



# VACATION REWARDS REAL ESTATE BROKERAGE INC.

## 2018 GOLD STANDARD PREMIUM MARKETING BOOK



FOR HOMES UP TO  
**\$750,000**

**OUR MISSION:** We believe in challenging the status quo, by marketing your home in multiple languages to millions of potential Buyers locally, nationally and internationally, in order to sell your home for top dollar to the right Buyer in the shortest possible time. Our mission is local, our reach is global.

**OUR GOAL:** To accomplish our mission while delivering an amazing client experience we hope, will culminate in an all-inclusive Vacation for 2 or an all-inclusive Cruise for 2.

**OUR CHALLENGE TO YOU:** Compare our marketing plan to your Realtor's written marketing plan then list with the Realtor who presented the superior marketing plan, in your sole and absolute discretion. The market has changed. More and more homes like yours are expiring without a single offer. Don't let your home become an expired statistic. Call or email us today!

We are pleased to announce that our comprehensive Marketing activities are currently broken down into 10 categories with our cutting edge HD virtual reality marketing coming soon.



PRINT MEDIA MARKETING STRATEGY - GTA LOCAL NEWSPAPERS	Basic	Premium
The Globe & Mail *	✓	✓
The National Post *	✓	✓
The Brampton Guardian	✓	✓
The Mississauga News	✓	✓
The Georgetown Independent	✓	✓
The Erin Advocate	✓	✓
The Acton Free Press	✓	✓
The Caledon Enterprise	✓	✓
The Orangeville Banner	✓	✓
The Bloor West Villager	✓	✓
The Parkdale Villager	✓	✓
The East York Mirror	✓	✓
The Beach Mirror	✓	✓
The North York Mirror	✓	✓
The City Centre Mirror	✓	✓
The Etobicoke Guardian	✓	✓
The York Guardian	✓	✓
The Scarborough Mirror	✓	✓
The Burlington Post	✓	✓
The Oakville Beaver	✓	✓
The Milton Canadian Champion	✓	✓
The Flamborough Review	✓	✓

As you can see, our **local paper print media marketing strategy** is second to none. Call us today on 905-488-3086 option 1 & let us show you how we can list and sell your home fast & for top \$\$\$.

PRINT MEDIA MARKETING STRATEGY - LOCAL MAGAZINES	Basic	Premium
Homes & Land Brampton/Mississauga/Caledon	✓	✓
Homes & Land Toronto	✓	✓
Homes & Land Niagara Region	✓	✓
Homes & Land Oakville/Burlington/Milton	✓	✓

Starting January 2018, we will be using precision targeting technology to identify and target all high income rental apartments throughout the GTA.

We intend to have a large pool of qualified buyers available at all times so that we may match one of our own qualified Buyers with your home, whenever the opportunity presents itself.

PRE-MARKETING ACTIVITIES	Basic	Premium
Analyze For sale, Sold & Expired properties in your area to determine your listing price	✓	✓
Prepare CMA Report	✓	✓
Prepare Listing Agreement - Form 2A	✓	✓
Prepare Agreement of Purchase & Sale - Form 100	✓	✓
Prepare MLS Data Sheet - Form 290	✓	✓
Prepare individual identification record, to comply with the money laundering act	✓	✓
Prepare Working with a REALTOR form, to comply with federal and provincial laws	✓	✓
Complete Property Seller Financial analysis to determine "cash in hand" after sale	✓	✓
Accurately measure all rooms to protect you from legal misrepresentations	✓	✓
Professionally stage your home in order to get maximum price	✓	✓
Hire professional designers to produce & print magazine quality feature sheets	✓	✓
Hire professional designers to create spectacular Just Listed card	✓	✓
Install For Sale yard sign, in order to attract local buyers	✓	✓
Screen & pre-qualify all potential buyers to avoid "tire kickers"	✓	✓
Coordinate activities with your Lawyer, Mortgage Broker, Home Inspector etc	✓	✓
Weekly feedback on showings via email & telephone	✓	✓
Hire professional videographers to create a custom youtube video for maximum exposure	✓	✓
Hire professional photographers to take HI DEFINITION pictures of your home	✓	✓
Hire professional videographers in order to make HI DEFINITION virtual tour of your home	✓	✓
Hire Home Staging Professional (Includes Flowers & Furniture)	✓	✓



Your home will be advertised in over 40,000 premium quality magazines distributed throughout the GTA in over 550 Blue Magazine boxes and over 800 indoor retail locations.

Our print, drop-box, social media, digital, high-end subscription, multi-language, artificial intelligence, luxury and international marketing strategies are unmatched. Contact us today!

OUR EXCLUSIVE REWARDS PROGRAM	Platinum Plan	Premium Plan
Free Gift Package (9 Gifts in total delivered over a 6 month period)	✓	✓
All Inclusive Vacation Rewards for two (4 or 5 star Resorts only)	✓	✓
All inclusive cruise for 2 (Caribbean Cruise, European Cruise or Mediterranean Cruise)	✓	✓
Up to \$8025 Cash-Back available to first time Buyers in Toronto Only. Other first time buyers \$4,000 Cash-Back	✓	✓
Corporate Discount Shopping Card *	✓	✓





INTERNATIONAL MEDIA MARKETING STRATEGY	Basic	Premium
The New York Times (US Domestic & International)	✓	✓
The Wall Street Journal (Europe, China, Asia, India & Latin America)	✓	✓
Robb Report	✓	✓
Mansion Global (English, Chinese & Spanish)	✓	✓
Unique Homes	✓	✓
Dupont Registry	✓	✓
Great Homes & Destinations	✓	✓
Global Listings (One World, One Marketplace)	✓	✓
Homes and Land	✓	✓
Golf Homes	✓	✓
Lakehouse	✓	✓
World Property Journal	✓	✓

*We believe in Marketing your home Locally, Nationally and Internationally in multiple languages hence our marketing strategy.*

*Your home will be advertised as shown in multiple languages with the goal of finding the right Buyer wherever in the world he or she may be.*

**Contact us today! 905-488-3086 opt 1**



BABY BOOMER MARKETING STRATEGY	Basic	Premium
Everything Zoomer	✓	✓
Canadian Association of Retired People (CARP)	✓	✓
Zoomer Magazine (Canada's Boomer Lifestyle Magazine)	✓	✓
Zoomer Radio (740AM)	✓	✓
Classic FM (963FM)	✓	✓
Zoomers (Where grown ups make friends)	✓	✓

DIGITAL MARKETING STRATEGY	Basic	Premium
Advertise your home on the MLS, to attract the thousands of buyers who use the MLS	✓	✓
Advertise your home on my personal website to attract our web traffic	✓	✓
Advertise your home on all other realtors websites via IDX	✓	✓
Advertise your home on realtor.ca	✓	✓
Advertise your home on homefinder.ca	✓	✓
Advertise your home on facebook.com	✓	✓
Advertise your home on youtube.com	✓	✓
Advertise your home on google.com using pay per click marketing	✓	✓
Advertise your home on myvisual listings.com	✓	✓
Advertise your home on pointohomes.com	✓	✓
Advertise your home via syndication with ALL OTHER REAL ESTATE BROKERAGES	✓	✓
Deploy Google PPC micro-targeting ads to identify potential buyers*	✓	✓
Syndicate your home on international websites, to attract out of town/country buyers*	✓	✓
Advertise on homezilla.ca	✓	✓
Advertise on zolo.ca	✓	✓
Advertise on therepin.com	✓	✓
Advertise on zoocasa.ca	✓	✓
Advertise on rew.ca	✓	✓
Advertise on letscallmyagent.com	✓	✓
Advertise on vacationbrokerage.ca	✓	✓
Advertise on nexthome.yip.ca	✓	✓

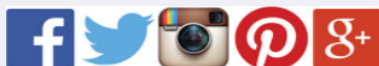


*We have included only a small percentage of the thousands on websites on which your home will be advertised, due to the limited space available to us.*

*Drone Technology is available to premium clients.*

*Why wait? Contact us today and get your home in front of hundreds of thousands of Buyers instantly.*

EXCLUSIVE ARTIFICIAL INTELLIGENCE MEDIA MARKETING STRATEGY*	Basic	Premium Plan
Deploy artificial intelligence to provide immediate response to potential buyers		✓
Deploy artificial intelligence to provide aftersale monitoring of just listed/sold in your new area	✓	✓



**Volney Ellis BEng(Hons), Real Estate Broker & Listing Specialist**  
 Vacation Rewards Real Estate Brokerage Inc.  
 2 County Court Blvd, suite 400, Brampton L6W 3W8  
 Tel: 905-488-3086 | Email: Volney@VacationBrokerage.ca