



For immediate release

*Are you **Fit to Sell**?*

**New RE/MAX program helps Canadian homeowners
secure the value of their biggest investment**

Mississauga, Ontario (February 19, 2009) – As home sellers across the country adjust to new market realities, RE/MAX is set to launch *Fit to Sell*, an innovative new program designed to secure home equity in uncertain times.

“The stark reality is that more than 2,000 properties are listed for sale every day in Canada,” explains Michael Polzler, Executive Vice President, Regional Director, RE/MAX Ontario-Atlantic Canada, “yet only a quarter of them will be sold. With the creation of *Fit to Sell*, RE/MAX is intent on helping Canadians get the most out of their biggest investment – their home.”

RE/MAX has enlisted the help of popular staging expert Carla Woolnough, host of the DVD series ‘How to Stage your own Home’ and owner of Nex-Step Design, to develop *Fit to Sell*. The program encourages existing homeowners to increase their stake in the home-selling process by working with their real estate professional to bring their home to the market. *Fit to Sell* ultimately rewards their participation by maximizing sale price and minimizing on-market time.

“Sellers are no longer in the driver’s seat but there’s also no reason for them to take a back seat,” explains Polzler. “We know that location, price, and condition are the three major factors that come into play when selling a home – and while location and price are clearly choices made by the buyer at the onset, condition is the one factor that a seller can influence. Sellers who make the right moves in preparing their home for sale can maximize their housing potential and ultimately improve their bottom line. After all, there are still buyers in the market and they are looking for quality product.”

RE/MAX and Carla Woolnough, the national spokesperson for RE/MAX Fit to Sell, have created a checklist of the top 10 priorities for preparing a property for sale, ranging from air quality to furniture placement and lighting. The checklist and tips can also be found on www.fittosell.ca

“By following these simple and inexpensive tips, homeowners across the country can secure top dollar for their properties,” says Carla. “All it takes is a little upfront planning and some advice from your RE/MAX sales professional.”

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The official launch of RE/MAX *Fit to Sell* will co-incide with the opening of the National Home Show, presented by RE/MAX, at the Direct Energy Centre on February 20 through to March 1. RE/MAX will be presenting tips for consumers, with four scheduled appearances by Carla during the 10-day event.

RE/MAX is Canada's leading real estate organization with over 18,000 sales associates situated throughout its more than 670 independently-owned and operated offices across the country. The RE/MAX franchise network, now in its 36th year, is a global real estate system operating in more than 70 countries. Over 7,000 independently-owned offices engage more than 100,000 member sales associates who lead the industry in professional designations, experience and production while providing real estate services in resident, commercial, referral, and asset management. For more information, visit: www.remax.ca

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Home renovations can influence the resale value of your home

As the residential housing market becomes increasingly competitive, more and more homeowners are investing in renovation before listing their home for sale.

The recent introduction of the Federal Government's new \$2.5 billion Home Renovation Tax Credit (HRTC) program will now provide Canadians with added incentive. The program allows for a 15 per cent tax credit on eligible renovation expenditures such as work performed or goods purchased between January 27, 2009 and February 1, 2010. A credit of up to \$1,350 per household can be claimed for the 2009 tax year on renovations including upgrades to bathrooms and kitchens, the installation of new flooring or carpeting, and replacing a furnace.

By utilizing the new program to make necessary upgrades, homeowners can maximize the value of their properties. A recent RE/MAX survey found that the most value-added upgrades for today's purchasers include:

- ✓ Updated kitchen cabinetry
- ✓ Hardwood flooring
- ✓ New windows
- ✓ An open-concept living area
- ✓ A finished basement

After location and price, condition is one of the most important factors in the sale of a home. Many buyers are willing to pay more for a home that does not require major upgrades. To determine if you are *Fit to Sell*, consult your RE/MAX realtor or visit www.fittosell.ca.