

*Professionally Marketing*  
***Your Home***



*Presented By: JIM LIN*

## Welcome

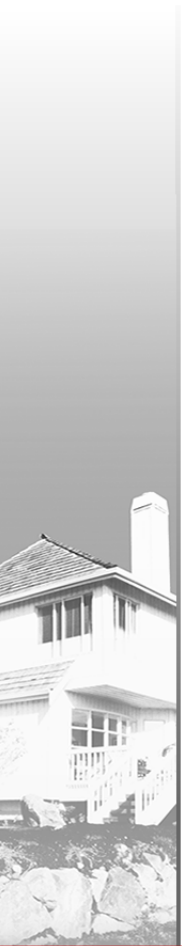
*Hello Mr. and Mrs. Wang, thank you for allowing me to make this presentation.*

*For the next fifteen to twenty minutes we will discuss the sale of your property.*

*Let's get started!*

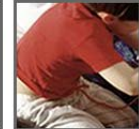


*Introduction*



*To begin, I need your response to a few questions:*

1. *Why do you want to sell your property at this time? For relocation, retirement, upgrading, income or investment purposes, transfer, change of lifestyle or divorce reasons?*
2. *Are all of the necessary decision makers here so informed decisions are made?*
3. *What is most important to you in this process:*
  - a) **Timing:** *how quickly we sell, date of completion*
  - b) **New Property:** *finding the right property to purchase (can I help you with that?)*
  - c) **Right Realtor:** *(don't worry, I won't take it personally)*
  - d) **Price:** *getting the highest sale price possible*



Your home



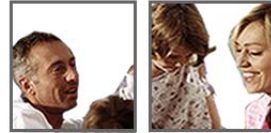
## Confirmation:

*I would like to confirm what we have just discussed:*

**1.** *Your reason for selling is:*



**2.** *The most important element of the sale to you is:*



*Your home*



## *Let's talk about your home*

- 1. What is the best feature of your home?*
- 2. Is it unique?*
- 3. What do you think are the desirable aspects of your neighbourhood?*
- 4. Tell me about your neighbours.*
- 5. Describe your Community.*

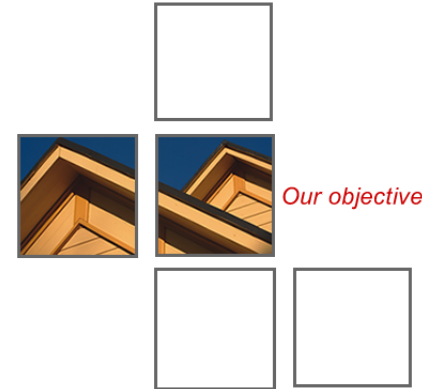


*Your home*



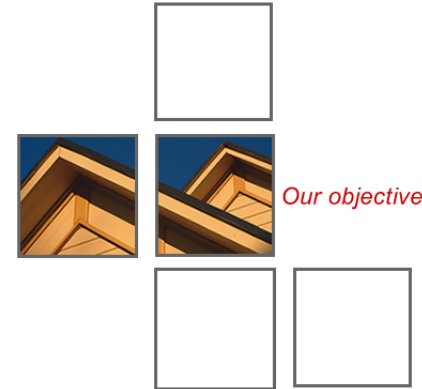
## Elements for success:

1. **Market conditions** - these need to be considered in our strategy, as the real estate market is very dynamic.
2. **The appeal of your property** – the condition of your home with respect to the five senses; together, we can identify opportunities and/or challenges.
3. **Maximum exposure** – marketing your property to reach potential Buyers.
4. **The right listing price** – the first objective is to set the right price according to present market conditions. Pricing your property high can limit or eliminate Buyer interest.



## Factors we control:

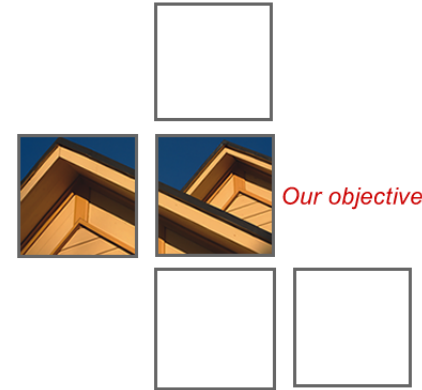
- 1. Listing price**
  - Comparative market analysis (CMA)
- 2. Condition of your property**
  - Repairs
  - Clean and tidy
- 3. Promotional strategy**
- 4. Flexibility and availability to allow access to all potential Buyers**
- 5. Terms of the offer**



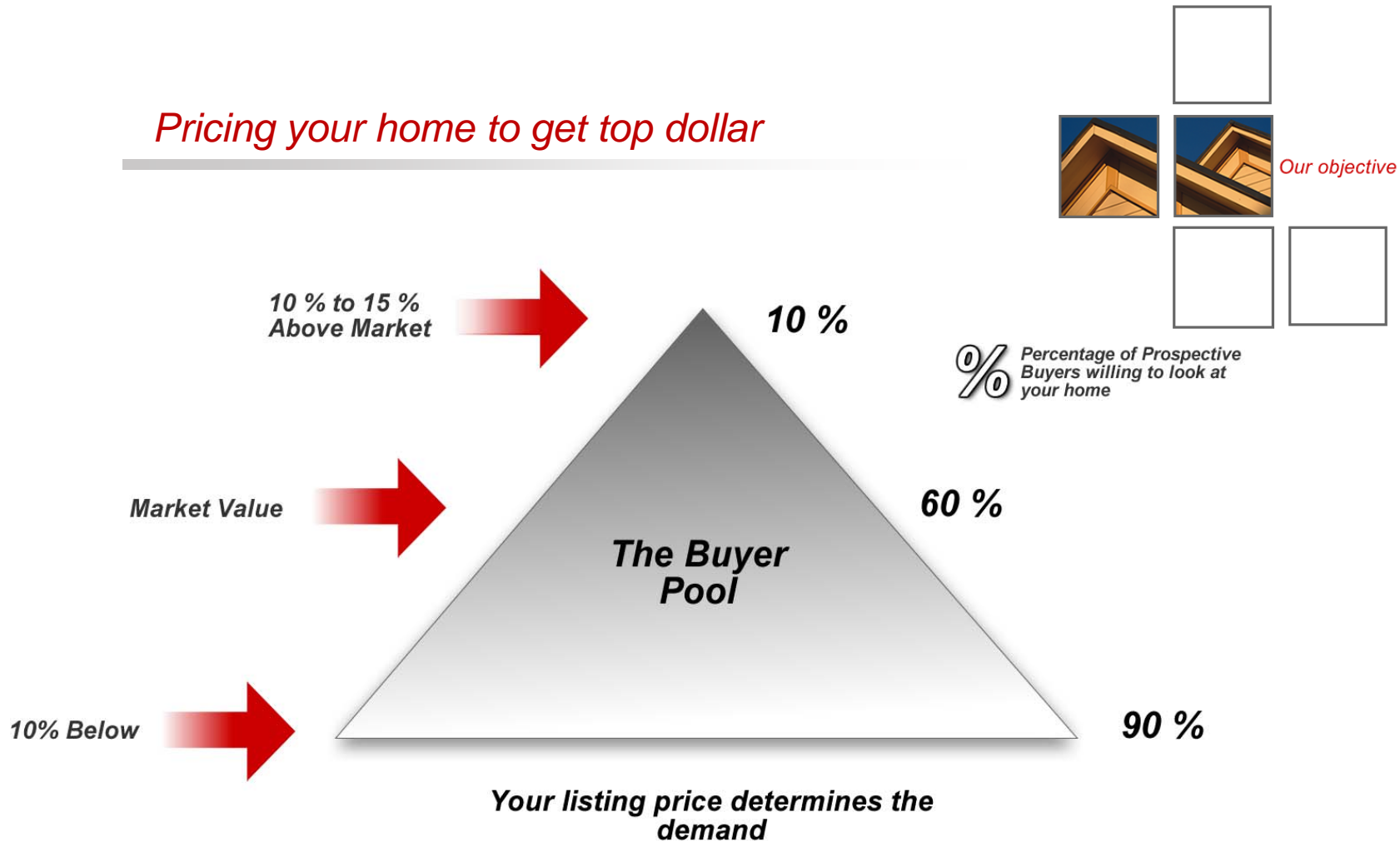
## Pricing strategy

Overpricing...

- a) *It makes others look better*
- b) *Fewer sales people will show your home*
- c) *Buyers are unwilling to negotiate*
- d) *Lost time*
- e) *Reduces Buyer competition*
- f) *Unrealistic offers*
- g) *Principles of Substitution*



*Pricing your home to get top dollar*



## Finding the Buyer for your property

### Where do Buyers come from?

- 78% of Buyers come from other Agents
- 13% come from other sources such as: flyers, open houses, target marketing, internet and electronic media
- 6% come from sign calls
- 3% come from advertising



Our objective



## Maximizing the appeal of your property

**First impressions are very important and therefore, we must maximize the interior and exterior appeal of your property to potential Buyers.**

**There are many tips to consider that create an inviting and attractive atmosphere:**

- *A clean and tidy interior and exterior.*
- *A neutral and well lit interior.*
- *A fresh scent.*
- *Rearranging pieces of furniture to create openness.*
- *Lights left on throughout the property during showings.*
- *Easy access and an inviting doorway.*
- *Clean windows.*
- *Clean closets that are free of clutter.*
- *Open doors.*
- *Clean counter space.*



*Our objective*



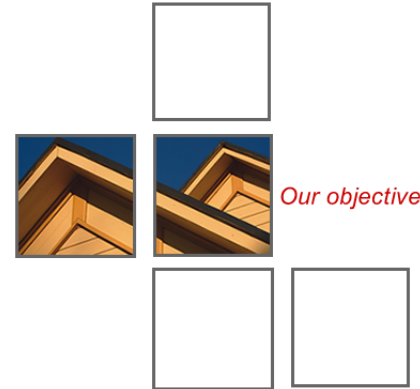
## Maximizing the exposure of your property

### Marketing to other Agents

- Multiple Listing Service (MLS)
- Broker/Agent open houses
- My network of other leading Agents in this area and their Buyers
- My network of other Sutton Agents and their Buyers

### Marketing directly to home Buyers

- Property for sale sign
- Open houses
- Direct mail
- Advertising - local papers
- Promotion of your property on the Internet
- Just Listed notices



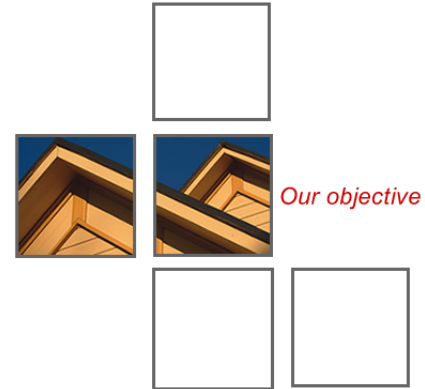
## Maximizing exposure ... cont'd

### Website Marketing

- Sutton Group website  
[www.sutton.com](http://www.sutton.com)
- My personal website  
[www.bbbrealtor.com](http://www.bbbrealtor.com)

### Marketing to past clients

- I am in regular contact with my past clients



## *Our understanding*

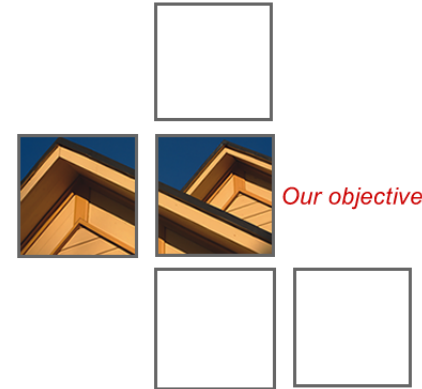
***I will display a For Sale sign on your front lawn to attract Buyers in the area. Additionally, I commit to maximizing the exposure of your property through my marketing campaign.***

*Life goes on even while you are selling a property. By keeping each other informed and adding some flexibilities, you should be able to maintain your schedule.*

***I will endeavor to work around your busy schedule when arranging all showings. The more flexible we can be, will result in more showings and an efficient sale.***

*You will commit to do what is possible to accomplish and maintain the maximum appeal of your property, until the transaction is complete.*

***As discussed, market conditions beyond our control may arise that can impact the sale of your property.***



## *My personal guarantee*

- 1.** *As your Sutton Agent, my commitment to you guarantees my highest level of service.*
- 2.** *I will keep you informed of all marketing activities. These include:*
  - a)** *Providing you with feedback following each showing of your property.*
  - b)** *Advising you of all market conditions, existing or that arise, which may affect the sale of your property including, competition from other local listings or financial market changes.*
  - c)** *Marketing Strategy - Multiple Listing Service (MLS), lawn sign, advertising, open houses, agents opens.*
- 3.** *I am able to suggest improvements for your property.*
- 4.** *I can maximize your property's exposure.*



About us



### *My personal guarantee...cont'd*

- 5.** *Plus, deliver pre-qualified Buyers.*
- 6.** *I will update you on all activities at least once a week.*
- 7.** *I will respond to your call within two hours, from Monday to Saturday, between 9am and 6pm.*



*About us*

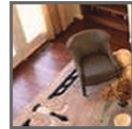


*About me:*

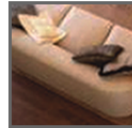


*JIM LIN  
Director Award 4 years  
Sutton Group – Priority Office*

*Simply the best*



*About me*



## About Sutton Group:



*Sutton is a national Real Estate company with over 190 offices across the country.*

- *we are 100% Canadian owned*
- *we have been in business since 1983*
- *today, we have grown to more than 8,300 salespeople*



About Sutton



## *Sutton is working for you:*

*The strength and recognition of the Sutton brand offers you:*

- 1.** *A commitment to a high level of service is required from every Sutton Real Estate Agent.*
- 2.** *The strength of the Sutton brand attracts Buyers.*
- 3.** *Sutton is an industry leader in technology, providing your Agent with efficient internet delivery systems:*
  - [www.sutton.com](http://www.sutton.com)
- 4.** *A source of potential Buyers is available through the Sutton Referral Directory.*
  - *Comprehensive listing of all Sutton salespeople*
- 5.** *Excellent advertising exposure.*



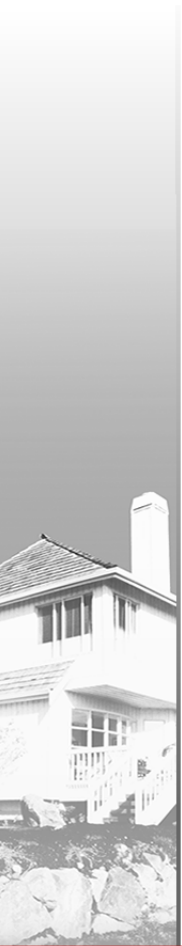
*About Sutton*



## *My Sutton office:*

*The strength and recognition of the my local Sutton office offers you:*

- 1.**
- 2.**
- 3.**



## *The Listing Agreement*

*A Listing Agreement is a contract provided by our local Real Estate Board that enables you to hire me as your Realtor.*

*The Listing Agreement describes the responsibilities of each party as well as the terms of the relationship.*

*As a Sutton Realtor, I believe in the highest quality of service. Your satisfaction is paramount.*



*Your sale*



*Thank you again, Mr. and Mrs. Wang,*



*JIM LIN*

*Sutton Group – PRIORITY Office*

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*I look forward to working with you.*

