

Marketing Plan Option:

GOLD

- Weekly Communication Guarantee
- 60-Day Sold Guarantee
(some conditions apply)
- Professional “RProjex” Professional Home Enhancement Action Plan (value \$300)
- Google First Page Placement with Adwords (\$500/month budget)
- 3% paid to co-operating broker
- Custom FOR SALE sign with photos printed on sign
- 24-hour Free Recorded Message & sign rider
- Customized QR Code for Smartphone Scanning
- “Take One” box installed with property flyers
- “Showcase Business Cards”
- Deluxe online photo gallery
- Professional Virtual Tour
- Full High-Definition Online Video Tour on YouTube.com
- Social media blast to Facebook (2500+ friends and fans) and Twitter (1000+ followers)
- Professional Floor Plans by PlanIt
- Personalized home website e.g. 123MainStreet.com

- Deluxe magazine-style property booklet for buyers
- Print advertising until sold
- “Silent Market” exposure – prospects, Realtors and client database
- “Do You Know What Your Neighbours Did Last Night?” Postcard
- Open House(s) – Agent and/or Public, with refreshments
- Reverse Offer Program
- NEW: Buyers Home Warranty Plan

*Your home will be exposed to approximately
200,000-240,000 people per week... 6%*

Marketing Plan Option:

SILVER

- Weekly Communication Guarantee
- 60-Day Sold Guarantee
(some conditions apply)
- 2.5% paid to co-operating broker
- 24-hour Free Recorded Message & sign rider
- Customized QR Code for Smartphone Scanning
- “Take One” box installed with property flyers
- Deluxe online photo gallery
- Professional Virtual Tour
- Social media blast to Facebook (2500+ friends and fans) and Twitter (1000+ followers)
- Personalized home website e.g. 123MainStreet.com
- Deluxe full-colour property pamphlet
- “Silent Market” exposure – prospects, Realtors and database
- “Do You Know What Your Neighbours Did Last Night?” Postcard
- Agent Open House, with refreshments
- Refresh listing on MLS weekly
- Reverse Offer Program

*Your home will be exposed to approximately
90,000-120,000 people per week... 5%*

Marketing Plan Option:

BRONZE

- 2.25% paid to co-operating broker
- “Take One” box installed with property flyers
- Basic photo package
- Basic MLS listing colour printout for buyers
- Daily Tour of Homes
- Refresh listing on MLS weekly
- Twice per month World Class Updates (by e-mail or phone)

*Your home will be exposed to approximately
30,000-40,000 people per week... 4.5%*

All Packages Include:

- Three Licensed Agents, One Unlicensed Assistant
- Charlton Advantage For Sale Sign
- Multiple Listing Service (MLS) – exposure to over 40,000+ Realtors on three different Real Estate Boards – Toronto, Oakville-Milton and Hamilton-Burlington
- Room measurements and Data sheets completed
- “Pin Point Price Analysis” & customized local market report
- Optional use of lockbox for easy showing schedule
- Exclusive “Room by Room Review” booklet and personal tour with recommendations
- Directional and/or Ugly Yellow sign(s)
- Storefront listing display at Royal LePage Meadowtowne office(s)
- “Big 33” multiple website exposure, including all of our sites
- “Easy Exit Guarantee”
- Feedback calls and emails to every Realtor who shows your home (2x minimum)
- Monthly Strategic Review
- E-link of your home to forward to your family and friends
- Team availability (3 licensed partners) for buyer showings
- Live agent responding to calls about your property
- Qualification and mortgage approval for prospective buyers
- Negotiation & Turbulence – 1,000+ transaction experience
- After Sale Follow-up, Moving Guide and Closing Checklist
- “Clients For Life” program – Home Show tickets, special events, newsletter, group discounts
- “Helping Home” donation to the Terry Fox Foundation