

MY HOME
DIDN'T SELL

What now?



CHERYL BARNES
LUXE LIVING



Let's Explore

A FRESH PERSPECTIVE

Have you considered taking a different path to find your home's perfect buyer? You've given the traditional methods a chance, and sometimes they just aren't the right fit.

Perhaps a fresh approach could bring renewed energy, interest, and more potential buyers.

At the end of the day, my main priority is to help you find the perfect match for your home.

- for the MOST MONEY possible
- in the SHORTEST TIME
- with the LEAST INCONVENIENCE

**I'M SURE YOU'D LOVE TO SEE YOUR HOME SHINE
JUST AS MUCH AS I WOULD.**

Let's give your home a refreshing makeover in its presentation and bring back that initial thrill and positivity you felt when it first went on the market.

Here are a few nurturing touches we can add together for success.



MULTI-PHASE MARKETING PLAN

Our powerful multi-phase digital and local marketing plan is what presents your home to more buyers.

Phase One

36 hours prior to posting your listing on the MLS, we begin a social media campaign designed to create a “buzz” of anticipation among perspective homebuyers, buyer’s agents, and other real estate brokerages.

We do this by the ‘seeding effect’ through Facebook property tours, “Coming Soon” for 36 hours, direct mail, specialized listing social media outlets including Instagram, Twitter, LinkedIn, and many more, which builds a pipeline to potential homebuyers wanting to see your home BEFORE it actually comes on the market.

Focusing on the most popular social media platforms, we promote your home where today’s buyers are searching.

Phase Two

Upon posting to the MLS, we coordinate and actively manage a powerful online marketing campaign. Using the latest Search Engine Optimization (SEO) tools, we continuously promote your home to maximize exposure and generate more showings.

Emphasizing the most viewed syndication channels like YouTube, Google, Realtor.ca, and hundreds of sites, we will present your home to buyers. We can get your home seen MORE often by MORE buyers.

National Association of REALTORS® (NAR) reports that over 95% of all home buyers start their search on the internet. This is why we choose to market heavily on social media.



Phase Three



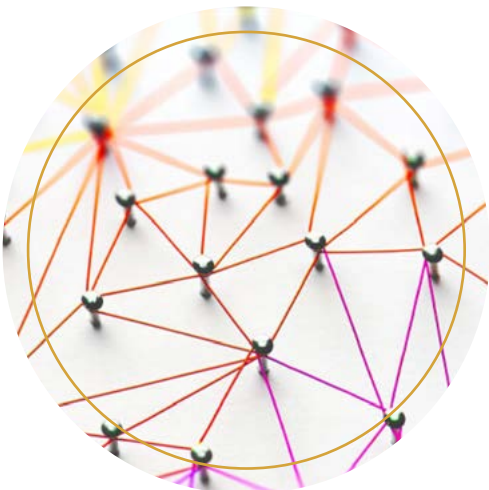
PROFESSIONAL PHOTOGRAPHY

We work with highly skilled professional photographers that specialize in real estate to ensure the house shows its best, both electronically and in print. Stunning photos are critical. It is what makes buyers want to see the home in person.



HOME STAGING GUIDANCE

We help you identify important home improvements and use a certified home stager to view the home and offer a complimentary consultation to help get the home market ready.



REFERRAL NETWORK

We benefit from a wide reach of real estate professionals and many business coaching members across the country and internationally.

Phase Three



COMMUNICATION

We make communication easy with video text, text, email, messenger, or any system you prefer.



KNOWLEDGE

We have an intimate knowledge of the Victoria real estate market. We share insights not readily discoverable from an internet search and monitor the market 24/7 to provide the most up-to-date market analysis of your property.



EXPERIENCE

We close millions of dollars in real estate sales year-after-year; we have a considerable history of success in our market, and the numbers show it. We are annually recognized by RE/MAX Western Canada as Top 1% and rank in the top 5% of all Victoria BC Realtors.



WHAT'S IN IT FOR YOU?

CONCIERGE LEVEL SERVICE AND:

HIGH-IMPACT MARKETING

Our powerful, creative, and innovative multi-phase marketing to get your home seen by the most people.

ASSERTIVE NEGOTIATIONS

We respectfully and aggressively negotiate to achieve a top dollar return for your home.

MARKET PREPARATION

We identify profitable home updates and preparation to ensure your home shows at its very best.

EQUITY PROTECTION

We treat your money as though it were our money, so you can put as much money in your pocket as possible.

TRANSACTION MANAGEMENT

We meticulously manage all the big issues and the little details efficiently, so you don't have to worry.

EDUCATION

We help you understand the marketing and sales process, disclosure requirements, contract provisions, and closing practices to avoid surprises.

Top 5 Reasons

HOMES DON'T SELL

1. The photos were not high-quality HDR
2. The agent was not the best fit
3. The home did not present good curb appeal
4. The home was not staged properly
5. The price did not reflect the current market value

If it was one of these reasons or something else...

I'M SURE YOU WOULD WANT TO KNOW.



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