

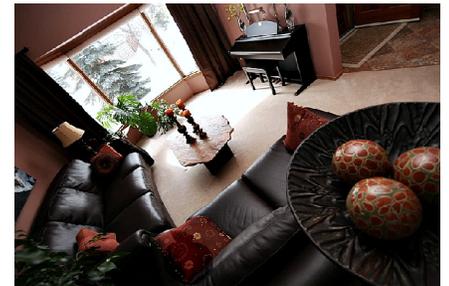


Lifestyle Selling

Lifestyle Marketing is the fastest growing trend particularly in the Real Estate industry. It takes into account that people don't just buy sticks and mortar they buy in part a lifestyle. More and more buyers are looking for homes that FIRST fit their lifestyle. Perhaps it's a pet friendly condo, a home that can accommodate a home office, a gated community or a place that is walking distance to amenities.

At Kennedy Real Estate we answer the call by offering a host of custom **Lifestyle Searches** that accommodates this need for finding the right home to fit the lifestyle. In addition we also offer the buyers a **Search By Neighborhood** – which also offers a host of local information.

We offer **Professional Photography** for all of our listings that also takes into account the lifestyle selling components of the home. Stylized photo's that tell a story as well as provide a "hook" to the buyer. The 'hook' helps the buyer to remember the listing – and in a sea of listings – this IS important to stand out. Here are some of our **Stylized photo's**:



In addition we offer a variety of staging options. From FREE in home detailing to staging vacant properties - all designed to maximize your home's selling potential! Staging does work! Here are some of the properties that we have staged:





Our PROMO's are our way of saying thank you to our clients who buy or sell with Kennedy Real Estate. They are all designed for the most part to aid in the move and or aid in the closing of the deal process. It benefits both buyer and seller. A total win win situation. This is a feature that is total unique to any other Brokerage in town. And by the way our complimentary move in or move out cleaning is a resounding favorite amongst both our buyers and sellers.



Clear Skies
Window/Gutter Cleaning



Complimentary Move in or
Move out Cleaning



Frog Box
Storage box Rental

Our Lifestyle Searches and Neighborhood Search modules help to generate a steady stream of buyers to our website and hence our listings. They are easy to use and offer the buyer a fresh approach to finding their perfect pad. Our professional stylized listing photos help us stand out in the crowd – a memorable experience for any buyer. And our promo's are our way to say thank you and in some cases a deal closer.

These are some of the components that give us the 'SOLD' edge with our Lifestyle Marketing Program.
Dare to compare!

