

MARKETING YOUR HOME

A solid marketing plan is the key to obtaining the greatest exposure for your home, which will lead to the greatest interest and achieve the result of the best return for you. We will work together and ensure you are updated throughout the process of marketing your home. Following showings and open houses we will provide you with the feedback received from those who have viewed your home.

The MLS System

As soon as your home is listed with us, it will be entered on the Multiple Listing Service (MLS) database. This will make your property information available to all other agents and automatically send emails to buyers who are searching for a home like yours. This professional system will by far offer the greatest exposure for your home. The majority of potential purchasers for your home are working with our team or other REALTORS® using the MLS system.

Internet

When your home is listed on the MLS® system it becomes available on the World Wide Web website at <http://www.realtor.ca>. Information on your home will be accessible by people from all across the country and the world looking in Winnipeg and Manitoba. It will also be available on the WinnipegREALTORS® website at <http://www.winnipegrealestatenews.com> or at <http://www.homes.com>

Advertising

As part of the marketing plan, your home will be advertised in the Winnipeg Real Estate News which is available in printed form, on the internet and accessible via mobile devices. We will determine which alternate forms of advertising would be advantageous such as in classified ads in daily and weekly newspapers.

"For Sale" Sign

We will provide a professional RE/MAX "For Sale" sign that will be placed in front of your property to attract those driving or walking by. Neighbours passing by may know someone who is interested in your area and a home like yours. Also, it is not uncommon to have residents in a neighbourhood looking for a different home who wish to remain in the area.

Our Website

My online marketing system allows me to make information accessible 24-hours a day, and to respond immediately and directly to each and every prospective buyer. My website offers prospective buyers immediate access to information and photos of your home. They can access my site 24 hours a day and view your property listing. Currently, I have thousands of visits each month with the numbers growing as more people are drawn to the convenience of the tools available on the internet in their search for a home.

Our Buyers

We are always working with a variety of purchasers searching in many price ranges and neighbourhoods. We have a large base of loyal clients who may be interested in your home or know of others who are searching for a home like yours.

RE/MAX Sales Associates

At RE/MAX, sales associates generate 70% of their business from personal and business referrals. We sell over 35% of the homes sold in Winnipeg. We will ensure your property is exposed to these sales associates and their waiting buyers.

Other Agents

As well as becoming respected REALTORS® within our own company, we have gained the respect of the many other agents throughout Manitoba. Our friendships and business connections with other agents often lead to finding buyers interested in purchasing the homes we have listed for sale.

Feature Sheets

We create a full colour booklet style feature sheet to make available during showings or open houses and distribute to buyers and their agents. For potential purchasers who have viewed your home, the feature sheets assist them in recalling all the attractive features your home has to offer.

RE/MAX

RE/MAX is a world leader in residential real estate with over 4,159 full-service offices in the United States, Canada, Europe, Caribbean, Mexico, South Africa and Hong Kong.

Today RE/MAX associates proudly number close to 69,825 full-time, professional sales associates worldwide.

The typical RE/MAX associate is among the most experienced in the industry, averaging over 11 years of service.

These associates are also distinguished by earning, on the average, more real estate educational designations than its industry competitors, a commitment to professional improvement.

Because of these industry high educational and experience achievements, the average RE/MAX associate outsells the competition by an incredible 3 to 1.

Over 70% of RE/MAX sales associates business comes from repeat business or referrals from past customers and friends. This is more than twice the industry average.

RE/MAX sales associates make a personal financial investment in every listing.

RE/MAX sales associates completely control the marketing programs for each of their listings.

In Winnipeg, RE/MAX is the leading real estate organization with a market share of over 35%

In Canada, RE/MAX is the leading real estate organization with a 40% market share across the country.

RE/MAX is Canada's largest corporate and exclusive real estate sponsor of the Children's Miracle Network. Donations from RE/MAX exceed \$1,000,000 annually in Canada alone.