



MARKETING PLAN

I am committed to offering the highest standards of professional service to all of my clients. To ensure that your property is marketed to its' full potential, and to obtain the highest possible sale price, the following services will be completed:

- Prepare a Comparative Market Analysis to establish the market value
- Meet with you in your home and discuss market conditions, review the detailed Comparative Market Analysis and determine the best pricing strategy
- Prepare the contract, data sheet and all necessary listing paperwork
- Input your listing into the Barrie Real Estate Board and Toronto Real Estate Boards MLS databases (Orillia Real Estate Board where applicable)
- Arrange for installation of "For Sale" sign and place lockbox on property (if required)
- Arrange for a staging consultation with a Professional home stager (where appropriate)
- Arrange for a professional photographer/videographer to take high quality interior, exterior and aerial photos (where appropriate)
- Arrange for the creation of professional floor plans (where appropriate)
- Professionally produced full colour brochures highlighting your home's unique features
- Display your listing on www.alkerton.com, complete with photo gallery, brochure and link to video tour
- Schedule property for office Tour of Homes for sales agents of Royal LePage
- Place full colour advertisements in the Barrie Advance real estate section and Real Estate Book (where appropriate) and "Open House" ads
- Host Open Houses, at a time convenient for you
- Reach out to my database of potential purchasers and share details of your home
- Arrange showings for other agents and their clients
- Contact you regularly with progress reports and keep you posted of market conditions
- Present and discuss all offers with you
- Expert negotiation skills, ensuring you get the best possible price
- Distribution of documents to all parties, lawyers and banks
- Follow-up services-i.e. Tradesmen, resource information, pre-closing inspection