



You want to sell your home for the highest possible price in the shortest possible time - here is my way to do this for you.

[PRINT THIS PLAN](#)

Pricing your Home - A True Home Value Formula™

- You receive a detailed written analysis comparing all the major features of your property to at least three other recently sold and similar properties. I developed **True Home Value Formula™** to help you with this important step.
- Requires my visiting your home for about an hour.

"A home well priced is already half sold"

- See **Sample Report** of my [True Home Value Formula](#).
- My clients appreciate the fact that they can easily see what factors have been considered to arrive at a **market value**.
- You participate fully in arriving at your **listing price** and you (and I) will have a better understanding of the competitive features and weaknesses that buyers will be thinking about as they consider purchasing your property.
- My approach takes the time to do this important first step right. I make a complete tour of your property, inside and outside. I make note of your renovations, extras, and upgrades. I believe you will appreciate this thoroughness.
- It is a mistake to price too high above market and hope someone will "go for it" or at any rate will make an offer - this is the biggest mistake made by ill-informed sellers. I will be happy to explain why. You may [Email](#) me and I will send you my answer.
- You can request a [Fast & Free Online Evaluation](#). Recommended if you want a rough estimate of your property value without my visiting your home. The quality of this report can be quite good depending on how much current information about your home you share with me. To establish a list price - you need the full evaluation, as above.



Selling Your Home - A Plan



Net Proceeds - you will be given an accurate picture of the cash flow involved in selling your current house and buying your new home. This will be done initially on estimates and when known, on actuals. Sleep better with good financial planning and control. Don't guess - know. [Sample](#)

Staging Your Home to Sell

[HomeMakeovers by Faila](#) - A Free Service for My Clients!

- You will benefit from having your home staged to sell quickly for the top dollar you deserve and I will pay for this service for you - **a great value.**
- Staging is **not re-decorating** - it is about selling a product - your house.
- Most people are quite surprised how a few changes by a pro can make such a dramatic difference to the "look and feel" of their homes.
- Staging is **about removing the barriers** between potential buyers and your house on an emotional level.
- In staging a house, often **less is more.**

Floor Plans - FREE [PLANit Service](#) (if required)

- I will scan any floor plans you may have for your listed property and use these as attachments to MLS and also as attachments to your listing on this website.
- Buyers love these plans as they help them select homes that truly suit them. You are then attracting the right buyers to view your home and do not waste time and effort on showings to the wrong buyers.
- The "Open Concept" is a current trend but many buyers prefer other layouts.
- My Clients can have professional floor plans drawn up by **PLANit** if no other plans are available. This is another FREE service for my Clients.

Multiple Listing Service (MLS)

- **Commission** fees are based on my value in getting you the highest possible net amount for your property. I recommend at least 2.5% for the co-operating broker (representing the buyer). My fees are 2.5%. For a total of 5% plus GST (5% of commission).

Showing Appointment Process

- **RE/MAX Hallmark** has a well organized and efficient system to make sure you and your prospective buyers and their representatives are handled with care and professional courtesy. See [About RE/MAX](#) for details.



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- **Appointments for showings** are handled through my RE/MAX Hallmark office based on your instructions as to time of day, days of week, minimum notice, etc. All visits are recorded and you are sent reports on these showings weekly.
- **Showings** can be suspended for periods of time at your request if you need a break, have company, whatever.
- **Lockbox** is used. The box has your property keys inside. For security reasons, the Lockbox code is only given to the Brokerage office, never to an Agent or to an individual. The box will be placed in a convenient location, e.g.; on your front door.
- **Unrepresented Buyers** who may call on seeing the sign or the advertisements and who are not represented by another agent will be booked for an appointment with me. I will make it clear to these buyers that I represent your best interests as your Listing Agent but can provide them with "Customer Service" - facts about the home, fairness and honesty. And, I can facilitate an Offer if they wish to make one.

For Sale Sign

- Yours comes with an added section: ["Children's Miracle Network - Miracle Home"](#) - a wonderful charity that I am happy to support with a donation upon the sale of your home. I have chosen to support **Toronto Sick Kids Hospital**.



Just Listed & Open House Promotion

- Making your neighbours aware of your new listing and Open Houses is just good marketing. Often, they have friends or family who might like to buy your home and get to have these friends as neighbours.
- Open Houses are well advertised in advance to drive up traffic. Attractive material is developed for open house visitors. Visitor Registration is mandatory for security. Follow-up is done with interested visitors. You are appraised of the results at the end of each Open House session.

Slideshow & Virtual Tour with Music

- You can see [Featured Listings](#) for Slideshows and Virtual Tours of my current listings.
- Your Slideshow and Virtual Tour are accompanied by music (I will take requests).



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- Your home pictures are taken by me personally and I will use only the optimal lighting conditions, often requiring returning several times. This is to the one-time session often employed by agents paying for outside services of professional photographers.
- Times convenient to you are arranged to get the best images of your home.
- You do not have to have everything ready at once and if you make improvements - new pictures are taken.
- You will likely get very positive comments from your friends about how good your home looks.
- The maximum allowed for each media is used to showcase your home - 9 for MLS; 36 for this website.

Internet Websites:

- www.dennisparadis.com (my personal site with over 100 unique visitors per day!)
- www.torontohomesandcondos.com (Re/Max Hallmark Realty Ltd. site)
- www.MLS.ca (public internet site for GTA Listings)
- www.propertyworld.com (I use several others as well)
- **Point2Agent/Point2Homes Handshake Network** (I share listings with over 5,000 GTA Agent Websites)

Feature Sheet - [see examples](#)

- **Full colour brochures, high resolution pictures.** You will have a **short** (6-8 page) and a **detailed** (9-15 page) version online.
- **School Information Sheet** of your area based on my **Select Schools (Canada) [exclusive school reports](#)**
- **Community Information Sheet**

Wall Postcards - "Silent Salespeople"

- Special features of your home are noted on small (3"x5") postcards placed within your home, i.e.; "Solid hardwood floors under broadloom" to help promote your sale.

Agent Networking

- I network with some of the most successful real estate agents in Toronto, York and Durham Region.



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- These top agents often have buyer clients that are looking for a property like yours.
- We will get very valuable feedback on your property from these agents that will help us sell your home and get you top value.

Public Open House (one or more as required)

- These events can attract many potential buyers to your property.
- They are held on weekends, usually between 2 p.m. and 4 p.m. and are supported by advanced advertising.
- Open House add-ons to the lawn sign notifies neighbours and drive-bys. of each event at least 5 days in advance.

Classified Advertising

- Real Estate News, The Mirror, ReSale Homes, Toronto Star, and other local papers may be used to drive traffic as required.

Feedback on all Showings & Inspections

- **Weekly Reports** provided on comments made by agents and/or their clients who view your property. We will discuss these comments and make changes to improve our marketing plan if necessary.

Some Definition of Terms - See My [Real Estate Glossary](#) and [Real Estate Abbreviations](#)

- **Showings** are agents bringing clients to view your home.
- **Inspections** are agents viewing your home without a client with them. If they see a match to a client's wish list they will then book a showing.
- **Lockbox** is provided. This is a small box that hangs on your door.

All in all, a Comprehensive Marketing Plan that Works for You

*Not intended to solicit properties currently listed for sale
or individuals currently under contract with a broker.*