

Marketing and strategy process



OttawaRealEstateSolutions.com

Marketing Your Property



Three Key Questions you want answered from me

1. How can I effectively market your home?

2. What is the market value of your home?

3. Who will you choose to market one of your family's largest and most valuable assets?

I will demonstrate how I will effectively market your home first-and then we will review and discuss the pricing?

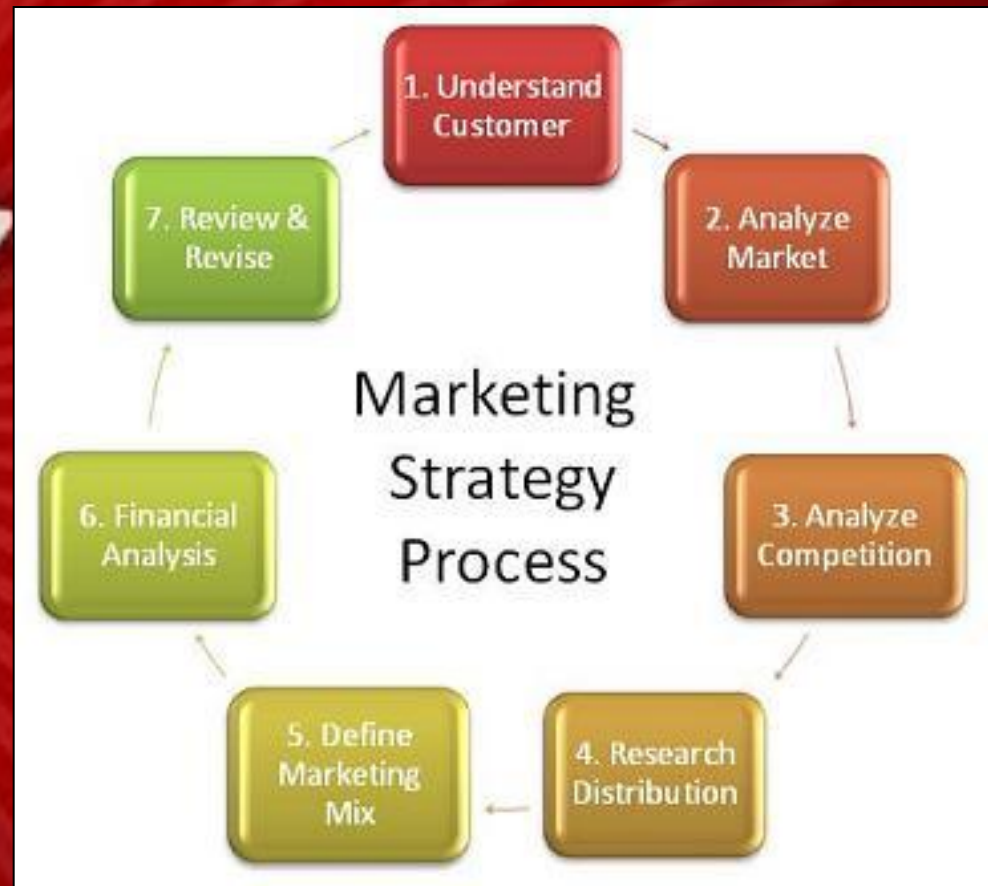
Sellers Objectives

Throughout the years, sellers' objectives have not changed.

1. Receiving the best possible price for their home.
2. In the least amount of time.
3. With a minimum amount of inconvenience.

Would these objectives describe your immediate concerns?

Marketing and strategy process



My Guarantee In Marketing Your Property



- You Will always know what actions are being taken to market your home
- I will provide you with regular updates on our progress
- I will keep you informed on the changing market conditions that may effect your neighborhood
- I will keep you up to date on all the activity in your neighborhood. New listings, sales, as well as price reductions will be forwarded to your email account by way of auto notification

The #1 complaint from home sellers is their realtor did not keep in touch or provide feedback

Marketing calendar provided to all clients



Client Marketing and event calendar

| January 2011 | February 2011 | March 2011 | April 2011 | May 2011 | June 2011 |
|---|---|--|---|--|---|
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 |

| March 2011 | | | | | | |
|------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

Things To Do:

- Exclusive signed 3.1.11
- Sign installed 3.2.11
- Photos done 3.2.11
- Highlights delivered 3.4.11 and Emailed to active realtors (6 months)
- Entered on mls 3.13.11
- Open house 3.13.11

Get more calendars at www.asensoft.com

| July 2011 | August 2011 | September 2011 | October 2011 | November 2011 | December 2011 |
|---|--|---|---|---|--|
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |

Typical Realtor[®] Marketing Services



Place a For Sale Sign on your yard



Enter your home onto the MLS[®] system



Pray that your home sells

...I am NOT your typical Realtor[®]



Services That Will Make The Difference

I market your home using typical services as well as my unique and non traditional methods that are simply common sense.

In today's very competitive market place, it is important that your home be marketed to obtain maximum exposure, 24 hours a day, 7 days a week, until it is **SOLD**.

My marketing program is designed to ensure that we achieve our objectives.

...I am NOT your typical Realtor®



Services That Will Make The Difference

Internet Presence

In the world we live in today, the internet plays a large role in real estate marketing.

Although placing your home on the MLS[®] system is a great way to search for buyers. The number of expired listings proves that we need to do more than just the **LIST** your home on the MLS[®].

...I am NOT your typical Realtor[®]



Services That Will Make The Difference

My listing are placed on over 30 websites

Running not only provincially but nationally and globally as well.

- OttawaRealEstateSolutions.com
- adichinoy@kw.com
- kwsolidrock.com
- kw.com
- Kijiji.com
- Usedottawa.com
- Forsaleottawa.com
- Facebook.com
- Zoocasa.com
- Myrealty.com
- Ottawa realestate.org
- Ottawa realestateguide.ca
- Trovit.com
- Housingblock.com
- Oreb.ca
- Hotpads.com
- Homezilla.ca
- Issuu.com
- Youradresseproperties.com
- MLS.ca

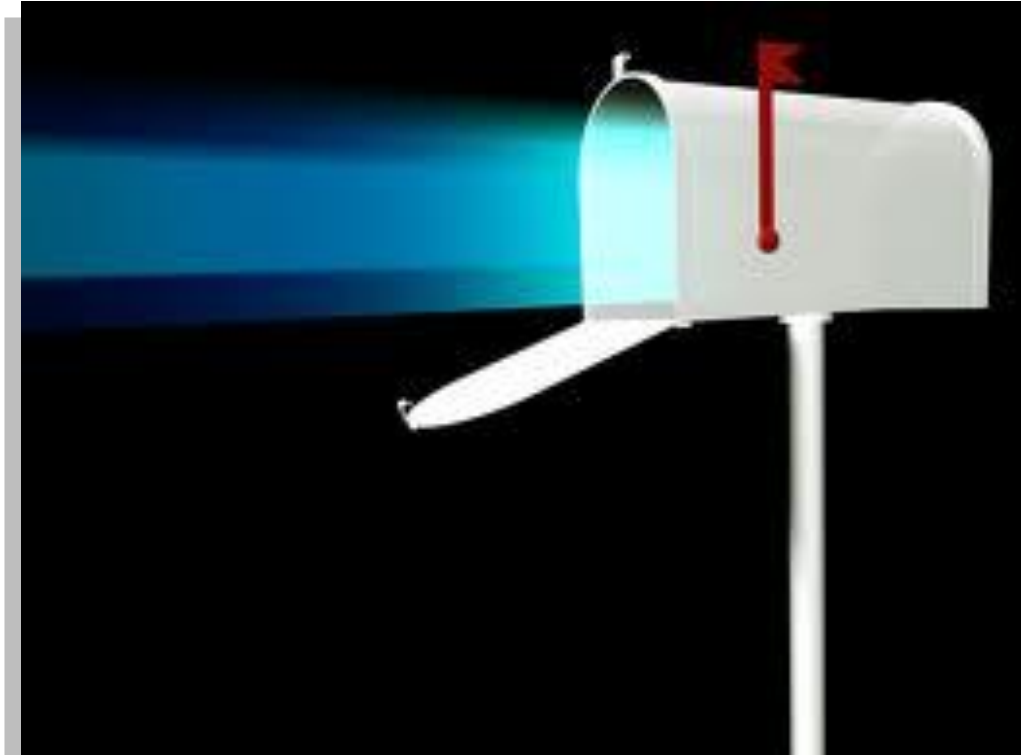
...I am NOT your typical Realtor®



Services That Will Make The Difference

200 Just Listed cards featuring your home will be delivered to your neighbors making them aware that your home is on the market.

This is a great way to get a jump on the potential buyers looking for a home in your area before it hits the MLS[®] system.



...I am NOT your typical Realtor[®]



Services That Will Make The Difference

Scheduled open houses at your convenience
To attract the potential buyers that are not or are currently working with a Realtor®

Over 200 invitations will be mailed out to your neighbors personally inviting them or anyone they may know to your open house.

Neighbors are a great resource in the selling process. They may have friends or family that have be waiting for the perfect home to come on the market in your neighborhood.



...I am NOT your typical Realtor®

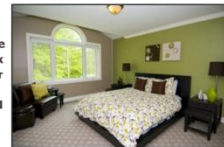


Services That Will Make The Difference

High Quality Brochure



Stunning custom built executive home on a 4.97 acre nature lover's paradise. This energy efficient home boasts 2 ground source heat pumps resulting in ultra-low heating costs. Full stone exterior, 2 1/2 car garage, 2 family rooms, gourmet kitchen with extensive raised bar and granite countertop. Extensive use of oak moldings and pediments, main floor den and main floor master suite, ensuite, solid oak staircase and back staircase leads to the second level. Truly one-of-a kind and a must see home! Additional features include a regulation size beach volleyball court, wood fireplace, insulated and sound resistant interior walls, and wiring hook-up for a backup generator



Your home is proudly displayed on the brochure cover showcasing both the front and rear yard

High Resolution photos will be taken of your home with a tasteful write up detailing the features of your home that you have come to love.

...I am NOT your typical Realtor®



The Importance of Staging

Floor coverings
Walls and ceilings
Doors
Windows
Window coverings
Lighting
Pet areas
Entryways and hallways
Closets and storage areas
Kitchen
Exterior
Garage
Showings



De clutter
Showcase selling features
Remove visual distractions

Is your home Ready?



The Importance of Staging

Less than \$1000.00 = \$5000.00 + in the sale of your home



We will review staging tip and techniques that will bring you the most money for your home

Is your home Ready?



7-10 Day Later

Now we are READY!



Bedroom de-cluttered
Area rugs taken up

Kids will be kids and should be.
Beds should be made and the room tidy.
I have no issue with favourite toys being
out if it means cleaner closets!



Clear paths to doors and windows
Area rugs can hide the hardwood floors
Make use of your garage for storing rarely used items



Is your home Ready?



