

**GEOFF SMITH**  
Sales Representative



**HOME**  
SELLERS GUIDE

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## What to Expect When Selling Your Home

**If you are thinking of selling your home,  
you probably have a myriad of questions:**

- What's my home worth?
- Should I use an agent or go it alone?
- How do I make my home attractive to Buyer's?
- And of course, How do I get the most for my home?

Read on and learn how my systematic approach to real estate provides the path to achieve the best results possible every time!

### **3 Ways to Make Home Selling Easy:**

1. Start Now
2. Understand the Steps Involved
3. Talk to a Good Agent

### **Need Help?**

You can call anytime with any question or request a valuation of your property free of charge. Please give me a call today!

**905-689-0011**

**WWW.YOURREALPRO.COM**

BURLINGTON, WATERDOWN, FLAMBOROUGH, HAMILTON, MILTON & OAKVILLE

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# GEOFF SMITH

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When you are selling a home, finding the right sales representative can sometimes be more than half the battle. To ensure a good experience, you should work with a professional sales representative who knows the area well, provides proper effective marketing materials and strategies that have proven results.

I am that individual and I have been servicing the Burlington, Oakville, Waterdown and surrounding areas since 2006. My track record and credentials will let anyone know that I am there with you every step of the way. Whether you are buying or selling your home, I can help you negotiate the best price for your valued investment, and find the best possible deal on the new home of your dreams.

First-class service and a worry-free move.

Thinking of selling? I will effectively market your home, and work around the clock to help you sell it quickly and profitably.

Looking to buy? I can help you find your dream home - while keeping your budget and preferences in mind.

Today's real estate market is extremely competitive and ever evolving. I am a true professional that believes in pushing the envelope to ensure that each client receives the best service possible.

I am a native of Burlington and have a Business Commerce degree from McMaster University and my Certified Investment Manager designation through the Canadian Securities Institute. I currently live with my family in Waterdown and am well respected in the business community.

## GEOFF SMITH'S MISSION

While keeping my clients goals my top priority; I pledge to work in a professional capacity as an extension of each client utilizing my expertise, knowledge, skill, contacts and technology to achieve the optimal result in each real estate transaction.

## GEOFF SMITH'S CORE VALUES

Integrity, Service & Excellence Above All Else

## VISION STATEMENT

Success Happens one satisfied Client At A Time...

# Why List Your Property With Geoff Smith?

- 1 I have a proven system to prepare and list your home "For Sale" that maximizes the sales price and minimizes the days on the market every time.
- 2 My system provides consistent, reliable and efficient service to both new and past clients.
- 3 I have been successfully selling Real Estate in the Burlington and Oakville area since 2006 and has demonstrated a track record of being a top agent in the area.
- 4 I strongly believe in being the best realtor possible and providing a level of service that is second to none in the real estate industry.
- 5 In order to be the best, I utilize professional photography, video, web designers and custom designed print materials making myself and your home stand out from the crowd.
- 6 My negotiating skills are second to none. With my analytical and pragmatic approach I take pride in getting my clients the best price possible.
- 7 I have a strong financial background and keen analytical mindset allowing me to provide you the best Right Price Analysis possible for your home. I believe this strongly differentiates myself when evaluating the market and establishing a saleable price for your home.
- 8 I associate myself with the best service providers in the real estate business. I provide my clients access to the top lawyers, inspectors and financing specialists the area has to offer.
- 9 I work diligently to maintain my profile in my industry and my community and have been an active member of the Burlington Chamber of Commerce and the Burlington Golf & Country Club as a veteran curler.
- 10 I passionately make my clients goals my goals and I find success through the success of my clients...One client at a time.





# What to Look For in an Agent



The best agents are skilled real estate experts. They have years of experience and the skill set to guide you through even the toughest situations to get you the best results possible.

Great Agents are Pricing and Marketing Guru's – The right price combined with the right preparation and marketing plan give you the best chance at achieving the ideal sale.

Great Agents are skilled Negotiators and save many a deal that would have gone wayward.

**82%** of real estate sales are the result of agent contacts

On average agents get **12.6%** more for a property than owners who sell without an agent.

\*\* 2015 Report published by National Association of Realtors

# Working With the Right Agent

Most Sellers use a Real Estate Agent and for Good Reason! It has been shown that a good agent will sell your home sooner and for more money than a home without an agent representing the homeowner.

## Consider this:

1. Pricing and Preparation is a Real Art
2. Negotiating is hard
3. Marketing today is much more than just the MLS
4. Showings are a pain when selling the home yourself
5. Buyers do not want to see you when they look at your home
6. Paperwork takes expertise

Missing the mark on any one of the above can cost you time and money and a good agent will make the entire process much easier for you.

# The Listing Plan

I PLAN TO MAKE  
YOU MORE ON  
YOUR MOST  
VALUABLE ASSET

With my system, you get more than just your house SOLD, you get extra value and dollars in your pocket.

## My plan includes a detailed analysis of your home, including:

- Detailed Preparation Analysis
- Strength and Weakness Analysis
- Professional Staging Consultation
- Right Price Analysis

# Preparing to WOW Buyers

## PREPARATION ANALYSIS

Prepping and staging a house. Every seller wants their home to sell fast and bring top dollar. Does that sound good to you? This leads to: Optimized Aesthetics, Reduced Market Time and Maximized Sales Price.

A personal review of your home with both the Buyers and Home Inspectors eye in mind. Quick fixes that are identified before selling your home can pay off big time. This analysis identifies those quick fixes that I believe are prudent and make good sense to address before the home goes to the marketplace.

## STRENGTH AND WEAKNESS ANALYSIS

My Strength analysis identifies the aspects of your home he feels will positively affect your home in the marketplace. These Strengths are then used to build our marketing platform and dialogues in order to maximize the effectiveness of our marketing platform in the marketplace.

My Weakness analysis uncovers issues that may potentially cost you money on the sale of your home. Since we have control over 72% what is seen of the home, many factors can be remedied and I work with each homeowner to develop a cost to benefit analysis of each issue before we make an educated decision on what to replace/repair or improve.

## PROFESSIONAL STAGING CONSULTATION

Staged homes sell

**49%** faster for

**7%-11%**

more money

Professional Stagers are highly skilled artists that I can bring in to give your home a complete review from both top to bottom and inside and out. Staging is about illusions and making that first impression count. Good staging enhances the best features of the house while minimizing the negative aspects as much as possible.

Staging a house is presenting the dream by creating a series of impressions throughout the house so that Buyers fall in love with the home. Staging puts money in your pocket and just makes good sense.

## PRICE SMART - RIGHT PRICING

Setting the right list price for your home is an art. Too low and you leave money on the table – too high and you scare away many a would be Buyers.

Finding the optimal price requires a combination of expertise, analysis and street smarts that only a seasoned professional can provide.

Pricing your home right the first time results in more interest, more showings, more offers and ultimately the highest price for your home.

## IMPLEMENTING THE PLAN

Working within each homeowners comfort level we establish a game plan and time line to prep the house “For Sale”. For most homes this may be as little as 1 to 2 weeks. For some homes however, the plan maybe a bit more involving and involve some renovations or upgrades.

Whatever your situation, you will be guided and supported every step of the way by my team of professionals and network of professional trades people to get you the ultimate end result—the highest price for your home.

# YOUR STRENGTH IN MARKETING

## HIGH QUALITY PICTURES

I extensively use a Professional Virtual Viewing Company for almost all of my photography needs. This company shoots its pictures in HDR which stands for High Dynamic Range and is a post-processing technique for combining multiple exposures, with 3rd-party software, to create images with a wider range of tonal detail. The resulting HDR image is one with more captured detail in both the shadows and highlights.

Professionally shot listings sell for **faster** and for **more money** vs. listings with amateur photographs.

## TRUETOUR™ OR MATTERPORT™ ENHANCED 3D VIRTUAL TOUR

When it comes to video, only a Truetour™ or a Matterport tour can provide a true walk through of a listing. It is like having an open house 24 hours a day, 7 days a week! Our TrueTour™ video/Matterport tours show Buyers how the rooms connect and the flow of the house as if the viewer is actually there!

A Truetour/Matterport tour takes that paramount step to make sure your listing stands out. The Internet also provides a broader reach. Someone who is relocating from out of town is unlikely to make an open house on Sunday between the hours of 2 and 4PM for their first viewing. However, they will be able to view a TrueTour™ real estate video tour online as if they were actually there.

Adding a Matterport tour has shown people to spend up to **88%** more time viewing your listing.



MATTERPORT™



TRUETOUR™

VISIT [YOURREALPRO.COM](http://YOURREALPRO.COM) TO VIEW BOTH VIRTUAL TOURS



# YOUR STRENGTH IN MARKETING



HDR PHOTOGRAPHY

## MULTIPLE LISTING SERVICE (MLS OR REALTOR.CA) AND WEB BROADCASTING

More important than ever is the listing of your home on the local MLS internet system. The local Realtor's Association of Hamilton/Burlington has been amalgamated with a multitude of connecting boards to expand the reach of each realtor in the region to have instant access to listings over a huge geographical area. From Niagara all the way to Kitchener back east through Guelph, to North Milton and all the way South through Milton and into Oakville your local Realtor has never had so much information available to fast track to their clients. So having your listing fully ready to pop on this system is key to attracting immediate attention and interest in your listing. Each board web broadcasts your listing to numerous offshoot internet sights so that you are getting maximum exposure by hosting on one system like never before.

## LAWN AND DIRECTIONAL SIGNS

A prominent 'For Sale' sign placed in a conspicuous location on your front lawn is a great way to generate interest in your property. Statistics show 21% of Buyers hear about a home 'For Sale' from the yard sign and word of mouth generated from that sign. My sign prominently directs people directly to my web site for them to view the virtual tour for your property right there in front of the home further qualifying the home in the Buyers minds. From there they can either call or email me directly or call their agent to book a showing for the home if we have fully captivated their interest through the Media and Information sections of your Virtual Tour. Directional signs guide people from area side streets to your front door.

# YOUR STRENGTH IN MARKETING

## FULL COLOUR BROCHURES

A typical listing will warrant a full colour brochure featuring key pictures of the home and again directing the people to view the virtual tour for more information about the facts and features of your home. This is a tangible keepsake that interested parties can take from the home to refer back to once they are back home and are thinking more seriously about your home.



## HOME FEATURES AND GOOGLE MAP SECTION OF VIRTUAL TOUR

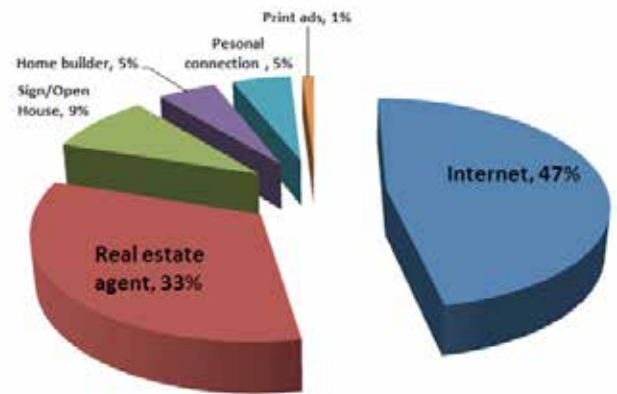
These sections of your Virtual Tour showcase the details and features of your home that are of interest to discerning Buyers. The home features section is a detailed section outlining the features of your home with details regarding the age of the roof/chattels, room and lot sizes, and any notable improvements or updates to the property. Google provides useful mapping details allowing people to interact via the web to view the home and neighborhood.



# YOUR STRENGTH IN MARKETING

## PUBLIC OPEN HOUSES

I believe Open Houses are a great idea to hold for a house 'For Sale'. I don't believe in putting any restrictions on my market exposure for a listed property. Common sense says it is smart to expose your home to the largest number of buyers as possible and getting buyers and other agents walking through your home at an open house is a great way to get people talking about your home. It also allows me to answer any questions and further qualify the home for prospective buyers and whom better to sell your house than the guy who knows almost as much about the home as you do. Open Houses do sell houses!



## NEGOTIATE LIKE A MASTER

Negotiating is a skillset that is difficult to Master which is why a skilled agent can handle this for you to ensure that the deal is made for the highest possible price with the ideal term and conditions.

In most market situations the starting offer will be lower than your asking price. Don't be concerned or offended but realize this is a starting point to the negotiation process. The positive is you have an interested Buyer and they have started negotiating with a proposed price. Let the negotiating begin!!

Once you find an agreed upon price and the Buyer has fulfilled their conditions the deal is done!

**Congratulations, You have SOLD your home!**

### The power of **savvy negotiation**

Just 1% more for your home can mean thousands more in your pocket

\$300,000 range

**\$3,000 more**

\$400,000 range

**\$4,000 more**

\$500,000 range

**\$5,000 more**

# WWW.YOURREALPRO.COM

THE ULTIMATE TOOL TO MARKET YOUR HOME



“Working with Geoff Smith was a great experience for me. I had been looking for a home online for a year before I started viewing houses with Geoff. After all the knowledge I thought I had regarding the house I wanted, Geoff showed me a house that wasn’t even on my list of the houses I wanted to see. The house was exactly what I wanted in a home so we proceeded with the offer process.

Geoff and I worked together to come to a reasonable offer for the home based upon his analysis of market value for the home. Our initial offer was rejected, but a week later I ended up getting a call accepting my offer on the home for \$50,000 less than the original list price. Thanks to Geoff’s impressive negotiation skills and having a strategic plan, I got the home I wanted for the price I wanted.

I was impressed with Geoff every step of the way. His knowledge and expertise with houses as well as the housing market was beyond reproach. Geoff truly has your best interests in mind and will help you find the perfect home.”

*Nathan Small*



“Rob and I want to thank you sincerely Geoff, for your invaluable assistance in buying our fabulous new home in Oakville and selling our previous residence in Burlington. You were extremely honest and knowledgeable in your assessment of both homes and your extensive research of other properties for comparison sake was really helpful. This made us feel very confident that we were in the right hands.

As far as we are concerned, you went above and beyond what we’d expected of a real estate agent. The fact that you were available whenever we needed you, made the whole experience less stressful and more enjoyable than we’d ever dreamed possible. We have and will certainly recommend you to all of our friends. Thank you once again for everything that you did for us!”

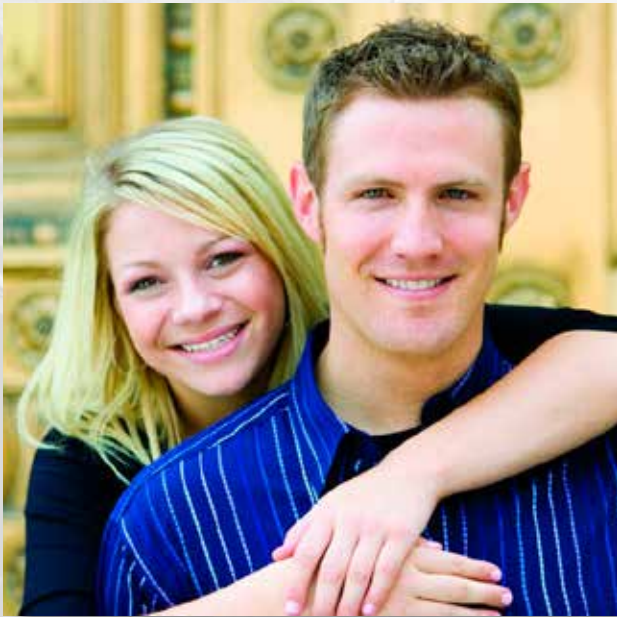
*Dr Rob*



*Diana Patterson*



# CLIENT TESTIMONIALS



“Geoff, just want to thank you so much for the tremendous help with both selling our house, and buying our home. Going into the situation I honestly questioned the necessity and value of a real estate agent, with online resources and public access to information we considered tackling the task on our own. That would have been a mistake! You helped us clarify our wants, needs and wishes, formulated a plan that made sense with our lifestyle, and took care of the endless “details” that make or break a deal. As you well know the purchasing of our home was anything but standard and at a point where I expected for us to collectively throw in the towel, you asked us if we really want this house and when we said yes you showed resolve and determination that surpassed even our own, and it was our vision! Thanks to your ability we are now raising our family in our dream home and thankful every day for your help!”

*Derek Moore  
&  
Alica Dusil*



“Congratulations Geoff on being top agent in your office this month!! You are certainly well deserving of this award.

You are great at what you do!! We signed with you and never once questioned our decision. This was a whole new experience for me and having you as our agent made it a great experience all around. You were not only our agent but you have become our friend!

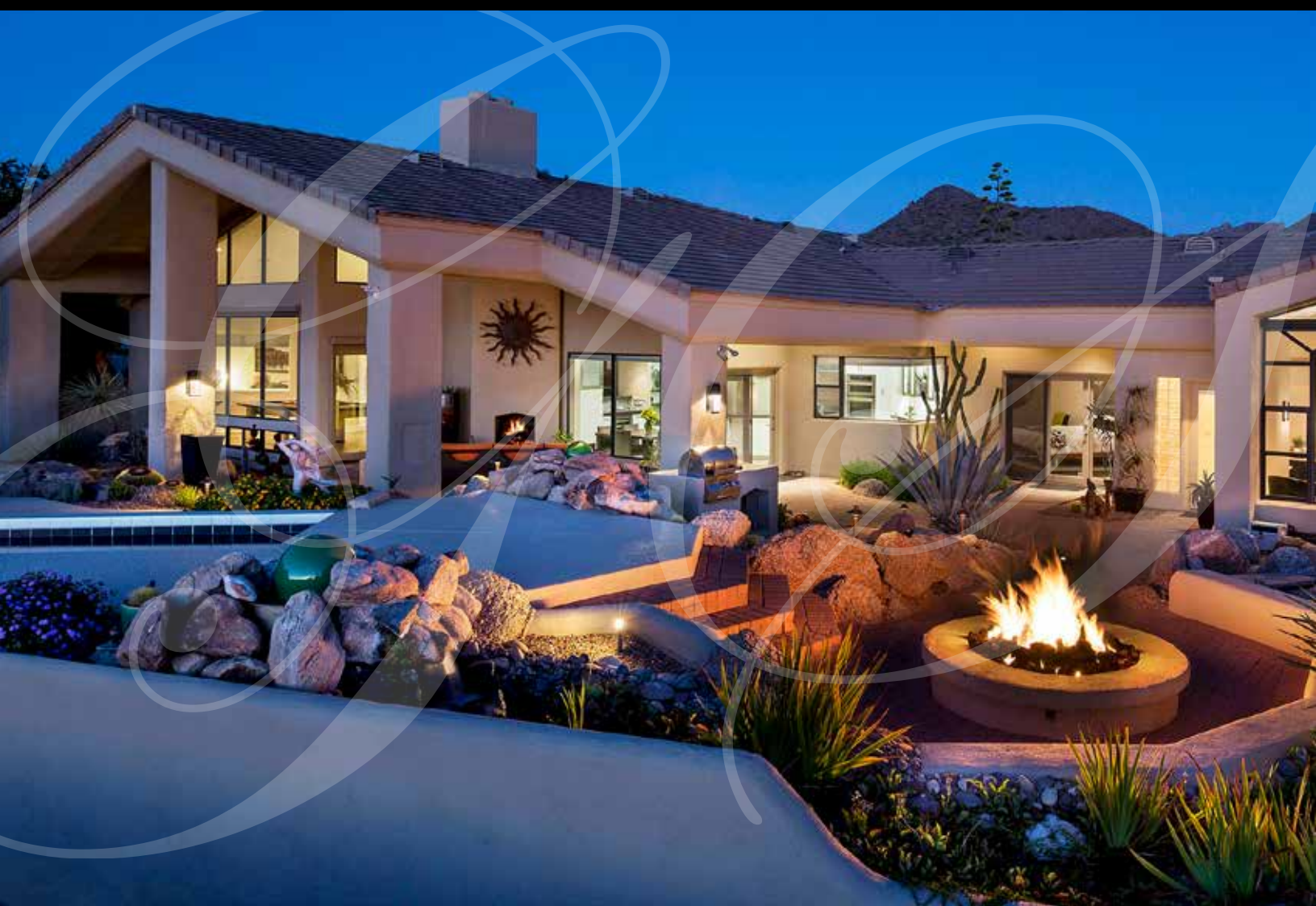
Best of luck this month!”

*Carol Ann Sterling*





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