



I am committed to serving your real estate needs with care and professionalism in order to earn your referral



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Selling Your Home - A Plan

You want to sell your home for the highest possible price in the shortest possible time - here is my way to do this for you....



Pricing your Home - A True Home Value Formula™ ***"Get the Price Right and Your Home is already half Sold"***

- You receive a detailed written analysis comparing all the major features of your property to at least three other recently sold and similar properties. I developed my ***True Home Value Formula™*** to help you with this important step. In the trade, we say - "A home well priced is already half sold" This vital first step requires my visiting your home for about an hour.
- See **Sample Report** of my [True Home Value Formula](#) (if you intend to List soon).
- You can request a [Fast & Free Online Evaluation](#). **Not recommended if you are trying to establish a list price - you need the full evaluation, as above.**
- My clients appreciate the fact that they can easily see what factors have been considered to arrive at a recommended market value.
- You participate fully in arriving at a listing price and you (and I) will have a better understanding of the competitive features and weaknesses that buyers will be thinking about as they consider purchasing your property.
- My approach takes the time to do this important first step right. I make a complete

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tour of your property, inside and outside. I make note of your renovations, extras, and upgrades. I believe you will appreciate this thoroughness.

- It is a mistake to price too high above market and hope someone will "go for it" or at any rate will make an offer - this is the biggest mistake made by ill-informed sellers. I will be happy to explain why. [Email](#) me and I will send you my answer.

Net Proceeds - you will be given an accurate picture of the cash flow involved in selling your current house and buying your new home. This will be done initially on estimates and when known, on actuals. Sleep better with good financial planning and control. Don't guess - know. [Sample](#)

Staging Your Home to Sell

- FREE [Home Makeovers by Faila](#) – A FREE Service for My Clients!

- You can benefit from having your home staged to sell quickly for the top dollar you deserve and I will pay this for you - **a great value.**
- Staging is **not re-decorating** - it is about selling a product - your house.
- Most people are quite surprised how a few changes by a pro can make such a dramatic difference to the "look and feel" of their homes.
- Staging is **about removing the barriers** between potential buyers and your house on an emotional level.
- In staging a house, often **less is more.**

Floor Plans – FREE **PLANit** Service (if required)

- I will scan any floor plans you may have and use these as attachments to MLS and on your listing on this website.
- Buyers love these plans to help them select home that suit them. You then attract the right buyers and do not waste time with those that would waste your time with a showing. The "open concept" is a current trend but many like other layouts better.
- My clients can have professional floor plans drafted by **PLANit** if no other are available. **This is a FREE service for my clients.**

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Wall Postcards - Silent Salespeople

- Special features of your home are noted on small (3"x5") postcards placed within your home to help promote your sale, i.e.; *"Solid hardwood floors under broadloom"*

Seller Property Information Statement (SPIS)

- Protects you, the seller, by assuring that correct and full information is being provided to buyers.
- See [Real Estate Forms](#) and request this form be instantly emailed to you.
- Buyers (or their agents) must still make their own inquiries - I always validate claims and pertinent "facts" material to the value of the property.
- **Pre-listing Inspections** are gaining in popularity and we can discuss this tactic. I recommend them.

Multiple Listing Service (MLS)

- **Commission fees are based on my value** in getting you the highest possible net amount for your property. I recommend at least 2.5% for the co-operating broker (representing the buyer).
- **The Holdover Period is 120 days.** This is a period after the MLS has expired whereby commission is paid to the listing agent for any buyers that have viewed the property prior to expiry.

Showing Appointment Process

- **RE/MAX Hallmark** has a highly organized and efficient system to make sure you and your prospective buyers are handled with care and professional courtesy. See About RE/MAX for details.
- **Appointments for showings** are handled through our office based on your instructions as to time of day, days of week, minimum notice, etc. All visits are recorded and you are sent reports on these showings weekly.
- **Showings can be suspended** for periods of time at your request if you need a break, have company, whatever.

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- **Lockbox is used.** The box has your property keys inside. The code to open the box is only given to the Broker office, never to an individual or directly to an agent for security reasons. The box will be placed in a convenient location e.g.; on your front door or gate.
- **Unrepresented Buyers** who call on seeing the sign or the ads who are not represented by another agent will be booked for an appointment with me. I will make it clear to these buyers that I represent your best interests as the listing agent but can provide them with "customer service" - facts about the home, fairness and honesty.

Start Dates for Offers and Showings

- It is sometimes a good strategy to have your property listed on MLS for a week or so prior to accepting offers to build up momentum and possibly to give you an opportunity to consider multiple offers.

For Sale Sign

- Yours comes with an added section: “**Children's Miracle Network - Miracle Home**“- a wonderful institution (**Toronto Sick Kids**) that I am happy to support with a donation upon the sale of your home.

Just Listed & Open House Promotion

- Making your neighbours aware of your listing and Open Houses is just good marketing. Often, they have friends or family who might like to buy your home and get to have these friends as neighbours.

Slideshow & Virtual Tour to Music

- You can see [Featured Listings](#) for slideshows and virtual tours of my current listings.

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- Your Slideshow and Virtual Tour will be accompanied by music (I will take requests).
 - Your home picture are taken during the optimal lighting conditions.
 - Times convenient to you are chosen to get the best images of your home. You do not need to have everything ready at once.
 - You will get very positive comment from your friends about how good your home looks on the Internet.
 - The maximum for each media is used to showcase your home - 9 for MLS; 36 for this website.

Internet Websites:

- www.dennisparadis.com (my personal site)
- www.torontohomesandcondos.com (Re/Max Hallmark site)
- www.MLS.ca (public internet site)
- www.propertyworld.com (I use several others as well)

Feature Sheets of 4-6 pages - [see examples](#)

- **Full colour, high-resolution pictures.** You will have a **short** and a **detailed** versions online.
- **School Information Sheet** based on my **Select School (Canada) [exclusive school reports](#).**
- **Community Information Sheet**

Agent Networking

- I network with some of the most successful real estate agents in Toronto and Durham Region and send each a personal "Just Listed" email and invitation to Inspect and/or Show your property.
- These top agents often have several buyer clients that are looking for a property like yours.
- We will get very valuable feedback on your property from some agents that will help us sell your home and get you top value.
- Special feature sheets can be placed within your home, i.e.; "Solid hardwood floors under broadloom" to help promote your sale.

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Public Open House (one or more as required)

- These events can attract many potential buyers to your property.
- Held on weekends, between 2 p.m. and 4 p.m. and supported by ad placements in the local papers.
- Special feature sheets can be placed within your home, i.e.; "solid hardwood floors under broadloom"
- Your neighbours are notified of your Open House so they may invite family or friends whom they might like to have as neighbours. This has proven to be very popular and effective.

Classified Advertising

- Real Estate News, The Mirror, ReSale Homes, Toronto Star, etc.

Feedback on all Showings & Inspections

- **Weekly Reports** provided on comments made by agents and/or their clients who view your property. We will discuss these comments and make changes to improve our marketing plan if necessary.

Some Definition of Terms - See My [Real Estate Glossary](#) and [Real Estate Abbreviations](#)

- **Showings** are agents bringing clients to view your home.
- **Inspections** are agents viewing your home without a client with them. If they see a match to a client's wish list they will then book a showing.
- **Lockbox** is a small box that hangs on your door and holds your house key and requires a code to open.

All in all, a Comprehensive Marketing Plan that Works for You

*Not intended to solicit properties currently listed for sale
or individuals currently under contract with a broker.*

The material provided in the pages of this website is for informational purposes only. Although the site owner and creators assume the information to be correct,

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and attempt to keep information in the pages of this website as current as possible, they do not warrant the accuracy or completeness of any information included in or linked to this page.

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