



Marketing Services

Depending on your circumstances, and the prevailing market, I will develop a full service plan that may include some or all of the Marketing Services listed below to help sell your home quickly and effectively.

Marketing Action Plan – I will present to you for your approval a custom Marketing Action Plan –

a formal written plan for marketing your home, based on your needs and input. This plan may include an open house and agent's open house, to be conducted when appropriate and as agreed to in advance with you.

Competitive Market Analysis – I will provide you with a current Competitive Market Analysis, and will assist you in determining the most effective list price for your home.

Financing Alternatives – We will discuss various financing alternatives for buyers of your home and discuss the likely impact of each alternative on your sale. Discuss your mortgage features to determine if we could use this as a selling feature.

Estimated Proceeds – Discuss mortgage penalties, commissions and HST, legal fees, and property taxes to estimate your proceeds from the sale of your home.

Home Enhancement- I will develop a plan to enhance your property's ability to attract buyers. This could include the services of a Home Stager, Home Cleaner, Window Cleaner, Pod Rental etc...

Promotion to Other Brokers – Your home will be promoted to other brokers and sales representatives in the area through the Ottawa Real Estate Board bulk advertising.