OUR SIGNATURE SYSTEM

From *Chaos* to Calm™

THE 5-STEP APPROACH
TO RIGHT-SIZING



THIS SIGNATURE SYSTEM COLLECTION ENSURES
YOUR NEXT MOVE IS YOUR BEST MOVE.

Real Broker Ontario Ltd., Brokerage

647-370-2385



We've been there.
We've done that.
We wrote the book on it.
The guidebook that is!

As long time Realtors, we noticed that clients kept suffering from the same fears, anxieties and obstacles which made the thought of making the move they wanted.. and sometimes needed... overwhelming.

So we sat down and pulled together a collection of comprehensive guides geared towards the specific needs and challenges that each buying/selling niche most commonly experiences.

But not only did we identify the problems... we created the solutions!

And that's how the collection of our signature system "From Chaos to Calm" was born.

The Collection



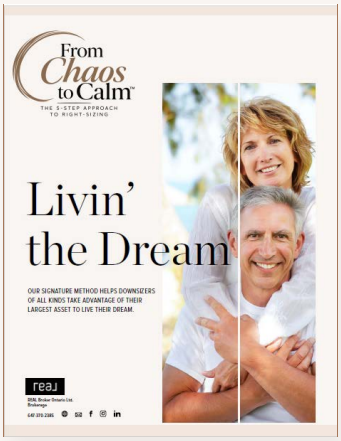
Startin' Out

for the First time buyers

Movin' on Up

for those families / professionals looking to upsize their home



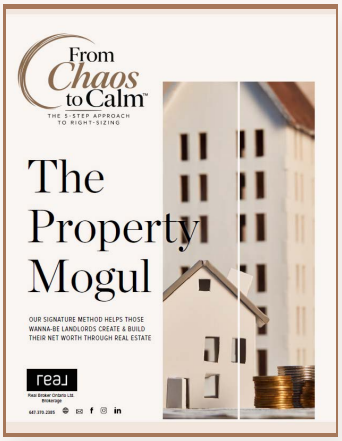


Livin' the Dream

for those downsizers and empty nesters looking to take on the next chapter

The Property Mogul

for those looking to start or expand their property portfolio



But wait ... one size does NOT fit all!

Each client's journey travels its own unique path and our systems were built to bend to those individual needs but stay strong enough to help avoid the pitfalls that litter the road on the way to a new home.

It truly is all about the journey. From Chaos to Calm.

The collection sounds great ... But what sort of Realtor are you?



Cori Endrody, CNE, SRES, LLE, CBW

REALTOR®

“I can credit my own experiences for the empathy I have for folks. No two situations are alike and I’ve never believed that “one size fits all” when buying and selling a home. My own story was full of twists and turns... but I want clients to experience the safest trip from point A to point B.

Every client’s Chaos is different.... But every client’s Calm is my goal.”



Mary Jane (“MJ”) Penaflor

Client Care Manager

MJ is the backbone of this operation.

From creating automated systems to client interaction, she’s the harbour master of this ship.

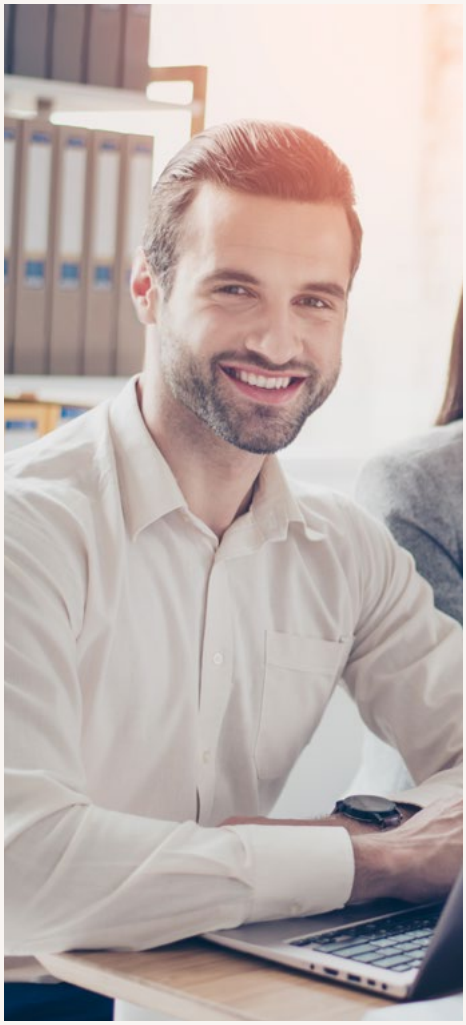
A team player with experience in marketing, administration and enhancing our client commitment, this operation couldn't function without her!

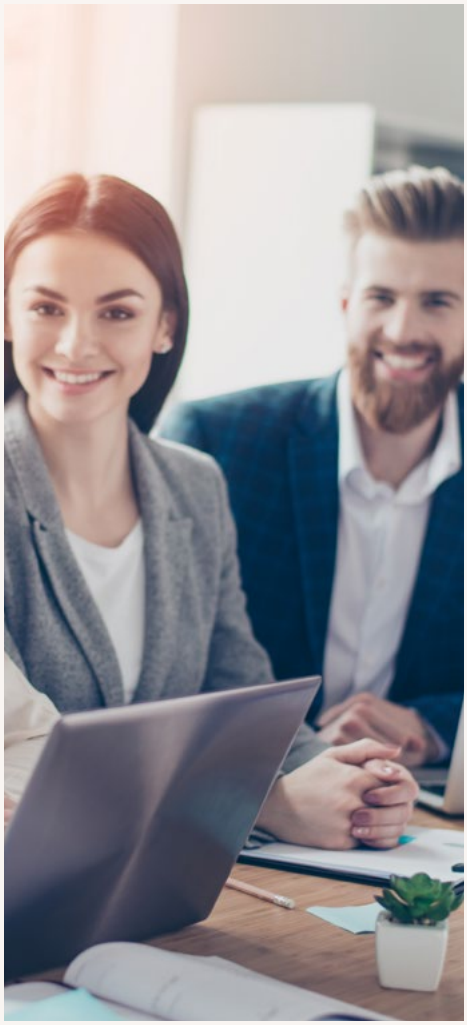
THE MISSION

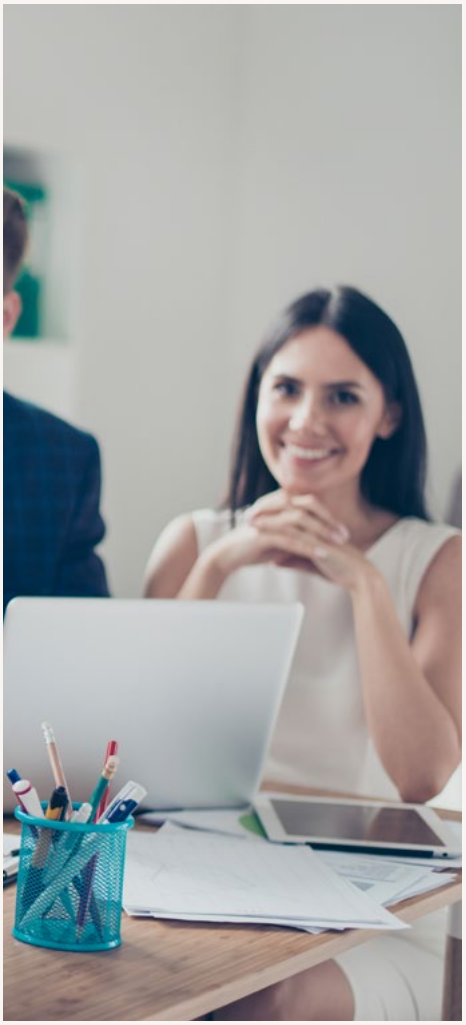
To provide the education and information that clients need in order to make the decisions that work for them and their families without the stress, pressure and chaos that can ensue when making a move.

EVEN IF IT MEANS DOING NOTHING AT ALL!

We believe that if your best bet is to wait... We will tell you! Ultimately all the decisions are yours and we are here to support those decisions.









THE CORE VALUES

Education & Information

We don't sell, we education and consult. We want our clients to walk away from the experience knowing a whole lot more about real estate than when they began.

- We ensure each step is clear and concise.
- We never make decisions FOR the client, but we guide with everything they need to make informed decisions
- We fully believe in doing the market research BEFORE we make any real decisions. There's no such thing as too much information
- We will NEVER pressure. The timelines always work at the client's pace.

Authentic

What you see is what you get

- We try to treat our clients like they are family. "Would I sell my daughter this house?"
- We will never say "I know" if we don't. But we DO know how to be resourceful and find the pertinent information
- We are fun loving, but we can be serious and game faced when we need to be
- We will always try to "do the right thing", even if it's not the "popular" thing

Transparent

There's nothing to hide here

- We are open with our clients about everything we do. We aren't afraid to shatter a myth or tell a truth.
- We explain every step of the process before and during the process. So don't worry if you feel overwhelmed with all the information being tossed at you. We will walk through every step. Twice if we have to!
- We will never hide nor "make pretty" any ugly truths. If we think you are shooting yourself in the foot, we will tell you. BUT if after you've considered our advice, you still want to proceed (or not proceed), then we will work to make your wish come true.
- We have a fiduciary duty to our clients that we take very seriously. There's nothing that gets in the way of that.

Community

We love where we live ... and we love getting involved in community efforts

- We sponsor events/contests including our "Kitchener Rangers Home Opener" contest, Foodbank food drives, local team sponsorships, and lend a hand whenever & wherever we can.
- We are always looking for opportunities to serve our community. It's not just with sponsorship funds, but with time, energy ... and heart.





WHY A SIGNATURE SYSTEM?

Today's business of real estate is vastly different from years gone by. With so many Realtors in the field offering a vast variety of services & marketing tools, it's difficult for Buyers and Sellers to distinguish the "good" from the "exceptional".

Using our signature buying/selling method, the goal is quite simple - we take you "From Chaos to Calm"

We deliver an innovative program that is tailored to your specific needs and ranges from staging your home to extensive online exposure of your property. There is no detail too small. Whether it's a modest first time home buyer's property or a multi-million dollar listing, We treat each and every client with the utmost in care and create a marketing roadmap that is specific to you, your needs and your specific goals. All with flexibility in mind.

OUR FLEXIBLE REMUNERATION PACKAGES

For Seller, we offer three distinct packages: **Advantage**, **Premium** and **Prestige** ... all of which offer a competitive remuneration to the co-operating broker (the Buyer's Agent) for their services.

Homeowners can choose which package is the most suited to their specific situation.

- Our **Advantage** package is our most basic offering where homeowners still receive our unparalleled service but our third party services are at their option and cost - staging, professional cleaning, premium video, floor plans, iGuide and drone tours (all at their choice)
- Our **Premium** package includes a few additional services (staging, professional cleaning, upgraded photos/tour) over the Advantage package based upon the size and price point of the property.
- Our **Prestige** package (the most comprehensive AND the most popular) covers ALL the services in the Premium package PLUS upgraded staging, drone/floorplan/ Matterport/video tours at no up-front cost to the Seller* (ask us about details and limitations)

And Buyers?
Well, as ALWAYS the cost of our buying services is FREE!**

**Buying Agent services are paid by the Seller. Ask about details.



647-370-2385



Backed by real Driven by Values. Focused on You.

As a REALTOR®, I'm proud to be backed by one of the most trusted names in real estate. REAL's mission has always been simple yet powerful: put people first, lead with integrity, and deliver results with creativity and care. Their values—community, connection, and an unwavering commitment to clients—align perfectly with the way I run my business.

With REAL's brand strength, global reach, and cutting-edge marketing, paired with my nearly 20 years of experience and my signature *From Chaos to Calm* system, my clients receive the best of both worlds: world-class resources and the personal, hands-on guidance to make every move smooth and successful.

WORK HARD. BE KIND.

647-370-2385

From *Chaos* to Calm™

THE 5-STEP RIGHT-SIZING METHOD

SO WHY
NOT BOOK A
DISCOVERY CALL
WITH US TO
SEE IF WE ARE
THE RIGHT FIT
FOR YOU, YOUR
FAMILY AND
YOUR SPECIFIC
CHAOS!

CLICK HERE TO
BOOK A CALL



Real Broker Ontario Ltd.
Brokerage

©Nov 2026