

RE/MAXROUGE

6578 Kingston Rd Unit 1 Toronto ON M1B 1G8

Cell: 416.417.4488

Bus: 416.286.3993

Fax: 416.286.3348

Email: sophiatan@sympatico.ca

Web Site: www.sophiatan.com



Independently Owned & Operated

FOR THE SELLER...

My Pledge of Quality

I will work for you full-time, as your professional sales associate, to sell your house for the highest possible price, in the least amount of time, using my expertise to make this a smooth and pleasant experience.

To MARKET your house I will:

- Submit detailed facts, highlighting your house's best features, to the Multiple Listing Service, other area brokers, sales associates and serious prospective buyers.
- Promote your house professionally!

In SHOWING your house I will:

- Consider all serious prospective buyers, qualify them in advance (if mine) and counsel them in every possible financial alternative.
- Follow up on anyone who previews your house.
- Counsel you on offers and negotiate the best possible price for you.

To INFORM you I will:

- Notify you of any request to show your house with as much advance notice as possible.
- Provide you with a written copy of documents you sign.
- Explain in detail all transactions and procedures.



SOPHIA TAN, ^{PH}

Broker
Fine Homes Director

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REALTY WITH THE BOLD EDGE

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- ONGOING PRICING ANALYSIS**
Help you establish a realistic, competitive listing price based on current, factual market activity. Monitor the competitive pricing position of your home by:
 - Viewing and comparing new listings which compete for the buyers we have targeted,
 - Preparing a survey to solicit candid feedback at the broker preview, and
 - Contacting agents after showings to obtain their opinion of value.
- MARKETING PLAN**
Prepare a written, custom-tailored marketing approach which targets specific buyers to achieve maximum exposure.
- PROPERTY ANALYSIS**
Recommend reasonable, cost-effective enhancements to maximize your home's appeal. Suggest action steps which showcase your home's assets and enable potential buyers to visualize living there.
- PROPERTY PROMOTION** ^{RE/MAX}
Place our distinctive ~~Prudential~~ Real Estate Affiliate yard sign on your property and pre-qualify inquiring prospects.
Develop comprehensive "feature and benefit" marketing materials for distribution to both local and transferring prospective buyers, as well as real estate sales associates.
Develop ads, fliers and other promotional materials.
Showcase your home by inviting prospects to an "open house".

At your request, recommend incentives and marketing programs for you to attract buyer prospects, such as a mortgage rate buy-down, and/or Home Warranty Program.

- BROKER PROMOTION**
Invite cooperating real estate professionals to a planned preview of your property and ensure complete exposure through local Multiple Listing Service(s). Promote your home's assets at sales meetings. Coach sales associates on overcoming buyer objections.
- MONTHLY UPDATES**
Analyze the results of our marketing activities and update strategies each month and share the analysis and adjusted plan with you.
- PRE-QUALIFIED PROSPECTS**
To reduce unnecessary inconvenience, pre-qualify prospective buyers prior to presenting any offer.
- PURCHASE AGREEMENT AND CLOSING PROCEDURES**
Review and explain all "offers to purchase" and assist in negotiations for maximum price, terms and conditions.
Upon acceptance, monitor details and activities, including inspections, contingencies, mortgage approvals, etc., that will bring the transaction to a successful conclusion.
- OTHER SERVICES:**

In addition to standard service and marketing:

- Your property will be placed on the Scarborough "Breakfast Club" on Wednesday for Agent's Open House (Only for Agents who are members of the club).
- Will be given advice on how to prepare the house for sale.
- Stager will be supplied for consultation to stage the house.
- A professional feature sheet will be prepared including colour pictures, listing information, local schools and facilities, mortgage information and a survey.
- Professional Photographer will take pictures and display virtual tour on the listing.
- Continual internet exposure on www.realtor.ca, www.sophiatan.com, and all other social media.
- Local paper advertisement (Mirror). My ad is always at the top right hand corner of the paper (easy to catch Buyers eye).
- Public Open House, if you agree, will be advertised on top of the sign, the MLS listing, the internet, and the local paper.
- 24 hours on call, my cell phone and pager are always on.

	SOPHIA TAN, TM Broker Fine Homes Director
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