



TEAM RENE

REAL ESTATE



LISTING GUIDE

TEAMRENE REAL ESTATE ... AT YOUR SERVICE!

After years of hard work, Rene has founded a dynamic boutique-style team that provides honesty, transparency, and exceptional service to all clients. Team Rene specializes in personal attention and client satisfaction. We want to build lasting relationships with all our clients throughout the buying and selling process. We offer white-glove services for every price point, and the happiness of our clients is our highest priority. Each of our clients receives a flawless real estate experience while gaining access to our vast knowledge of the real estate market, our connections, resources, and expertise.

At Team Rene we pride ourselves on providing an honest and transparent approach with our clients. Our seamless listing process helps homeowners navigate the selling process with confidence and ease knowing you will be taken care of every step of the way. We are not in the business of making promises we can't keep, and we work with our clients towards a common goal of selling your home for top dollar and getting every penny you deserve.



RENE ILLESCAS
TEAM LEAD / SALES REPRESENTATIVE



CHANTEL SILVEIRA
LICENSED ASSISTANT



ROSIE ILLESCAS
BUSINESS MANAGER



ASH MOHAUPT
MARKETING COORDINATOR

WE GET YOUR HOME **SOLD!**

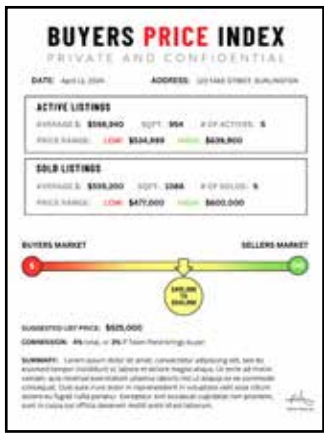


✓ STEP ONE: MARKET ANALYSIS

The beginning of a successful sale begins with an in-depth market evaluation where we provide data to help you understand the current market we are in, where we are headed, and what the current value of your home is.

We analyze, review & study the local markets every day and ensure that we can pick up on trends so we keep you in the loop. The key metrics we monitor include; **prices of homes, days on market, average prices, new listings or list/sold sales ratio.**

We also take the time to help you look at your future real estate plans as a whole. With every move comes a new beginning, whether you are **upsizing, downsizing, or moving to another area**, we can help!



✓ STEP TWO: MARKETING PLAN

Timing the market is the most important factor in marketing and selling your home. Understanding supply and demand can be the difference of \$10K to \$100K+ in price. At Team Rene we have connections with multiple VIP Partners as well as our in house Marketing and Social Media Coordinator that helps us get your home ready and make it stand out. We work as a team towards a common goal of selling your home and provide a tentative timeline so that you know exactly what to expect leading up to your home going live on the market.

DESIGN CONSULTATION

Team Rene will provide a complimentary design consultation with our preferred *Designer/Stager*. A report will be provided that breaks down what items should stay or go when getting your home ready, as well as tips and tricks on how to declutter and whether or not staging is required. We can also refer you to great general contractors, painters, home organizers and so much more!

DIGITAL AND PRINT MARKETING

Our marketing is tailored uniquely to each property and maximizes exposure using high quality photography, drone, videography, floor plans, and 3D tours.

In-House Marketing

- 1) Youtube Property Tours
- 2) Social Media Blitz (Instagram and TikTok)
- 3) E-News to Buyers and Realtor Network
- 4) Custom Magazine Style Brochures
- 5) Listing Feature Sheets
- 6) Just Listed Mailers
- 7) Home Info Cards



✓ STEP THREE: LISTING STRATEGY

Property exposure is our top priority. Your home will be marketed on numerous MLS boards, social media platforms, Team Rene and Revel websites, and Realtor.ca. We will also host public and private agent Open Houses.

Buyer Activity – we use Brokerbay to make this as convenient as possible for our sellers. All showing settings can be modified based on times/days that work for you, and all showings can be confirmed via text or email to avoid any hassle.

On-Going Market Updates – providing immediate feedback from agents and buyers is standard and a must! We keep a close eye on the market and any sales or new listing that comes up so we can be as strategically priced as possible!

Offer Management – negotiating and handling offers is one of the most important aspects of selling a home! We hyper-analyze the market and prepare clients for all scenarios. Our confident negotiation strategies always come with a contingency plan and set up for honest and positive results!



TEAM RENE

REAL ESTATE

