



SELLING YOUR GEORGIAN BAY AREA REAL ESTATE

Helping YOU To Achieve An Exceptional Life!

As a real estate Broker & Market Value Appraiser-Residential (MVA) I may be in the real estate profession but more specifically I am your **"Guide"** through the often complicated, confusing and intimidating world of Selling a home or other property. With over 20 years of experience my client's real estate needs, goals and objectives are for the most part driven by changes in their lifestyles including family, work, health, financial or other circumstances and needs.

THE ROAD TO SELLING PROPERTY

- When selling a home or other property, Sellers want a REALTOR® that meets or exceeds their expectations & needs eliminating the risks they may feel perceived or otherwise.
- A REALTOR® with thorough knowledge of the market, pricing & other conditions relevant to the sale of your property.
- A REALTOR® that is professional, diligent, enthusiastic & committed to getting the job done.
- A REALTOR® that will guide you through the sale process from start to completion.
- A REALTOR® with a marketing plan that will promote and sell the property based on current pricing, activity & conditions.
- A REALTOR® that will market & sell the property with the least inconvenience to them.
- A REALTOR® that will simplify the selling process, with suggestions to enhance the property's value & appeal.

HOW I GUIDE YOU TO SUCCESS

- Your property(s) may be your greatest financial asset which deserves to be protected. I am committed to managing your sale to save you time, stress & money.
- I will provide a thorough & timely overview of the market, relevant conditions & the sale process to help you make informed decisions.
- I will explain the various types of "Agency" and as your REALTOR® what is owed to you including the utmost care, confidentiality & loyalty.
- I will prepare a details evaluation of your property to establish a price "strategy" aimed at getting results.
- I will develop an effective marketing plan to market, solicit and bring forth as many potential Buyers as possible.
- I will make suggestions on preparing & staging the property to maximize its appeal, selling potential and price.
- I will coordinate all of the listing, sale documents, the myriad of details & legal issues taking care matters so you don't have to.

- A REALTOR® that listens, understands & responds to your needs while providing feedback regarding your sale's process.
- A REALTOR® that demonstrates & provides clear, tangible value for the fees being paid.
- A REALTOR® that as a result of all the above, earns your trust, respect & your business.



- I will negotiate diligently on your behalf to ensure that you get the best possible price & terms.
- During the process I will advise you of your options & obligations when considering offers & counter-offers submitted by potential Buyers.
- I will manage the entire listing and selling process with a level of service that will confirm you made the right decision in choosing myself and SOTHEBY'S INTERNATIONAL REALTY CANADA to handle your real estate selling needs.

As a licensed Broker with **SOTHEBY'S INTERNATIONAL REALTY CANADA**, my success has been derived from successfully listing & selling properties, obtaining exceptional results for their satisfied owners.

While an innovative & aggressive marketing campaign is the utmost of importance, those initiatives will fail to sell your property if it is not priced correctly to current market conditions attracting the interest of potential Buyers. I am one of a select few that has attained and maintains my "MVA" accreditation (Market Value Appraiser - Residential).

I am dedicated to becoming your trusted advisor by combining my practical skills, knowledge & experience to ensure that you will:

- **Be Informed** - with current and accurate market information.
- **Be Conscientiously Represented**- legally, ethically & confidentially.
- **Be 100% Satisfied** - with your experience.

My ultimate goal is for your real estate experience to end by effectively and successfully selling your property helping YOU along the road to an Exceptional Life!



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