

**kw**  
KELLERWILLIAMS<sup>®</sup>  
REALTYCENTRES  
Brokerage, Independently Owned and Operated

# MELISSA



*Bachmann*

**CONTACT ME**

**DIRECT : 905-251-2677**

**MELISSA@SELLWITHMELISSA.CA**

**WWW.SELLWITHMELISSA.CA**



# TABLE OF CONTENTS



|   | PAGE |
|---|------|
| Meet Melissa                              | 1    |
| Market Updates                            | 2    |
| What is the marketing plan for your home? | 3&4  |
| What is your property worth?              | 5    |
| Client Testimonials                       | 6    |
| Our next steps                            | 7    |
| What to Expect                            | 8    |
| Thank you                                 | 9    |

# MEET MELISSA

I grew up in Newmarket and spent most of my 22 years living, working, and enjoying life in Newmarket, Aurora, and King City. My passion for horses instilled in me the values of hard work, dedication, and responsibility from a young age. After earning a Bachelor of Arts Degree from the University of Guelph and experiencing life in Toronto as well, I met my husband and we decided to move north.

Real Estate had been an interest of mine for years, and I was thrilled when I purchased my first home in 2013 in the picturesque town of Wasaga Beach. Living near the water and close to ski slopes has proven to be one of my best decisions. Currently, I reside in Wasaga Beach with my husband, two children, and our beloved fur children.

I have personally invested in and managed properties in the Southern Georgian Bay area, and now I'm exploring the world of vacation rentals on Six Mile Channel. I find great joy in helping people navigate the highs and lows of buying and selling homes, understanding well the excitement, stress, and emotional aspects involved.

Whether you're looking to buy, sell, or simply have questions about the market, I would be delighted to connect with you.



# THE MARKET

$$\boxed{2868} \div \boxed{422} = \boxed{6.79}$$

**ACTIVE LISTINGS**                      **RECENT SALES**                      **MONTHS OF INVENTORY**

**SELLERS MARKET= 1-3 | BALANCED MARKET= 4-6 | BUYERS MARKET= 6+**

**Real estate remains a powerful path for building wealth. Whether you're a first time home buyer, or repeat investor, the summer market brings lots of changes and new opportunities.**

## TERMS & DEFINITIONS

### ACTIVE LISTINGS

PROPERTIES CURRENTLY AVAILABLE ON TODAY'S MARKET

### SALES/SOLD/CLOSED

PROPERTIES THAT HAVE ALREADY SOLD AND ARE NO LONGER AVAILABLE

### MONTHS OF INVENTORY

A MEASURE OF ABSORPTION (EX. IF PEOPLE STOPPED LISTING HOMES TODAY, IT WOULD TAKE THIS MANY MONTHS FOR EVERYTHING TO BE SOLD)

### LIST PRICE VS SALE PRICE

THE LISTING PRICE IS WHAT THE PROPERTY IS CURRENTLY LISTED FOR AND THE SALE PRICE IS THE PRICE, AT WHICH, THE PROPERTY WAS PURCHASED

### DAYS ON MARKET (DOM)

THE NUMBER OF DAYS A LISTING/PROPERTY WAS AVAILABLE ON THE MARKET BEFORE ITS SOLD

### MARKET TREND

PERCEIVED TENDENCY OF THE REAL ESTATE MARKET TO MOVE IN A PARTICULAR DIRECTION OVER A CERTAIN PERIOD OF TIME

# YOUR MARKETING PLAN

## 1 *Complimentary Staging*

### Why We Stage

Staged homes sell for 6% more and sell much faster than non-staged homes. Staging is not like what you see on HGTV. Virtual Staging is also an option for vacant homes/rooms.

### Staging Steps

1. Home Staging Consultation
2. Packing & Sorting
3. Staging Day

## 2 *Complimentary Photography*

100% of Buyers are shopping online. Professional photography is incredibly important for the first impression. Floor plans are also included.

## 3 *Complimentary Videography*

This is the 24 hour open house.





# WHAT IS YOUR PROPERTY WORTH?



**CALL ME FOR A FREE MARKET ANALYSIS**



*Melissa Bachmann*

Direct: 905-251-2677  
SELLWITHMELISSA.CA  
MELISSA@SELLWITHMELISSA.C

# CLIENT TESTIMONIALS

**“My brother and I had very limited knowledge of leasing an investment property in Wasaga Beach. We were not familiar with the area. We met Melissa Bachmann in August 2023. With her experience and expertise, she was very patient, knowledgeable, and professional. A number of people were interested in our property. She kept us posted every step of the way. She responded to our questions promptly and worked diligently to ensure we got the best tenants possible. She went above and beyond to look after the property when it was being advertised for leasing. For example, taking the garbage bins out, ensuring that the patio door was securely locked, making sure that the property was professionally clean before the new tenants moved in. We could not have asked a better agent. We would highly recommend Melissa Bachmann to anyone who is looking for a great real estate agent.”**


**“Melissa helped my partner and I purchase our first home earlier this year. Our search for a first home took quite awhile as we navigated multiple interest rate hikes and a hot real estate market. I can't thank Melissa enough for her help, patience and understanding as we went through the process. She was always available to answer any questions and shared our excitement when we found the right home. I'm looking forward to working with her on future home sales and purchases. I highly recommend Melissa if you are looking for a real estate agent!”**

**“I was very happy having Melissa help me with my recent home purchase. Melissa was always approachable and available. She gave us room to make our own decisions, but offered good advice when we asked for it. She led us to a trustworthy building inspector, and helped me navigate some online processes! Melissa was excellent, 5 stars!”**

**“Melissa has been an invaluable asset across various aspects of our real estate endeavours. From property acquisitions to securing suitable tenants for our rental units, her unwavering professionalism and exceptional customer service consistently exceed our expectations. Doing business with her is not only a pleasure but also an assurance of quality. Furthermore, Melissa's network extends beyond her own expertise. She has connected us with a diverse portfolio of skilled professionals, including a recommended lawyer who exemplifies the same level of dedication. This comprehensive support network enhances our confidence in navigating the complexities of real estate transactions. We truly value our partnership with Melissa and eagerly anticipate continuing our successful collaboration.”**

# OUR NEXT STEPS

The next steps that are starting to come together for the property listing at this point are as follows:

- Staging, Photography are booked for the property
  - Coming Soon sign is installed 3 days prior to the listing going live
  - Lockbox installed - please have key ready
  - Coming soon social posts are posted on all social media platforms within 3 days prior to going live to generate buzz
  - Live day - Coming Soon rider removed, listing is loaded onto the real estate boards, showing instructions are set up
  - Feature brochures are printed & delivered within 48 hours of the listing going live
- 

# WHAT TO EXPECT

- Showings, showing system, length, who is booking, etc.
  - Offers - Types of offers, conditions, timeframes we might see
  - Closing - Select a lawyer, length of time, moving and packing
- 