



## Passionate *About* Service Checklist

### Your Home Team: Thomas, Terry & Matt

- ✓ **Top 2 RE/MAX Team in Nova Scotia**
- ✓ Three full-time top performing agents
- ✓ Complete property tour list including improvements, staging and top buyer's expectations.
- ✓ Dedicated to negotiating, promoting, and selling your home.
- ✓ Over 30 Years of combined real estate experience
- ✓ Registered Relocation Specialist, Senior's Real Estate Specialist, Certified Luxury Home Marketing Specialist



### Your Support Team:

- ✓ Three full-time Client Care Managers
- ✓ Personally will manage administrative details of your home sale regarding showings (children, pets, work, and special time frames), feedback, advertising and documentation.
- ✓ Local office open six days a week

### Your Company: RE/MAX nova

- ✓ RE/MAX agents sell 3 times more properties than the average agent<sup>1</sup>
- ✓ RE/MAX is the #1 choice on the web for adult internet users; 57% choose RE/MAX<sup>2</sup>
- ✓ RE/MAX is chosen nearly 3:1 the best firm to list with over the competition<sup>3</sup>
- ✓ RE/MAX spends more money advertising listings than our 6 largest competitors combined<sup>4</sup>
- ✓ RE/MAX is located in 70 countries on 6 continents with a strong International Network
- ✓ No one in the world sells more residential real estate than RE/MAX<sup>5</sup>
- ✓ Approximately 35% of all residential real estate is sold by RE/MAX in Canada<sup>3</sup>
- ✓ RE/MAX is a major supporter of the Canadian breast Cancer Foundation and Children's Miracle Network

### Your Service Team: Preferred Partners

- ✓ Lawyers & Insurance Professionals
- ✓ Bankers & Mortgage Brokers
- ✓ Home Stagers & Movers
- ✓ Contractors & Water Treatment
- ✓ Cleaners & Home Inspectors
- ✓ Extensive agent network for out-of-town relocations

### Your Marketing Plan: Our Strategy to Sell

#### Internet Advertising & Marketing:

- ✓ HalifaxMetroHomes.com
- ✓ MyHalifaxTeam.com
- ✓ MoveToHalifax.com
- ✓ HouseHuntingTrip.com
- ✓ HalifaxRealEstateWeb.com
- ✓ Top Google Ranked "Halifax Real Estate Blog"
- ✓ Eight strategic web sites including Realtor.ca
- ✓ Property Slideshow – Dynamic vs Static
- ✓ Google Property Location Map
- ✓ Part-time professional web designer
- ✓ Online Brochure for Selected Properties

#### Print & Television Advertising & Marketing:

- ✓ The Real Estate Book - "exclusivity for inside cover"
- ✓ The RE/MAX Review - exclusive to RE/MAX nova
- ✓ The Yellow Pages – Book and Web
- ✓ Transaction Magazine
- ✓ DND LookOut Magazine
- ✓ The Home Guide
- ✓ Community Directories
- ✓ The Chronicle Herald
- ✓ The Real Estate Channel

### Your Guarantee: Peace of Mind

- ✓ Interior and exterior photos
- ✓ Descriptive property write-up
- ✓ Follow-up and feedback
- ✓ Top negotiating skills to protect your home value
- ✓ Accountability service report on property activities
- ✓ Accessibility and communication
- ✓ North American Toll-Free Phone Numbers

### Our Passion for Service: In Writing

- ✓ Full service report documenting all of the above, On Demand!

**We're passionate about service and would be honoured to have your business.**

(1) Based on MLS sales. (2) Based on most popular real estate brands from Ipsos-Reid Online Homebuyers Survey. (3) Based on Compass research with homesellers. (4) Based on audited total spending combined on tv, radio, outdoor, magazine and newspaper as measured by Neilson Media Research, nationally. (5) Arthur Anderson audit of International Real Estate organizations.

Not intended to solicit properties currently listed for sale.