RESALE HOMES COLLECTIONS

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In the dynamic world of real estate, where global trends meet local nuances, one team stands out for its unique blend of hyperlocal expertise and international reach: Khalen Meredith and Kim Nichols, with Sotheby's International Realty.

This article delves into how meredith•nichols leverages the prestige and powerful network of Sotheby's while maintaining an unwavering commitment to the communities of Aurora and King Township, particularly in the specialized realm of country real estate.

For many years, our team has been deeply rooted in the fabric of Aurora and King Township. We've witnessed the evolution of these vibrant communities, from the charming historic homes nestled on tree-lined streets in Aurora to the sprawling estates and picturesque farms that define the King Township countryside. This isn't just our market; it's our home. We live here, we work here, and we've raised our families here, which happens to include many canine and equine members! This intimate connection fosters a level of understanding that goes beyond market statistics – it's about knowing the best schools, the hidden trails, the local businesses, and the unique character of each neighbourhood.

Our hyperlocal knowledge is particularly invaluable when it comes to country real estate. This specialized segment of the market demands a nuanced approach, far different from urban residential sales. It requires an understanding of zoning bylaws for agricultural land, well and septic systems, conservation authority regulations, and the intricacies of severances and easements. We've spent years cultivating relationships with local professionals who specialize in the understanding of rural properties. This extensive network, combined with our firsthand experience in valuing and marketing equestrian properties, hobby farms, and vast land parcels, ensures that our clients receive unparalleled guidance, whether they are buying a serene rural retreat or selling a multi-acre estate.

While our roots are firmly planted in Aurora and King Township, our reach extends across the globe, thanks to our affiliation with Sotheby's International Realty. This isn't merely a brand name; it's a testament to a legacy of luxury, integrity, and unparalleled service dating back to 1744. For our clients, this means access to a level of marketing excellence that is simply unmatched in the industry. Sotheby's International Realty is renowned for its sophisticated, high-quality collateral, from stunning professional photography and videography to exquisitely designed and captivating digital presentations. Each property, regardless of its price point, is presented with an artistry and attention to detail that truly sets it apart.

The power of the Sotheby's International Realty network goes far beyond beautiful marketing materials. It provides an extraordinary international reach and referral capability that is a game-changer in today's interconnected world. Imagine a discerning buyer in London, New York, or Hong Kong searching for a unique country estate or an elegant family home near Toronto. Through Sotheby's extensive global referral network, their agent can seamlessly connect them with our team. Our listings are showcased on the highly trafficked and award-winning site sothebysrealty.com, a global platform that attracts millions of visitors worldwide, ensuring maximum exposure to a qualified audience. This international exposure is particularly beneficial for our clients selling properties in Aurora and King Township, as it opens up a vast pool of potential buyers who might otherwise never discover these hidden gems.

The strength of meredith•nichols lies not only in our individual expertise but also in our collaborative team approach. With many years of collective experience in the real estate industry, our team brings a unique set of skills and perspectives to the table. This collaborative synergy ensures that every client benefits from a comprehensive and well-rounded strategy, whether they are navigating a complex negotiation, seeking expert advice on property valuation, or needing guidance through the legalities of a transaction. We believe that two heads are better than one, especially when dealing with the intricacies of real estate. Our combined experience allows us to anticipate challenges, provide creative solutions, and ultimately deliver exceptional results for our clients.

In conclusion, for those looking to buy or sell real estate in Aurora and King Township, we provide, along with Sotheby's International Realty, an unbeatable combination. We provide the deep, localized knowledge that only true community experts possess, coupled with the unparalleled marketing prowess, global reach, and referral capabilities of one of the world's most prestigious real estate brands.

When you choose meredith•nichols, you're not just hiring an agent; you're partnering with a dedicated team of experienced professionals who are committed to achieving your real estate goals, both locally and globally.

If a property move is in your future, whether near or far, please reach out to us to discuss how a partnership with meredith•nichols and Sotheby's International Realty Canada can bring about a successful outcome.

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Incredible property with 5.59 acres with pond and beautifully cleared and tastefully treed areas! Special features include lovely, 3+ 1 bedroom home w/ reno'd kitchen and bathrooms & 2 car garage and special bonus separate workshop with two-piece bathroom Plus self-contained renovated apartment over top of workshop! Just minutes to Newmarket and all amenities!

JUST LISTED IN SUTTON!!



$1,189,000

Brand new built and never lived in - don't miss this amazing and stunning 2865 sq. ft. Executive 4 bedroom home on a generous lot backing onto trails and river!! Beautiful neutral decor throughout with lovely hardwood on main floor with 9 ft ceilings, huge family size kitchen open to wonderful great room w/fireplace o/looking back yard and treed areas! 3 ensuite bathrooms on 2nd level plus bonus office on main floor! Wow - call today to view!

INCREDIBLE OPPORTUNITY IN MOUNT ALBERT!



$2,100,000

One of a Kind completely renovated almost 2600 sq. ft. century home on approx. 4.66 acres within walking distance to "downtown" Mt. Albert! Features a 2 car garage + bonus 40 x 80 foot workshop! Absolutely stunning room after room w/so many unique & special features such as cathedral beamed ceiling in spectacular kitchen, custom entry room with high end cabinetry, 4 spacious bedrooms, 3 reno'd bathrooms, large new laundry plus 2 amazing covered porches! WOW!!!



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RESALE HOMES COLLECTIONS

RESALE HOMES IN KING CITY:

A market of opportunity and distinction

In the heart of York Region lies King City—a community known for its natural beauty, estate-style homes, and refined small-town charm. As the real estate market evolves, one segment continues to shine with both value and long-term appeal: resale homes.

While new builds may grab headlines, resale properties in King City offer an irreplaceable combination of mature neighbourhoods, custom craftsmanship, and established community feel. And for today's buyers, that makes all the difference.

WHY RESALE HOMES STAND OUT

Resale homes in King City are anything but typical. These are homes built with care, often custom-designed on expansive lots that can't be replicated in newer subdivisions. From sprawling bungalows to two-storey family estates, these homes boast character, space, and architectural variety that's hard to find elsewhere.

They also offer the advantage of location—many nestled in peaceful pockets close to top-rated schools, parks, and local amenities. Mature trees, landscaped gardens, and quiet streets are hallmarks of the area's most desirable resale properties.

A MARKET OF QUALIFIED BUYERS

The demand for resale homes in King City continues to come from a mix of families upsizing, professionals moving out of the city core, and downsizers looking for quality over quantity. Many are drawn to the blend of rural tranquility and urban accessibility that King City offers.

Today's buyer is informed and intentional. They know what they're looking for, and many are specifically seeking out well-maintained resale homes that offer immediate value—especially those with finished basements, upgraded kitchens, or income-generating potential.

THE ADVANTAGE FOR SELLERS

If you're a homeowner in King City, now is an ideal time to consider your position in the market. Well-presented resale properties are selling at strong prices, and with limited inventory, sellers are often benefiting from shorter days on market and quality offers. The Michele Denniston Real Estate Team brings years of local experience and a deep understanding of King City's unique property landscape. We help homeowners showcase the features that today's buyers value most—positioning your home for maximum return.

LET'S TALK RESALE STRATEGY

Our team doesn't just list homes—we create strategic marketing plans that highlight your property's value and attract serious, qualified buyers. From professional staging and photography to targeted online and community exposure, we ensure your home makes a lasting first impression.

King City's resale market is thriving—but it's also nuanced. With the right team and the right strategy, your home can stand out in all the right ways.

If you're thinking of selling—or simply want to understand your home's current value—connect with us today. We're proud to serve King City with local insight, proven results, and a commitment to excellence.

Michele DENNISTON
REAL ESTATE GROUP





$1,299,900

In the TreeTops area of New Tecumseth rare custom finished by builder 2940 sq ft total finished living space two storey home with an in-law suite in basement with walkout to private patio area 4+1 bed, 4 bath is a must see. TreeTops features activity park. Elementary school, walking paths and nearby golfing.

SCAN FOR MORE INFO



$875,000

Located in the POTL community of Kingsmere this 2115 sq ft toal finished living space Bungaloft has 5 bedroom 3 bath bungaloft has a Primary bedroom suite and open concept kitchen, Family room, laundry and den on main floor. the Kingsmere pond with walking path and benches is a value added extra.

SCAN FOR MORE INFO



$998,900

A custom finished inside and out 2100 sq ft total living space bungalow in Alliston Shows 10+ and is a walk-in ready home has a legal apartment in the basement. Within walking distance to 2 schools, churches and west Alliston shopping complexes.

SCAN FOR MORE INFO



$950,000

A Raised Bungalow with three car garage with almost 3000 sq ft of total living space on a very large lot in the quiet village of Everett has potential for multi family living. Close to Alliston, Barrie, Camp Borden and Wasaga beach.

SCAN FOR MORE INFO

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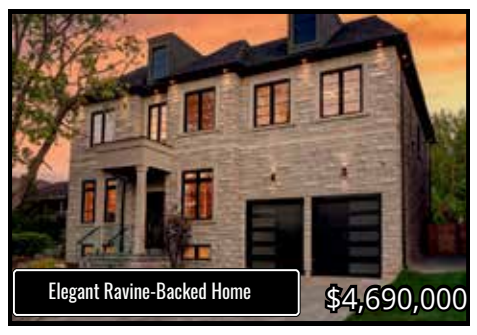
Charming Family Home in Aurora $1,579,000

Located in Aurora Heights, this bright and inviting home features hardwood floors, crown moulding, and a cozy family room with brick fireplace. Enjoy a renovated kitchen with walkout, spacious primary suite with custom closet, and a finished basement with rec room and office. The private backyard offers lush gardens and a multi-level deck—perfect for entertaining.



Incredible Lake Wilcox Retreat $2,398,000

Set on over half an acre backing onto waterfront, this charming 3 bed & 3 bath Oak Ridges home offers bright, spacious rooms with hardwood floors and ceiling details. Family room features a floor-to-ceiling brick fireplace and pond views. Kitchen includes eat-in area. Primary bedroom boasts a balcony and ensuite with jacuzzi tub. Additional bedrooms are flooded with natural light. Lower level awaits your finishing touches—renovate or rebuild!



Elegant Ravine-Backed Home $4,690,000

Over 4,500 sq. ft., this 4-bedroom, 7-bath home backs onto a ravine with pond views. Features decks, walkways, and space for pool and cabana. Classic Bordeaux style with tile mosaics and LED walls. Includes two offices, sensor cabinets, and butler's pantry. Primary suite with ensuite and heated floors. Lower level with wet bar, theater, sauna, and gym. Triple garage and smart controls.



Modern Vaughan Allegra Condo $739,800

Offering 914 sq. ft., this stylish 2-bedroom, 2-bath condo features open-concept living with porcelain tile and engineered hardwood floors. The kitchen boasts stainless steel appliances, granite countertops, and walk-out balcony with city views. Building amenities include rooftop garden, fitness centre, piano lounge, and party room. Includes 1 parking spot and 24-hour concierge.



Luxury Custom Stone Home $4,200,000

Over 8,000 sq. ft. of living space on 1.2 acres with western exposure. Features traditional finishes, solid oak doors, and Marley roof. Spacious rooms include cherry wood kitchen, elegant living and dining with marble floors. Primary suite with walk-ins, balcony, and spa ensuite. Resort-style grounds with pool, tennis & bocce ball courts, patios, and decks. Finished lower level with wet bar, sauna, and storage. Four-car garage and circular driveway with ample parking.

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RESALE HOMES COLLECTIONS

SUMMER renovation projects that can add value to your home

(NC) Summer is a time to stretch your legs and enjoy the warm weather with your family and friends. During this time, many people are also looking to make upgrades to their home.

Whether you're looking to add more value to your home, make a few eco-friendly improvements or simply maximize your enjoyment, there's a renovation project for everyone. Give your home a breath of new life with these summer renovation projects that can add value to it.

1 UPDATE THE INTERIOR

• If you're looking to undertake some bigger projects, first consider whether you have the necessary skills and experience to execute the project or if you should hire a professional. If you need to hire a professional, be sure to do your research beforehand and choose a contractor you feel comfortable with.

• If you plan on starting with the kitchen or bathroom, items like kitchen tiles, custom cabinets or countertops could take months to arrive, so make sure to order these in advance if you are on a tight timeline. Use quality materials and make upgrades consistent with the rest of the home.

• Repainting the interior in more neutral tones can go a long way. Cleaning up any scuff marks or filling small holes can bring your walls back to life.

• Consider updating your decor such as the lighting, fixtures and countertops and replace or refinish worn flooring to modernize your home.

2 SPRUCE UP THE OUTSIDE OF YOUR HOME

• Summer is the best time to replace any shingles on your roof that are broken or loose to avoid water leaks. Have a maintenance professional inspect all walls for any cracks that need to be sealed to keep water out and avoid major damage.

• If you're tired of seeing a sad-looking fence, it might be time to explore waterproofing or staining.

• Install exterior lighting to brighten up walkways and the front of your home.

3 ECO-FRIENDLY CHANGES

• Invest in new insulation and draft-sealing to help save on the energy you're using to heat or cool.

• Make the switch to LED lightbulbs throughout your house. On average they last about 10 years and are around 85 per cent more energy efficient than incandescent bulbs.

• Install energy-efficient windows to save on heating and air conditioning, while also increasing your home's long-term value.

4 MAXIMIZE ENJOYMENT

• Complete that unfinished basement and dedicate the extra space to something you love, like working out or hosting trivia nights with your friends.

• Consider starting your own herb garden or picking up some houseplants – not only can they help improve the air quality in your home, but they can also boost your mood.

It's important to inform your insurance company when you're planning a renovation to ensure your policy remains in effect. There may be additional insurance implications if certain work is not done by licensed professionals, such as electrical work or plumbing. Renovations that increase your home's value may change the classification of your policy, so whether the project is big or small, be sure to get a quote for any new coverage. Companies like Belairdirect can provide a quote in minutes and help you along every step on the road to renos. Learn more at belairdirect.com.

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350 BORDEN AVENUE, NEWMARKET
$1,299,999



RESALE HOMES COLLECTIONS

5 TIPS to spruce up your home this summer



(NC) Summer is a perfect time to enjoy the warm weather with family and friends, and it's also an ideal season for home improvements. Whether you're looking to increase your home's value, make eco-friendly upgrades or simply enhance your living experience, here are a few handy renovation tips to consider.

SEAL THE GAPS

Summer heat can drive up energy costs, so focus on making your home more energy efficient to keep it cool and reduce air conditioning costs. Have a maintenance professional inspect all walls for any cracks that need to be sealed to keep water out and avoid major damage. Upgrade insulation and seal any drafts to prevent cool air from escaping and replace any shingles on your roof that are broken or loose to avoid water leaks.

UPGRADE YOUR LIVING SPACE

If your budget allows, consider updating your kitchen, bathroom or living spaces. These are high-traffic areas that significantly impact your home's value. Even small changes like new cabinet hardware, recessed lighting or a stylish new backsplash can transform a space.

GET OUTDOORS

Take advantage of the warm weather by enhancing your outdoor spaces. Start by power-washing your deck or patio to remove dirt and grime. Consider staining or sealing the wood to protect it from the elements and give it a fresh appearance. Adding some comfortable outdoor furniture, colourful cushions and a few potted plants can transform your backyard into a cozy retreat.

INSTALL ENERGY-EFFICIENT FIXTURES

Replace old incandescent light bulbs with LED bulbs, which use less energy and have a longer lifespan. Consider installing a programmable thermostat to better manage your cooling system and help save on energy bills. Ceiling fans are also a great addition to keep air circulating and reduce the need for air conditioning. These simple upgrades can lead to significant savings and increased home comfort.

IMPROVE INDOOR AIR QUALITY

Start by changing the air filters in your HVAC system to ensure better airflow and air quality in your home. Consider adding houseplants, which naturally purify the air and add a touch of greenery to your decor. Plants like spider plants, peace lilies and snake plants are especially good at removing toxins from the air. Don't forget to turn on the exhaust fan in your kitchen and bathrooms to reduce humidity and prevent mould growth.

If you're thinking of starting some bigger projects this summer, it's important to let your insurance provider know to ensure your policy remains in effect.

There may be additional insurance implications if certain work, like electrical or plumbing, isn't done by licensed professionals.

Additionally, renovations that increase your home's value may also affect your insurance. Whether the project is big or small, be sure to get a quote for any new coverage.

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RESALE HOMES COLLECTIONS

Summer moves:

Tips for buying a new home this season

(NC) There's something about summer that makes it feel like the perfect time for a fresh start—and for some, that means buying a new home. The longer days, warmer weather and flexible schedules make it easier to explore neighbourhoods, schedule viewings and manage the logistics of a move.

But before you fall in love with that front porch or start dreaming about backyard barbecues, it's important to have a plan. Here's how to make the most of your summer home search and how you can protect your investment from day one.

START WITH A CLEAR BUDGET

Before you browse listings or tour open houses, get pre-approved for a mortgage and understand your full financial picture. Remember to factor in additional costs like closing fees, property taxes and moving expenses.

KNOW WHAT YOU'RE LOOKING FOR

Make a list of your must-haves and nice-to-haves. Think about location, layout, commute time and even how much yard work you're willing to take on. Summer is a busy time for the real estate market, so having a clear idea of what you want helps you move quickly when the right property comes along.

INSPECT WITH A SUMMER EYE

In the summer, it's easier to spot issues like poor air conditioning, pests or drainage problems after a rainstorm. Take advantage of the season to carefully inspect outdoor features like roofing, siding, decks and landscaping.

PLAN YOUR MOVE STRATEGICALLY

Summer is a peak time for moving companies, so book your movers early and try to avoid weekends and the end of the month if you can. If you're handling things yourself, rent your truck well in advance and stock up on supplies.

PROTECT WHAT MATTERS

Your new home is more than just four walls— it's your sanctuary, your investment and your future. Home insurance from providers like Belairdirect help protect your physical property as well as your belongings.

From fire and weather damage to theft or liability coverage, having the right policy in place means you're prepared for the unexpected. And if you bundle your home and auto insurance, you may even qualify for extra savings—something every new homeowner can appreciate.

Buying a new home is exciting, but it also comes with plenty of moving parts. By starting with a clear plan and making smart choices along the way, you'll set yourself up for a smooth summer move.



MARKET UPDATE – JULY 2025

AURORA	KING
AVERAGE SALES PRICE	AVERAGE SALES PRICE
$1,329,557	$1,921,342
AVERAGE 29 DAYS ON MARKET	AVERAGE 32 DAYS ON MARKET
NUMBER OF SALES	NUMBER OF SALES
59	30
206 NEW LISTINGS	93 NEW LISTINGS
SALE TO LIST RATIO	SALE TO LIST RATIO
98%	94%
YEAR OVER YEAR % CHANGE	YEAR OVER YEAR % CHANGE
-8.01%	-6.47%

*The statistics provided were obtained from the Toronto Regional Real Estate Board's Market Watch JUNE 2025; Summary of Existing Home Transactions for All Home Types, JUNE 2025 + Focus on the MLS Home Price Index for Composite, JUNE 2025 for York Region's Aurora and King

Ownership housing affordability continued to improve in June 2025. Average selling prices and borrowing costs remained lower than last year's levels, as all areas of our trading market were down year over year. We saw some month over month momentum, with sales volume increasing slightly and Buyers starting to come off the sidelines, as showing levels remain consistent. In an evolving market, strategic partnering with your real estate advisors remains imperative to garnering the best results. Opportunities exist in the current landscape for Sellers and Buyers alike - whether it is leveraging tax free dollars into other investments, capitalizing on the downward trend of pricing in auxiliary markets, moving up with more favourable rates and days on market or simply buying your first home - Key Advantage is here to help.

– Provided by Key Advantage Team Royal LePage RCR Realty
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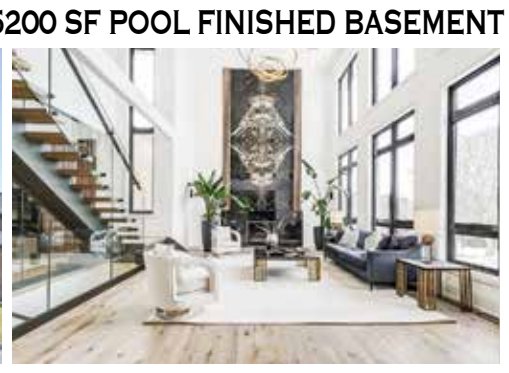
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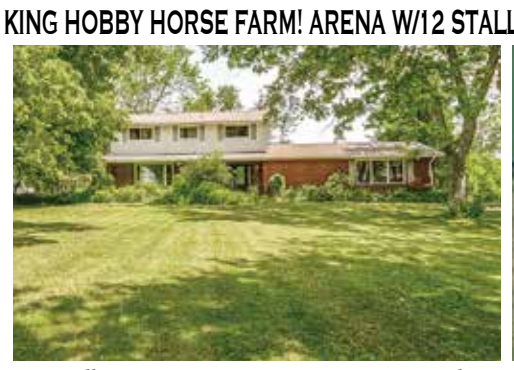
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PICTURESQUE PRIVACY 3.1 ACRE 3105 SF 'MANOR' HOME AURORA





Scenic private at the end of an exclusive court in demand southwest Aurora! 4 car garage 3+1 parking or gardeners delight detached building! Hardwood floors! 2 stone fireplaces! Huge principal rooms! 4 spacious bedrooms! Bright prof fin w/o lower level could be inlaw suite with big rec room, 3pc bath, sauna and more! $2,398,888

3300 SF AURORA SHOW STOPPER W/FIN WALK-UP BSMT!





Wow Simply Sensational new build! Soaring 11 ft ceiling ground floor! 10 ft 2nd floor & bsmt! Hwd plank! 'Open concept' plan! Main floor den! 'Gourmet' Chef's centre island kitchen w/quartz counters & butler's pantry! Huge fam room w/ custom gas fp & palatial wdws. Primary br w/enticing ensuite & organized his & hers w/i closet! Ensuite baths & organized w/i in all bedrooms! Bright prof fin 'open concept' lower level w/u bsmt with inlaw potential! Inquire

"GATED" PRIVACY! END SUITE! FIN BSMT! BACKS TO RAVINE!





Aurora's sought after exclusive gated community 'Stonebridge Estates'! Stone & Brick! 'Open Concept' plan! 9ft-22ft ceilings! Vaulted ceilings! Plank floors ground and second floor! 'Gourmet' centre island kitchen 'open' to entertaining sized dining & great room with custom fireplace all overlooking ravine! Professionally finished 'open concept' lower level and much more! $1,498,888

EXECUTIVE 1870 SF 'BEAUTY' JUST MOVE IN TOWNHOME





OPEN HOUSE: 33-520 Silken Lauman Dr, Newmarket – Sat, July 19 & Sun, July 20 | 2-4pm - Motivated Seller!! 3 BR Condo Overlooking St. Andrews Golf with 2 balconies and gorgeous sunsets. Spacious open concept layout with updated kitchen, fireplace and custom décor! Luxurious primary suite with 5pc spa-like ensuite! $898,888

RESALE HOMES COLLECTIONS

Projected timelines for popular renovation projects

HOMEOWNERS often find it beneficial to hire professional contractors when they have work to be done around the house to ensure the job gets done to code and to their satisfaction. Timelines for home remodeling projects vary depending on a number of variables, including the size of a crew as well as the scope of the project.

Once a project commences, the timeline can feel endless. The following are estimates of timelines for top remodeling projects to give homeowners an idea of how long their renovation projects may last, courtesy of Renofi, a company that provides a lending platform leveraged by credit unions nationwide to offer loans to consumers.

• **KITCHEN:** There are a lot of moving parts to a kitchen renovation, involving the services of electricians, plumbers, structural experts, and even interior design professionals. Not to mention the needs of craftspeople who can make custom cabinetry and countertops. Kitchen remodels can take anywhere from six to 12 weeks.

• **BATHROOM:** The process of a bathroom renovation typically involves demolishing the old bathroom, removing old fixtures and starting from the ground up. As with a kitchen remodel, bathroom jobs require the services of different professionals. That is why homeowners can expect three to 10 weeks for a bathroom, depending on the scope of the project.

• **FINISHING A BASEMENT:** Finishing a basement can add valuable living space to a home. Establishing a home theater space or man cave may require installing framing, insulation, utilities, drywall, flooring, and any additional needs if the finished basement will have a bathroom or necessitate additional plumbing. A finished basement project can last one to two months. But the good news is that typically the rest of the house is livable while the work is being done, so residents will not be disrupted.

• **WHOLE HOME REMODEL:** Hogan Design & Construction says that a whole house remodeling project can take anywhere from 16 weeks to 24 weeks. More involved projects can take longer.

Remodeling a home often involves a considerable investment of time and money. Knowing how long a homeowner will be inconvenienced by the work can help the household plan accordingly.





Create a decked-out DOCK with composite decking

(NC) If you own a home by the water, you understand that a dock is much more than a base for your boat. It's a sundeck, a diving platform, a fishing perch and a year-round spot for stargazing and enjoying sunsets.

Choosing the right materials can make all the difference in your dock's appearance, comfort and longevity. Here are five things to consider:

WATER RESISTANCE

Docks are constantly exposed to water, UV rays and fluctuating weather conditions. That's why a material that resists rotting, warping, fading and insect damage is crucial. Marine-grade composite decking is designed to be 100 per cent submersible, making it an ideal choice for salt and freshwater environments.

HEAT MITIGATION

On sunny days, the surface can become uncomfortably hot underfoot—no matter what material is used. For optimal comfort, look for something made with IR reflective properties, like Trex decking, which is engineered to keep cooler than traditional composites even in peak summer heat.

COLOUR

Whether you want your dock to stand out or blend in seamlessly with the natural surroundings, there's a composite decking shade for every preference and setting. Compared to wood and PVC, composite decking offers a variety of colour options for incredible design flexibility.

RAILING

Enhance stability and style with a railing. Layer on convenience by installing multi-functional drink railing. This clever design uses a deck board for the top rail, creating a handy surface for holding snacks and beverages while you're taking in the sunset or welcoming the crew back from a day on the water.

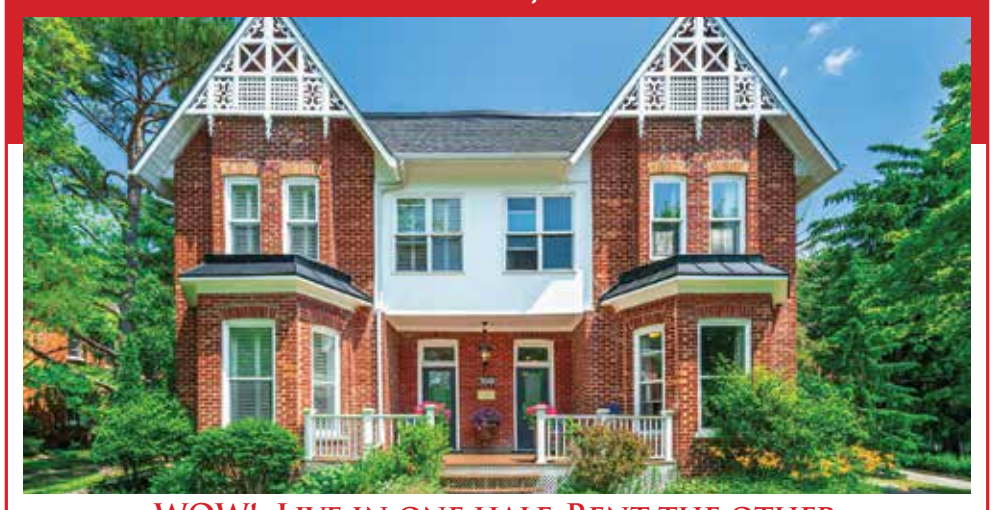
EASY MAINTENANCE

To maximize leisure time, opt for durable products that withstand the elements with minimal upkeep. Aluminum and composite are particularly well-suited for water applications. These hassle-free materials won't splinter or rot and never need to be sanded, stained or refinished—just a simple soap-and-water cleaning is all it takes to keep them looking like new.

Learn more tips for building a decked-out dock at trex.com/docks.

www.newscanada.com

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RESALE HOMES COLLECTIONS



THE RISE OF "House Catfishing" and why I'm here to save you from it



By Julien Laurion
Real Estate

So let's talk about catfishing. No, not the kind involving a guy in his mom's basement pretending to be a 23-year-old yoga influencer named Skylar. I'm talking about house catfishing.

It goes like this: You're sipping your oat milk latte, scrolling through listings, and suddenly—BAM—a house pops up that looks like Ryan Gosling personally designed it between shooting movies. Gleaming countertops. Sexy pendant lights. A rainfall shower that practically whispers sweet nothings to your soul.

Except… you show up for the showing and realize Ryan Gosling was most definitely not involved. The place smells like 17 wet dogs and possibly a disgruntled ferret. The "hardwood floors" are peel-and-stick vinyl from aisle 9 at the dollar store, bubbling up like week-old pizza cheese. And the "spa bathroom"? More like a biohazard zone where mold colonies are plotting world domination.

Folks: you've just been house catfished. And let's not kid ourselves—it's happening more than ever.

Now, before you start blaming the sellers—or me, your friendly neighbourhood realtor and contractor—let's get real. The market's been absolutely bananas. Interest rates whiplashed. Inventory dried up. Buyers became choosier than a toddler in a broccoli aisle. So sellers—and some realtors—get desperate. A little Photoshop here, a conveniently cropped photo there, and suddenly that broom closet looks like a walk-in wardrobe worthy of the Kardashians.

Listen, I'm all for making a home look its best. But there's a fine line between marketing and straight-up deception. And a lot of people in this business? They're happily skipping across that line like it's Coachella weekend.

Here's the truth nobody wants to say out loud: there are agents out there selling illusions, not homes. And some homeowners are all too eager to play along. Why spend money on real renovations when a few digital edits can hide the mildew and make your shoebox look like a palace?

Well, because that's how you end up with buyers feeling conned—and deals falling apart faster than a dollar-store door handle.

This is why my two businesses go hand in hand. As a realtor, I'm in the trenches every day, hearing what buyers actually want—and what sends them sprinting back to their cars. As a contractor, I know how to turn "meh" into "hell yes!"—for real. No digital smoke and mirrors. No catfishing.

I'd rather tell you the truth—even if it's uncomfortable—than have your house become "that listing" everybody laughs about over beers.

Want to sell your home for top dollar without resorting to sketchy tactics? Here's my "Don't Be a Catfish" playbook:

- **FIX THE FIRST IMPRESSION.** Your house has about five seconds to charm people. Cracked steps? Faded door paint? That's the real estate equivalent of a shirtless bathroom selfie on Tinder. Let's replace it, patch it, and make your home swipe-right-worthy.
- **LIGHTS, CAMERA, ACTION.** Smart renos—and smart lighting—make small spaces feel big and luxurious. But it has to be real, not CGI-level fakery.
- **HONESTY SELLS.** If there's mold in the basement the size of Manitoba, don't crop it out. Let's either fix it—or price accordingly.
- **SHOWCASE THE GOOD STUFF.** Have an epic kitchen? A killer backyard? Let's feature that—not hide it under some generic wide-angle shot.

But let's be blunt: some agents and sellers will keep catfishing, because it "gets people in the door."

Sure, it does. But you know what else it gets you? Angry buyers. Broken deals. Reputation hits. And in this digital age, news travels fast. Your listing might become a viral meme for all the wrong reasons.

If you want the opposite of catfishing—real value, real renovations, and real results—that's my lane. My name's Julien Laurion. I'm your local realtor and contractor, and my tagline says it all: "All About Homes." I'm swinging hammers, pulling permits, and negotiating offers. I'm the guy who makes sure your house actually looks—and smells—like the photos in your listing.

So, if you're thinking of selling—or just tired of being lured into showings that smell like a hamster cage gone wrong—call me. Let's make your home irresistible for all the right reasons.

Because the only thing worse than house catfishing… is realizing those peel-and-stick floors are peeling before you've even unpacked your moving boxes.

Julien Laurion
Realtor. Contractor. Local Dad.
All About Homes.
Serving Aurora, King City, and the communities in between.
I've got your back from start to finish.
I'm a local Realtor who has lived in Aurora for more than 30 years and know it inside and out. With A LOT of home construction experience, I have an eye that will help you make informed decisions re: home concerns and renovations. Let me help you with your next big purchase/move. Please feel free to call or email me directly at 416-402-5530 or julien@bigtuna.ca or check out my socials at @bigtunarealty

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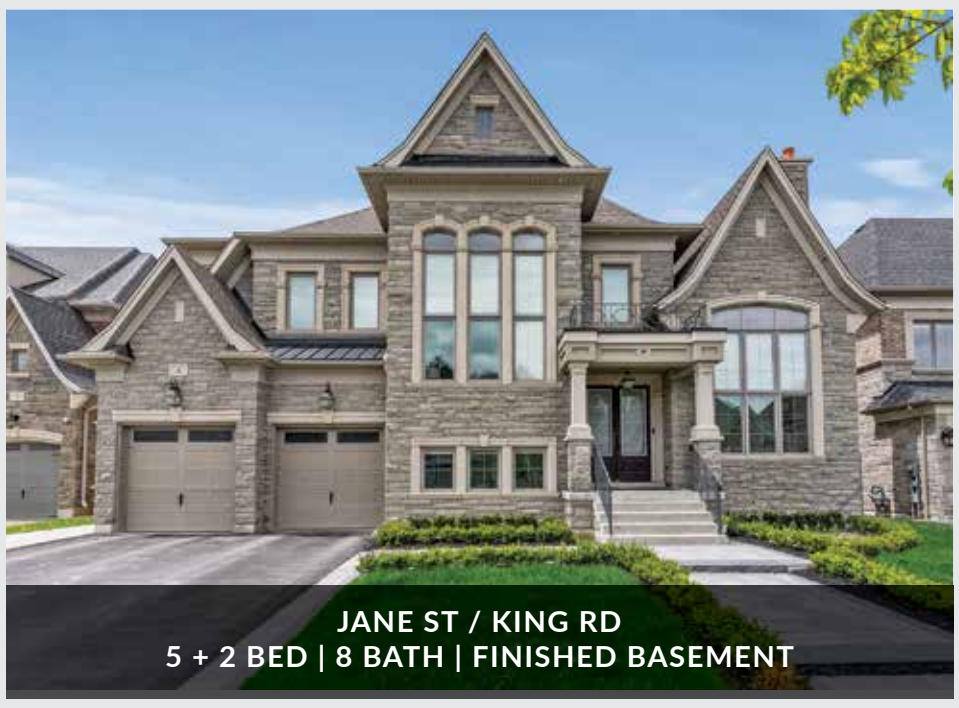
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