



Passionate *About* Service Checklist

Your Home Team: Thomas, Terry & Matt

- ✓ Three full-time top performing agents
- ✓ Complete property tour list including improvements, staging and buyers' most important expectations
- ✓ Dedicated to negotiating, promoting and selling your home
- ✓ Over 25 Years of combined real estate experience.
- ✓ Top 2 RE/MAX Team in Nova Scotia
- ✓ 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 agent¹
- ✓ RE/MAX is the #1 choice on the web for adult internet users; 57% choose RE/MAX²
- ✓ RE/MAX is chosen nearly 3:1 the best firm to list with over the competition³
- ✓ RE/MAX spends more money advertising listings than our 6 largest competitor's combined⁴
- ✓ RE/MAX is located in 67 countries worldwide with a strong International Network
- ✓ No one in the world sells more residential real estate than RE/MAX⁵
- ✓ Approximately 35% of all residential real estate is sold by RE/MAX in Canada³
- ✓ RE/MAX is a major supporter of the Canadian breast Cancer Foundation and Children's Miracle Network

Your Service Team: Preferred Partners for Trusted Referrals

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

Your Marketing Plan: Our Strategy to Sell

Internet Advertising & Marketing:

- ✓ HalifaxMetroHomes.com
- ✓ MyHalifaxTeam.com
- ✓ MoveToHalifax.com
- ✓ HouseHuntingTrip.com
- ✓ HalifaxRealEstateWeb.com
- ✓ #1 Google Ranked "Halifax Real Estate Blog"
- ✓ Eight other strategic web sites including MLS.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
- ✓ Transaction Magazine
- ✓ DND LookOut Magazine
- ✓ The Home Guide
- ✓ Community Directories
- ✓ The Chronicle Herald
- ✓ The Real Estate TV Channel

Your Guarantee: Peace of Mind

- | | |
|---------------------------------|--|
| ✓ Interior and exterior photos | ✓ Top negotiating skills to protect your home value |
| ✓ Descriptive property write-up | ✓ Accountability service report on property activities |
| ✓ Follow-up and feedback | ✓ 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 home sellers. (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.