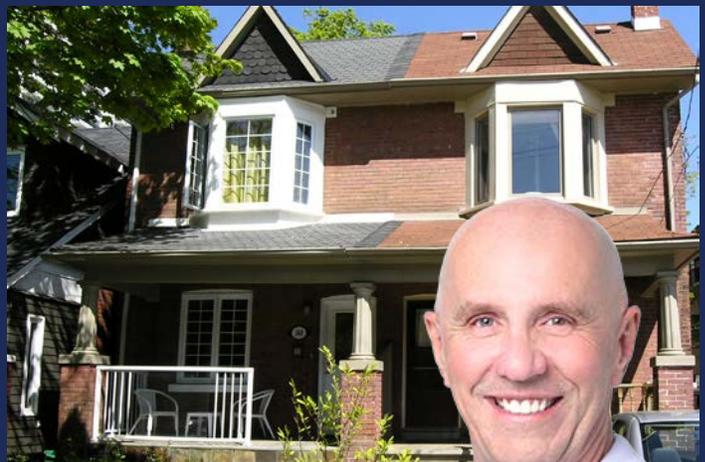




TORONTO'S
REAL ESTATE TEAM
THOMAS COOK @ RE/MAX
EXPECT AMAZING

Seller StandOut Marketing Program



Expect Amazing

www.LivingInToronto.com
Sell Your Home For The Best Price

First Things First...

We've been in this business since 1980 and after listening to our clients over the years, we've learned a few things about what you want.

Here's What YOU As Home Sellers Have Told Us...

You want...

- * **The best price possible for your home in the current market**
- * **A quick sale within your time frame**
- * **Limited hassles — and the entire process to be as stress-free as possible**
- * **To trust that your Realtor is always working with your best interests at heart**

Because this is what YOU want from a Realtor, this is what we strive to provide. We hope that the information contained in this **StandOut Marketing Program** booklet outlines exactly how we work hard to meet YOUR goals.

You can read information about our current market, The "*30 Great Questions To Ask A Realtor Before Signing Any Listing Agreement*", the all-important PPPN principles for selling a property and a description of the way Toronto's Real Estate Team does business.

We've also included copies of our personal Guarantees of Service, details of how our StandOut Marketing Program works and a list of the information we need from you to get your property marketed and sold for the highest possible price.

Since 2002, Toronto's Real Estate Team has consistently been in the Top 100 Teams for RE/MAX both in Canada and in the world.



Increase Your Home's Value With Simple Cosmetic Fix-Ups!

NOW is a great time to get your home on the market. However, accurate pricing is important for all homes because approximately 60% of the houses and condos listed don't get sold each month.

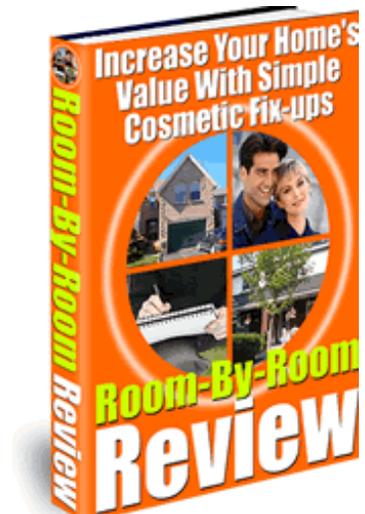
Cosmetics are also critical... the curb appeal and the interior of your house or condo should be as good as you can get it WITHOUT spending a lot of money.

Thomas, our Team listing specialist, will be happy to do a **Room-By-Room Review** of your home to suggest quick and easy cosmetic-only repairs and touch-ups that will likely earn you \$thousands in return.

Remember, you can spend a lot of money making the wrong renovations if you don't know what today's buyer wants in a house. The Buyer Specialist part of our Team helps 5+ buyers every single month to find their "dream homes," so we know their desires firsthand.

Time after time we've found that those owners who follow our 'strictly cosmetic' fix-up tips to the letter get their home sold quicker and for absolute TOP dollar!

Our real estate marketing experience SINCE 1980 helps to get you the best price and you can take advantage of it without paying any more than what the typical agent charges!



Curb Appeal (And First Impressions) Are Critical To Maximizing Your Home's Value!

A neat, manicured exterior will help to sell your home. If your house is messy on the outside, you may not even get buyers past the front yard!

For starters, cut the grass and trim the bushes or tree branches obscuring the front of your home.

Get rid of all the stuff that you've been saving in the very back of your yard and clean out the storage shed.

If it's spring or summer, adding flowers to the front yard, or buying hanging baskets will add colour and warmth to the front of your home.

If you live in a condo, make sure your foyer is clean and bright.

Add vases of flowers everywhere. Dress up your dining room table with a couple of wine glasses and a bottle of champagne. If you have a balcony, put flowers out there too and prepare a nice seating area.

Steam clean the carpets and wash doors and walls as necessary.

Eliminate clutter and overcrowding in every room of your house or condo including closets.

This will assist in creating the impression of spaciousness throughout!



28 Great Questions To Ask A Realtor Before Signing Any Listing Agreement

In a random survey, statistics revealed 82% of people who bought or sold a home had a miserable experience (Real Estate Marketing University) and they blamed it mainly on their real estate agent.

Are you getting your money's worth from your real estate agent? Following are some key questions to ask when interviewing Realtors, followed by answers provided by Toronto's Real Estate Team:

1. **What guarantees do you offer me?**

We guarantee that you'll be able to access feedback 24-7 from agents who have shown your home—provided they give it to us. We also guarantee in writing with our Easy Exit Listing Guarantee that if you aren't satisfied with our level of service to you, you can cancel your listing anytime.

2. **Really? Can we cancel the listing at any time WITH NO QUESTIONS ASKED, if we are unhappy?**

People think "That's normal... every agent would do that" but it's NOT. We've had personal experience where the agent would not cancel the listing, even though the sign was taken down and no further showings were allowed! It's one of our guarantees and we mean it — no hassles, no strings attached, no questions asked. Period.

3. **I realize that automatically, through the efforts of the Toronto Real Estate Board, my home will be posted on the national website Realtor.ca and the Toronto MLS system with one or more pictures. Are you going to be posting additional digital pictures along with a detailed description about my home?**

As a matter of course, we augment all of our Realtor.ca and REMAX.ca listings with as many colour photos as we have available, a catchy headline and a detailed, professionally written description. We also use the 'Virtual Tour' link to post a video of the home along with 20 or more high definition photos so the buyer has an excellent opportunity to get excited about your home.

4. **Do you have a website and will you post webpages about my home on the Internet? If so, what is the URL of your website?**

We will devote detailed webpages to your property on our award-winning, high traffic website, **LivingInToronto.com** to attract Toronto buyers. 3,000+ unique visitors a month will peruse your YouTube video and the 20 colour photos of your home, along with a detailed description of your home's interior and an interactive Google map.



5. **Will you promote that domain name to help attract more buyer traffic to my property's web pages?**

The website is prominently featured on your For Sale sign (and every other listing we have including those which have already sold).

6. **Are you a one-person operation or do you have a team that specializes in providing excellent client care and marketing services?**

In addition to Thomas, who handles all listings, marketing and seller negotiations, and who designed and runs the Buyer System, we have a Team of fully licensed Buyer Specialists in Toronto and virtual assistants for marketing and other tasks. Someone is available almost any time of the week to address any of your concerns.

7. **Do you have Buyer Specialists on your team and, therefore, a ready pool of qualified buyers at your fingertips?**

Yes! We have, at any one time, 10 to 20 buyers a month working with us, ALL of whom are already pre-approved for a mortgage.

8. **How familiar are you with Buyer Agency... can you counsel me effectively when a buyer's agent brings us an offer?**

Precisely because we have a team of Buyer Specialists who act as Buyer Agents, we are intimately familiar with all the ins and outs of Buyer Agency, a concept that was introduced in Canada January 1st, 1995.

Thomas obtained his ABR Designation (Accredited Buyer Representative) 20+ years ago and our Buyer Specialists must obtain their ABR designation immediately upon joining our team!



9. **In which home-buying magazines, or other print media, will you advertise my home — and with what frequency?**

At a minimum, **93-95%** of home buyers start, and continue, their search for properties on the internet. That's where we focus most of our efforts at targeting buyers for your home. It's been proven that less than 2% of the time does a buyer come from a newspaper or magazine ad for the home—Realtors use those ads to attract buyers for other properties.

We've mastered online marketing including our monthly FYI email newsletter to our 25,000+ list in Toronto. We also email to other Realtors—after all, they control the largest buyer pool in our city! **Many agents have told us they'd love to stop their expensive newspaper / magazine ads because they aren't effective in selling the home!**

One of the best parts of the real estate business for us is getting to know so many terrific people! We hate to lose touch after Celebration (closing) Day has come and gone, so we regularly keep in touch with clients to catch up with people's lives and family news!

10. **Will you market my property by direct mail or email to potential buyers?**

Letters, emails and Just Listed postcards or flyers often will be sent to appropriate potential buyer groups in our online database and to 100-300 neighbours around your property. We now have an email database of prospective Toronto buyers totalling over 25,000 and growing by 50-100 per month. We include a "story" about your listed home in our FYI Toronto newsletter along with a link back to the digital photos and video of your house, or condo on our website!

11. **Will you be providing prospective buyers or their agents with a detailed 4-6-page full colour feature sheet that includes: a professionally written description of my home's interior and exterior features; multiple colour photographs; a computer-generated floor plan; details about schools and other local landmarks; and financing options?**

Absolutely! There's even more details about why this is so important later in this Seller StandOut Marketing Program booklet.

12. **Do you have a buyer-focused website and other online resources that attracts many thousands of unique visitors every month and that has hundreds of pages of buyer-specific information that will help them to purchase my home?**

By now, we're sure, you know that the answer is yes! While many agents have websites, most are small, "cookie-cutter" ones with canned stories about themselves and of little value to home buyers. We are proud that we built our extensive website, **www.LivingInToronto.com**, from the ground up and that we update it OURSELVES constantly with timely, informative articles of interest

to home buyers.

That way, prospective buyers return weekly to continue their home-buying education and to keep up with what's happening in the Toronto housing market. **We also take advantage of the tremendous market share RE/MAX has in Toronto—37% at this time and growing—to leverage your home's exposure.**



Your listing will also be displayed on several RE/MAX websites with broad exposure to many possible buyer markets—www.TorontoHomesAndCondos.com (locally), www.Remax.ca (nationally), www.Remax.com (North America) and internationally at www.Global.Remax.com—We actually do have international buyers coming to live and work in Toronto and you WANT your home easily available to them online!

13. Do you have systems on your website that collect 1-3 new email addresses daily of potential buyers for my home?

You bet we do! Those email addresses go into our system and are given to us VOLUNTARILY by buyers impressed with our website AND who want more information about homes for sale in Toronto and the GTA.

14. Do you automatically email your buyer prospect list the details of every new listing that you take?

Yes, we do. And because people have given us their email addresses, they don't view the information that we send them about your home as unwanted "spam" to be discarded, unopened and unread.

15. If you don't call or email me back within one business day of my contacting you, will you take \$50 off the commission for each occurrence?

Of course we will! Yes, we're busy... busy serving valued clients just like you and answering your questions. That's our job! So, once your home's listed, we'll call you back right away. And because we don't have to spend all of our time looking for new business, we spend a lot of our time doing what we should, which is keeping you informed and finding a buyer for your home.

16. What systems do you have in place that will keep you in constant contact with me during the listing process and right through the transaction from offer acceptance to Celebration (closing) Day?

We use a computerized checklist to monitor progress on the sale of your property up until the last two weeks.

After that, a special "Last 10 Days"

follow-up program begins... Thomas or a team member will call often during the last 10 days prior to the closing date to ensure that everything is going smoothly, to answer any questions you may have and to solve any last-minute problems. They'll even call your lawyer to see if they can offer him or her any assistance.



17. Are you technologically up-to-date? Do you use landing pages to attract buyers—do you have an email database to market your listings to—do you have an online follow-up system so you don't lose track of buyers who might be interested in your listings?

Yes, yes, yes— and yes to the 'etc.' too! This may seem like a silly question, but we know agents who barely know how to use a computer let alone any other technology which allows us to have a 'High Tech—High Touch' business!

18. Are you a full-time professional real estate consultant, or just a sales agent who works part-time?

We are definitely full-time agents; Thomas has been licensed since 1980, and every buyer specialist on our Team is highly trained. We consider ourselves 'real estate consultants' who serve the needs of our 'Clients For Life' rather than as typical salespeople who view clients as just another commission. Our RE/MAX Team has been in the Top 100 for RE/MAX in Canada several times since 2000!

We have now helped over 2400 singles and families fulfill their real estate dreams.

19. What ongoing education have you enrolled in during the past 12 months to improve your level of service to clients?

Thomas and our team members attend many seminars and webinars all throughout the year. At all these seminars, and during weekly teleconferencing calls, our Team members exchange information with Realtors from throughout North America and with expert marketers and real estate consultants. We firmly believe in being "cutting-edge" and recognize the importance of staying abreast of the ongoing technological revolution so that we can provide our clients with the very latest in effective marketing techniques.

20. How many listings do you take in the average month? How many sales do you have monthly?

In any given month, we take (and sell) two to four listings and help two to four buyers to purchase homes. That added up to over 2400 buyers and sellers we've helped in our careers, which gives us lots of time "in the trenches" honing our negotiating and client-service skills. Let's do some more math... There are about 44,000+ agents in the Toronto Board. In 2016 TREB reported 115,000+ resales.



That averages out to 2.6 sales per agent. Now we know that many of those 44,000+ licensed agents are in the business part-time, or on a casual basis. But is that who you want representing you when you sell your home? Think of it this way: would you want a semi-retired surgeon to operate on you? Let's be generous and say that the average good active agent does 10-15 transactions a year... Given that figure, our team members still get 15-20 times the opportunity to learn, to gain experience and to stay sharp.

21. How do you rank among your agent peers... are you one of your company's top Realtors?

Thomas has his Certified Luxury Home Marketing Specialist designation and his ABR (Accredited Buyer Agent) designations. Thomas is a long-time member of the RE/MAX Hall of Fame and the RE/MAX top ranked Chairman's Club and the Circle of Legends. He has his RRS (Registered Relocation Specialist) and SRES (Retirement Real Estate Specialist) designations. Thomas Cook has been in the Top 100 for RE/MAX in Canada and internationally several times since 2000. And why? Because our team members make every one of our clients feel like they are our ONLY client!

22. How much of your time is dedicated to "prospecting" or "cold calling" instead of addressing the needs of your existing clients?

None. No, we are not exaggerating! We do absolutely NO "cold calling" because we don't have to. Referrals from happy past clients, combined with 'Clients For Life' who find us through our websites, our Buyer University program, our newsletters and by reading our Ultimate Toronto Home Buyer's Guide book keep our business thriving to the point where we have had our "best year ever" for many years in a row now.

23. How much of your business is from past customers or referrals?

In any given year, it's 50+ per cent. We truly rely on referrals so we HAVE to provide such incredible, top-notch service that our clients are compelled to recommend us. Without those valuable recommendations, we could lose a

significant portion of our business! That is quite a motivation in itself to “set the standard” among Toronto Realtors.

24. How educated are you about negotiating?

After being in the business since 1980 and with our Team representing almost 2,400 families over the years, our Team Listing Specialists have accumulated a lot of experience! We’ve got lots of great examples of how, by knowing exactly how the system works and its limitations, we have gained several extra thousands of dollars for our sellers.

25. My equity is very important to me. Are you going to be tenacious in dealings with others on my behalf?

Most definitely! Thomas fights on your behalf as if it was his own home that he were selling! What’s more... he actually enjoys being tenacious!

26. How familiar are you with mortgage financing? Will you be able to personally advise me about the probability of the purchaser qualifying for a mortgage? Can you help the selling agent get financing for the buyer?

Thomas is very knowledgeable about financing (he was a mortgage broker for several years) and he has often helped his buyers — and those of other agents — to get financing to buy their listings.

27. How can I see what your clients are saying about you to verify your capabilities?

Easy—go online to www.WhatPeopleAreSayingAboutUs.com and watch 3rd-party video interviews with several clients.

28. If I need it, how will you assist me in my relocation plans?

If you are relocating from anywhere in the world, we have a network of agents who work with the same By Referral Only™ mentality. Whether it’s a community in Southern Ontario or anywhere else in Canada, the United States, or worldwide, we can also refer you to like-minded RE/MAX agents. The benefit to you... is that you will be helped by someone who is interested in serving your needs first!

For a ‘clean’ copy of this list of questions to give to another Realtor, please see the next two pages of this Seller StandOut Marketing Program booklet.

28 Great Questions To Ask A Realtor Before Signing Any Listing Agreement

1. What guarantees do you offer me?
2. Can we cancel the listing at any time WITH NO QUESTIONS ASKED, if we are unhappy?
3. I realize that automatically, through the efforts of the Toronto Real Estate Board, my home will be posted on the national website Realtor.ca and the Toronto MLS system with one or more pictures. Are you going to be posting additional digital pictures along with a detailed description about my home?
4. Do you have a website and will you post custom webpages about my home on the Internet? If so, what is the URL of your website?
5. Will you promote that domain name to help attract more buyer traffic to my property's web pages?
6. Are you a one-person operation or do you have a team that specializes in providing excellent client care and marketing services?
7. Do you have Buyer Specialists on your team and, therefore, a ready pool of qualified buyers at your fingertips?
8. How familiar are you with Buyer Agency... can you counsel me effectively when a buyer's agent brings us an offer?
9. In which home-buying magazines, or other print media, will you be advertising my home — and with what frequency?
10. Will you market my property by direct mail to potential buyers?
11. Will you be providing prospective buyers or their agents with a detailed 4-6-page full colour feature sheet that includes: a professionally written description of my home's interior and exterior features; multiple colour photographs; a computer-generated floor plan; details about schools and other local landmarks; and financing options?
12. Do you have a buyer-focused website and other online resources that attract many thousands of unique visitors every month and that has hundreds of pages of buyer-specific information that will help them to purchase my home?
13. Do you have systems on your website that collect 1-3 new email addresses daily of potential buyers for my home?
14. Do you automatically email your buyer prospect list the details of every new listing that you take?

15. If you don't call or email me back within one business day of my contacting you, will you take \$50 off the commission for each occurrence?
16. What systems do you have in place that will keep you in constant contact with me during the listing process and right through the transaction from offer acceptance to Celebration (closing) Day?
17. Are you technologically up-to-date? Do you use landing pages to attract buyers—do you have an email database to market your listings to—do you have an online follow-up system so you don't lose track of buyers who might be interested in your listings?
18. Are you a full-time professional real estate consultant, or just a sales agent who works part-time?
19. What ongoing education have you enrolled in during the past 12 months to improve your level of service to clients?
20. How many listings do you take in the average month? How many sales do you have monthly?
21. How do you rank among your agent peers... are you one of your company's top Realtors?
22. How much of your time is dedicated to "prospecting" or "cold calling" instead of addressing the needs of your existing clients?
23. How much of your business is from past customers or referrals?
24. How educated are you about negotiating?
25. My equity is very important to me. Are you going to be tenacious in dealings with others on my behalf?
26. How familiar are you with mortgage financing? Will you be able to personally advise me about the probability of the purchaser qualifying for a mortgage? Can you help the selling agent get financing for the buyer?
27. How can I see what your clients are saying about you to verify your capabilities?
28. If I need it, how will you assist me in my relocation plans?

A Formula for Success...

The PPPN Principles of Listing

Every industry has its particular formulas for success and real estate is no exception. These formulas are, for the most part, not taught in any real estate school or seminar, although they are not a secret to the most successful Realtors in the business. If you asked them, most agents wouldn't even be able to tell you what the successful formula is for getting a client's listing sold for the best possible price.

The formula that we've created is PPPN, which stands for **Pricing, Presentation, Promotion and Negotiation**. All four components are decisive for getting your home sold in any type of market! It requires the owner and the agent to work together to discuss the proper pricing of the property (and set the list price 3-5% above market value to allow for negotiating room) and to show the owner how s/he can improve the presentation of the home (interior and exterior) cosmetically and inexpensively to increase its value and marketability.

Once these two key elements are in place, the promotion of the property takes place in several ways. First, we have to get buyers excited about your home and interested in making an appointment to see it in person.

To maximize a buyers online 'First Showing' experience, we market your property on Toronto's and the world's most popular real estate websites!

www.LivingInToronto.com

www.TorontoHomesAndCondos.com (our office real estate site)

www.REMAX.ca

www.REMAX.com

www.Global.REMAX.com

and of course www.Realtor.ca

Once a buyer has made an appointment, we want to give them a 'WOW' when they walk in your door. One of the most important parts of the WOW (besides how you've presented your home) is providing a full-colour feature sheet for agents and buyers.

Our professional photographer takes digital pictures inside and out and we use them to create a 4-page colour feature sheet that includes a buyer cost-of-ownership spreadsheet, specific details about the qualities and features of your property (using your 'What I'll Miss The Most' list) PLUS lots of colour photos, as well as floor plans for your house or condo and a neighbourhood features page.

We will devote detailed webpages to your property on RE/MAX websites, as well as on

our affiliated award-winning, high traffic website, **LivingInToronto.com** to attract Toronto buyers. Approximately 3,000+ unique visitors a month will peruse your YouTube video and the 20 colour photos of your home, along with a detailed description of your home's interior, an interactive Google map as well as a YouTube Video of your home... from the comfort of their living rooms.

Finally, once an offer is on the table, the actual negotiations between us and the buyer (through their agent) will definitely determine what price you get for your home. When you have someone strong, knowledgeable and experienced in negotiations on "your team", you can't help but get a better price.

If any of these four PPPN steps are missed, or are executed poorly, you lose!

You must trust your agent's skill and experience in today's market to help you take full advantage and get the best possible price for your property. More than ever, experience is essential to getting you the highest value in a complex market!

Later in this Seller StandOut Marketing Program booklet you'll find a copy of our listing plan that outlines ALL that we do to ensure that your home gets sold for the best price — and as quickly as possible.



Before they recently put their house up for sale, Mike and Cathy spent a few weekends touching up cosmetics throughout their property. For instance, Mike repainted a portion of the kitchen ceiling where there had been a past leak (since repaired) and boxed up a bunch of 'extra' stuff — the kind that everyone accumulates during the years!

By the way... we always try to stick with just doing the cosmetics (inside and out) when recommending improvements that our sellers should make before selling.

We've found that it's the pretty homes that sell and that garner the highest price! Also, a sparkling clean and tidy home, as you can imagine, appeals to everyone.

By Referral Only™ Business Philosophy

At Toronto's Real Estate Team we have adopted a particular philosophy of doing business, which is called By Referral Only™. Our team members strive to provide such impeccable service and counsel that our clients will recommend us to friends co-workers, family and acquaintances.

How do you benefit from this philosophy? It's simple... our business depends on giving you such top-notch, excellent service that you will happily sing our praises to anyone you know who is looking for a Realtor.

After all, most years between 50+ per cent of our business is referred to us by past clients. If we don't maintain our high standards and ensure that referrals keep coming our way, half of our business might disappear. The health of our business depends upon our quality of service!

Our clients also benefit from this philosophy because we devote more time to their needs and less time looking for new clients.

Most Realtors, unfortunately, do business as though they will never see or hear from their current clients again. That mindset can lead to shoddy service because the Realtor just wants to close a deal and move on to the next transaction.

Those Realtors don't build trust with clients and are afraid of losing them, which can lead them to push decisions on to their clients (which may not be in their client's best interest) in their haste to 'get the deal done.'

However, we at Toronto's Real Estate Team view our relationship with our clients as a long-term association. We regularly keep in touch with clients to catch up with people's lives and family news. We prefer to get to know the people we work for because it creates a rich and personally rewarding work life for us.

Also, as Realtors, the more we know our clients, the better we can serve them. In some instances, we have counseled clients to not sell their home. Our Team members tell the truth — again and again — and live with the consequences. We have found that people prefer to work this way.



Client Party

The Selling Process Needs To Move At YOUR Pace...

Why are we willing to wait so patiently? Simple—we are in the business for many more years. Whether you buy or sell now, in six months or in a few years from now makes no difference to us — we want you to proceed at a pace that you set.

If our clients can always count on us for unbiased, professional advice and they learn to trust and respect us, those clients are more likely to recommend us to other people. Once again, it comes around full circle to our By Referral Only™ business philosophy!

An additional bonus to Toronto's Real Estate Team's business philosophy is that they can readily recommend other 'By Referral Only' professionals whom home buyers and sellers might need to hire.

Over the years we have built up a database of reliable, highly recommended people from renovators, to lawyers, to carpet cleaners, to insurance agents, in order to save our clients a lot of the leg work.

After all, who couldn't use the extra bit of time just when they are about to move house, or to put their home on the market?

Our team members are firm believers in the By Referral Only business philosophy because it's a 'win-win' for everyone. We win by having a rewarding and successful business life and our clients win by getting impeccable service.

When you, as a property owner, start to think about selling your home or investment property, you really have just four options to consider...



What's So Different About Our Real Estate Team?

We offer you four options... not one. And whichever one you choose is OK with us!

Option 1:

You may decide to do nothing. You can't, or won't, for financial reasons perhaps, sell your home in today's market

Option 2:

You could sell your property yourself

Option 3:

You may hire a **"typical"** real estate salesperson to sell your home

Option 4:

OR... You can work with real estate consultants and advisors, like Toronto's Real Estate Team, who do business on a 'By Referral Only basis

When you choose Option 4, you've made a wise decision to work with Realtors who are committed to not 'selling' you on anything!

Our team members will act as your real estate consultants and advisors... educating you, informing you, counseling you... to make sure you're a 'Smart, Educated Seller' and that you know all your options before you make a selling decision.

Our Guarantees Of Service

We offer two main guarantees that put the responsibility of providing good service back to the Realtor, which is where it belongs.

- 1- We'll allow you to cancel your listing at any time if you aren't satisfied with our level of service to you. (We've been told by some top agents that if they allowed their clients to do this, they would lose half of their listings.) We are committed to providing you with the best of everything with our StandOut Marketing Program that includes PPPN... our counseling you about Pricing and Presentation—and our Promotion and Negotiating skills that ultimately gets you the best price!
- 2- We will be in touch weekly to let you know what has been happening during the previous seven days... even if we didn't have any showings whatsoever. We will outline: what we did to market your property, the number of showings and buyers' responses to your home. For every call that we miss, we take \$50 off our commission.

In addition, we listen to what you have to say. We want to know what your concerns are, what questions you have and how we can best help you!

We're concerned that you be educated and informed about the market... that you be confident that you're making the right decision for YOUR personal circumstances.

Once you realize that we won't pressure you into doing anything that you don't want to do, there's a major turning point in our relationship... trust has been established between us!

YOU will be more open with us... more revealing about what really concerns you and that, in turn, allows us to better counsel you and give you the excellent advice that you need and deserve.



You Can Fire Us Anytime!

No Hassle, Easy Exit

Listing Cancellation Guarantee

Occasionally, Sellers list their homes with agents and regret their decision later ... sometimes they realize that their Realtor is less than competent or has misled them about market values, or that their Realtor has not updated them regularly with feedback about their home.

Here's What You Can Expect From



We guarantee that you can **FIRE US** and cancel your Listing Contract **ANYTIME** if you're not satisfied with our service.

No Hassles, No Conditions - It's Easy

We take away the risk and fear by guaranteeing, **IN WRITING**, that you can fire us and end your listing with us at any time if you are not satisfied with our service.

We're Confident You Won't Need It...

You can enjoy the calibre of service that you deserve, from Realtors who are confident enough to make this type of guarantee...

Realtors who work 'By Referral Only'

Seller's Name (s)	
Property Address	
Realtor Signature	



Thomas Cook

Sales Rep at RE/MAX Hallmark Realty Ltd Brokerage
416-465-7850 Thomas@LivingInToronto.com



100% On Time

Showings & Marketing Feedback Guarantee

Toronto's Real Estate Team at RE/MAX realizes that one of the most common complaints made by sellers when listing their homes and using the services of a Realtor is that they rarely hear from their agent after the listing has been signed... sometimes not until the listing has almost expired, or an offer is made for their home.

The problem is that sellers often have NO idea what people are thinking about their home and they are left completely in the dark!

We Guarantee That We'll Be In Touch Continuously!

If we don't report back to you at a minimum of once every week (Monday thru Friday) until your property is sold, with either a telephone call or email outlining the previous week's showing and marketing activity for your property....

We promise to deduct \$50 from our sales commission for every time that we're late with feedback, payable on closing day!

Also you'll be able to access agent showing feedback online 24/7 on our **Showing Suite** program to keep up-to-date on what agents, and their buyers, are saying about your home.

Seller's Name (s)	
Property Address	
Realtor Signature	



Thomas Cook

Sales Rep at RE/MAX Hallmark Realty Ltd Brokerage

416-465-7850 Thomas@LivingInToronto.com



Our Report Card... The Product And The Process

The P R O D U C T	Ecstatic			"A" Advocate
	Satisfied			
	Dissatisfied			
		Dissatisfied	Satisfied	Ecstatic
		The PROCESS		

There are two parts to every transaction. When you are selling a home, **Part 1 is the Product...** the house or condo you sell and the price you received for it.

Part 2 is the Process... were you kept updated about the showing results? Did we answer all of your questions promptly? Did Thomas negotiate well on your behalf during the offer presentation? Were you contacted between the time of sale and closing to make sure everything was going smoothly?

It is important that you measure Toronto's Real Estate Team in both of these important areas... Did they produce a good 'product' and did they perform well during the 'process'? It's similar to dining out at a restaurant... if the food (the product) was great, and the service (the process) was also great, it's likely that you'll refer that restaurant to someone.

To illustrate our point, look at the graphic above: Either you'll be ecstatic, satisfied or dissatisfied with the product and the same for the process. Our intention is to deliver world class service to you so that you are ecstatic about BOTH the Product AND the Process!! When you're ecstatic about both, we call that being an Advocate... an Advocate is a person who is delighted to tell other people about our services.

The Loyal Client Referral Tree

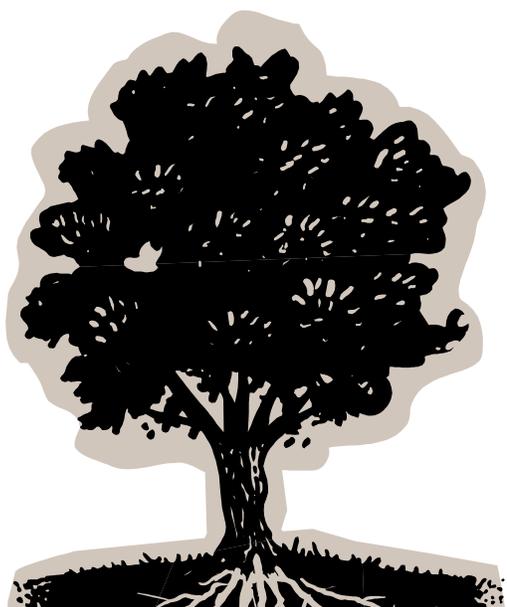


Every time you refer a seller or a buyer to Toronto's Real Estate Team, you're being our Advocate!!

With some clients, this Referral Tree has become several levels deep and wide with many referrals over the years coming from a single initial Advocate who referred someone, who referred someone else, and so on and so on...

The vision that our team members have for our future relationship is this:

We give you such an incredible level of service that you will want to continue giving referrals to us... and when that happens the "branches" on a tree just like this one, grow just a bit more!



If Everything Could Be Perfect...Describe Your Ultimate Home Selling Scenario

Often people have difficulty putting into words what it is they really want! Being able to do this is obviously important because it will help you make the right decision for your life and lifestyle!

The following analogy and questions are designed to help you put this all together by imagining that the whole process is now complete...

When you go to see doctors, you have to be able to tell them exactly how you are feeling and what you are experiencing in order for them to make an accurate diagnosis and then be able to prescribe a solution. It is the same when working with your Realtors—Toronto's Real Estate Team

Because we are acting as your consultants and advisors, we need you to give us every tiny detail as to what it is you are trying to achieve (personally, economically, etc.) by selling your property.

Put yourself in our shoes for a moment and make the decision that you will trust us with your personal thoughts... your goals, concerns and fears. Imagine, for a moment, trying to put a jigsaw puzzle together without having the picture handy to act as a guide to complete it!

Our team members need you to create a picture as detailed as possible so that we can put your transaction together the way you would like it to happen.

Now, let's imagine that you are meeting with one of us somewhere (in a coffee shop or at Home Depot) 6 months from now and everything concerning the sale of your property went exactly the way you wanted! Look back for a moment over the events that brought your real estate transaction to a close... where would you be and how would you be feeling?

Read and answer the questions on the next page and then share your answers with us. By working through this exercise, you will be rewarded with a clarity of mind and purpose that you didn't think possible before!

Now Try Answering The Following

Questions For Yourself...

What are the positives if you sell this property?

What are the negatives if you don't sell this property?

What is your biggest fear if you don't sell this property?

What is your biggest fear if you DO sell this property?

Imagine you've overcome these fears... describe how life would be different once your property is sold!

Is there any way that we can persuade you to keep this property?

In your opinion, what is the best way that Toronto's Real Estate Team can help you right now?

Are you willing to price your home so that it WILL sell, if that's your decision?

Happy Client List

Please feel free to call one or more past clients of Toronto's Real Estate Team at RE/MAX Hallmark for a personal reference. There are three main questions you should ask...

1. How was your real estate experience with Toronto's Real Estate Team of RE/MAX?
2. Did they always put your interests first?
3. What was the best service that they provided to you?

Several of our valued clients have graciously agreed to talk with you - call us to get the list of names + phone numbers!

Please call before 8:30 pm if you are reaching them at home (some families have young children) and try during normal 9-5 pm business hours if it's the work number you are calling.

Don't hesitate to ask any other pertinent questions about Toronto's Real Estate Team's service... but please don't ask any personal/private questions relating to any of their particular transactions.

Here Are Some 'True Stories'

To see what people are saying about us, go to www.WhatPeopleAreSayingAboutUs.com and watch the videos

A 'Trust Specialist' Moves Back To Canada!

A few years ago, a Canadian couple living in North Carolina went online, found our website and signed up for our HOMEWatch Program.

As we got to know each other while we helped them to buy their lovely home, we learned that Darryl is one of North America's few specialists in the field of trust and negotiation and that his PhD thesis centered around the issue.

He was originally recruited by Duke University to be a professor and he moved back to Canada to accept a position with an investment company as their "building trust" and negotiating specialist!

Of course, we were thrilled and honoured that he and his wife Jill chose us to help them to buy a home, especially given Darryl's career specialty.

Darryl told us that the typical buyer of **anything** -- houses and condos included -- consciously or subconsciously asks themselves two questions...

1- How can I get 'screwed' in this transaction? (pardon the English), &

2- If I do get 'screwed', how bad will it be?

So, the natural next question that we asked him was "How did our website, and our Team, answer those questions well enough so that you trusted us?"

There were several factors:

1. Our Guarantees of Service, specifically our 'You Can Fire Us Anytime' Buyer's Contract Easy Exit Guarantee and our Any Realtor Who Offers To Sell Your Home For Free Should Be Committed! guarantee. Having those guarantees in place (signed by us) let Darryl and Jill know that if anything were to go wrong with either their relationship with their Realtor (i.e. us), or with the home they bought, there were specific solutions to those concerns
2. The True Buyer Stories on our website and
3. They read the testimonial letters that past buyers and sellers have sent to us during the years

This gave Darryl and Jill concrete evidence of our history of providing a high level of customer service... they concluded that there was little 'risk' involved when hiring us.

It was a very satisfying experience for us because we earned the trust and respect of someone who studies trust and negotiating for a living. But most of all it was satisfying because we found Jill and Darryl a home that they were excited to buy and that they enjoy living in!

PS—Jill & Darryn ultimately sold their home with us and moved to BC :).

Even though this a true story from one of our buyers, the comments he makes about building trust and the importance of guarantees are just as important for a seller...

We Progress Along With Technology...

Now that we're receiving 1-3 email addresses daily from new Toronto buyers (from several sources including our multiple websites), it was natural to start an email marketing program aimed at these purchasers.

We do several things to add value to this relationship that we're building on-line.'

First, we send a monthly FYI newsletter with informative buyer articles that help inform and teach purchasers more about the home-buying process and the housing market in Toronto.

Second, we include a few short concise paragraphs with information about each of our new listings.

We do this in a conversational style by telling our readers some personal touches about our seller and complement that with specific house details and links back to the full-colour photos, video, Google map and property description that is posted on our Team website.

We've had some great response to this type of format (a request for 7 showings the first time we tried it) and our email buyer list is continuing to grow daily.

Finally, we have assembled an email list for the most active Realtors in Toronto.

Once we've listed a new house or condo, we email these agents with a short description of the home and a website link so they can take a look at the photos and video for themselves and, hopefully, show their buyer right away!

We Know That Cash In Your Pocket Is Important!

We realize that every person who sells their home is concerned about their 'bottom line'... the amount that you will net after sales and closing costs.

What most sellers don't realize is that 90% of the time, the commission from the sale of your home is split 50/50 between two Realtors, the agent representing the Buyer and YOUR representative and advocate, the listing agent.

To incentivize the Buyer's Agent to show your home before others, he or she needs to receive a minimum of 2.5% from the sale of your home!

Or... they just won't be bothered showing your home!

The balance of whatever commission is agreed upon is paid to your Listing Agent for the important work that he does strongly negotiating on your behalf and all the expenses incurred in marketing your home.

See Toronto Neighbourhoods And Properties On Our Highly Google Ranked Website
www.LivingInToronto.com

[OBJ]

Service You SHOULD Get When Selling	What Most Agents Do	'NO FRILLS' Basic Discounted Service	STANDOUT Level 1	MARKETING PGRM Level 2
Market Evaluation	Yes	Yes	Yes — and on paper for you to peruse at your leisure	Absolutely
Free Advice About Cosmetic Fix Ups That Add Value	Maybe	Yes	Yes	Absolutely
List Property On The Toronto Multiple Listing Service	Yes, with few or poorly taken photos	Yes, with ONE picture	Yes — with a video link, up to 20 or more high definition colour photos and a professionally written description	Absolutely
Use PPPN Principles To Market Your Home	Very Unlikely	Yes	Yes	Absolutely
Put A Sign On Your Lawn (house)	Yes	Yes	Yes, with attached "outdoor" feature sheet BOX	Absolutely
Expert Negotiation Of All Offers	Maybe	Yes	Yes, backed up by more than three decades of experience	Absolutely

24/7 Agent Showing Feedback Reports	Very Unlikely	No	Yes, or we pay you \$50 for every missed communication	Absolutely
Lockbox Security For Agent Access	Usually	Yes	Yes	Absolutely
Provide Full-Colour 4-6 page Feature Sheets	Rarely	No	Yes, with four to six all-colour pages packed with colour pictures and valuable buyer information	Absolutely
Handling Of All Home Showings	Yes	Yes	Yes	Absolutely
Show off your home on the Toronto Real Estate Board MLS and showcased on one of the top real estate websites in Toronto and marketed to a 25,000+ person database	NO	No	Yes — and advertise it with a sign rider on your For Sale sign	Absolutely
Create Full-Colour Webpages Devoted To Your Property	Extremely Unlikely	No	Yes	Absolutely
Market Your Property On A Well-Traveled Website	Extremely Unlikely	No	Yes	Absolutely
Email Broadcast Of Your Virtual Tour To Area Real Estate Agents	NO	No	No	Absolutely
Email Broadcast To A Database Of Several Hundred Active Buyers	NO	No	Yes	Absolutely
Showcase your home on all of our affiliated RE/MAX websites with global reach	Very Unlikely	No	Yes	Absolutely
Put Up 'Ugly' Yellow Signs To Attract Buyers	NO	No	No	Absolutely
Commission Rate Charged	3.5% — 6.0%	4.35%	5.0%	5.55%

Because Every Seller Has Different Needs...

Sell fast, no hurry, need the maximum dollars to move up, corporate transfer, estate sale, stress free and more

**We've Designed One
"NO FRILLS"
And Two
Stand-Out Marketing
Listing Plans For Our Clients That
Maximize The Four PPPN Principles...**

Basic 'NO Frills' Discounted Program

Since some sellers wish to have the option to hire a Realtor at a less expensive rate, we've designed our 'NO Frills' Discounted Commission Program!

While there sometimes is a perception that there is NO difference between agents and their marketing programs, nothing could be further from the truth.

Most agents don't provide more than the basic service and that's how the 'NO frills' discounted brokers make their pitch seem attractive.

If a seller wishes to have that type of service, we'll match it as follows for a reduced commission...

We provide a complete 'on paper' market evaluation for your home... YOU determine what the true market value should be

Cosmetic appeal is very important to the vast majority of buyers... we'll advise you with our Room-By-Room Review what inexpensive cosmetic improvements you should make to maximize your selling price

Full MLS exposure for your house or condo

Expert negotiation of all offers (40 years of combined experience!)... this alone puts us ahead of 99.5% of other Realtors

Handling of all home showings by the RE/MAX Hallmark Realty Ltd Brokerage office

Once per week feedback on showing results and a review of your pricing after we do our 17-21 day market test and your property hasn't sold

Lockbox security for agent access (if applicable)

StandOut Marketing Program... Level 1

We provide a complete 'on paper' market evaluation for your home... YOU determine what the true market value should be

Cosmetic appeal is very important to the vast majority of buyers... we'll advise you with our Room-By-Room Review what inexpensive cosmetic improvements you should make to maximize your selling price

Proper marketing and promotion of your home (once we've got Pricing and Presentation in place) will add thousands to your sale price and ensure it sells faster

Full MLS exposure for your house or condo plus uploaded to the public Realtor.ca site

Expert negotiation of all offers

Handling of all home showings

24-hour online access plus weekly summaries (via email or voice) about market activity and showing results for your property

Lockbox security for agent access

Custom full-colour feature sheets that include digital camera interior and exterior photos, neighbourhood features & floor plans

Your own property webpage... we upload 20 full colour digital photos, a YouTube video and descriptive text to generate buyer excitement plus floor plans and a cash flow chart showing the buyer what his/her costs will be.

For every successful sale, we donate a portion of our income to help support the Children's Miracle Network and the Toronto Sick Kids Hospital

Several full colour photos of your home posted to our affiliated RE/MAX real estate sites **TorontoHomesAndCondos.com**, **REMAX.ca**, **REMAX.com** and **Global.REMAX.com**

Handling of all home showings by the RE/MAX Hallmark Realty Ltd Brokerage office

Expert negotiation of all offers

StandOut Marketing Program Level 2 Full Service Plan...

You'll receive ALL of the services included in the Basic Level 1 Service Plan PLUS...

Weekly online ads in Craigslist or Kijiji

Email broadcast of your website photos, video and listing details to area real estate agents

We hire a professional home stager to come in and advise you on what to do to maximize your sale price

We'll upload several digital colour photos of your home to each of the two other local consumer real estate sites... we want the 'browsing public' to get especially excited about your home

A 24-hour accessible message describing your home in great detail is recorded in a

special voice mailbox on our Knowledge Hotline computer

Special 'ugly' yellow signs (house listings only) are put up in front of your home and in the neighbourhood (they increase the exposure and awareness of your home by up to 700%)

We can arrange special discounted financing and provide lower down payment options for your home's Buyer as an incentive for them to purchase YOUR property

Homes marketed with our Full Service Plan typically sell for several thousand dollars more because of the increased exposure to qualified buyers !

Here's What's Included In Our Powerful ALL-COLOUR Feature Sheet!

Our feature sheet includes up to 14 colour digital pictures of your home (ask Thomas to show you samples)

A spreadsheet that gives a potential buyer the carrying costs for your home, depending upon the down payment, along with the salary required to cover those costs — buyers have told us that they find this data extremely valuable

A professionally written description of your home pointing out layout options, specific house features and other neighbourhood/property points of interest that buyers may not notice on their own.

If You Decide To 'Hire' Toronto's Real Estate Team...

First of all, we would be honoured! But more than that, we will provide you with our 74-page Home Seller's Handbook, **"Selling Your Home For Top Dollar — FAST!"**

Among other things, this informative handbook contains our Home Presentation Plan that is packed with valuable tips for making your home more saleable — tips that won't break the bank, either!

It also contains a Moving Checklist to make your move as quick and painless as possible, handy financial forms to fill out, details about how Buyer Agency has changed the face of Toronto's real estate market and much, much more.

We also keep a list of 'Preferred Professionals,' from lawyers, to movers, to painters, to handymen, who come highly recommended by our clients and who give them top-notch service, year after year.

We would be happy to share their names with you so that you can rest assured that you won't be 'taken in' by shady operators.

This handbook is available via email as a PDF... tell us how you would like to receive it!

We Look Forward To Becoming YOUR Real Estate Consultants For Life!

We Guarantee That You Will Sell Your Home For Thousands More...

Since 1980, we have inspected thousands of homes and have advised many sellers about inexpensive — and mainly cosmetic — fix-up suggestions that have invariably improved the value of their homes.

**Our Listing Specialists Will Do A Free,
No-Obligation
Room-By-Room Review Of Your Home!**

If you're thinking of listing your home next week, next month, or even next year, it is never too soon to begin considering how to easily and inexpensively improve your home's appeal to buyers — and to maximize it's value! Sometimes, all it takes is some furniture rearranging! But more often, some cosmetic improvements will help a lot, such as a fresh coat of paint.

IF You Follow Our Fix-Up Suggestions Avoid Giving The Buyer Thousands Of Your Dollars!

Call us today at 416-465-7850 to set up your free Room-By-Room Review. If you would like to read more information about how best to prepare your home for sale, click on www.RoomByRoomReview.com. You will read about the many valuable benefits of a pre-listing Room-By-Room Review!

This important pre-listing Room-By-Room Review is completely free and without any obligation.

**We'll Pay You
\$500 On Closing!**

**If you don't believe that you got a higher price for your home after you completed all of the improvements that we suggest, we will credit you with \$500 on closing.
It's entirely your call!**

Thomas Cook

Real Estate Sales Representative at
RE/MAX Hallmark Realty Ltd Brokerage

www.LivingInToronto.com
www.UltimateHomeBuyersGuide.com

416-465-7850 Thomas@LivingInToronto.com

**Your Real Estate Consultant...
For Life**

