THE BAYLEY-HAY TEAM

Helping You Make Your Move Easy

RE/MAX
Chay Realty Inc. Brokerage
*Sales Representative
Each Office Independently Owned and Operated

Neil Bayley-Hay*
Direct: **705-722-5400**

OUR COMMITMENT TO YOU!

IT'S ABOUT YOU

It's about you. It's about a commitment, our commitment to you.

We believe that there is nothing more important than your well being. With that in mind we have put in writing, our commitments to you. You see, we have found that lots of agents make promises. But do they always keep them? Therefore we make NO promises, only commitments.

We hold ourselves accountable. Accountable to you. To your future. To your family. To your investment. To your home.

It's our sincere intention to serve your real estate needs for life, not just one time. We intend to deliver the kind of service that makes you feel secure in your decision to use our services both now and for life!

Thank you for your consideration.

Sincerely,
The Bayley-Hay Team

RE/MAX
Chay Realty Inc. Brokerage
*Sales Representative **Broker
Each Office Independently Owned and Operated

ULTIMATE PREPARATION

PREPARING

Lighting

- When you know someone is coming by to tour your home, turn on all the indoor and outdoor lights
- At night, a lit house gives a "homey" impression when viewed from the street.
- During the daytime, turning on the lights prevents harsh shadows from sunlight and it brightens up any dim areas.

Fragrances

- Do not use scented sprays to prepare for visitors.
- If you want to have a pleasant aroma in your house, have a potpourri pot or something natural.
- Or turn on a stove burner for a moment and put a drop of vanilla extract on it. It will smell like you have been cooking.

Pet Control

- If you have pets, I will put a notice with your listing in the MLS.
- It would be best to take the pets with you while the home buyers tour your home.
- If you cannot do that, it is best to keep dogs in a penned area in the back yard.
- Try to keep indoor cats in a specific room when you expect visitors, and put a sign on the door.

The Kitchen Trash

- Make sure you empty it every time someone comes to look at your home – even if your trash can is kept under the kitchen sink.
- Kitchen trash does not send a positive message.
- You may go through more plastic bags than usual, but it will be worth it.

Keeping the House Tidy and Neat

- Not everyone makes his or her bed every day, but when selling a home it is recommended that you develop the habit.
- Pick up papers, do not leave empty glasses in the family room, keep everything freshly dusted and vacuumed.
- Try your best to have it look like a model home – a home with furniture but nobody really lives there.

WHERE DO BUYERS COME FROM?

STATISTICS

Making Your Move Easy

ATTRACTING BUYERS

MARKETING

With 88% of buyers online, your home needs an aggressive online marketing campaign.

Stratus Data Systems, Inc.

twitter

Google

kijiji

YAHOO!

PriceMyHomeNow.ca

RealEstateInBarrie.com

HomeFinder.ca

REALTOR.ca

facebook

Barrie & District Association of REALTORS®

Making Your Move Easy

MARKETING YOUR HOUSE

PRINT DISPLAYS

We create professional, effective marketing pieces: from feature magazines and brochures to postcards and flyers.

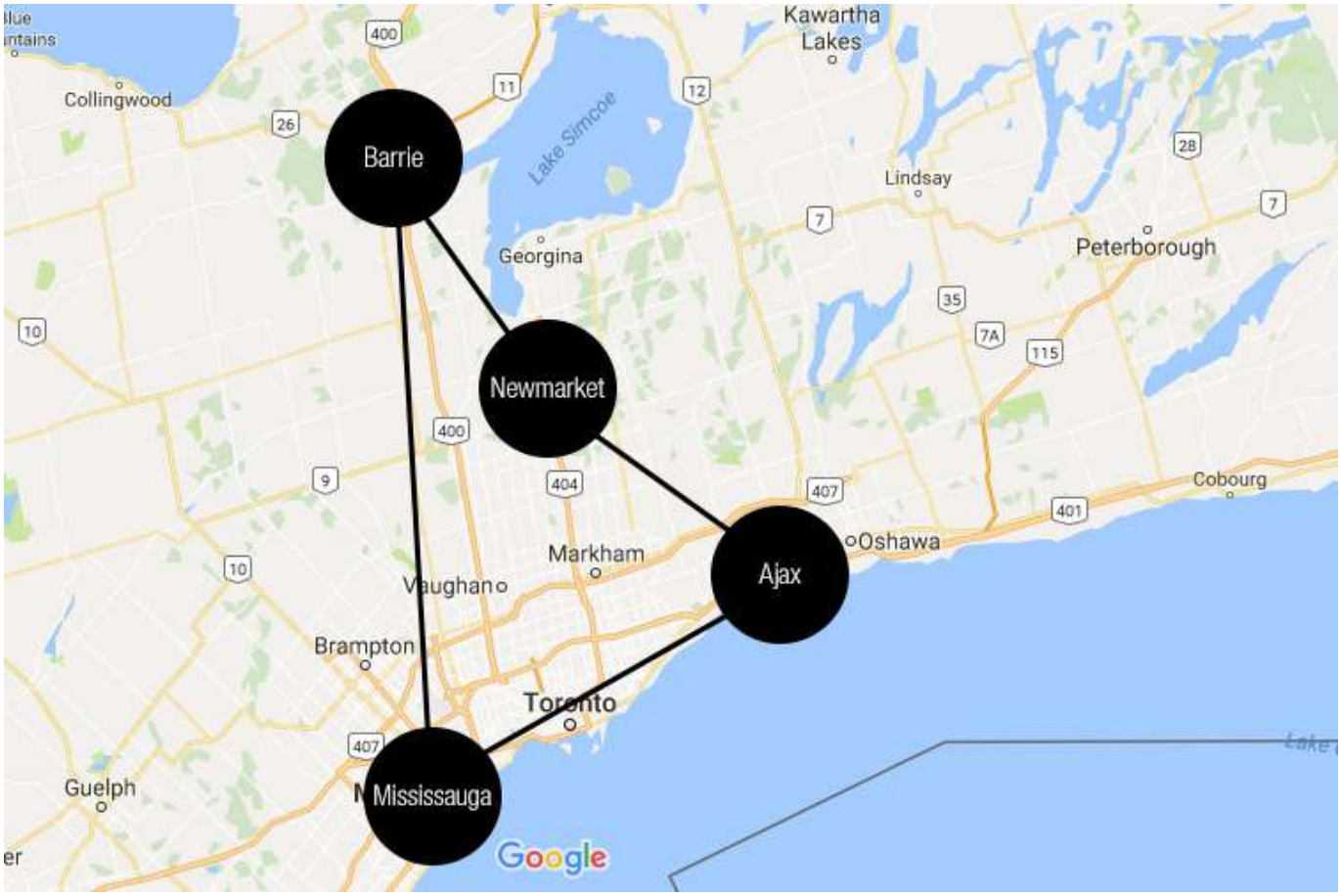
Making Your Move Easy

MARKETING TO AGENTS

MARKETING

Finding Out Of Town Buyers For You

- We know where the buyers come from and we market to the agents there
- We market to 1500 agents in the above encompassed area
- Agents send us buyers as referrals



Making Your Move Easy

THE VOICE OF THE BUYERS

FEEDBACK

We Give Your Real-Time Honest Feedback

- We have systems in place to get you as much vital information as possible.
- Know how the market views your home

1) Overall, What did your buyers think of the property?		
Loved it	40%	(40%) Chosen 2 Times during the feedback
Liked it	40%	(40%) Chosen 2 Times during the feedback
Others/No Response:	(20%)	(20%)
2) What did your buyers think of the price?		
At market value	80%	(80%) Chosen 4 Times during the feedback
Above market value	20%	(20%) Chosen 1 Times during the feedback
Others/No Response:	(0%)	(0%)
3) Are they considering a second showing?		
Yes	20%	(20%) Chosen 1 Times during the feedback
No	20%	(20%) Chosen 1 Times during the feedback
Maybe	60%	(60%) Chosen 3 Times during the feedback
Others/No Response:	(0%)	(0%)
4) Rate the Exterior?		
Well maintained	60%	(60%) Chosen 3 Times during the feedback
Average	40%	(40%) Chosen 2 Times during the feedback
Poor	0%	(0%) Chosen 0 Times during the feedback
Others/No Response:	(0%)	(0%)
5) Rate the Interior?		
Well maintained	80%	(80%) Chosen 4 Times during the feedback
Average	20%	(20%) Chosen 1 Times during the feedback
Poor	0%	(0%) Chosen 0 Times during the feedback
Others/No Response:	(0%)	(0%)
6) Have your buyers made an offer on another property?		
Yes	40%	(40%) Chosen 2 Times during the feedback
No	60%	(60%) Chosen 3 Times during the feedback
Others/No Response:	(0%)	(0%)

Making Your Move Easy

ULTIMATE MARKETING

MARKETING

List with THE BAYLEY-HAY TEAM and **YOU GET** ...

YOU GET an exceptional feature magazine that is custom designed to impress buyers and stand out from anything else they have seen

YOU GET open access to a professional home stager who will assist you with the best presentation of your home

YOU GET a professionally shot and edited video tour of your home intended to capture the buyers attention

YOU GET an exceptional team of Realtors who are willing and prepared to hold Open Houses if you would like them for ultimate exposure.

YOU GET an extensive slide show featuring up to 40 photos designed to show more of your home to buyers

YOU GET a powerful, well thought out 148 Step Marketing plan that includes many professionally produced items

Making Your Move Easy

ULTIMATE EXPOSURE

MARKETING

List with the Bayley-Hay Team and get ULTIMATE EXPOSURE

YOU GET your home prominently displayed in our "exclusive", professionally designed Bayley-Hay Team newspaper custom newspaper, delivered to over 29,000 homes.

YOU GET an email marketing campaign that puts your house front and centre to an extensive number of potential buyers

Toronto Real Estate Board

YOU GET your home listed on the Toronto Real Estate Board - with links to your video & slide show. Over 25,000 agents & their clients have access to your home

MLS MULTIPLE LISTING SERVICE®

YOU GET multiple postings on MLS.ca with links to your video and your slide show. You also get advice on pricing so that your home

YOU GET a daily posting on kijiji.ca. We are committed to keeping your home on top so it always stays in front of online buyers.

YOU GET a marketing plan that includes many social media web platforms including a way for you to become involved.

Sometimes selling a home is about finding the rare buyer out there through impressive, extensive marketing - the more people that know about your home , the greater the chances that you get the buyer

Making Your Move Easy

ULTIMATE KNOWLEDGE

TOP PERFORMERS

The Bayley-Hay Team is Connected to Canada's Top Real Estate Thought Leaders

As Top Performers in our Industry, we get the opportunity to discuss:

- How our clients are selling their homes fast and for top dollar
- What's happening in the Market and how to interpret the trends
- Better ways to service our clients
- Improve our business systems to benefit our client's experience
- Build better marketing programs that sell listings faster

It is a high performance think tank, dedicated to providing and maintaining exceptional, world class, real estate service.

Making Your Move Easy

ULTIMATE FRUSTRATION

IMPOSSIBLE

It's Easy To See Why A Single Agent Or Small Team May Drop The Ball

"My agent never called me back and just doesn't seem to have time for me."

"I never heard from my agent and I kept calling them for information about showings on my home, but they never seemed to know who went through it."

"I asked my agent why my home was not being marketed and they said they had to stay within the budget."

"I just want someone who I can trust and who will give me honest, straight forward answers."

Making Your Move Easy

ULTIMATE PEACE OF MIND

EXCEPTIONAL

We're Here to Get YOU the Results You Want ..

YOU GET an exceptional team of Realtors with over 75 years of experience who are available on your schedule every step of the way.

YOU GET a dedicated support staff to ensure you receive exceptional service and will tend to all your needs

YOU GET an extended Team of service providers who will ensure ALL aspects of the sale of your home run smoothly

Neil Bayley-Hay* | Zach Bayley-Hay* | Dawn MacDonald* | Mike Wilkinson*

Fraser** Broker | Bev Client Care | Jamie Admin Support | Yasmeen Admin Support

Making Your Move Easy

ULTIMATE CONFIDENCE

RISK FREE

Announcing The Bayley-Hay Team's

EASY EXIT LISTING AGREEMENT

Some homeowners biggest fear they list your home with a real estate agent is being locked into a lengthy listing agreement with a less than competent real estate agent, costing their home valuable time and exposure on the market.

No more worries. The Bayley-Hay Team takes the risk and the fear out of listing your home with a real estate agent. How? Through our EASY EXIT Listing Agreement.

When you list your home through our EASY EXIT Listing Agreement, you can cancel your listing with us at any time. No hassles. It's easy.

- You can cancel your listing anytime
- You can relax, knowing you won't be locked into a lengthy contract
- Enjoy the caliber of service you can expect knowing we are confident enough to make this offer

Only one restriction applies … we ask that you voice your concern and give us seven (7) days to try and fix the problem. That seems fair, doesn't it? If we can't fix any concerns within a seven day period, you are free to withdraw your listing.

The Bayley-Hay Team have strong opinions about real estate service. They believe that if you are unhappy with the service you receive, you should have the power to fire your agent.

Remember, we make it RISK FREE to work with us… GUARANTEED!!!

Making Your Move Easy

THE LISTING PROCESS

WHAT'S NEXT

Behind The Scenes; When Listing Your House

We feel that when you know what to expect and by when, you can sit back and relax. This is a time line overview for the processing of your new listing.

Business Days	Actions and Completed Steps
Day 1	Listing Paperwork Signed
Day 2	• Paperwork details verified & submitted to agent MLS • Database Updated • Marketing Ordered • Team Notified • Sign Ordered • Lock-box ordered & arrives within 24hrs
Day 3	• Listing Loaded to agent MLS • Pictures Taken • Slideshow created • Feature Sheets Produced / verified & sent to printers • Sign Arrives within 24 hours
Day 4	• Home feedback System Loaded • MLS Listing verified • Slideshow verified • Listing matched with Buyers • **Agents** can now see your home on MLS
Day 5	• Slideshow linked to Listing • **Public** can now see your home on MLS.ca
Day 6	• Feature Sheets Arrive • Listing emailed to Prospect List

THE BAYLEY-HAY TEAM

ZACH MIKE DAWN NEIL FRASER BEV

ZACH BAYLEY-HAY* MIKE WILKINSON* DAWN MACDONALD* NEIL BAYLEY-HAY* FRASER BAYLEY-HAY*

Direct 705-722-5400 www.RealEstateInBarrie.ca

RE/MAX Chay Realty Inc. Brokerage
*Sales Representative **Broker
Each Office Independently Owned and Operated

112 Caplan Avenue
Barrie, ON L4N 9J2