



AFFINITY GROUP

PINNACLE REALTY LTD. BROKERAGE



LISTING PROPOSAL



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TOP PRODUCING FATHER DAUGHTER TEAM

As life-long cottagers turned full-time residents of Balsam Lake, we have comprehensive, firsthand knowledge of waterfront living and all that it encompasses. Our careers in real estate have been, and continue to be, sharply focused on waterfront living. From the effective marketing of these unique properties, to navigating through the abundant choices available to buyers, our clients continue to benefit from our intimate knowledge of the many waterfront communities in the Kawartha Lakes.

The versatility of a waterfront property is unmatched. Whether shopping for a simple weekend getaway, wanting to invest in an income property, or planning their retirement on the lake, we have the experience and expertise to help buyers find their dream property. Let it be yours!



AFFINITY
AWARD

PINNACLE PRODUCER
TEAM



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COMPARATIVE MARKET ANALYSIS

A comparative market analysis is an examination of the prices at which similar properties in the same area recently sold and are currently for sale. As Affinity Group Realtors, we perform a comparative market analysis to help you determine a price to list when selling a property or a price to offer when buying a property. Since no two properties are identical, we make adjustments for the differences between the sold properties and the one that is about to be purchased or listed to determine a fair offer or sale price. Essentially, a comparative market analysis is a similar process to a formal appraisal, but resulting in what is called an "Opinion of Value".



INTRODUCING THE AFFINITY GROUP MARKETING PLAN

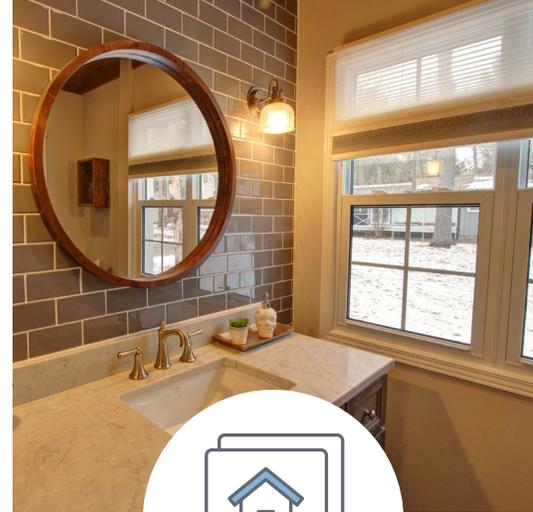
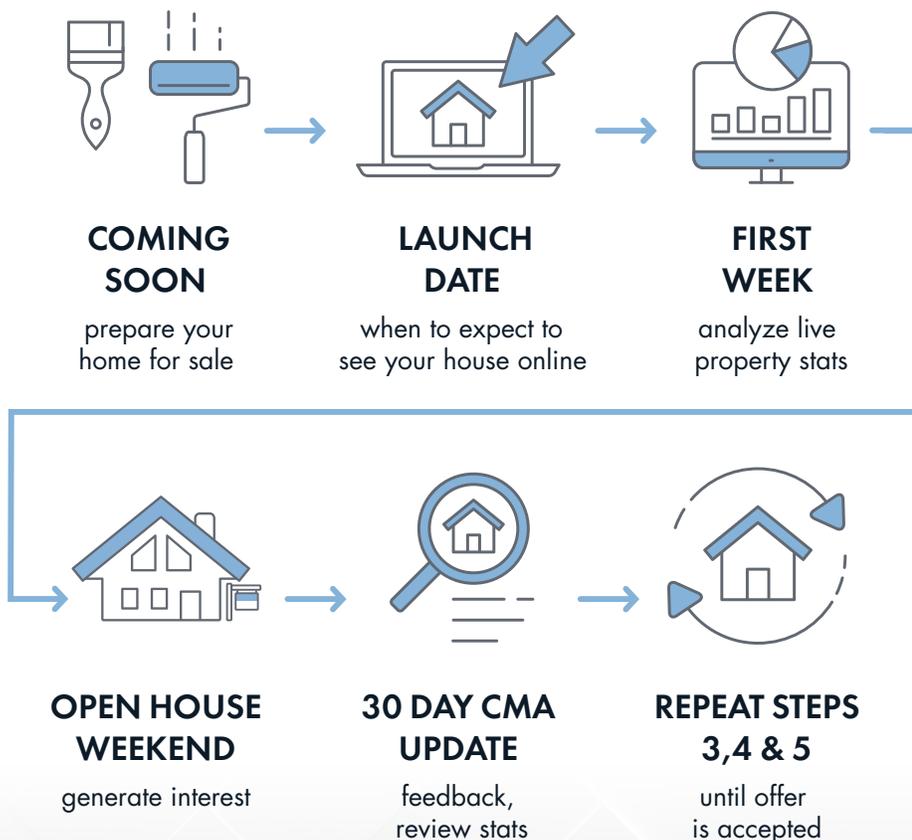
As an Affinity Group Realtor it is my mission to generate the highest possible price, in the shortest possible time frame, and at the least possible inconvenience to you and your family or associates.

1 FIRST MONTH TIMELINE OVERVIEW

As the owners of the property you need to make a few executive decisions about how you want your selling experience to be.

Our mission is to create the finest client experience you can have, and most importantly, to get you the results that you ask us to deliver.

HOW IT GOES





2 COMING SOON

While we are preparing the property to be presented to the MLS market place, we can begin to show it and market it through the use of what is commonly referred to as "Coming Soon". Coming soon means Coming Soon to MLS, and it highly recommended that you do not sell the property with this marketing effort alone, as maximum exposure to the market is only achieved with the benefit of the MLS systems. The following choices are for the Seller to decide, and they will determine the earliest practicable date that we can launch the listings.

COMING SOON: WHAT TO EXPECT



**SIGNING AN
EXCLUSIVE LISTING**



**PREPARE YOUR
HOME FOR SALE**



HI-RES PHOTOS



MATTERPORT



DRONE

COMING SOON CHECKLIST

- Declutter
- Gather media for marketing materials
- Gather Utility Costs
- Gather Survey (if available)
- Gather Tax Bill
- Do Minor Repairs

HI-RES PHOTOGRAPHY

Make The First Impression Count

Potential Buyers Spend 60% of their Time Looking at Photos and Only 20% Reading the Property Description
– Wall St Journal

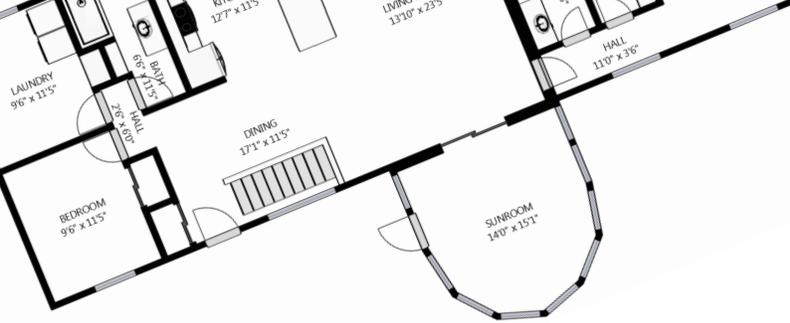
The importance of great photography cannot be overstated. Photographs enhance the marketability of your home and showcases special features. If home buyers aren't sold on the images, they see online, chances are they will move onto the next home. We want good photographs to get the buyers into your property.

PREPARE YOUR HOME TO SELL

- De-clutter: remove clutter from counter tops, tabletops,shelves,etc
- Leave out a max. of ONE small appliance on the kitchen counter top
- Clean fridge,stove,dishwasher,microwave
- Hide garbage bins
- Remove dishes from sink
- Straighten all chairs
- Clean bathroom
- Open blinds/curtains to allow as much natural light in

95% of Home Buyers Start their Search Online as Part of Their Home Search.





3D VIRTUAL TOURS

Bring Your Listing to Life

ACCURATE FLOORPLANS

Schematic black and white floorplans, helps buyers visualize the space when offline and provides room dimensions to provide viewers with better perception of the layout of the space.

DOLLHOUSE VIEW

Provides viewer with an understanding of how different levels fit together in three dimensions while offering an unobstructed view of each floor.

VIRTUAL REALITY

Provides viewer with a unique walk through experience with a sense of immersion - where they feel like they are really in the house.



MATTERPORT

We will bring your listing to life! Matterport is more than a Virtual Tour, it is an experience for potential buyers to move through the property and view it from any angle. Makes them feel they are right in the home! We want your listing to stand out amongst all other listings!



DRONE

A View From Above!

Best way to show surrounding areas well, proximity to amenities, land and the entire neighborhood.

VACANT LAND?

Get a great view of the property and true representation of what the land features.





INFLUENCES ON THE SALE OF YOUR PROPERTY YOU HAVE CONTROL OVER:



PRICE



**ACCESS TO
YOUR PROPERTY**



**SELECTING THE RIGHT
REALTOR FOR YOU**



**CONDITION OF
YOUR HOME**



SHOWING INSTRUCTIONS

There are many options for you to choose from when it comes to arranging appointments to show the property.

We want to show the property for you with the "least amount of inconvenience" possible and have all prospective buyers feel comfortable when they are there. Clearly, the more flexible we can be with appointments dates, times, and notice, the more beneficial it is to the buyer. However, we can ask for any reasonable notice that is necessary.

SHOWING OPTIONS

1

NO NOTICE REQUIRED

2

HRS OF NOTICE REQUIRED

3

SPECIAL INSTRUCTIONS
FOR SHOWINGS



STRATEGIES TO PRICING YOUR HOME

3 Methods To Select a List Price

PRICING IT RIGHT THE FIRST TIME IS KEY!

1 ABOVE MARKET VALUE

High end of the CMA price range.

2 BELOW MARKET VALUE

Low end of the CMA price range.

3 FAIR MARKET VALUE

Approximate median price of the CMA value range.



If Buyers think your property is "Over Valued" they may not choose to view your property or ultimately make an offer.

Pricing your property competitively from the start will generate the most activity. A property generates the most interest when it first goes on the market. Starting too high and dropping the price misses the excitement of potential buyers.

OFFER PRESENTATION STRATEGY

WE WILL REPRESENT YOUR INTERESTS.

There are three different options for presenting offers and all have a place, depending on the market conditions and supply and demand situations.

1 NON-RESTRICTED

2 MINIMUM SUGGESTED IRREVOCABLE

3 PRESENTATION DATE

Working with a REALTOR®
Form 810
For use in the Province of Ontario

Listing Agreement
Form 210
For use in the Province of Ontario

Offer Summary Document
Form 801
For use with Agreement of Purchase and Sale

Offer Conveyance - Acknowledgement
Form 244
For use in the Province of Ontario

Seller's Direction re: Property/Offers
Form 244
For use in the Province of Ontario

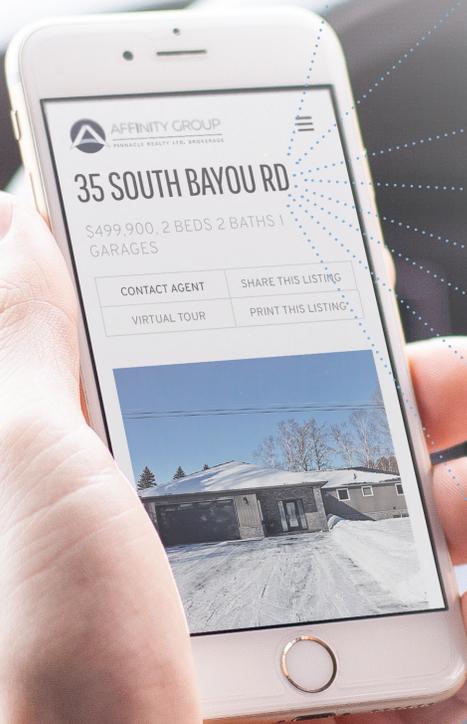
3 LAUNCH YOUR MLS LISTING

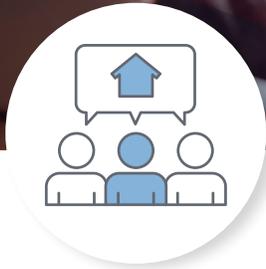
AFFINITY GROUP MLS LISTING

- Gives you maximum exposure with your feedback & approval
- Launched everywhere described in plan within 48-72hrs (except weekend & holidays)



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FEEDBACK & REVIEW

The Best Feedback in Real Estate is an Offer

We want to have the best possible communication with regards to how we are doing throughout the duration of the contract. There are many different types of feedback ranging from comments from Open Houses, showings, and online inquiries to web traffic statistics and comparable sold properties. We want you to know everything we know and for you to be educated from listing to sale.

Given the truth that, the best feedback in real estate is an offer. The most important week is the first week and if we do not receive any offers than we should probably consider reviewing the listing every 30 days.

THE IDEAL FEEDBACK AND REVIEW CYCLE:

This process on weekly and monthly reviews and CMA updates will provide you with the information that is vital for making important decisions until we generate an offer that you find agreeable.

WEEK 1

Present offers, failing which review:

- Web traffic
- Live property stats
- Showings and comments.

On a weekly basis we should repeat this update

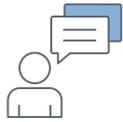
WEEK 4

Present offers, failing which review:

- Web traffic
- Showing
- Comments
- Update our CMA

If necessary make changes to the List Price and/or the Affinity Group Marketing Plan.

LISTING PROPOSAL SUMMARY



**MISSION
STATEMENT**



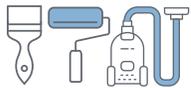
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**PREPARE HOME
FOR MEDIA**



**STRATEGIES TO
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**OFFER
PRESENTATION
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**SHOWING
INSTRUCTIONS**



**LAUNCHING
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**FEEDBACK
& REVIEW**



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