



## Personalized marketing plan

### THIS IS MY COMMITMENT FOR MARKETING YOUR HOME:

1. Submit your home to the MLS® (Multiple Listing Service).

### I WILL ARRANGE THE FOLLOWING INTERNET ADVERTISING:

2. Place your home on [www.realtylink.org](http://www.realtylink.org) and [www.mls.ca](http://www.mls.ca).
3. Place your home on Paragon – REALTORS® MLS® access database that reaches over 14,000 Realtors in Greater Vancouver and the Fraser Valley.
4. Place your home on [www.rew.ca](http://www.rew.ca) - the Real Estate Weekly.
5. Place your home on [www.dexterrealty.com](http://www.dexterrealty.com).
6. Place your home on \_\_\_\_\_ (my own) \_\_\_\_\_ website.

In addition to Internet-based advertising, we will also submit your listing in print form to the following:

**Dexter Realty Yaletown**  
1399 Homer Street  
Vancouver, BC V6H 3V3

**Dexter Realty South Granville**  
560-2608 Granville Street  
Vancouver, BC V6H 3V3

[dexterrealty.com](http://dexterrealty.com)

7. The Real Estate Weekly where it will remain every week until SOLD.
8. Realtylink online where it will remain until SOLD.

In addition to Media-based advertising we will do the following:

9. Add on-site exposure with the placement of a professional sign.
10. Arrange a mail-walk with Canada Post to deliver a feature flyer card to all of the residents in your neighbourhood if you wish. (Optional)
11. Make the home as easy to show as possible to allow for maximum exposure to the market by means of personalized showing always supervised by us. We do not use lockboxes.
12. Develop a list of features and benefits of your home, take digital photographs, create a full colour feature sheet and place a display stand in your home so buyers can take a feature sheet with them.
13. Arrange to have your home on a Dexter Realty office tour (Vancouver West).
14. "Agents Open" will be arranged for all area Realtors when applicable.
15. Public open houses will be arranged upon request.
16. We will contact you on a regular basis to give you feedback from showings and any other relevant information that may be useful to you such as keeping you informed of current market conditions and trends.

17. We will represent you upon the presentation of all offers by co-operating Realtors and negotiate the best possible price, dates, and terms for you.
18. We will keep you informed after the offer has been accepted and outline the next steps.
19. We will communicate with you the progress of things such as inspections, mortgagor requests, title specifics, and other closing procedures as they proceed.

Most of all we will follow up with all agents and potential buyers and we will work with you to make this process as easy and worry free as possible and available 7 days a week to answer any questions you may have.