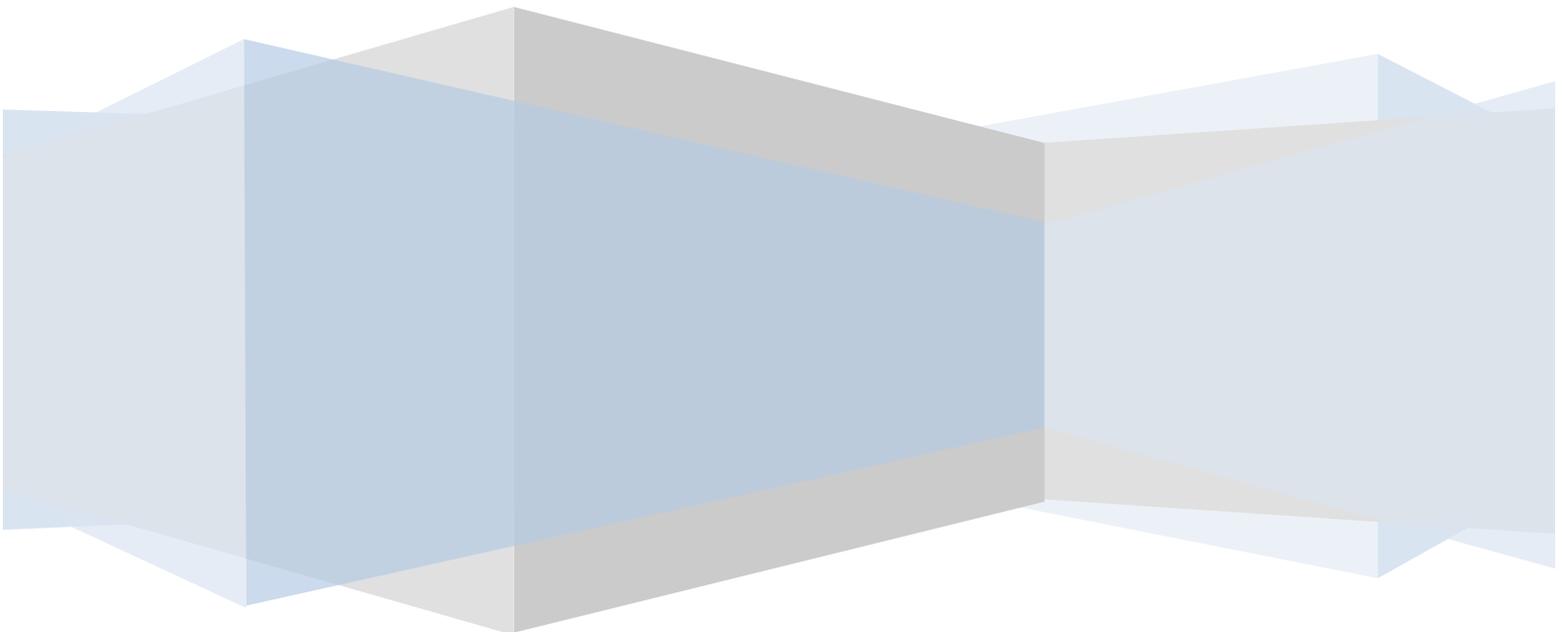




FOR SALE BY OWNER SYSTEM

BY

Kathi Moyer Broker of Record



THE SYSTEM

It's really quite simple, our system has been developed to give you the best chance possible in selling your house yourself!

We have taken the time to develop marketing tools that have a proven track record and have included them in our price. We do not have multiple levels of pricing we have one price that will give you the minimum tools that you need in order to sell your house. Doing any less would be a disservice to you and us! The only additional costs would be based on the square footage of your house. (larger homes take longer to shoot and measure).

We do not have you upload anything we do it all for you at the same price as our competitors but you get a lot more!

Guarantee

We are confident in offering you a guarantee, we would do all of the things that we ask of you and would pay for them ourselves regardless.

Take a look at what we have to offer and give us a call, we can come out and see you Our agents are not self employed contractors but employee's of ours. We only hire the best in their fields for our teams. They are not interested in pushing you into anything that would not be the right fit for you.

Okay, so enough talk here's what you get:

Home Visit

An agent will come out and do an evaluation on your home with current stats and current market conditions. (remember appraisers work from historical data only I was one!).

**** This is Free no matter what you decide****

If you list on our For sale by Owner system you will get the following:

Professional Photography

I cannot stress this enough your listings our visual We do not take the pictures ourselves all of our photographers have degree's and are professionally trained. They do not do anything but take the pictures, we have them digital enhanced by our graphics department and final approval by head photographer. We currently have 16 photographers on staff.

Floor Plans

We have Certified drafts people come out and take measurements of your home. Detailed drawings including counters, staircase's, appliances etc. All drawings are guaranteed and insured. All measurements are listed on the TREB systems no having to go to another site to look up information.

Sign Installation

We have our installer go out and install a sign for you with an exclusive number to you that we supply, a lock box is put on the door at this time also. With a Text Messaging rider.

Text Messaging

Someone driving by your home can enter in the number on the text messaging rider and will see all information in regards to your listing.

Appointment Booking

Our office is open 24hrs 7dys we book appointments for you and take calls off of an exclusive number assigned to you (local and 1888 included). This allows you to have agents book appointments and see your property even if your not home. (better sometimes when an agent is showing not to home) You will have more traffic through your house if the agents don't feel uncomfortable calling to make appointments. (they also book on line now through the mls system). You will be emailed all messages that come in on your number in regards to the house.

Internet Marketing

Your virtual Tour is uploaded to multiple websites with your floorplan integrated, walkscore, google maps, printable feature sheet, contact information and automated social media contact.

Your listing is uploaded to your Local Real Estate Board i.e. TREB (realtor.ca) . All pictures and measurements are uploaded directly to the site no copy and paste to a different site. No one can tell that your property is a for sale by owner.

Every Friday we will email you stats on who looked at your property online.

All of this for \$2,000.00 any house over 2700 sq feet is an additional \$25.00 per 100 sq feet.

Any listing running longer then 3months will be an additional \$50.00 for the appointment booking per month.

**** If at any time you choose to switch off of the for sale by owner system and go to one of our full Teams we will refund your initial \$2,000.00 on the successful closing of your home****

You Can download our Seven Person Team System from our web site

The Process

Production Step 1

On the day of your appointment, a professional photographer and/or a floor plan technician will arrive, on time, to photograph and measure your home. They will take the time to discuss your vision, emphasizing key selling points that you want to capture. Our technicians have vast experience at composing photos not only to look outstanding but also to have a great “curb appeal”.

When the photographer returns to the office, they will sort, select, and label the best photos from the shoot. The floor plan technician will begin labeling the rooms and calculating the square footage. The files will then

be immediately uploaded to our server for post-production.

Post-production Step 2

Within 2 business days following your appointment, our digital photo experts will edit your photos to ensure proper contrast, color balance, density, shadows, highlights, and in some cases add our BlueSky Enhancement to your exterior still if the weather was not as desired on the day of your appointment. The Panorama shots will then be sorted and stitched together to create your own breathtaking 360-degree views. Then a personalized webpage will be created and hosted on our servers with, photos, panoramas, and floor plans. We will also make your listing visible on Google Maps, Google Street View, and Walkscore with appropriate links.

We will utilize the MLS listing data, add it to your tour, and send MLS-labelled stills and the virtual tour link to the appropriate board – if you do not have a MLS number at the time, no worries we will keep checking on a daily basis until it becomes available.

Marketing Step 3

Within 4 business days of submitting your materials to the board, we will create a high quality video slide show and add music. We will upload the video to YOUTube, research and insert appropriate keywords that will increase your exposure, add your MLS comments and link it back to your virtual tour page to get you more views. We will also embed your YouTube video into your virtual tour page.

Ads will be created and placed on Craigslist and Kijiji to drive more traffic to your listing. Your weekly stats of your visitor traffic will be emailed to you allowing you to continuously monitor and performance of your virtual tour. This tool will greatly help you maximize your selling strategy.

Floor Plans

When it comes right down to it...

Whether or not a bedroom set, couch, or entertainment center is going to 'fit' in a new home can only be determined by the dimensions of the room. Our floor plan measuring service can add a new dimension to your virtual presentation. Using state-of-the-art digital measuring equipment, our CAD specialist will produce highly accurate and detailed floor plans of your property. The plans are then displayed online, along side the virtual tour on your custom webpage. Potential customers or buyers can then visualize how the property looks in person even before visiting. They have virtually been there!

Floor Plan measuring, 2D and 3D floor plans, reconfigurations, CAD plans, and measurement summary plans are all available. And, when integrated with a virtual tour, our interactive Floor Plans can help you offer an insiders view of your listing that will make it stand out from all others.

Dimension That Adds Impact

Service includes:

- Digital measurement of all floors
- Drawings loaded to your virtual tour page
- Room sizes and sq ft total
- All windows, doors, major appliances/fixtures
- Can be downloaded as an Adobe pdf file for printing

Appointment Booking

Excellent appointment booking service desk on a full time basis. We take down all the information from the caller, we then follow the specific instructions for that property to book a showing and confirm with all parties concerned the date and time of the appointment. (web access, email, texting all available) As a security measure the lock box information is never provided to the individual agents, only to the real estate office of the prospective agent. We are in continual contact with the individual to make sure all information is kept current a lock box is provided to allow you to book appointment with agents without you having to be there!

Post Installation

Yes that's right it's all about first impression!

Clean white vinyl posts with text messaging, and a large for sale sign by a reputable Real Estate Company can make all the difference of getting that call.

We provide instant listing information to anyone with a cell phone!

What you Get

- You are instantly notified when buyers text your sign
- We capture buyers phone numbers and pass it on as a lead

- Smart phone users see pictures and info from MLS *
Lock Box installed for easy buyer agent access

MLS Listing

Our Mls listing will include photo's, your virtual tour, room dimensions and a description of your home.

Home Evaluation;

We will provide a comprehensive home evaluation, based on actual current comparable homes. Remember as registered agents we are able to give you what others are not!

We have access to the mls inside systems and can guide you in the current market.

Market conditions can change week to week from area to area and being in the market and actually selling homes we are far more capable of giving you a proper evaluation of your current market status with your home.

Virtual Tour

They say a picture is worth a thousand words!

It's all about **Standing Out**. Getting seen! Creating a connection between you and a potential buyer. How can you do that professionally, efficiently, and cost-effectively? Good photos and virtual tours are everything in today's real estate market.

Did you know 84% of buyers look on the Internet before contacting real estate professionals? That 93% of buyers turn to the internet to look for homes, with 72% of them performing "drive-bys" before scheduling a visit?

In fact... 95% of visitors to real estate web sites are looking for listings... and the most valuable content to them: photos, property descriptions and virtual tours.

Good imagery is what makes a listing stand out. Our photographer's understand that. The professionally captured and rendered photographs will communicate what it feels like to live there, creating a visual connection with prospective buyers is the best first impression you can make!

Virtual Tour Reporting

Tour Visits

Tour #: 24449

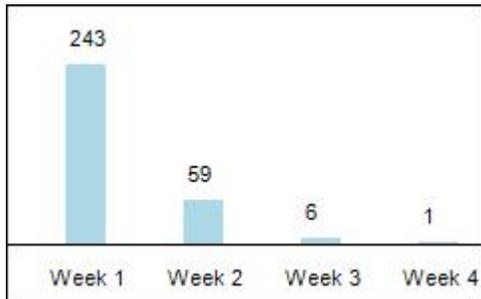
MLS #: E2566204

Property: 49 Hulley Cres Ajax ** this property sold in Seven Days**

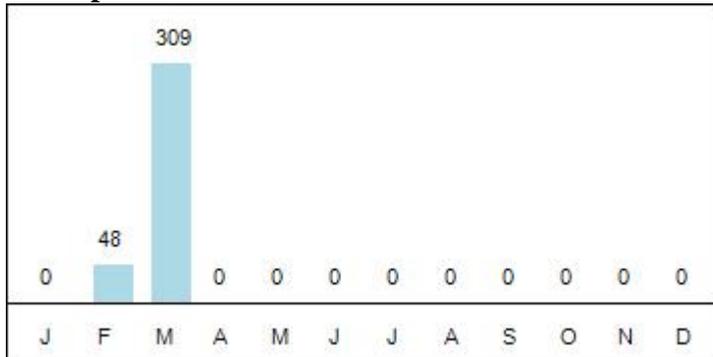
E-mail ID:

Visits	Week	Month	Year
243	1	March	2013
59	2	March	2013
6	3	March	2013
1	4	March	2013

Visits for March



Visits per Month



Interested in buying or selling?
Contact us at

Phone : 416-644-6666

Fax : 416-642-6666

Toll Free : 1-888-700-1010