

# ***REALTY EXECUTIVES***

Of Simcoe Inc. Brokerage  
Independently Owned & Operated

## **Don McAskin**

Broker of Record  
don@realtyexecutives.com

**705-727-6777**

[www.DonMcAskin.com](http://www.DonMcAskin.com)



**REALTY EXECUTIVES**

**JUST LISTED**

**1321 Bramar Joplin**

Home boasts 8,750 sq. ft. of living area. Features very large rooms & a finished basement. 5 bedrooms, 3 bathrooms, and a large two-car garage.

**Buying? Selling?**

**Our Property**

# Marketing Your Property

## Custom Marketing Proposal Prepared For:

# Thank you

for taking the time to meet with me today.

I appreciate the opportunity to present my comprehensive sales and marketing plan.

I am confident I can Exceed your Expectations.

I look forward to working with you!



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# I Will Exceed Your Expectations





About Your Property

# Top Priorities In Marketing Your Property

Below is a list of factors that will contribute to the sale of your property. It is important that I understand your priorities, so I know how to customize and better manage that process.

Please list your priorities in order of importance low to high (low importance, moderate importance, high importance).

	LOW	MODERATE	HIGH
Preparation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broker Qualifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pricing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After Sales Follow-Up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Current Market Conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time on the Market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk-Away Dollars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open Houses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Target Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing & Advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet Exposure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



# Qualities of Your House

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In addition to the basic features of your house, please provide some additional information regarding what makes your property unique or special. This information will enable me to better market your home, help identify – and attract – the most appropriate buyers and ultimately meet your key personal and financial objectives.

Upgrades, remodeling, additions, special qualities and characteristics:

What were the top three reasons you purchased your property?

What do you like most about the property and location of your property?

What do you like least about this property and the location?



# First Steps To Sold

Selling your property at fair market value and in a timely manner is my priority. In order to do that, the house needs to be in proper shape to meet the demands of today's buyer. Here are a few recommendations that will improve the conditions for a successful transaction:

- Simple fixes painting/cleaning. Touch ups, paint over loud colours, replace with neutral colours. – Curb Appeal and what it means. (if you are unable to do-it-yourself, I have a fix-it pro who will work with the budget):
- Repairs and upgrades. Anything broken/cracked that can be easily repaired. (I have a network of professionals who provide superior service at competitive pricing):
- **Declutter, and remove personal items** (if you need a moving container or dumpster, my business partner provides consumer discounts): I will do a walk Around with you to get you Started. Most Decluttering can be done by the homeowner.
- Staging – I recommend staging to show the property in a modern motif.
- **These are my initial recommendations.** Later in this presentation, I provide a CMA (Comparative Market Analysis) and we'll determine the best sale price for your property based on recent comparable sales in this area.



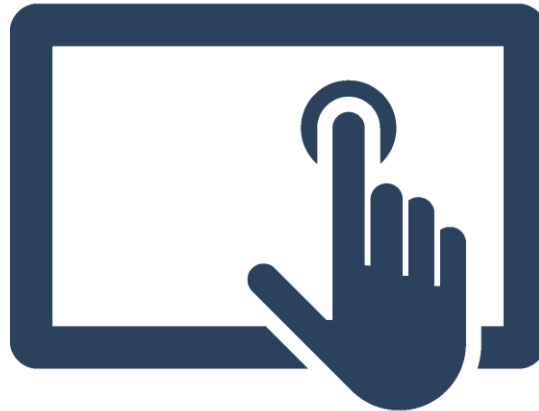
# Today's Home Buyer

Data research from the **2016 National Association of REALTORS Profile of Home Buyers and Sellers** helps us understand how today's buyer will find and purchase your property. Must have a website that is Adaptive site. This allows your listing to be shown on all Devices from a Desktop, tablet and Mobile phone. My website is Adaptive.



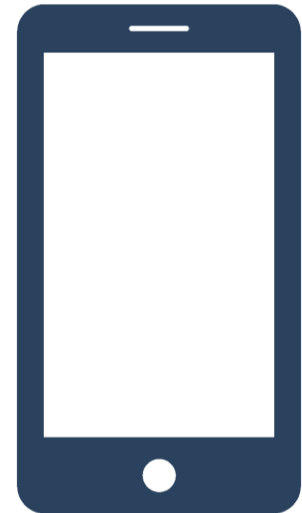
**92%**

92% of home buyers use the internet to search for a home



**57%**

57% of home buyers search on the internet using a tablet or mobile phone



**66%**

66% of home buyers using a mobile phone found their home through a mobile app



# Today's Home Buyer

Data research from the **2016 National Association of REALTORS Profile of Home Buyers and Sellers** helps us understand how today's buyer will find and purchase your property.



**89%**

89% of home buyers searching the internet for a home contacted a real estate professional for information on the listing



**88%**

88% of home buyers searching the internet for a home used a real estate professional to purchase their home – another 7% purchased directly through a builder or builder's agent



**10  
weeks**

home buyers spent an average of 10 weeks finding their home and viewed an average of 10 homes



Marketing

**REALTY  
EXECUTIVES**

# Marketing Your Property

## Multiple Listing Service (MLS)

The first priority is listing your home. As a REALTOR®, I will post your house on the Multiple Listing Service (MLS), the database of all listings made available to thousands of other REALTORS® in our city, province, across the country and around the world.

Your Listing will be **syndicated with 50+ websites**.



## Realty Executives Yard Sign

As your listing agent, I will place a **Reflective Realty Executives Yard sign** in front of the house.

**Reflective Yard** signs typically get 2x the Exposure.

With over 50 years of real estate excellence, the Realty Executives brand represents real estate professionals who are Experienced and Knowledgeable in your market area.

As a best-in-class real estate professional, I have the resources necessary to provide you the smoothest, most stress-free selling experience.

# Real Estate and the Internet



## RealtyExecutives.com

The Realty Executives websites offers modern, easy-to-navigate, map-based property search features and is designed to respond to any device on any platform. **Prime Agent On-Demand** is my in-house, mobile marketing tool that I use to connect prospective buyers with all the details about your property instantly. Coupled with my Executive website and our Brokerage website, this is just the beginning of where your property will be displayed on the Internet. Syndication of 50+ websites is also included.

Your property will also be listed and featured on these sites and social platforms, ensuring maximum global and network exposure:





# Syndicated Websites



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# Available Real Estate Advertising Websites

- Homefinder
- Listnet.ca
- Cottage Marketer
- Hausway
- **Kijiji**
- Mortgage Group
- Open House Tour
- Ovlix
- Point2Homes
- Realopedia.com
- Rentals.ca
- REW
- The Globe and Mail
- The Real Estate Book
- YOUVIRT
- **Realtor.ca**



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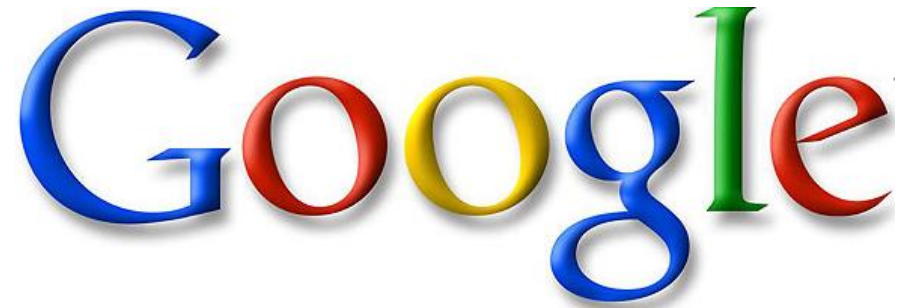


# Brokerage Websites









Search Your Address

A white rectangular search bar with a thin grey border. On the right side of the bar is a small, colorful microphone icon for voice search.

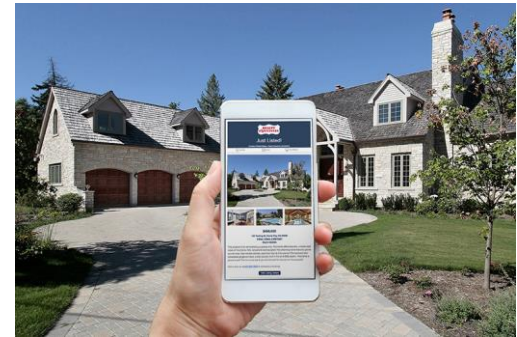
Google Search

I'm Feeling Lucky

Find It On Page One

# More Marketing Strategies

I utilize the best of today's technologies to present your property in its best light.



## Photo and Video

Professional photography can be taken and used for both online and print advertising. In addition, an exclusive custom video may be created from this professional photo shoot presenting all the exceptional features of the property to potential buyers. Realty Executives provides listing automation that allows a seamless integration to:

- Online notifications that immediately respond to all text inquiries, as well as my colleagues and extensive contact list via SMS

- listing postcards and flyers
- listing video

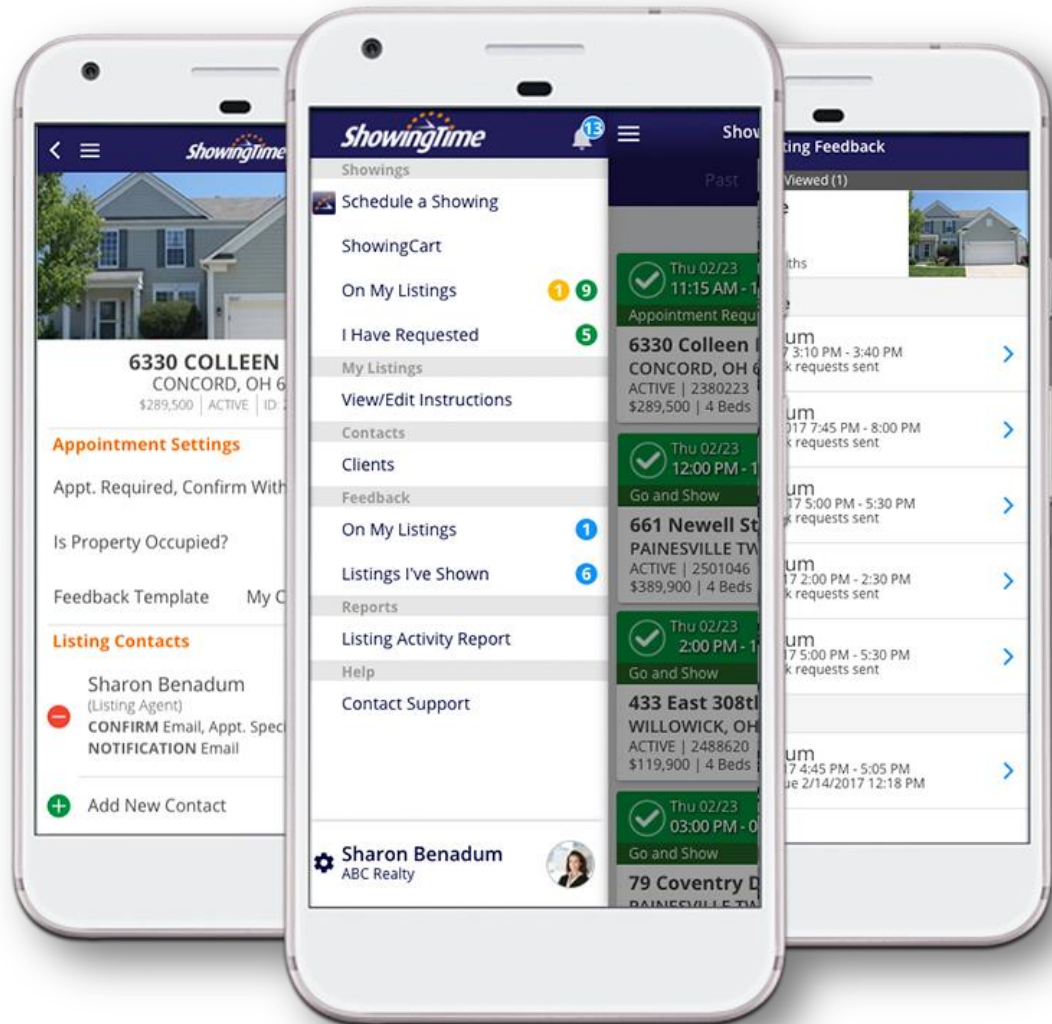
## Online Notifications, Campaigns and Advertising

In addition, your home listing will display in my monthly e-Newsletter and all my holiday and email campaigns. I advertise all my listings in weekly and monthly publications, and my brokerage advertises in weekly and monthly regional real estate publications.



# ShowingTime App

- Manage Your Showings On The Go
- View & Accept Showing Requests
- Instant Alert When Your Showing Is Done
- Instant Messaging via Email, Text, Phone Call
- Read & Review Feedback
- Appointment Updates via Push Notification





# A Network of Experts

Being connected to a vast network of the most productive agents and powerful industry partners, I am able to create a custom marketing plan to give your property optimal exposure.



## I List.

As a REALTOR®, I will post your property on the Multiple Listing Service (MLS), making it available to thousands of other REALTORS® in our city, province, across the country and around the world. I will also access all of the REALTORS® in my office and in our surrounding areas leveraging my sphere of influence.



## I Market.

It is important to give your property the most exposure possible. The key is to use multiple streams of influence using the power of the MLS, word-of-mouth marketing, social spheres, online and print marketing in addition to my local, regional, national and global reach. I will put together a custom marketing plan that targets the right buyers. My plan integrates traditional, proven methods with progressive modern methods to sell in a timely and seamless manner.



## I Call, I Communicate, I Respond.

Once we have listed the property and created the maximum opportunity for exposure, emphasis turns to servicing the interested buyers and their REALTORS®. Prospective home buyers and their REALTORS® can reach me through a wide variety of communication modes around the clock – mobile phone, voicemail, answering service, office attendant, text messaging, instant messaging, the Internet and email – all enabling me to quickly respond to interested parties.



## I Show.

I am the best person to showcase all that your property has to offer because of our extensive conversations and my independent research. I will coordinate all showings. And, during the showing process, I will control the visit and make sure your property is presented in the best possible light.



# My Expertise

## I Verify.

My goal is to sell your property in the quickest amount of time with the least amount of inconvenience to you. Throughout the listing process it is my job to verify that the property is continuously being positioned well – from marketing, advertising and staging, to showings and researching the competition. And, when necessary, I communicate with you to make the necessary modifications to ensure a seamless transaction.



## I Represent and Negotiate.

I have a responsibility to meet your needs to ensure the sale of your property. I will represent your best interests when dealing with prospects and their REALTOR® so you can concentrate on other things. You can be as little, or as much, involved as you desire. Once a purchase contract is submitted, I will negotiate on your behalf to assure your satisfaction. I will partner with you throughout the entire process.



## I Deliver Results.

It's my job to market the property so that it is best positioned to sell fast, and for fair-market top dollar. My goal is to make this transition as stress-free as possible so that you can enjoy the experience of what lies ahead.







# Comparative Market Analysis

MAXIMIZING PROFITABILITY AND MINIMIZING TIME



# The Right Price

Determining the list price for your property is critical and can be the difference between attracting motivated buyers quickly or repelling them at first glance. It is my responsibility and obligation to help you make an informed decision.

I am well-versed in the market and know how to price properties accurately to sell for the most money in the least amount of time.

I will help you determine the list price of your property through three key factors:

## Physical qualities affecting the value and desirability of your home

The condition of the house will impact a buyer's perception of its value. Even moderate improvements (such as touch-up paint on walls) can dramatically improve the perceived value, therefore driving buyer interest, offers and, **ultimately, a higher purchase price.**

## Local market conditions

Location, lifestyle opportunities, job growth, the economy, inventory and demand to name a few are all mitigating factors in how fair market value will be determined for your property.

## Evaluate your competition

The more we know about the competition, the better prepared I am with how to position and sell the property successfully. The competition is how we will gauge where we need to be, to get your house **SOLD**.



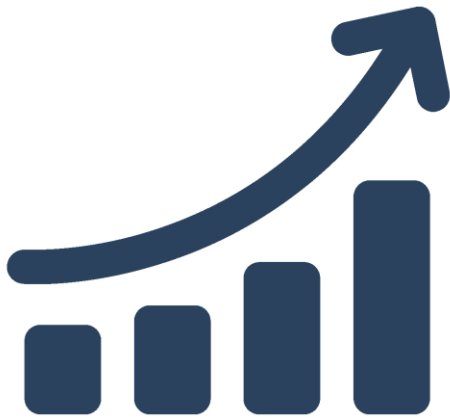
# 4 weeks

is the median time on the market **when a home is priced at fair market value.**

*Source: 2016 National Association of REALTORS  
Profile of Home Buyers and Sellers*

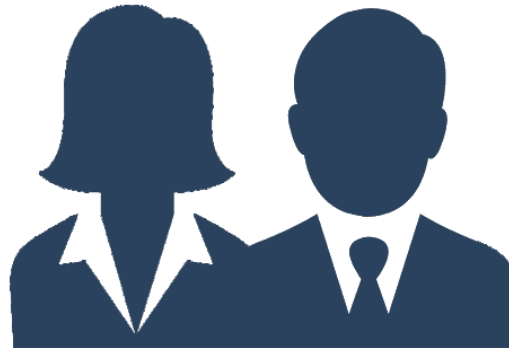
# Homebuyer Statistics

Data research from the **National Association of REALTORS Profile of Home Buyers and Sellers** helps us understand how today's buyer reacts to a property's market value.



**60%**

60% of home buyers respond favorably to Fair Market Value, increasing the probability of an offer at 100% asking price.



**3  
weeks**

3 weeks on the market is the threshold for maximum exposure. After the third week, home showing appointments decrease dramatically. Ask me why?



**98%**

98% of the list price is the average offer when a house is on the market for less than 4 weeks.



# My To-Do List

# BEGIN Public Exposure: My To-Do List

- ☐ Gather all Home Data and upload to Websites and Real Estate Board
- ☐ Place reflective “for sale” yard sign on property & install Lock Box (electronic or not)
- ☐ Place mobile sign rider on property to capture leads as buyers text for property details
- ☐ Capture pictures up to 30+ to be used and edited
- ☐ Begin specific, targeted marketing, using Social Media.
- ☐ Create Real Estate Blog, Just Listed Postcards / Just Sold
- ☐ Syndicate your home on 50+ websites..
- ☐ Call a select group of agents personally to promote property prior to MLS listing
- ☐ Determine list of agents who have sold neighbouring houses in last 6 months as special targets
- ☐ E-mail listing notification to all Realty agents in my area regarding property
- ☐ Review and sign all MLS & Buyer contracts and place property on MLS
- ☐ Create a spot in home for agents to leave cards.
- ☐ Feedback for all showings & dates are recorded at [www.clientime.ca](http://www.clientime.ca). Custom 24/7 virtual tracking site.
- ☐ ShowingTime App – Virtual Showing manager & Feedback
- ☐ Keep Seller up to date with market conditions and sales in the area
- ☐ Review online marketing response, How many views and engagements per day, per month.
- ☐ I Create a Better Listing that results in More buyers looking Longer, More Photos, More Information
- ☐ More Seller control – I am able to set up a special area of your Listing where you can add your own comments. You can even log in via your own password and access
- ☐ Send listing notifications to my contacts
- ☐ Activate online ad campaigns



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## PRIOR to Public Exposure: My To-Do List continued

- ☐ Map out first two weeks of ad and listing campaign
- ☐ Discuss staging property if required
- ☐ Create colour listing flyer/brochure with multiple photos
- ☐ Activate interactive virtual tour of property for all websites
- ☐ Prepare first direct mail piece to expanded neighbourhood
- ☐ Make copies of keys for property if needed
- ☐ Update a market analysis after 4- 6 weeks if required.
- ☐ Your Listing will always include Satellite Imagery, virtual tours and many other features to showcase your property to the highest level
- ☐ SOLD sign installed
- ☐ Follow up with any concerns or problems right to closing
- ☐ Manage and communicate all pre-closing activity
- ☐ Close Transaction, follow up with Thank-You and become a client for life. As a client for life you receive newsletters and a calendars annually
- ☐ Follow up consultation ensuring your expectations were met throughout entire home selling process



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# Complimentary Market Analysis

Subject property: \_\_\_\_\_

## COMPARABLES (SOLD IN THE PAST 12 MONTHS)

Address	Price	Features/Comments

## COMPARABLES (FOR SALE NOW)

Address	Price	Features/Comments



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# Complimentary Market Analysis

## COMPARABLES (EXPIRED IN THE PAST 12 MONTHS)

Address	Price	Features/Comments

I recommend a list price range of: \$ \_\_\_\_\_ to \$ \_\_\_\_\_

Mortgage Payout Penalty: \$ \_\_\_\_\_

Approximate Legal Costs: \$ \_\_\_\_\_

Miscellaneous: \$ \_\_\_\_\_



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## Local Expert & Barrie Native

I Grew up and was raised in Barrie and I have witnessed the tremendous change and growth that has transformed Barrie & Simcoe County into one of the most sought-after destinations to live. Since 1986, I have applied this passion to providing exemplary client care to home sellers and buyers. I am committed to maintaining four fundamental standards: **integrity, market knowledge, work ethic, and understanding client needs**. My life long dedication to the industry enables me to achieve the best results for you. I have a total understanding of the real estate process as a Broker of Record and Mortgage Broker. I can be a one stop shop and offer you an approved Mortgage before you shop for your next home. In addition, operating a MIC, Mortgage Investment Corporation I can offer a investment in mortgages as well as Real Estate Investment Property.

## My Qualifications and Awards

**REALTOR™** I am a member of the Barrie And District Association of REALTORS®

**Member of Canadian Real Estate Association (CREA)**

**Member of the Ontario Real Estate Association (OREA)**

**Mortgage Broker License**

**Graduate of McMaster University (1986)**

**DME – Digital Marketing Executive Graduate**



# About Me



*REALTY  
EXECUTIVES*

***REALTY  
EXECUTIVES***

POWERED BY EXPERTS





## More than 50 Years of Brand Recognition

**Founded in 1965**, Realty Executives International is highly recognized as a real estate industry leader, ranking among the top franchises in *Entrepreneur*, *Inc.*, and *Success*.

## Culture of Top Producers

**Realty Executives agents boast a completion rate of 32% more transactions than the industry standard.** We're not just agents, we're local experts. We know the neighbourhoods we serve. We know who built the homes in our communities. We know the area's development plans and zoning details. We know the schools and local businesses. We know the other real estate brokers in town and their agents. And we know how to protect buyers and sellers.



**#166**



## Industry Leader

Today, Realty Executives International boasts a ranking of #166 overall and placed among the top three real estate brands in the *2016 Entrepreneur Magazine Franchise 500®*, which encompasses 462,585 individual businesses in 17 different categories.



## My Company

# Thank you

for taking the time to meet with me today.

Please contact me any time with any questions.



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## Let's Sell Your House