

SELLER GUIDE



THE SIGN OF
EXPERIENCE
REAL ESTATE TEAM



RE/MAX
PREFERRED REALTY LTD., BROKERAGE

A NOTE FROM THE BROKER'S

At its core, real estate sales and marketing is not complex. It's not easy either. We go to work each day with the understanding that simple concepts, executed flawlessly, produce results. Regardless of whether your home is valued at \$1 or \$1,000,000, it deserves the best representation in the market. Today we will review your values, hopes, and desires for the journey you stand ready to embark upon. With that information in mind, we will execute a marketing plan combining both innovative and traditional strategies to accomplish your goals!



RE/MAX Lifetime
Achievement



2,500+
Career Sales



RE/MAX
Hall of Fame



\$500,000,000
Career Volume



Jason Laframboise
Broker & Founder

Mitchell Deslippe
Broker & Partner





OUR SUCCESS IS YOUR SUCCESS

We have sold over **2,500** homes to date and we can't wait to help you sell yours!

A modern kitchen interior featuring extensive wood paneling on the walls and upper cabinets. A stainless steel refrigerator is centrally located. The floor is made of light-colored wood, and a patterned rug is laid out. A dark pendant light hangs from the ceiling. The text "FROM OUR CLIENTS" is overlaid in white, bold, sans-serif font.

FROM
OUR
CLIENTS



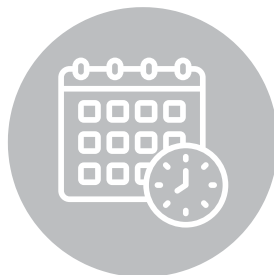
"Fantastic team of Realtors! They guided me flawlessly on my journey to purchase my first home and were always available for questions and to set up showings no matter what time it was. **I was very impressed by their knowledge of the market and especially their proactiveness** to bring similar past listings to each showing. Was nothing but an absolute pleasure to work with them." - P.W.



"Mitchell was professional, reliable, and fun from start to finish in our house hunt. **He made my wife and I feel very secure in our purchase and we trusted that he wouldn't rest until we landed the perfect house.** As an added bonus, he said he would even help roof our house if we needed it in the future. There just aren't enough nice things to say about his process and professionalism. I would definitely recommend he and his team, and will certainly be using their talents again in the future." - A.D.



"Thoroughly professional! I highly recommend Jason and Mitch. Dealing with Mitch was very comforting. Having a sincere realtor means a lot! **His experience is a great representation of his knowledge.** Thank you to Jason, Justin, and Mitch, I am truly grateful!" - D.W.



"I was fortunate to have my agent in Hamilton check out this real estate team. He highly recommended them and was absolutely correct. Working with 2 agents in 2 cities can be daunting, I was introduced to Justin to aid the buying process. Justin was eager to assist and worked professionally. **He was able to answer all my concerns in a timely manner.** The Sign of Experience Real Estate Team — you couldn't have picked a better name!" - M.H.

A modern living room with a stone fireplace, light-colored furniture, and a wooden coffee table. The room features a large stone fireplace with a fire burning inside. The mantel is decorated with several vases and a small plant. The living area includes a light-colored sofa, two armchairs, and a round wooden coffee table with a vase of white tulips and some books. A balcony with a dark railing is visible in the upper left corner. The overall aesthetic is clean and contemporary.

WHO
WE ARE

OUR TEAM APPROACH

When you hire our team of real estate professionals you get more than the average real estate experience. You gain access to a larger network, dedicated marketing knowledge, informative transaction coordination, and a team of professionals who diligently follow up. All of these benefits make it possible for us to focus specifically on your need and get maximum results.

When working with **The Sign of Experience Team**, you are working with a team that combines market expertise with a personal touch. We will listen to your needs and goals, use data and creativity to optimize your property for potential buyers, and stand beside you for every step of the process.

Through an all-inclusive marketing plan, we put your listing in front of as many potential buyers as possible. We welcome expectations because we hold ourselves to the highest standard. We know that trust is earned through delivering results and that our success is defined by your success.



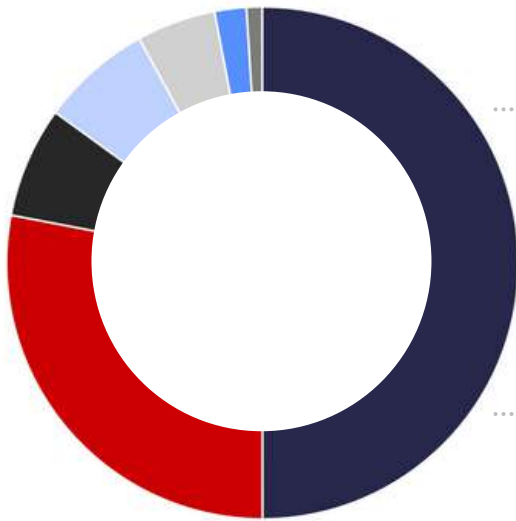
50+
Years of Combined
Real Estate Experience

3
Generations
of life experiences and
personalities in 1 team

MARKETING

NO
BAD
DAYS

WHERE HOME BUYERS FOUND THE HOME THEY PURCHASED



Internet **50%**

Real Estate Agent **28%**

Yard Sign / Open House Sign **7%**

Friend/Relative or Neighbour **7%**

Home Builder **5%**

Knew the Sellers **2%**

Print Newspaper Advertisement **1%**

Among buyers who used the internet during their home search, **87% of buyers found photos and 85% found detailed information about the properties for sale very useful.**

44%

of recent buyers started the home buying process by looking online at properties for sale, while 17% of buyers first contacted a real estate agent.

78%

of recent buyers found their real estate agent to be a very useful information source. Online websites were seen as the most useful information source at 88%.

CUTTING-EDGE MEDIA PRODUCTION



Stand Out in the Crowd

We have a presence in every corner of media that is being consumed today; from engaging videos to professional photography. By using our cutting-edge technology and dedicated staff focused on marketing, we create content that engages buyers and produces results.

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Placement in Market

Your homes are strategically placed on websites to gain premier exposure in front of buyers and agents.

RE/MAX



THE
RE/MAX
COLLECTION



SOCIAL MEDIA AND DIFFERENTIATION



Targeted Facebook/Instagram and other social media advertising pre-launch, announcing your listing, and promoting open houses.



Dynamic retargeting (remarketing) to site visitors and ad conversion" that identify and engage buyers for your home.



Regular FB/Instagram stories broadcasting from properties highlighting their finer features.



Progressive inbound marketing techniques that positions the development in multiple locations online where the likely purchaser will visit.



Professionally produced content shared on Facebook, Instagram, and Youtube.

 **The Sign of Experience Real Estate Team** ***
is 🥳 feeling excited in Amherstburg, Ontario.
Posted by Justin Veldhuis
Oct 20 · 🌐

 **JUST LISTED**  1369 Front Rd N, Amherstburg 

Enjoy the peace and serenity this propert... See more



signofexperienceteam ▾  




374 Posts **547** Followers **447** Following

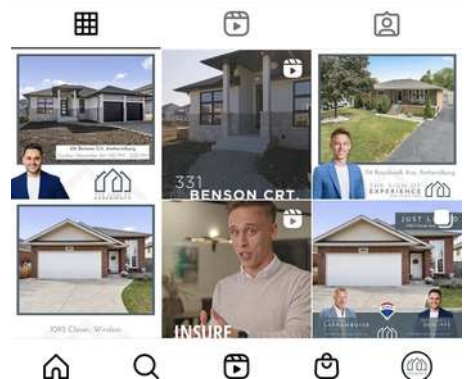
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linktr.ee/signofexperience

Professional dashboard
1.7K accounts reached in the last 30 days.

[Edit profile](#)

[Contact](#)

Story highlights 



OUR REACH

Database of over 6,000 People

- A cumulative list of actively searching home buyers generated from a variety of marketing sources
- Local service providers and industry influencers
- Sphere of influence (family and friends) of our team

The RE/MAX Brand

Powerful RE/MAX brand capturing consumers through a variety of channels, including our brokerage website, national website, RE/MAX Collection website, global referral network, and household advertising.

Our Network

Exposure through top local, regional, and national realtors in our agent networks built through coaching programs, conferences, and speaking engagements featuring our team members.

Top-Producing Agents

Approximately 160 real estate agents at RE/MAX Preferred Realty Ltd. will receive upcoming listing announcements with photos showcasing your property before and after it's on the market.





PRICING STRATEGY

PRICING STRATEGY: PRICE IT RIGHT

Every component of a marketing strategy results in a moment of truth about the quality of your home - and presenting your home to the world is not a responsibility we take lightly. That translates into the quality of our processes, our technology, and our marketing. Bringing these components together results in a comprehensive marketing program that shares with potential buyers the unique story your home has to tell, and this integrated with a focus on people, products, and technology results in being the unparalleled choice to market your home.

Pricing your home correctly at the start is a critical factor in getting your home sold. Considerations for a pricing strategy include determining accurate market value to generate higher buyer interest, capitalizing on higher levels of activity when the property is new to the market, and viewing the home through the lens of a buyer. Location, market, age, condition, improvements, and the neighbourhood are all factors that are considered.

Event Pricing

Pricing model used to create maximum exposure through value pricing in hope of attracting multiple bids.

Aspiration Pricing

Pricing model used to appeal to very few unique buyers that would pay the absolute most.

Data Driven

Pricing model rooted in recent past sales for precedent while factoring in current competition and market trends.

A modern living room interior featuring a light grey sofa with several pillows and a patterned throw blanket. In front of the sofa are two round wooden coffee tables, one with a small potted plant on top. The floor is covered with a light-colored rug and a large, textured, round pouf. On the wall behind the sofa are two framed pieces of art, one of which is a technical drawing of a tower. The room is decorated with various plants and a tall, thin floor lamp. The text "NEXT STEPS" is overlaid in the center of the image.

NEXT STEPS

FROM PRE-LISTING TO CLOSING

Pre-Listing

Declutter

Decluttering allows the buyer to see the amenities and beauty of the home, not the seller's things. Put away all personal photos and family knick-knacks. Try to clear about 50% of the items off of shelves, cabinets, and other surfaces. Organize and pare down closets and cabinets to give the appearance of ample storage. It may seem bare to you but lets your property shine by allowing buyers to envision the home as their own.



Fix the Small Stuff

When selling a house, you should have your handyman on speed dial. Make sure anything and everything that needs to be fixed (think: locks, hardware, leaky faucets, running toilets, cracks in the walls, broken appliances, squeaky doors, etc.) has been taken care of before listing your home. Otherwise, buyers may think your home has not been well taken care of, which can be a turn-off for many.



Exterior

Make your front door visible and accessible to buyers. Paint the door, clear debris and clutter from the walkway and yard, mow the lawn, and prune hedges. Pot or plant colourful annuals and perennials to attract attention from the street. Fix broken screens, doorbells, roof tiles, shingles, and outdoor lighting, and replace your doormat. Exterior defects can make a poor first impression on buyers.



Schedule Photography

Prepare your home for professional photography (see the "Get Photo Ready" checklist on the last page).



Listing

The listing goes live on MLS and our marketing strategy is initiated

Keep home clean and organized for showings

- Wash dishes after every meal to keep the kitchen tidy.
- Put shower items/soaps/toothbrushes in a cabinet after each use.
- Make arrangements for pets to be out of the house for showings

Offers are received and negotiated by your agent with your input

Offer Accepted

Inspections

A professional home inspector will tour your home and prepare a report listing all potential items needing to be addressed. Your agent will help you negotiate any repairs, and the cost, with the buyers. We have the goal of retaining the most profit for you while keeping your buyers happy.

Appraisal

A formal appraisal will be conducted to determine the current value of your home. Any variation from the listing price may be discussed with you and the buyers to determine the next steps.

Closing

Celebrate the sale of your property and the beginning of a new chapter!



GET PHOTO READY

Pre-Photoshoot Checklist

Week of Photoshoot

EXTERIOR

- Mow the lawn and tidy up the landscape (weed flower beds, add fresh dark mulch, add a bit of seasonal colourful plants/flowers)
- Clean the pool and remove pool cleaners and toys
- Add fresh cushions to patio furniture
- Clean windows and the area around the front door
- Pressure wash the house, driveways, walkways, patios, and decks

INTERIOR

- De-clutter all rooms
- Replace any non-functioning light bulbs
- Clean all windows and walls

Day of Photoshoot

EXTERIOR

- Remove your car from the driveway/front of the house
- Remove garbage cans from the view
- Put away garden hose, sprinklers, shovels, etc.
- Sweep up leaves

INTERIOR

- | | |
|--|--|
| <input type="checkbox"/> Turn on lamps and lights | <input type="checkbox"/> Clean the floors free of all smudges and footprints |
| <input type="checkbox"/> Put away clothing and tidy up closets | <input type="checkbox"/> Vacuum carpet |
| <input type="checkbox"/> Remove pets (if possible), pet bowls, pet beds, pet toys | <input type="checkbox"/> Clean the countertops in bathrooms (remove soaps, toothpaste, etc.) |
| <input type="checkbox"/> Clean and clear kitchen counters of detergents, sponges, dishes, etc. | <input type="checkbox"/> Turn off ceiling fans |
| <input type="checkbox"/> Hide trash cans | <input type="checkbox"/> Turn off televisions |
| <input type="checkbox"/> Open window covers and turn blinds horizontal | <input type="checkbox"/> Close all toilet lids |
| <input type="checkbox"/> Add fresh flowers or fruit to the kitchen and dining room | <input type="checkbox"/> Make sure all beds are made and wrinkle free |
| | <input type="checkbox"/> Refill empty toilet paper rolls |



TRUST. EXPERIENCE.



RE/MAX
PREFERRED REALTY LTD., BROKERAGE

www.thesignofexperience.com

EACH OFFICE INDEPENDENTLY OWNED AND OPERATED