

Meet A Local Realtor®

Jodie McGucken

Sales Representative

Jodie McGucken has a history of leading her clients home. As a real estate sales representative with Johnson Associates Real Estate Ltd. Brokerage, Jodie prides herself in helping her clients find the right house in the right location for the right price.

“I stand by my clients through thick and thin,” she says. “I’m not pushy. I’ve actually convinced people not to buy a house because they were buying it for the wrong reasons.”

Sometimes clients fall in love with the furniture in the house or the lifestyle and don’t realize that the house needs extensive renovations or is in the wrong location. If the house doesn’t meet the criteria the clients set out in their original wish list, Jodie helps them refocus and remember what was important to them when they first started looking.

Jodie has earned a reputation for her friendly and personal level of service, which has led to many referrals from past clients. For sellers, Jodie advises them where they should be investing money in their homes to get top dollar.

“I know what buyers are looking for. Most want a house that’s in turnkey condition, so they can move in, place their furniture and live that lifestyle,” she says. “Transforming a room will maximize top dollar. Even a small thing like up-to-date, modern paint colours can make a big difference.”

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Johnson Associates
REAL ESTATE LTD., BROKERAGE

Why use a REALTOR®

Surveys show that many homeowners and house buyers are not aware of the true value a REALTOR® provides during the course of a real estate transaction. At the same time, REALTORS® have generally assumed that the expertise, professional knowledge and just plain hard work that go into bringing about a successful transaction were understood and appreciated. Many of the important services and steps are performed behind the scenes by either the REALTOR® or the brokerage staff and traditionally have been viewed simply as part of their professional responsibilities to the client. Without them, the transaction could be in jeopardy.

The REALTOR® Commitment

Through it all, the personal and professional commitment of the REALTOR® is to ensure that a seller and buyer are brought together in an agreement that provides each with a “win” that is fair and equitable. The motivation is easy to understand. For most brokerages, they receive no compensation unless and until the transaction is complete.

Why Use a REALTOR®?

Not every real estate salesperson or broker is a REALTOR®. That term and the familiar Block “R” logo are trademarked by the Canadian Real Estate Association (CREA) in association with the National Association of REALTORS® in the United States. CREA also owns the MLS® trademark. Both trademarked logos can only be used in Canada by members of CREA who accept and respect a strict Code of Ethics. The MLS® database is operated by member boards such as the Brampton Real Estate Board, in various provinces and in Ontario by real estate boards belonging to the Ontario Real Estate Association (OREA). The boards provide an ongoing inventory of available properties and ensure maximum exposure of properties listed for sale. Most resale homes in Ontario are listed and sold through the MLS® systems of a member real estate board.

TOP 5 REASONS TO CHOOSE A REALTOR®

1. REALTOR®’s commitment to high standards of professional conduct works to the advantage of buyers and sellers alike.
2. A REALTOR® is knowledgeable about developments and trends in real estate. A REALTOR® will get you the facts: comparable prices, neighborhood trends, housing market conditions and more.
3. A REALTOR® is committed to ongoing education to increase competence and effectiveness in real estate trading.
4. Every REALTOR® has been trained and tested. And REALTORS® are bound by a strict Code of Ethics and Standards of Business Practice that ensure fairness to all parties in a transaction.
5. A REALTOR®’s pledge is to be

honest in disclosing property information and forthright in providing the facts needed to help you make one of the most important decisions of your life.

For peace of mind, ensure the individual seeking to represent you is both a registrant of the Real Estate Council of Ontario and a member of OREA - permitted to be called a REALTOR®.

The Role of the REALTOR®

The typical actions, research steps, procedures, processes and review stages taken by a REALTOR® to complete a successful residential real estate transaction depend on the transaction. Some tasks may take minutes, hours, or even days to complete, while some may not be needed. These tasks reflect the level of skill, knowledge and attention to detail required in today’s real estate transaction, understanding the importance of having help and guidance from someone who fully understands the process - a REALTOR®. REALTORS® are pledged to uphold the stringent, enforceable tenets of the REALTOR® Code of Ethics in their professional dealing with the public. Remember, not every real estate registrant holds REALTOR® membership or MLS® access; make sure yours does!

Maybe you’re buying a home for the first time. Or maybe you’re selling your old home to move up to something new. Whatever the reason, the buying and selling of a home is a big event. It’s an intricate process involving many specialists. One of these specialists is a REALTOR®, whose job it is to make the transfer of property as easy as possible. The code of ethics is a firm set of rules, describing what kind of performance you have a right to expect from a REALTOR®. It’s your guarantee of professional conduct and the best in service.

That’s why many buyers and sellers turn to a REALTOR®. As a member of their local real estate Board such as the Brampton Real Estate Board, REALTORS® have their finger on the pulse of the housing market and are in daily contact with buyers potentially interested in your home.

You can trust a REALTOR® to protect your interests and to look after details. And all the while, you’re an active partner in the process, working with a REALTOR® every step of the way. So the more you know about buying and selling homes, the better your working relationship with a REALTOR®.

Source: Canadian Real Estate Association & Brampton Real Estate Board

