

Listing Presentation by Sandeep Grewal PREC*



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Sutton SUTTON GROUP
WestCoast Realty™
You've found a home
An Independent Member Broker



How I promote your listing as a Seller's Agent



**Get 25%
discount on
commission
fees!**

- Professional photographs, videos and virtual tours (for an example, visit cotala.com and search for **Sandeep Grewal** under agents)
- Professional feature sheets and floorplans
- Open houses with optional staging
- Firm negotiations
- Social Media exposure on Facebook, Instagram and Twitter
- Listing exposure on Google and YouTube
- Listing advertised on my website, sandeepgrewal.com

**Past clients (Buyers & Sellers):
Get \$1000 Referral fee upon successful
completion of sale!**

How I represent you as a Buyer's Agent



- Help get you pre-approved
- Find you a home to your liking – including counseling on location, neighborhood, schools, etc.
- Negotiate an offer
- Help with picking a home inspector, attend home inspection and negotiate any repair requests
- Communicate with seller's agent and buyer's attorney throughout the sale
- Monitor your loan commitment
- Finalize all loose ends for the closing

Elements for Success



Market
Conditions



Property
Appeal



Maximum
Exposure

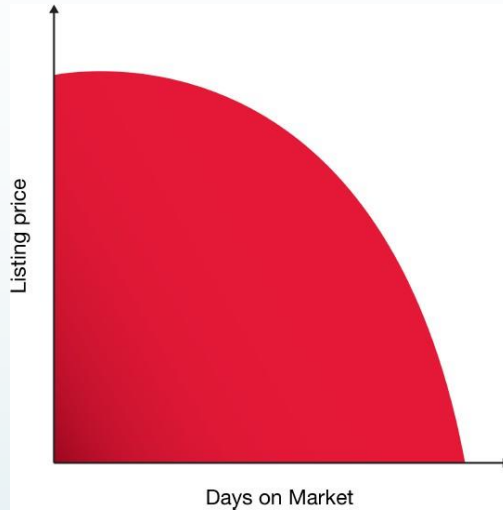


The Right
Listing Price

Factors We Control

- Listing price
- The condition of your property
- Promotional strategy
- Showing flexibility
- Terms of the Offer

Pricing Strategy



The Dangers of Overpricing:

- It makes other listings look better
- Fewer REALTORS® will show your home
- Buyers are unwilling to negotiate
- Lost time
- Reduces Buyer competition
- Unrealistic offers
- Principles of Substitution

Tips to create an inviting and attractive atmosphere:



- A clean and tidy interior and exterior
- A neutral and well-lit interior
- A fresh scent
- An open layout
- All lights left on

Maximizing the Exposure of Your Property

Marketing to Other Agents:

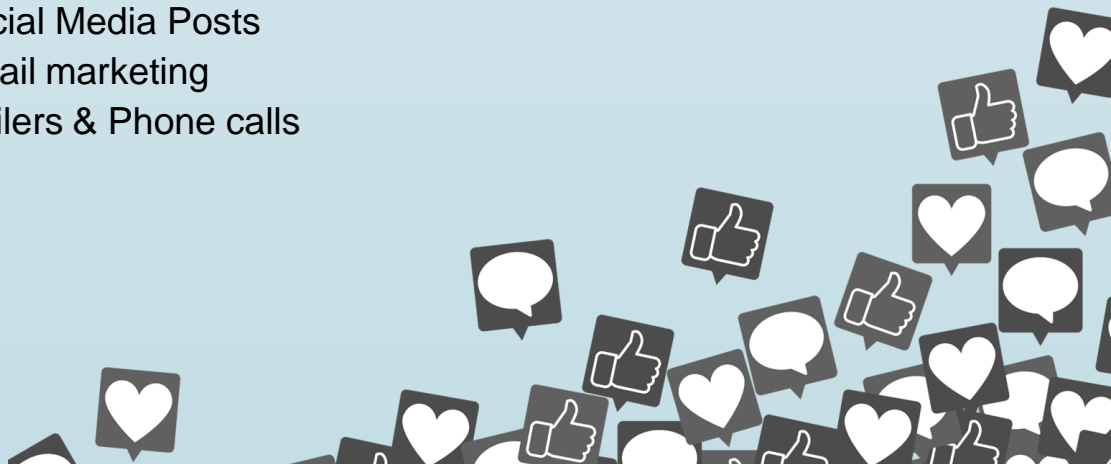
- Multiple Listing Service (MLS)
- Broker/Agent open houses
- My network of other leading REALTORS® in this area and their Buyers
- My network of other Sutton REALTORS® and their Buyers

Marketing Directly to Buyers:

- Property for sale sign
- Open houses
- Direct mail
- Online/Social Media Advertising
- Listing Posted on Sutton.com
- Listing posted on sandeepgrewal.ca
- Just Listed notices

Marketing to Past Clients:

- Social Media Posts
- Email marketing
- Mailers & Phone calls



Visit sandeepgrewal.ca
for more information

