

FRESH

REAL ESTATE UPDATE



**THINGS HAVE
CHANGED**



JEFF HAM TEAM
THE FRESH APPROACH

A JOURNEY THROUGH HOW REAL ESTATE HAS
CHANGED FOR THE INDUSTRY & OUR TEAM

The Buyer Approach

Let us just start with this...don't worry we got you!

At this time we are constantly being asked by our buyers: "ok, so if I sell, where do I go?" and "how do I even approach this market with my current budget?"

We are not going to lie, it's tough out there for buyers right now. Having to compete with 30-40 offers on a property, put their offer in firm without a condition on home inspection or financing, lose a bunch times in a row ...it can be defeating.

Luckily, you have a team behind you that has your back. We have innovated a few FRESH approaches for our buyers to help them navigate and tackle this market.

Here are 3 tactics that have paid off for our buyers this year:

1. Targeting desired neighbourhoods and dropping off letters to find off-market opportunities

2. Timing the market perfectly and acting FAST with a 'bully' offer

3. Working the exclusive broker network to find properties that haven't yet made it to MLS



COVID-19 and REAL ESTATE

When the lockdown of March 2020 hit we had to change gears and we had to do it FAST! We were working with sellers that had already purchased and were expecting to capitalize in a typical spring market. We were pro-active at creating virtual systems that allowed them to do just that.

As an essential service, we have been able to continue to deliver our record breaking results. Our priority was, and still continues to be, the health and safety of our clients and making sure we still have the ability to market their home at the highest level to achieve top dollar. We developed these systems that we continue to use during these times.



FRESH VIRTUAL LISTING SERVICES

- 3D VIRTUAL TOUR**
 - Allows potential buyers to virtually walk through your home, room by room
 - Includes basements, utility rooms, garages, etc
- HD VIDEO TOUR WITH DRONE**
 - Gorgeous, captivating video will showcase every room of your home
 - Drone shots to showcase the neighbourhood and your lot size/shape
- VIRTUAL BUYER WALK THROUGH**
 - A recorded video walk-through by the agent to send out to those buyers that don't feel comfortable going into the home
- FLOOR PLANS**
 - Easy access to the layout of each floor, as well as the dimensions of each room
- PRE-LISTING INSPECTION**
 - ready to send out to any interested buyer or agent, limiting multiple people from entering your home
- INTERACTIVE VIRTUAL BROCHURES**
 - Our lifestyle brochures highlight the best attributes about your home in a creative way



FRESH VIRTUAL BUYER SERVICES

- VIRTUAL CONSULT**
 - Initial buyer's meeting by video or phone
 - Walk through the virtual home buying process and assess your needs/wants list
- ONLINE HOME SEARCH**
 - Email you listings that match the search criteria assessed in our virtual consult
 - Provide as much additional information as possible where available
- VIRTUAL SHOWING**
 - Offer live or recorded virtual video tours once results narrowed
- ELECTRONIC SIGNING**
 - All representation documents and offer documents will be signed electronically from the comfort of your home
- DEPOSIT CHEQUE DELIVERY**
 - Deposits can be delivered via wire transfer or couriered directly from the bank
- VIRTUAL HOME INSPECTIONS**
 - Our inspector will do a complete inspection and provide a report with photos and detailed descriptions
- CLOSING**
 - Key will be left in a lockbox at the home and the code will be released to you once the transaction has closed

**296 QUEEN STREET S.
STREETSVILLE, MISSISSAUGA**

Our New Home

When the world opens up again and life goes back to 'normal' we invite you to pop buy our new location in Streetsville . We are so proud to be the owners of this historical property right in the heart of our beloved town. This, now commercial/residential duplex, circa 1860, has both charm and character! We have turned it into our workspace HOME where we can collaborate, mastermind and invite our clients for important meetings. Our future plans are to host an annual summer BBQ here for our clients & friends that we will be sure to tell you about when the time comes.



Behind the scenes

Brittany , our director of operations and Tiffany, our team listing coordinator, have taken on a new set of responsibilities this year and they are really showing their rockstar abilities. These ladies create a streamlined and organized experience for our clients that allow us agents to do what we do best - be the sales people you hired us to be! We have also brought on an in-house digital marketing team that will take our listing promotion to the next level. Once again we are setting trends for the industry and creating an even FRESHER approach !

COME VISIT US! 296 QUEEN ST. S.

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