

710 Rouncey Road

Listing strategy and comparable evidence



Exterior reference based on Google imagery. Vehicles removed and weather brightened digitally.

Proposed sale asking price \$1,249,000

Prepared for the owners of 710 Rouncey Road
Charles Khouri, REALTOR® | The Khouri Group | Royal LePage Team Realty
www.710rouncey.com

01 / PROPOSED SALE STRATEGY

The recommendation

A researched asking price, a defined selling window and early decisions based on buyer response.

List 710 Rouncey Road at \$1,249,000

This asking strategy combines the comparable research with Charles Khouri’s in person assessment. It is not a guaranteed selling price. Recheck available listings and confirm the exact closing deadline before launch.

Milestone	Proposed target
Launch	Release the complete marketing package at the agreed asking price.
First 72 hours after launch	Written update on inquiries, showings and recurring buyer objections.
Day 7 after launch	Review buyer response and new competition. Recommend a price decision if the evidence warrants it.
Weeks 2 to 6 after launch	Target a signed agreement with the buyer’s conditions resolved.
Closing	Complete the sale in less than three months from launch, subject to the exact agreed deadline.

Why this position: 742 Brittanic Road, the same Shire model, sold for \$1,286,000 in February 2025. Selected 2026 sales include lower results. At the October 14 snapshot, the smaller park backing alternative at 149 Groningen Street was asking \$1,199,000; its sale result is unknown.

The decision to make together: agree on the sale route, launch asking price, closing deadline, preparation scope and early review points. If keeping ownership is financially workable, see the rental alternative on page 10.

Inside this report

- 3 Property details | 4 Pricing rationale | 5 Market context
6 Launch plan | 7 Listing services | 8 to 9 Sale records
10 Rental alternative | 11 Photographs | 12 to 13 Sources and references

02 / 710 ROUNCEY ROAD

The property and reported improvements

Item	Working property details
Model	Mattamy Shire with loft, CR elevation (exterior design).
Area above ground	3,715 sq. ft. in the supplied builder brochure. Model area, not a verified measurement of this home.
Layout	Four bedrooms above ground; five total bathrooms including the basement; loft and upper laundry.
Lot and year	Approximately 46 × 105 ft.; built in November 2019. Confirm lot dimensions before MLS entry.
Parking	Heated double car garage, epoxy floor and insulated garage door. Heated driveway reported.

Owner reported upgrade investment

\$1.2 million in additional upgrades, beyond approximately \$200,000 in builder upgrades. The \$250,000+ pool / landscaping figure and \$44,000 hot tub cost are components of the improvements, not amounts to add again. Costs are owner reported and unaudited; cost does not equal resale value.

Main and upper levels

Automatic custom blinds; hardwood on the main floor; hardwood staircase with runner; 9 ft. ceilings with coffered detailing; 8 ft. doors; built in speakers and alarm. Two private ensuites and a bathroom shared by bedrooms two and three.

Finished basement

Recreation area and wet bar, media room, exercise area, full bathroom with radiant floor heating, and sauna with an LED red light feature. A fifth bedroom is not being represented as verified.

Outdoor and winter features

Oxygenated inground pool, hot tub, outdoor kitchen, draft beer system and extensive landscaping / interlock. Heated driveway and heated garage add winter convenience.

Charles visited and assessed the property in person. Confirm remaining measurements, equipment operation, included items and room use before publishing listing representations. Hardwood plank width remains to be measured.

O3 / PRICING RATIONALE

How \$1,249,000 compares

The proposed asking price sits below the older close matches and above several recent alternatives. Buyers must see enough additional value to justify that position.

Reference	Recorded price	Rouncey ask versus reference	Relevant differences
742 Brittanic Road Same Shire model February 2025	\$1,286,000 sold	\$37,000 below	Similar size and lot. Rouncey has a finished basement and outdoor package; the older sale date, garage configuration, street exposure and privacy differ.
156 Finsbury Avenue E September 2025	\$1,260,000 sold	\$11,000 below	Larger reported area, additional bedrooms and no rear neighbours. An older physical comparison.
429 Gidran Circle May 2026	\$1,175,000 sold	\$74,000 above	Rouncey is 583 sq. ft. larger using supplied figures, with more bathrooms, finished basement and pool. Gidran has a corner lot.
149 Groningen Street Listed October 14	\$1,199,000 asking	\$50,000 above	Rouncey is 577 sq. ft. larger above ground. Groningen has a finished basement, deeper lot and park backing. No sale result is known.

These gaps are arithmetic comparisons, not formal values assigned to size, features or market movement. Area sources differ and no property has been remeasured.

What supports the asking price

The large Shire layout, finished entertainment level, additional bathroom and established pool / hot tub package distinguish Rouncey from smaller or unfinished alternatives.

What limits the premium

Charles assessed the street exposure in person and identifies it as a drawback. Close neighbouring homes overlook the yard. Darker cabinetry and flooring, a patterned backsplash and upstairs carpet may prompt cosmetic updates for buyers seeking more contemporary finishes. A designer interior premium is not assumed.

921 Beckton Heights sold for \$1,555,000 in September 2026 with a much larger lot and designer improvements. It is a higher reference for a different offering, not the target price for Rouncey. No supplied 2026 same model sale proves an exact value.

04 / SEPTEMBER 2026 CONTEXT

The market and nearby sales

Ottawa Real Estate Board figures provide regional context. The selected nearby properties provide more specific comparisons for Rouncey. The figures below do not establish a neighbourhood price index or an exact value for this home.

Ottawa price measure	September 2026	Versus September 2025	Versus August 2026
Composite benchmark, all home types	\$623,500	Down 0.3%	Down 2.2%
Single family benchmark	\$705,100	Down 0.1%	Down 3.0%
Average sale price, all home types	\$685,640	Down 1.0%	Not compared
Median sale price, all home types	\$625,000	Down 0.8%	Not compared

A benchmark estimates the price of a typical home in that category. Average and median prices also depend on which properties sold. Source: OREB September 2026 report, released October 5.

Selling conditions across Ottawa: 1,010 September sales, down 6.6% annually; 4,813 active listings, up 7.9%; 4.8 months of supply versus 4.1 a year earlier. Median selling time was 27 days versus 22; the average sale price was 97.5% of asking versus 98.1%.

Ottawa Suburb West: August sales were down 14.3% annually. The sales to new listings ratio moved from 51.9% in August to 40.7% in September, while supply moved from 3.6 to 3.7 months. West still sold its available inventory faster than OREB’s other regions in September. These figures include all home types across a broader region.

Selected 2026 Emerald Meadows / Trailwest records

Property	Recorded result	Days on market
429 Gidran Circle	\$1,175,000 sold May 5; at its recorded asking price.	12
165 Groningen Street	\$1,050,000 sold August 10; \$49,000 below its \$1,099,000 asking price.	11
149 Groningen Street	\$1,199,000 asking at October 14; not a completed sale.	13 on current listing; 83 total marketing days

These are selected comparisons, not every neighbourhood transaction. Different homes selling at different prices do not prove an annual decline. Public source links and document references appear on page 12.

05 / EXECUTION PLAN

Launch and early price decisions

Recorded asking price reductions in the broader comparison set

2026 sale	Original asking	Final asking	Sold price	Days on market
63 Aridus Crescent	\$1,199,900	\$1,149,900	\$1,100,000	38
207 Osterley Way	\$1,148,000	\$1,108,000	\$1,040,000	82
152 Finsbury Avenue	\$1,149,000	\$1,099,000	\$1,040,000	97

These Stittsville examples are outside Emerald Meadows / Trailwest. Their asking prices fell by \$50,000 (4.17%), \$40,000 (3.48%) and \$50,000 (4.35%) respectively. Their sold prices were 8.33%, 9.41% and 9.49% below the original asks. These are recorded price gaps, not proof that market values fell by those percentages or that overpricing caused the selling time.

What we will do and when

Timing	Action
Before launch	Confirm the exact closing deadline, owner authority, property facts, included items, asking price and preparation scope. Coordinate with the sellers' lawyer.
First 72 hours after launch	Release the full package together, respond promptly and provide a written activity / feedback update.
Day 7 after launch	Review inquiries, showings, offers, repeated objections and new competition. Recommend the next decision, including a price change if warranted.
Weeks 2 to 6 after launch	Target a signed agreement with the buyer's conditions resolved; preserve time for closing before the agreed deadline.

Preparation and marketing

Declutter, clear counters, improve lighting and clean carpets. Provide a staging consultation and targeted preparation advice, service the pool area and gather maintenance records. Commission current photography, floor plans and video; create the property website, feature sheet, listing copy and social content. Coordinate agent outreach, viewings and open houses. Agree on scope, costs and timing before work starts.

Review price together with the buyer's ability to complete, deposit, conditions, included items and closing date. A completed sale is the objective; timing and price are not guaranteed.

O6 / FROM PREPARATION TO CLOSING

Our listing services

Our full service listing program combines professional media, broad buyer exposure, a staging consultation and coordination through closing. The launch and reporting schedule below is tailored to 710 Rouncey Road.

O1 / STRATEGY

Pricing and negotiation

Use local comparable sales and current competition to set the launch strategy. Negotiate price, deposit, financing, conditions, included items and closing dates with the sellers’ timing in view.

O2 / PREPARATION

Staging consultation

Provide a staging consultation on furniture placement, decluttering, lighting and presentation. Coordinate cleaning and practical preparation, with any supplier work, cost and timing agreed before booking.

O3 / MEDIA

Professional photography and video

Professional interior and exterior photography, cinematic video and reels, twilight and drone imagery, and digital floor plans. Present the Shire layout, entertainment level and outdoor features accurately.

O4 / MARKETING

A complete marketing launch

Launch on MLS, REALTOR.ca and listing portals, the dedicated property website, buyer database and email, targeted paid advertising and social campaigns. Include Carriage Trade luxury exposure in the marketing plan.

O5 / BUYER RESPONSE

Showings and buyer follow-up

Coordinate private showings and open houses, prepare feature sheets, reach out to relevant agents and follow up with buyers. Turn feedback into clear recommendations at the 72 hour and day 7 reviews.

O6 / COMPLETION

Concierge and closing coordination

Coordinate handyman and moving arrangements, connect sellers with relevant professionals, and track documents and condition deadlines with their lawyer through closing. Keep communication focused on decisions and completion.

Clear reporting. Timely decisions.

When	What you receive
First 72 hours	Written activity and buyer feedback update after launch.
Day 7	Review showings, offers, objections and new competition; recommend the next decision.
Through closing	Communicate material developments promptly and keep the agreed deadline in view.

Staging consultation only; furniture rental and installation excluded. Agree on supplier charges, added work and commission terms before proceeding. Price and timing are not guaranteed. Service reference: khouri-sell-your-home.pdf, pages 2, 3, 6 and 7.

07 / SALE EVIDENCE APPENDIX

Comparable sale records, part 1

Eleven completed sales and one home listed for sale. Records were prepared October 14, 2026. The 742 Brittanica sale is from February 2025; the rental at 718 Brittanica is a different property.

Property	Sold / asking	Date / time	Area above ground	Bedrooms / bathrooms	How it compares
742 Brittanica Road X11946684	\$1,286,000 Sold Last ask \$1,250,000	Feb 3, 2025 4 days on market	3,706 sq. ft. Listing description	4 beds 4 baths	Same Shire model; similar lot; unfinished basement; no pool; tandem garage.
921 Beckton Heights X13646904	\$1,555,000 Sold Last ask \$1,549,900	Sep 18, 2026 43 days on market	3,510 sq. ft. Builder	6 beds 5 baths	Much larger premium lot and designer improvements. Basement fields and remarks conflict.
156 Finsbury Avenue E X12385076	\$1,260,000 Sold Last ask \$1,299,900	Sep 26, 2025 21 days on market	3,883 sq. ft. Assessment record	5+2 beds 5 baths	Finished basement; extra bedrooms; no rear neighbours. Remarks quote 3,956 sq. ft.
429 Gidran Circle X13038526	\$1,175,000 Sold Last ask \$1,175,000	May 5, 2026 12 days on market	3,132 sq. ft. Listing estimate	4 beds 3 baths	Corner lot; smaller home; fewer bathrooms; unfinished basement.
109 Reliance Ridge X12044211	\$1,120,000 Sold Last ask \$1,145,000	Apr 28, 2025 33 days on market	3,070 sq. ft. Builder	4 beds 4 baths	Similar lot; built 2020; smaller home; unfinished basement. Historical reference.
49 Hawks Landing Crescent X13208416	\$1,106,000 Sold Last ask \$1,160,000	Jun 24, 2026 27 days on market	3,071 sq. ft. Assessment record	4+1 beds 5 baths	Finished basement and five bathrooms; smaller house / lot in a different area.

Area above ground excludes the basement. Sources differ and measurements are unverified. A bedroom count such as 4+1 means four above ground plus one listed below ground. Bathrooms combine full bathrooms and powder rooms. Days on market refers to each listing, not necessarily the property's full marketing history.

The 742 Brittanica sheet states 3,706 sq. ft. in the remarks. 156 Finsbury has conflicting area figures: 3,883 in the structured field and 3,956 in the remarks. Beckton's basement information is inconsistent within the record. These differences are not silently reconciled.

07 / SALE EVIDENCE APPENDIX

Comparable sale records, part 2

Eleven completed sales and one home listed for sale. Records were prepared October 14, 2026. The 742 Brittanica sale is from February 2025; the rental at 718 Brittanica is a different property.

Property	Sold / asking	Date / time	Area above ground	Bedrooms / bathrooms	How it compares
63 Aridus Crescent X13050848	\$1,100,000 Sold Last ask \$1,149,900	Jun 4, 2026 38 days on market	3,637 sq. ft. Assessment record	4 beds 4 baths	Similar scale and loft; unfinished basement; different community.
165 Groningen Street X13622744	\$1,050,000 Sold Last ask \$1,099,000	Aug 10, 2026 11 days on market	3,153 sq. ft. Assessment record	6+1 beds 5 baths	Nearby sale; more bedrooms and finished basement; less area above ground.
207 Osterley Way X12761462	\$1,040,000 Sold Last ask \$1,108,000	Apr 28, 2026 82 days on market	3,612 sq. ft. Assessment record	4 beds 4 baths	Similar scale; finished lower level. Four bathrooms includes three powder rooms.
152 Finsbury Avenue X13507914	\$1,040,000 Sold Last ask \$1,099,000	Oct 5, 2026 97 days on market	3,096 sq. ft. Assessment record	5 beds 4 baths	No rear neighbours; five bedrooms; unfinished basement. Most recent supplied sale.
580 Malahat Way X12132281	\$1,039,900 Sold Last ask \$1,099,900	Jun 20, 2025 44 days on market	3,284 sq. ft. Assessment record	4 beds 4 baths	Older Blackstone sale; smaller house / lot; unfinished basement.
149 Groningen Street X13847424	\$1,199,000 Asking only Last ask \$1,199,000	October 14 snapshot 13 days on market	3,138 sq. ft. Assessment record	4+1 beds 4 baths	Asking only. Finished basement, deeper lot and park backing; 83 total marketing days.

Area above ground excludes the basement. Sources differ and measurements are unverified. A bedroom count such as 4+1 means four above ground plus one listed below ground. Bathrooms combine full bathrooms and powder rooms. Days on market refers to each listing, not necessarily the property's full marketing history.

How to use these records

The properties differ in size, layout, setting, finish and sale date. Their prices have not been mathematically adjusted for those differences. 149 Groningen's asking price is not a completed sale or proof of value.

08 / A SEPARATE OWNERSHIP DECISION

The rental alternative

Suggested asking rent: \$4,500 per month plus utilities, unfurnished. Working expectation: \$4,300 to \$4,500, subject to fresh competition and agreed included items. This would be a lease of the entire home.

718 Brittanic Road rented for \$4,000; 137 Shelleright Street rented for \$4,700. Rouncey’s finished basement supports asking more than 718 Brittanic, while its finishes, setting and upkeep limit the case for matching Shelleright. No supplied rental has a pool.

Property	Monthly rent	Date / time	Reported details
718 Brittanic Road Emerald Meadows / Trailwest	\$4,000 leased \$3,800 asking	Aug. 31, 2026 3 days on market 95 total marketing days	4 beds + loft; 4 baths 3,918 sq. ft. assessment field; description says 3,710. Unfinished basement; no pool.
137 Shelleright Street Emerald Meadows / Trailwest	\$4,700 leased \$4,700 asking	May 10, 2026 16 days on market	4 beds; 4 baths; 3,510 sq. ft. builder. New at listing, larger lot, contemporary kitchen; basement fields say finished / partially.
123 Tonic Crescent Kanata North	\$4,700 leased \$4,300 asking	July 11, 2026 97 days on market	5 beds; 4 baths; 3,900 sq. ft. builder. New, greenspace backing, unfinished basement. Reported 36 month lease.
93 Hackamore Crescent Richmond / Fox Run	\$3,750 leased \$3,750 asking	July 2, 2026 9 days on market	5 beds; 4 baths; 4,064 sq. ft. assessment field. Area basis unclear. Finished basement; no rear neighbours.
804 Tincture Place Kanata North	\$3,990 asking Not a leased result	October 14 snapshot 92 days on market	5 beds; 4 baths; 3,771 sq. ft. builder. New, tree backing, unfinished basement. Originally \$4,300 asking.
85 Hackamore Crescent Richmond	\$3,600 asking Not a leased result	October 14 snapshot 10 days on market	4 beds; 5 baths; 3,700 sq. ft. owner. Finished basement, farmland backing.

\$4,500 for 12 fully paid months equals \$54,000 gross rent, before vacancy, financing, tax, insurance, leasing, repairs and amenity servicing. The amount left after expenses has not been calculated. Review qualified rental response after seven days and consider \$4,300 if the evidence supports it.

Renting provides monthly income while ownership continues; it does not deliver sale proceeds. Confirm financing, owner consents, insurance and all monthly costs first. If the sale deadline remains, keep selling as the primary route. A fixed term lease in Ontario does not automatically end when its term expires; review later vacant possession and sale timing with legal counsel before signing.

09 / PHOTOGRAPHIC REFERENCES

Property photographs

Photographs by Charles Khouri, digitally enhanced for exposure, colour and clarity. These reference images do not replace the proposed professional launch shoot.



Finished basement, wet bar and sauna.



Entertainment area and bar seating.



Media room and existing theatre seating.



Family room, coffered ceiling and fireplace.

Exterior vehicles and weather were edited in the cover image. Enhanced video frames used on the website retain the close neighbouring homes around the pool yard. Images do not independently verify equipment operation, measurements or technical compliance.

10 / BASIS OF THE PROPOSAL

Sources and verification

Property assessment and media

Charles Khouri visited and assessed the home in person and took the property photographs. The proposal also uses supplied property notes, a photographed Mattamy Shire brochure, a garage photograph and selected frames from IMG_6473.MOV, IMG_6474.MOV and IMG_6461.MOV. The main exterior reference is based on Google imagery and has been digitally edited.

Sale comparison records

rouncey-comps.pdf (2 pages) and rouncey-comps-mls-pages.pdf (22 pages), prepared October 14, 2026: ten sold listings and one active listing. brittanica-mls.pdf (2 pages), MLS X11946684: the additional 742 Brittanica Road sale. Combined total: eleven completed sales and one active listing.

Rental records

rouncey-rental-comps.pdf (12 pages), prepared October 14, 2026. Page pairs: 123 Tonic 1 and 2; 137 Shelleright 3 and 4; 718 Brittanica 5 and 6; 93 Hackamore 7 and 8; 804 Tincture 9 and 10; 85 Hackamore 11 and 12. Four leased records and two active asking rents.

Items still requiring confirmation

Actual floor area and dimensions; bedroom / bathroom counts and basement room use; included equipment and movable items; system operation and records; garage configuration; hardwood plank width; exact closing deadline and current competing listings. The brochure includes a tandem garage option; the owner confirms a heated double car garage.

Public market and tenancy references

- OREB September 2026 market report (PDF)
- OREB September release, October 5, 2026
- OREB August release, September 3, 2026
- Ontario guide to the standard lease

Purpose and limits

This is a proposed sale and rental strategy for owner discussion. It is not a live listing feed. Prices, timing, measurements, features and reported costs are not guaranteed. No precise 2026 same model sale or calculated feature adjustment establishes an exact selling value. Confirm the facts and obtain advice on legal, financing and tenancy decisions before committing.

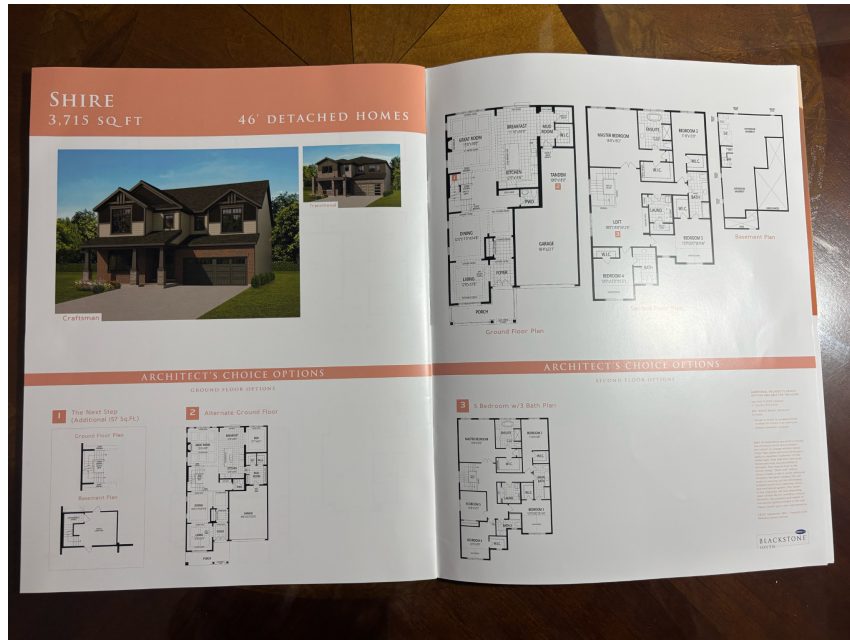
All amounts are Canadian dollars. MLS data © PropTx Innovations Inc. 2026, all rights reserved. No commission terms are assumed. Charles Khouri, REALTOR® | Royal LePage Team Realty | charleskhouri@royallepage.ca

11 / SUPPORTING REFERENCE IMAGES

Builder and garage references

Source photographs are included for context. Brochure elevations and options are illustrative; the actual home and installed systems require their own verification.

Mattamy Shire brochure



Brochure photographed by Charles Khouri. Marked 3,715 sq. ft.; includes optional layouts. Confirm the actual configuration and measurement basis.

Garage systems reference



Photo by Charles Khouri, digitally enhanced.

Visible cabinets and controls do not establish service capacity, code compliance or operating condition. Confirm the installed systems and collect relevant records.

Next step: agree on the sale or rental route, confirm the required closing date and authorize the preparation scope.