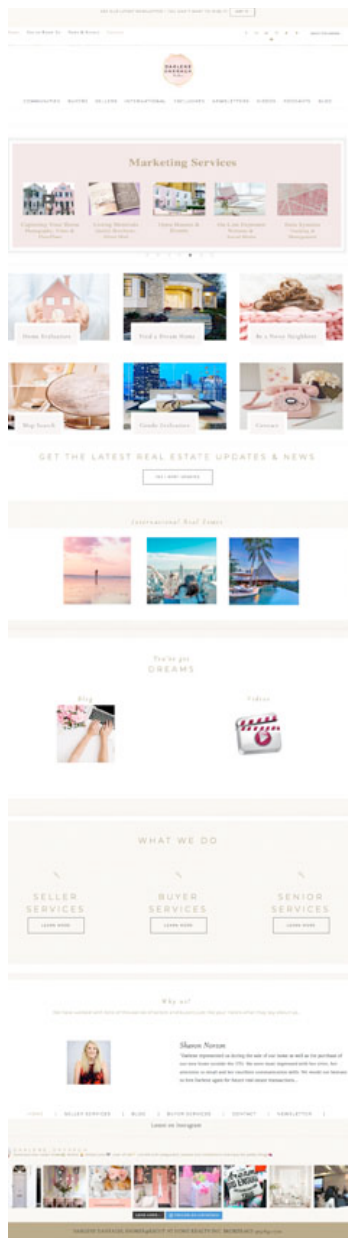


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Community & Neighbourhood Websites & More

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New Team website – In addition to our <http://www.DarleneDarraghHomes.com> website containing our listings, MLS listings, newsletters, podcasts, and more.....we have created another site at www.DarleneDarragh.com. This site includes new features, a new look and so much more.



Showcasing Local Retailers

Are you interested in being featured on our local websites and part of our VIP Corporate Card Program. We are interested in hearing from you. We want to partner with local merchants and service providers. We can include a video or article about your business on our sites and have you participate in our VIP Corporate Card program. If you are interested contact us at DarleneDarraghHomes@gmail.com.

We look forward to having you be part of our referral business program.



Showcase Your Local Business

on

- VIP Custom Retailer Program
- Local Community Websites

2017 President Club Award



"Now is the time to list your property with the inventory being so low".

For us awards are recognition of the hard work and dedication we show towards our clients. We are thrilled to be once again honored with such a prestigious award. Listed below are the most current awards (we don't want to bore you with years beyond the last 2 years). We truly owe this award to all of you who have chosen to work with us.

President's Club Award (2017) – Right At Home Realty Inc. Brokerage

We are so excited to join Right At Home's President Club in 2017. For us, 2017 was our best year ever.

Centurion® Award (2016) - Century 21 Dreams Inc., Brokerage

"To achieve Centurion status is to earn one of the most prestigious awards presented to a producer, individual, or team. Only a small number of sales professionals in the system ever reach this elevated status."

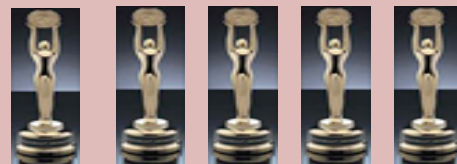
Promises
Kept, Results
Delivered

Darlene Darragh

President Club Award Winner 2017

Award Winning Real Estate Broker 2013 - 2016

Contact us at
905-484-4653
for details



Zillow Partnership

Zillow®, the leading real estate and rental marketplace in the U.S., announced that Right at Home Realty, Canada's largest independent real estate brokerage, will send a direct listing feed to Zillow.com.

For-sale listings from Right at Home Realty will be featured on Zillow.com soon.

Zillow has relationships in the U.S. with thousands of brokerages and real estate agents and hundreds of MLSs and is expanding these efforts into Canada, offering partners a simple and free way to drive global exposure to Canadian homes for sale. Zillow also receives more than 100 million visits from non-U.S. audiences a year, with the largest shares from Canada, UK, India, Germany, Mexico and China.

"Zillow is proud to partner with Right at Home Realty and offer this widely respected Canadian brand free advertising for their listings on one of the most visited real estate sites in the world," says Errol Samuelson, Zillow Group Chief Industry Development Officer.

"Zillow has proven to be a highly effective marketing tool for real estate professionals in the U.S., and we're excited to expand our relationships into Canada, increasing exposure to Canadian homes for sale, while offering buyers a more robust home search experience for North America."

Every Canadian listing on Zillow will include a description of the property, multiple photos, contact information for the listing agent, as well as a link to the brokerage or franchise website so buyers can easily find more information about the home or connect with a real estate agent to guide them through the home buying and selling process.

"Right at Home Realty is thrilled to secure a partnership with Zillow - one that will be of great benefit to our customers and our entire organization," says John Lusink, President of Right at Home Realty Inc. "We have a long history of being leaders in our field, and as the top brokerage by sales volume in the Greater Toronto Area for the past five consecutive years and on behalf of our over 4,000 Realtors, we are looking forward to a mutually beneficial relationship with Zillow."

REAL
ESTATE



UPDATE
PODCAST

Darlene Darragh

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Right At Home Realty Inc.



“Lets Talk Real Estate” Podcasts

I am thrilled to expand my online marketing to now include podcasts in addition to video.

The response to our “Let’s Talk Real Estate – Let’s Get Real Podcast series has been overwhelming. We are talking about topics submitted by the viewers and includes:

- Condo Corner
- Investors Corner
- Senior Corner
- Real Estate Updates

You can listen to these podcast at <http://darlenedarragh.com/category/podcasts/>

Reach More Buyers, Realtors and Boards When You List With Us

When you list your home with our team you get the advantage of reaching more buyers, their agents and boards across the province. This is no small statement...it really matters especially for buyers who are looking for their next home in a new community.

As a Relocation Specialist and Broker, I work with families coming into Oakville, Burlington, Hamilton, Stoney Creek, Mississauga, Toronto, Halton and beyond.

When we list your property, your listing is seen by realtors, their clients and on their boards. Some of the other areas that will see your home are realtors and buyers from the following:

- REALTORS® Association of Hamilton Burlington
- Bancroft and Area Association of REALTORS®
- Kawartha Lakes Real Estate Association Inc.
- London and St. Thomas Association of REALTORS®
- North Bay Real Estate Board
- Northumberland Hills Association of REALTORS®
- Peterborough and The Kawarthas Association of REALTORS®
- Quinte & District Association of REALTORS® Inc.
- REALTORS® Association of Grey Bruce Owen Sound
- Southern Georgian Bay Association of REALTORS®
- The Lakelands Association of REALTORS®
- Tillsonburg District Real Estate Board
- Woodstock-Ingersoll and District Real Estate Board
- Zillow (coming soon)

So if you are ready to list your home, email me at DarleneDarraghHomes@gmail.com or call at 905-484-4653 (direct line) or the office at 905-637-1700 (office) to discuss your needs, timing so that a customized plan can be developed.

International Listings



Country Club II At Champions Gate - Florida

Prices starting from: USD 299,990

Great family fun and resort-style amenities await residents of Country Club II at Champions Gate, located on the doorstep of Orlando, the U.S.A.'s most popular vacation destination. The Country Club II is situated within the flourishing community of Champions Gate, which is an attraction in itself — the perfect oasis for your family and just like being on vacation in own your spacious, well-appointed single-family home.

Amenities

- Homeowner's association
- Splash park
- Swimming pool
- Playground
- Golf course
- Clubhouse
- Volleyball court
- Fully maintained lawns
- Sport court
- Aerobic studio
- Fitness center
- Tennis court
- Common areas
- Gym

Go to <https://www.ushomeshowcase.com/subscriptions/> for more details.

Coming Soon – Student Housing Investments

The Darlene Darragh Team is always trying to improve your experience, exposure and opportunities when you work with us.

As we get ready for the fall market some great new opportunities are coming available. Many of our clients are looking for rental investments without the hassle of managing the properties. For some, the Oakville, Burlington and Toronto area has become too expensive to obtain the desired rate of return on the investment. Consequently, many are now looking at outlying areas where they expand their real estate portfolio but obtain a cash positive rate of return. Managing such properties, however, is the challenge.

We are pleased to be working with a company that specializes in student housing projects and we will be announcing some of these investment opportunities in the coming months. We want to be clear, however, these developments are not your typical student housing. They have luxury features to command top rents, steady tenants and maintenance free management for you.

Look for our first announcements in October.



Your trust means so much to me

Selling your home is a privilege.

Real estate is my passion because I truly believe that once my clients' home life is settled, everything else falls into place.

With a passion for homes and over 30+ combined years experience in real estate sales, communications, marketing, negotiations, website design, social media marketing, relocations, decorating and staging, I know your home and your needs are as unique as you are!



My experience, dedication and attention to detail throughout the entire sale and/or buying process will provide you with the results you expect.

What kind of Broker am I?

When most people think of the word "BROKER®", the image of a professional helping someone buy or sell a home comes to mind. Of course, that's a big part of the job! But as your BROKER®, I also consider it my job to help you enjoy your home between transactions.

How do I do that?

This informative newsletter is one way. Another is to invite you to give me a call when you have questions about the real estate market or want to know the current market value of your home.

If you need some work done around the property, I may also be able to recommend a good contractor from amongst the reputable home professionals I know.

Is there any other way I can be of service? Please let me know!

Darlene Darragh

Broker

Right At Home Realty Inc., Brokerage

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www.DarleneDarragh.com

www.DarleneDarraghHomes.com

www.OakvilleNeighbourhood.ca

www.OakvilleDailyHouses.com

www.BurlingtonDailyHouses.com

