

Our Marketing Plan

**Here is what you can expect when you sell your home
with Ian & Linda Darroch**

Our professional approach to real estate, together with our thorough understanding of the market, based on about 50 years combined, full time experience in this area, ensures that you get the results you want and to achieve this we have developed a successful Marketing Plan which includes:

Understanding your requirements

We begin by listening and truly understanding your wants and needs. It helps us to do our job if we have a good understanding of your timeframe, your goals and any special needs that you may have. Please note that we will keep all of your confidential information to ourselves and will not share it with other agents or potential purchasers without your express approval.

Help your home show its best

Over the years we have developed a good understanding of what helps to sell a home and what can make a sale more difficult. We will give advice and recommend any low cost items that should ideally be done before putting your home on the market. We also can loan you a useful DVD on Preparing Your Home To Sell.

Help you get the pricing right

After viewing your home will prepare a Current Market Analysis, estimate a likely sale price in today's market and recommend a listing price. We believe in providing you with all the relevant information (comparable sales, current listings and expiries). The ultimate decision on pricing is yours. We have an excellent DVD (Pricing Your Home to Sell) that you may like to watch before the listing price is finalized.

Give your home maximum exposure

By fully utilizing the extended Multiple Listing System (MLS), your home will presented to the widest possible audience of prospective buyers and their agents. Your MLS coverage extends from Hamilton to Toronto, exposing your home to about 30,000 active agents.

We will expose your home on the INTERNET in a number of sites including www.mls.ca and hence to all of the potential purchasers out there who are making more and more use of the INTERNET as a first step in looking for a home.

In addition, we can advertise in a number of NEWSPAPERS including, as appropriate, the Oakville Beaver, Burlington Post, Mississauga News, National Post and Toronto Star. However in recent years it has become very clear to us that the INTERNET is a much more important marketing tool than newspapers. Our marketing dollars are spent much more effectively in other areas.

We can showcase your home by having a professional photographer take the best possible photographs and prepare a VIRTUAL TOUR of your home which we can place on www.realtor.ca and the Realtor websites.

We utilize BROCHURE BOXES on our signs to provide information on your home to buyers driving through your neighbourhood. We are pleased to host OPEN HOUSES for agents and for the public. We prepare full COLOUR BROCHURES highlighting your home's special features.

Negotiating the best possible terms and price

We have developed excellent negotiating skills over the years and we can really add value to the process by working on your behalf—not just to get you the best possible price but also to ensure that there are no potential pitfalls in an offer.

Following up to ensure that all conditions are complied with and that the sale closes

Offers nearly always contain a number of conditions or obligations and we follow up to make sure that the agreement firms up and then closes on schedule. In this regard we work closely with your lawyer and other parties such as regulatory authorities, building inspectors, appraisers, mortgage brokers and banks.

As a long-term husband and wife real estate team we have the advantage of being able to be in two places at once!

One of us is always available to respond to your needs. We believe that prompt feedback is essential and we know how important it is to let you know the results of showings of your home and we'll also update you quickly with status reports on all our marketing activities.

Our goal is to be your professional realtors for life and we therefore commit to providing you with exemplary personal service that goes beyond your expectations.

For all your Real Estate needs call

Ian & Linda Darroch

Broker of Record

Sales Representative

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