

# COUNTRY CLASSICS

**Peter L. Mason**  
LIMITED REALTOR

All homes are not created equal and that's why it takes some special attitudes and methods to sell those like Peter Mason Real Estate's Country Classics.

The Company's residential division in Unionville has developed a specific marketing program for executive/estate homes selling for over \$200,000.

"The quality of service has to be very high," said Dorothy Mason, manager of the residential division. "The sellers are not satisfied with just an ad in the local paper."

The company, therefore, begins

its marketing program with an open house for other agents who deal with executive homes. Announcement cards are also sent to the immediate neighborhood, then special display ads are placed in publications serving the business community (the Globe and Mail, Financial Post, etc.).

Mrs. Mason said the overall marketing is aimed at high income earners and businessmen. That is, about five per cent of the buying public. Towards those people, then, the company utilizes a computerized mailing system to send brochures

with photos personally addressed to 20,000 business executives throughout Toronto.

Finally, the often-overlooked step of progress reports to the seller, are frequently given.

Another important part of selling executive/estate homes is the appraisal.

"We do a thorough inspection and we give the seller a comprehensive appraisal report," said Mrs. Mason. "Vendors can look at it and help establish their prices."

There are several other prerequisites required for selling estate homes.

"You have to be very knowledge-

able of the product and comfortable in working with business people," Mrs. Mason explained. "You're dealing with a very sophisticated vendor and a very sophisticated buyer."

"You have to know what you're doing," she continued. "You can't make mistakes, because it might be a \$400,000 or \$1 million mistake."

Peter Mason is aided in his work because the firm is also an industrial and commercial realtor, thus giving it experience with business clients. Its reputation is another ally.

"We have a very good reputation and

that comes from the service and the knowledge," Mrs. Mason said. "A lot of our business is from referral, too. If we do a good job for Mr. Jones, he'll tell his neighbor about it two doors down."

She stresses, however, that her company handles all types of homes, not just the country estates.

## RED PINE

Among the firm's "Country Classics" currently for sale is Red Pine Farm. The Century Home and 47 acres of land is situated at Leslie Street and Stouffville Road.

The 4,800 square foot home has a frontage of about 660 square feet and a depth of about 4,000 feet, which gently slopes from Leslie Street. The whitewashed brick building has a fully attached two-car garage on the north end, as well as a 20 x 40 foot inground pool on the south side.

There is also a change house and greenhouse near the pool and an apple orchard on the east side of the

house. Asking price is \$895,000 and the agent is Erla Kulba, who earlier this year sold a \$1.1 million home for cash.

## MOORE ESTATE

Another classic is the Moore Estate, located on the northwest corner of Bethesda Sideroad and McCowan Road.

A two-story French provincial-style home is located on nearly six acres of gently rolling farmland. A marble-floored entrance foyer opens into the sunken oval-shaped living room. A 20-foot high window follows the curve of the wall, opening the room to a view of the estate, while a gallery on the second floor looks down into the living room.

The country kitchen is equipped with such appliances as a stove, fridge, and garbage compactor.

There are two trout and bass stocked ponds on either side of the entrance road, while a third pond is situated at the rear of the property. The estate also has two

paddocks and a three-stall stable.

The asking price is \$425,000 and the agent is Robert Cooper.

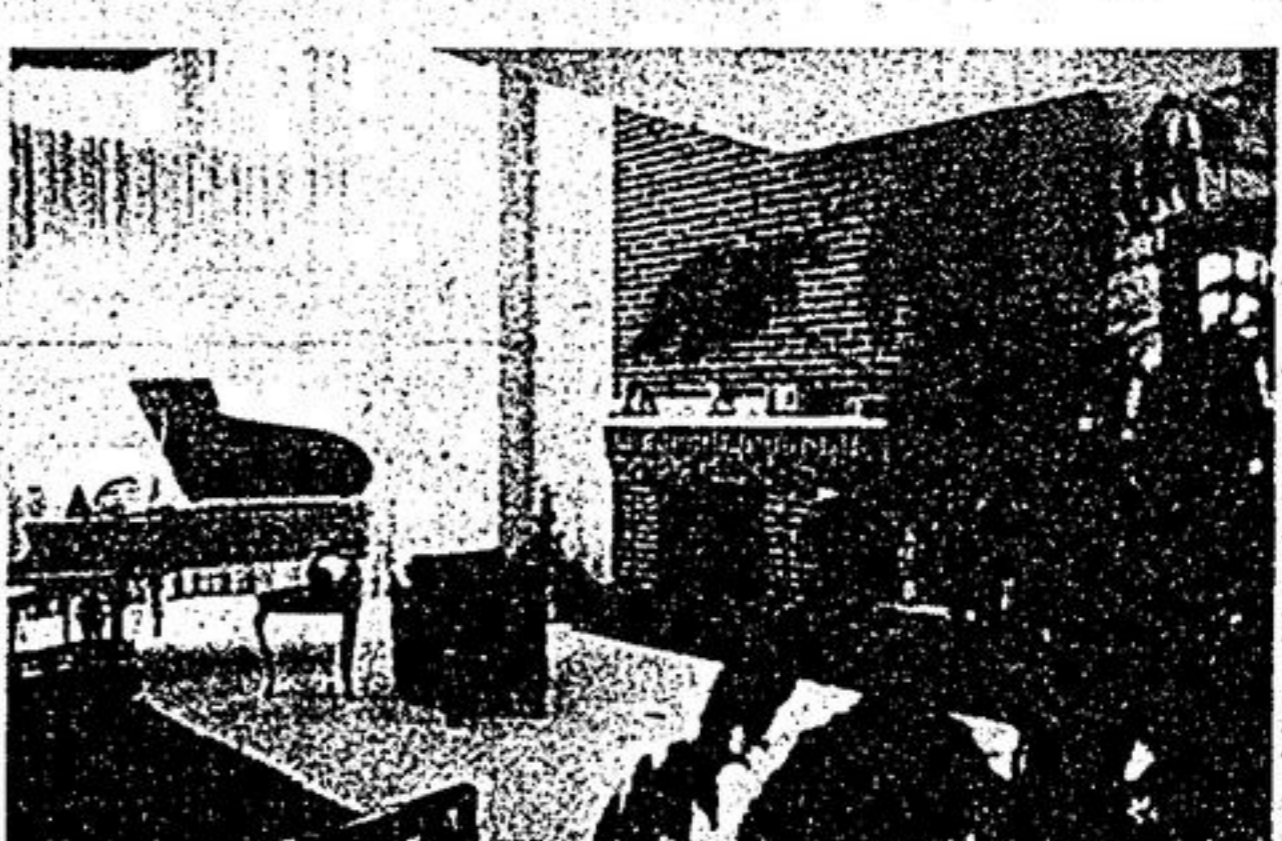
## 9 WALSHINGHAM COURT

This one-acre estate features a dark brown brick 7,500 square-foot home situated in the exclusive Cachet area of Markham. There is good accessibility to Highway 404.

The five-year-old house features large windows, wood trim, an attached three-car garage, inground swimming pool and patios and gardens. A new tennis court has been added near the pool.

Inside, the master bedroom has a wood-burning fireplace and a walk-out to a deck overlooking the pool. Five other fully carpeted bedrooms are located on the upper level, some with access to the deck.

The house also has central intercom and vacuum systems, as well as two heat pumps. Asking price is \$449,000 and the agent is Dorothy Mason.



**Wilson Hall**  
Picture you and your family in this magnificent 33 acre estate on Bethesda Side Road. The gracious living room features a cathedral ceiling, large brick fireplace and unique two-storey bay window. Wilson Hall is presented by Patricia Zwaal at \$1,475,000.



**The Moore Estate**  
A fine French Provincial home on 5.8 acres with large ponds & willows. Situated on the Bethesda Side Road, the Moore Estate includes a large country kitchen with eating area and adjacent family room and fireplace. A beautiful copper fireplace hood sets the tone for this room. Presented by Robert Cooper at only \$425,000.

**9 Walsingham Court - Cachet Estates**  
The ultimate contemporary home, this features an acre of grounds, pool and tennis court. Situated close to the 404, 9 Walsingham Crt. is perfect for the discriminating Toronto commuter. Presented by Dorothy Mason for \$449,000.



**Red Pine Farm**  
Turn the clock back and step into this one-of-a-kind century home. Situated on 47 picturesque acres, this is the ideal home for a gentleman farmer. Located on the Gormley Side Road it is offered by Erla Kulba at \$875,000.

**The Barluto Residence**  
This charming century home on 1 acre oozes graciousness. Completely restored, it features this beamed dining room with facing walk out french doors. Presented by Dorothy Mason at only \$237,000.

Peter L. Mason Ltd., Realtor  
4400 HWY #7 Unionville  
474-1710

See our ad on page BH-11 for more fine homes

**Peter L. Mason**  
LIMITED REALTOR