

BUYERS ARE LOOKING FOR A HOME LIKE YOURS



COLDWELL BANKER
STAR REAL ESTATE,
BROKERAGE

Earl Taylor - Broker
Call or Text 519-670-9223
earl-taylor@coldwellbanker.ca

Resume of Earl Taylor :

Earl is Full Time Licensed Real Estate Broker and has been working in the Real Estate Profession since 1993. Earl is a Real Estate Broker at Coldwell Banker Star Real Estate and has been recognized as a top producer every year since 1994. He is very proud of these achievements and works hard to keep them.



EARL TAYLOR
Real Estate Broker

This is good news for you. As you can see, Earl is a hard working and very motivated Realtor who truly loves his Real Estate career. Not only does Earl have his own goals, but he is always very aware of his customer's goals and needs. Your goals are his first priority.

Along with numerous real estate courses that Earl has taken to update his real estate skills, he has also achieved his Market Value Appraiser - Residential (MVA) Certificate. This allows Earl the ability to conduct qualified appraisals for his clients. Earl is also a qualified Senior's Real Estate Specialist (SRES).

Making the decision and preparing to sell your home is very often a stressful and traumatic time. When Earl shows you the current market statistics and explains what he and Coldwell Banker Star Real Estate can do to help, you will see that he can make this happen.

Earl promises to do everything in his power to get your home Sold for the most amount of money, in the least amount of time and with the fewest hassles possible. Earl is only a phone call, text or email away and eager to talk to you about any ideas or concerns you may have.

Earl would be honoured if you would list your property with him.

Contact Earl Taylor today at:



Coldwell Banker Star Real Estate, Brokerage
566 Talbot Street
St Thomas, Ontario N5P 1C4
Call or Text 519-670-9223
earl-taylor@coldwellbanker.ca
www.ChangingHousesintoHomes.ca

Earl is very active in his community. He was the Past President 2019 of the London and St Thomas Association of Realtors, Past Chair of the St Thomas Downtown Development Board 2014 - 2024. Past board member of the St Thomas and District Chamber of Commerce 2022 - 2024 and a current active member of the St Thomas Optimist Club.



ULTIMATE SERVICE[®] FOR HOME SELLERS

When it comes to real estate, it seems like everyone talks about customer service. Your Coldwell Banker[®] professional recognizes that you want more than just conversation. You want a commitment to action. The Ultimate Service[®] Program offers clients our commitment to deliver real value and assures the highest level of customer satisfaction.



**98% CUSTOMER SATISFACTION
RATING FROM OVER 85,000 CANADIAN
HOMEBUYERS & SELLERS! ***



ULTIMATE SERVICESM



1 WE LISTEN

We want to know what things are most important to you, the customer.

2 ESTABLISH WRITTEN SERVICE STANDARDS

We will live up to these written commitments, or you have the right to cancel your Listing Agreement[†].

3 YOU EVALUATE OUR SERVICE.

When our job is done, we'll ask you to complete a **Customer Satisfaction Survey** telling us how we did and how we can improve.

4 THE RESULT: ULTIMATE SERVICE

If you're looking for a complete program backed by the best guarantees in the business, that puts you in control, come to Coldwell Banker. **Discover for yourself what Ultimate Service is all about.**

The Coldwell Banker® team and your sales representative are committed to helping you sell your property. We offer the best service in the industry – extensive market knowledge, real estate marketing savvy and strong negotiation skills. We offer a full-service program to assist you through the selling process, from beginning to end. Here are some of the marketing services available to you to help develop a customized program that reflects your personal needs.

Competitive Market Analysis

We will provide you with a current Competitive Market Analysis, and will assist you in determining the most effective list price for your property.

Financing Alternatives

We will show you various financing alternatives for buyers of your property, and discuss the likely impact of each alternative for your sale.

Agency Alternatives

We will review the alternatives for agency representation that are available to you and potential buyers – Seller Agency, Buyer Agency and Disclosed Dual Agency – and our representation of your interests in the different agency relationships.

Marketing Action Plan

We will present to you for your approval a customized Marketing Action Plan – a formal written plan for marketing your property, based on your needs and input. This plan may include an open house, to be conducted when appropriate and as agreed to in advance with you.

Coldwell Banker Sign

The Coldwell Banker brand has been a trusted name since it was established in 1906. With your approval, we will place a “For Sale” sign on your property to help generate prospective buyers’ interest in your property.

Mass Marketing

We will review with you our comprehensive mass marketing program designed to generate buyer prospects for your property. We will post your property on the national Coldwell Banker website, coldwellbanker.ca, to maximize this potential of possible buyers for your property. We can also discuss online marketing support, social media and more.

Leveraging the Coldwell Banker Network

We will promote your property on appropriate social media and marketing channels to help market it to prospective buyers.



FIRST

Promotion to Real Estate Network

We will promote your property to other reputable, professional brokers and sales representatives in the area.

Multiple Listing Service

We will prepare a plan for your property to appear in the local Multiple Listing Service. The information will be submitted by the date we have selected for the property's debut on the market to achieve maximum impact.

Property Promotion

We will create a marketing resource to promote the details of your property including specific highlights and photos and/or video of your property. We will email it to potential out-of-town prospects, showcase it online and also offer it to prospective buyers viewing your property.

Direct Marketing

We will prepare promotional materials regarding your property and arrange for their distribution to target market areas to attract potential buyers.

Estimated Proceeds

We will furnish you with an estimate of the proceeds you can expect from the sale of your property.

Home Enhancement

We will develop a plan to showcase your property and enhance its ability to attract buyers. We will discuss with you the benefits of home staging and the options available to you.

Seller Disclosure

We will explain the benefits of providing a written disclosure regarding the condition of your property and, if applicable, will present your disclosure to buyer prospects to assist them in preparing an offer.

Home Warranty

We will provide information regarding how a warranty on the operating systems in your house may increase the marketability of your property and help reduce your liability to the buyer.

Marketing Activity Report

We will provide you with regular Marketing Activity Reports of competitive market conditions, buyer activity and the actions we have taken to market your property.

Home Finding Process

We will review with you the home-finding process that buyers are most likely to follow including financial qualifications, property selection, financing options and closing procedures.

Qualifying Buyers

We will seek financial qualifying information on all buyers submitting a purchase offer. Our goal will be to pre-qualify or pre-approve the buyer through a reputable lender.

Negotiate Purchase Offers

We will review all purchase offers as they are presented and we will negotiate on your behalf to reach a purchase agreement with terms that are favourable and protective for you.

Closing the Sale

We will monitor and inform you of the progress of the transaction including the satisfaction of all contingencies and conditions during the entire transaction.

After-Sale Service

We will contact you after the closing to follow up on any remaining details or service needs.

Relocation Assistance

We will provide you with details about our relocation and referral services, which are available to you at no cost, regardless of where you are moving.

* Based on survey responses from over 85,000 Canadian buying and selling customers to December 31, 2019, 98% of customers responding were satisfied with the service provided by their Coldwell Banker representative.



WHO'S THE BEST IN CUSTOMER SATISFACTION? JUST ASK OUR CUSTOMERS!

The results are in. We've surveyed thousands of Canadian homebuyers and sellers from coast to coast to hear what they had to say about the service delivered by their Coldwell Banker professional.



98.9%

of customers would recommend us to a friend.



98.9%

would use Coldwell Banker again.



99.2%

were satisfied with our service overall.

When it comes to service on your terms, we're the **Ultimate** in Customer Satisfaction!

*Based on survey responses from over 85,000 Canadian buying and selling customers to December 31, 2018.



COLDWELL BANKER

©2019 Coldwell Banker Real Estate LLC. All Rights Reserved. Each Office Is Independently Owned And Operated. Coldwell Banker and the Coldwell Banker Logo are registered service marks owned by Coldwell Banker LLC. If your property is listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers. We are happy to work with them and cooperate fully.



ULTIMATE SERVICESM

SELLER SERVICES GUARANTEE

WE PUT OUR PROMISES IN WRITING. THAT'S ULTIMATE SERVICE.

Coldwell Banker Ultimate Service[®] is proving its value every day – one satisfied customer at a time.

SERVICE

Together, we will customize your **Coldwell Banker Seller Services Guarantee[®]** to reflect your specific wants and needs.

COMMUNICATION

We will keep you up to date on the progress of your transaction and provide you with the help you need to make informed decisions.

CONDUCT

We will always be professional in our efforts to earn your trust and will do everything possible to ensure your satisfaction.

The Seller Services Guarantee[®] is a part of our unique customer program. The services provided in this customized guarantee will reflect your personal needs as detailed in the comments below:

SELLER SERVICES GUARANTEE[®]

Seller's comments:

Should you have any questions or concerns at this time, please contact your Sales Representative or the Broker/Manager: _____
at this number: (_____) _____

We keep our promises, or you don't keep us.[®]

Should the independently owned **Coldwell Banker[®]** affiliate not perform these seller services, you are entitled to terminate the listing agreement. Please keep in mind that local regulations or practices may restrict some services. Written termination notice must state reason(s) for termination and must be presented by you, in person, to the Broker/Manager. You also agree to provide the local **Coldwell Banker[®]** affiliate broker with an opportunity to correct the situation within a 24 hour period following the delivery of the termination notice. If the listing agreement is terminated, the termination provisions of the agreement still apply. The remedy of any customer under the Ultimate Service[®] Program is strictly limited to the cancellation of a listing agreement and gives rise to no further or other rights or remedies whatsoever.

We're ready to go to work for you.

If the content of this Seller Services Guarantee[®] meets with your approval, we're ready to put our promises into action.

Seller(s) Name (please print):

Seller(s) Signature:

Date: _____

Date: _____

Sales Representative (please print):

Sales Representative Signature:

Date: _____

Phone: (_____) _____

Property Address: _____

©2019 Coldwell Banker Real Estate LLC. All Rights Reserved. Each Office Is Independently Owned And Operated. Coldwell Banker and the Coldwell Banker Logo are registered service marks owned by Coldwell Banker LLC.

COPY 1 – BUYER(S)

COPY 2 – SALES REPRESENTATIVE

Do you need help buying your next home? ☐ Yes

☐ No



ULTIMATE SERVICESM

CUSTOMER SATISFACTION QUESTIONNAIRE FOR HOME SELLERS

Dear Valued Client,

Thank you for selecting a Coldwell Banker® professional to assist you with your recent real estate transaction. We are extremely proud of the service that our sales representatives provide, and we recognize the ultimate benchmark of our service quality is your satisfaction. It is our mission to deliver the best real estate service in the industry based on the highest quality, value and integrity.

Please take a few minutes to complete this simple questionnaire. Or, if you prefer, you can complete the Customer Satisfaction Survey online at **www.coldwellbanker.ca/ultimate/how-it-works/seller-survey**

Your feedback is very important to us.

1 Did you value your Sales Representative's use of the Ultimate Service® Program?

- ☐ Yes
- ☐ No

2 How long did you expect it to take for your home to sell?

- ☐ Less than a month
- ☐ 1 to 3 months
- ☐ 4 to 6 months
- ☐ 7 to 9 months
- ☐ More than 9 months

3 How long was your home marketed by your local Coldwell Banker company before you accepted an offer?

- ☐ Less than a month
- ☐ 1 to 3 months
- ☐ 4 to 6 months
- ☐ 7 to 9 months
- ☐ More than 9 months

4 How satisfied were you with the recommendations of your Sales Representative to make your home more saleable?

- ☐ Exceptionally satisfied
- ☐ Very satisfied
- ☐ Satisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied

5 How satisfied were you with the way your Sales Representative communicated and kept you informed during the sales process?

- ☐ Exceptionally satisfied
- ☐ Very satisfied
- ☐ Satisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied

CUSTOMER SATISFACTION **QUESTIONNAIRE FOR HOME SELLERS** *Continued*

6 How would you evaluate our overall performance?

- ☐ Exceptionally satisfied
- ☐ Very satisfied
- ☐ Satisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied

7 Would you choose Coldwell Banker to assist you in selling another home in the future?

- ☐ Yes
- ☐ No

8 Would you use the same Coldwell Banker Sales Representative?

- ☐ Yes
- ☐ No

9 Would you recommend Coldwell Banker to a friend?

- ☐ Yes
- ☐ No

10 What is the single most important reason you selected Coldwell Banker to assist you in your real estate transaction?

- ☐ Company reputation
- ☐ Referred by a friend
- ☐ Open house
- ☐ Advertising
- ☐ Knew Sales Representative
- ☐ Satisfied past client
- ☐ Employer/company referral

Comments

Sellers Name (optional): _____

Sellers Email (optional): _____

PLEASE SEND COMPLETED SURVEY TO:

Coldwell Banker Canada Operations ULC

5500 North Service Road,
Suite 1001
Burlington, Ontario
L7L 6W6

Fax: (905) 331-6806

OR COMPLETE OUR ONLINE SURVEY:

www.coldwellbanker.ca/ultimate/how-it-works/seller-survey

Please insert the full name of the local Coldwell Banker company that served you, as well as your agent's personal identification number. You can find this on your copy of the Ultimate Service® presentation folder or by calling your Broker.

Coldwell Banker Company Name: _____

Sales Representative's Name: _____

Agent ID #: _____

Agent Email Address (please print): _____

The Value of Your Home

In a neighborhood of similar homes, why is one worth more than another? That's the question that's teased buyers and sellers for ages, but the answer is simple.

Every home is different

When a home is sold, a willing seller and a willing buyer determine the value of that home with the sale price. That price then becomes a benchmark for other similar homes, but other factors come into play. The most important are:

Location

The closer a home is to jobs, parks, transportation, schools, and community services, the more desirable it is.

Size

Square footage impacts home value because a larger home is built using more materials, and gives the homeowner more usable space. And a larger lot size could mean more privacy than a smaller one.

Number of bedrooms and baths

Additional bedrooms and bathrooms raise the value of a home compared to similar homes that do not have those rooms.

Features and finishes

Features such as outdoor kitchens and spa baths make a home more luxurious. A home finished with hardwood floors and granite countertops is going to cost more than a home with carpet and laminate counter tops.

Condition

The closer a home is to new construction, the more it will retain its value. It's perceived as more modern, up to date, and perhaps safer. Homes that are not updated or in poor repair sell for less as purchasers' factor in the cost of updating and eventually replacing appliances and systems.

Curb appeal

From the street, the home looks clean, fresh, and inviting. Fresh landscaping and flowers won't change the size or location, but they certainly add charm.

When two homes are identical in the same neighborhood, a higher price may come down to something as simple as views, paint colors, or the overall taste of the homeowner.

WHERE THE BUYERS ARE

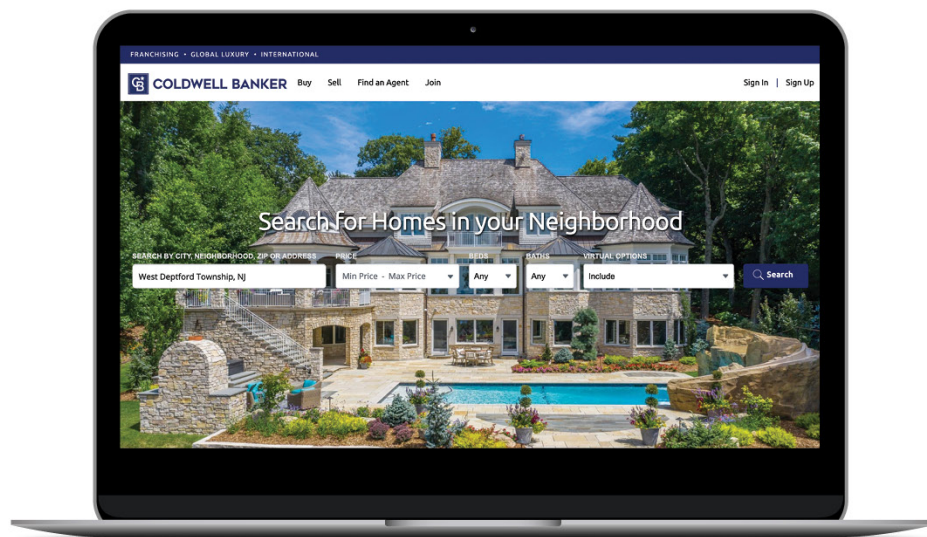
While buyers use a variety of resources to research properties for sale in their area, the vast majority find their new home online and with the help of a real estate professional.*

How Buyers Search for Homes

Online	93%
Real Estate Agent	87%
Mobile Sites and Apps	73%
Open House	51%
Yard Sign	39%
Online Video	35%
Home Builder	15%
Print Newspaper Advertisement	11%

Where Home Buyers Found the Home They Purchased

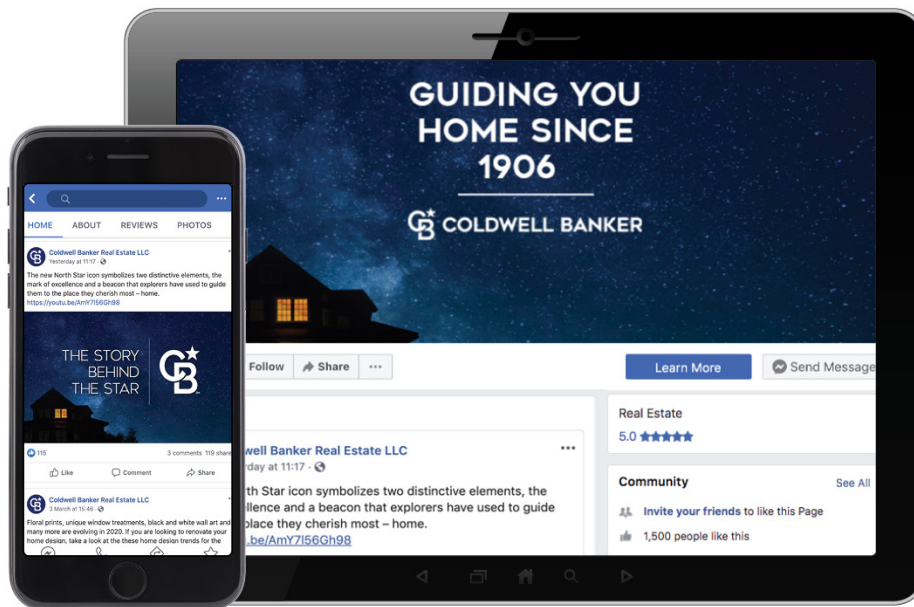
Internet	52%
Real Estate Agent	29%
Yard Sign	6%
Friend, Neighbor or Relative	6%
Home Builder or Their Agent	4%
Directly from Sellers	3%



*2020 National Association of REALTORS(R) Home Buyer and Seller Generational Trends

SOCIAL MEDIA INFLUENCER

Coldwell Banker® has an impressive social media presence designed to engage, entertain and connect with today's home buyers.



facebook.com/earltaylorcb



twitter.com/earltaylorcb



youtube.com/c/EarlTaylorColdwellBanker



instagram.com/earltaylors



linkedin.com/in/earltaylorcoldwellbanker/



coldwellbanker.com/blog

STEP BY STEP

Selling a home is a complicated process, but I will guide you through it every step of the way.



Step 1 – Pricing

- Prepare a comparative market analysis (CMA)
- Review market conditions
- Review other homes on the market
- Discuss your home-sale goals
- Determine the optimal listing price



Step 2 – Preparing

- Remove clutter and organize
- Clean and make repairs
- Stage your home for sale
- Consider a home protection plan
- Complete listing documents and disclosures



Step 3 – Marketing

- Install distinctive Coldwell Banker® yard sign
- Promote your home on the MLS
- Syndicate your home's listing to real estate websites
- Respond to online buyer inquiries
- Arrange showings
- Hold open house
- Communicate feedback
- Market your property via email, direct mail and social media
- Provide market updates



Step 4 – Closing

- Evaluate offers and negotiate best price and terms
- Facilitate inspections
- Coordinate closing date, time, location and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement
- Close the sale
- Provide copies of all closing documents



STAGING TO SELL

A home that looks its best is more likely to sell faster and for a better price. Here are a few tips from the experts for preparing your home for market and staging it for showings.

Outside

- Repaint or touch up trim
- Make needed repairs
- Wash windows and screens
- Trim trees, hedges, shrubs
- Weed and feed lawn and maintain mowing

Entrance

- Check doorbell and replace lightbulbs
- Put out new welcome mat
- Clean, repair or repaint front door
- Sweep walkway

General

- Replace burned-out lightbulbs
- Clear out closets
- Eliminate clutter
- Neutralize and depersonalize



Rooms

Touch-up or repaint walls, trim and ceilings
Clean or replace carpeting
Clean curtains, shutters and blinds
Clean fireplace, mantle and surrounding areas
Update décor – throw pillows,
bedspreads, towels

Kitchen & Bath

Clean appliances inside and out
Clear out and clean cabinets, drawers
and pantry
Clean, repair or replace faucets and fixtures
Declutter counters
RegROUT sinks, tubs and showers

Before Each Showing

Pick up toys and clutter
Clear off counters and tabletops
Turn on lights
Make beds
Make sure home smells inviting
Set thermostat to comfortable temperature

POSITION YOUR HOME TO SELL

In real estate, knowledge is power – and as a Coldwell Banker® agent, I am a local-market expert. By sharing current market data, trends and a comparative market analysis (CMA), I will help you make an informed decision about your home's market value and ideal asking price.

Factors that Impact Your Home's Value:

- Market Conditions – the current supply (or inventory) of homes for sale, buyer demand, interest rates and availability of financing, prices of recently sold properties, economic factors and seasonal demand
- Your Home's Condition – location, age, size of the home and lot, floor plan and architectural style
- The Competition – the number of similar properties for sale and their prices, condition, location and financing terms

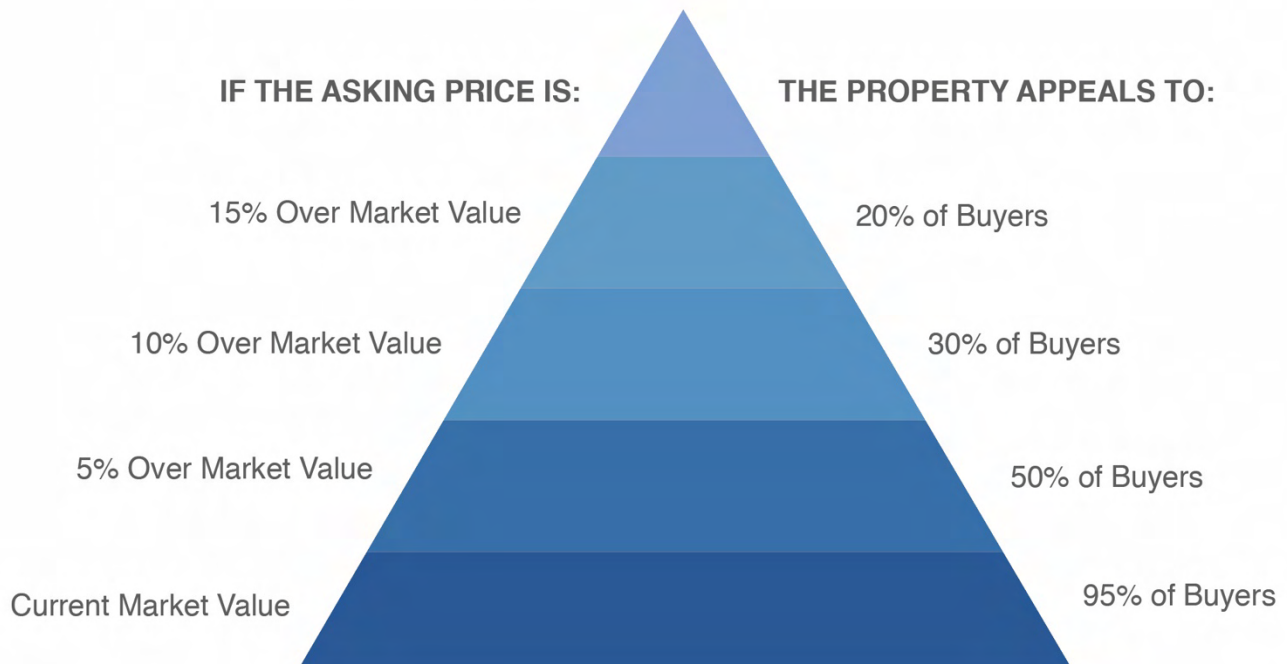
Factors that Do Not Impact Your Home's Value:

- Original Price – what you paid for your house
- Needed Proceeds – the net cash proceeds you want or need
- Opinions – what friends and neighbors say your home is worth



PRICING RIGHT

While we'll work together to set your home's asking price, the buyer will set the sales price. If you price your home too high, you'll miss out on potential buyers. Pricing your property at fair market value, from the start, will generate the most activity from real estate agents and home buyers. The price must attract enough attention to result in showings and offers.



FIRST IMPRESSIONS

The largest number of potential buyers will view a newly listed home within the first 14 days on the market, and the number will decrease as the days on the market increases. This pool of buyers includes home buyers just entering the market and, more importantly, buyers working with Realtors® who have already seen the existing inventory and have not found a home, making them eager to make an offer.

To take advantage of this increased level of traffic and buyer interest, your property should be priced to sell at fair market value, from the very start.



THANK YOU



Contact Earl Taylor today at:

Coldwell Banker Star Real Estate, Brokerage
566 Talbot Street
St Thomas, Ontario N5P 1C4
Call or Text 519-670-9223
earl-taylor@coldwellbanker.ca
www.ChangingHousesIntoHomes.ca