



## OUR REMAX MARKETING PLAN

The following are some of the things we do to give your home the most exposure so your home will sell as quickly as possible, for the most money possible and with the least amount of hassle.

### **A. FILL OUT LISTING CONTRACT:**

- Information on the property is sent to Realtors Association of Edmonton to be inputted into a nationwide computer system.
- Check for MLS # in MLXchange and make sure listing is correct! Proof reading everything including mapping.
- We have access to MLXchange to update property specific changes in information highlight sheets to insure everything is correct including updating the pictures frequently.
- A copy of your listing is automatically sent to all Realtors prospects that have registered their client on the MLS system by e-mail.
- Match your home to our Client Base for possible match.
- All realtors in our office receive first hand information about the new listing before it is placed on [www.ablsmxchange.com](http://www.ablsmxchange.com) and [www.realtor.ca](http://www.realtor.ca).

### **B. INSTALL KEY BOX:**

- The key-box tracks Realtor showings of your property. An email is automatically sent to us after a realtor has accessed your property via the internet (Supra Keybox) and we are notified as to whom, date and time of the showings.

### **C. FEEDBACK ON SHOWINGS/CONSTANT PROGRESS REPORTS:**

- We take this information and follow up with the buyers Realtor by obtaining his/her Clients feedback on the showing of your property i.e.
- If they are interested in making an offer?
- Did they purchase something else?
- What about the property did or did not interest them?
- We keep you Informed and up to date on all showing feedback within 48 hours.

### **D. FEATURES OF YOUR HOME:**

- We would ask that you make a list of the 10 best features of your home that will be used to help prepare highlight sheets and Advertising
- We will place in your home quality highlight sheets with Pictures and Descriptions of your home for potential buyers to take with them. This will help them to keep your home fresh in their minds while they are home hunting.
- If you would like we have prepared samples of our favorite highlight sheets you can choose from them to use in your home and on other marketing materials on the web including open house ads, postcards, brochures etc.
- We are going to take a lot of pictures of your property and if you have any photos that we could use to highlight the property please email them to us.
- We select the 20 best photo's of your home and we will place them on the internal and external websites.
- County maps will be attached to the highlight sheets if applicable.
- If you have a copy of the Real Property Report available showing the yard and exterior dimensions we will also use this information on our highlight sheets.

**E. ORDER SIGN UP FOR YOU PROPERTY:**

- North America most visible For Sale Sign installed by a professional sign installation company. If you notice the sign is getting tired please do let us know.

**F. REMAX – IS YOUR HOME FIT TO SELL - CHECK LIST:**

- Allows you to make your home more attractive for Showings
- How we live in our homes and how we show /sell our homes are two different things. \_\_\_\_% of homes sell faster and for more money.
- Provide you with a DVD and print material regarding Fit to Sell Ideas, when requested (home staging). Add a flyer with 1 or 2 before and after pictures. Offer to stage one room with items from your home.

**G. RIGHT PRICED PROPERTY:**

- We will do a monthly market analysis to be sure we are priced right.

**H. SET UP TIME AND DATE FOR REALTORS OPEN HOUSE:**

- We give you feedback after the realtor's open house from realtors viewing the home, if applicable.

**I. ADVERTISE PROPERTY WHEN APPLICABLE IN:**

- Spruce Grove Examiner/Reporter
- Real Estate Weekly
- Homes & Land
- Community Voice
- Hold an Open House for the Public when applicable
- Put home on high traffic websites which are linked to thousands of other websites
  - Our website - [www.sprucegroverestate.com](http://www.sprucegroverestate.com) (updated Daily)
  - [www.bernielarson.remax.ca](http://www.bernielarson.remax.ca) & [loriwolfe.remax.ca](http://loriwolfe.remax.ca)
  - [www.ablsmxchange.com](http://www.ablsmxchange.com) (Realtors internal website)
  - [www.remax-realestate-sprucegrove.ca](http://www.remax-realestate-sprucegrove.ca)
  - [www.remax.ca](http://www.remax.ca)
  - [www.global.remax.com](http://www.global.remax.com)
  - [www.collection.remax.ca](http://www.collection.remax.ca)
  - Homes.com
  - [www.realtor.ca](http://www.realtor.ca)
  - [www.yegishome.ca/homes](http://www.yegishome.ca/homes)
  - [www.edmonton.kijiji.ca](http://www.edmonton.kijiji.ca)
  - [www.rew.ca](http://www.rew.ca) (Real Estate Weekly)
  - [www.kijiji.ca/h-edmonton](http://www.kijiji.ca/h-edmonton)
  - [www.youtube.com](http://www.youtube.com) (Circlepix virtual tours)
  - Circlepix virtual tour (brochure example)
  - Individual property websites such as Facebook, Pinterest, Instagram

**J. SET UP APPOINTMENTS FOR SHOWINGS OF YOUR PROPERTY:**

- You control access to your home for all showings which will be at your convenience.
- Once we have a request from another realtor or we show the home ourselves, we will phone you to arrange the appointment to show the property.
- Once we have your okay, we will go ahead and show the property.

**K. OBTAIN RELATED DOCUMENTS TO YOUR PROPERTY:**

- Obtain current title for your property
- Obtain the most current property taxes on your property.
- Locate lot dimensions in Geojet Mapping Program if possible.
- Assist you to obtain a Real Property Report (survey) & Compliance from the local municipality.
- Find water well drilling report or Drillers name & phone number if applicable.
- Assist you to obtain details regarding your current mortgage if applicable.

**L. WE WILL FULFILL THE FOLLOWING DUTIES:**

- a) To use best efforts to market the Property and to promote your interests.
- b) To market the Property through the Multiple Listing Service® (MLS – www.Realtor.ca) of the Realtors Association of Edmonton, in accordance with the requirements of the association.
- c) Subject to Section 17, to act solely as the Seller's agent and fulfill the duties of loyalty, confidentiality and full disclosure of all relevant facts affecting the transaction known to the Brokerage. This includes disclosing all conflicts of interest that may arise between your interests and those of the Brokerage or buyers.
- d) With your permission you can consider participating in a transaction where the brokerage represents both the buyer and the seller. Should a transaction brokerage situation arise, you will be asked for written consent to a change in representation. You are not obligated to consent to transaction brokerage at any time.
- e) With your permission I will also obtain information related to the Property (verification of mortgage, property taxes, improvement charges, tenancy particulars and other similar information);
- f) To disclose to all buyers all material latent defects affecting the Property known to the Brokerage;
- g) We will assist you in negotiating favourable terms and conditions with a buyer, resulting in a legally binding purchase contract for the Property
- h) We will present, in a timely manner, all offers and counter-offers to you even when the Property is already the subject of a purchase contract.
- i) To comply with the provisions of the Real Estate Act, its regulations, rules and bylaws.

**ONCE WE HAVE ACCEPTED AN OFFER WE WILL KEEP YOU INFORMED EVERY STEP TO THE WAY UNTIL POSSESSION HAPPENS AND YOU RECEIVE YOUR MONEY.**



**NOW MORE THAN EVER,  
EXPERIENCE COUNTS!**

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