

JOHN KENNEDY .ca

Sales Representative



CENTURY 21. 

- WORLD WIDE LISTING PLAN
- GLOBAL LISTING NETWORK

CENTURY 21[®]



- SELLERS GUIDE

CENTURY 21.®



● EXPECT EXTRAORDINARY



WHY I'M HERE TODAY

To understand your goals and specific needs.

To explain the 3P's of home sales.

To meet and exceed your needs.

HOW VALUABLE IS A REALTOR?



Reach the
most buyers



Local
expertise



Minimize
stress



Get the
best price



Reach the
most buyers



Realtor
Listings
get nearly...

20% & **19**
more value days faster



WHAT ARE YOUR GOALS?

What is most important to you
in the sale?

Why now?

What do you love most
about your home?

What work have you
done to your home?

What are your top 5
expectations for me?



CENTURY 21.®



- LET ME INTRODUCE MYSELF

JOHN KENNEDY

Sales Representative



“

AS A PROFESSIONAL REALTOR®, I BELIEVE IN CREATING VALUE AND PROVIDING HIGH LEVELS OF SERVICE TO MY CLIENTS.

- TOP SALE HISTORY
- TOP NEGOTIATOR
- TOP MARKETER
- TOP DOLLAR SOLD
- TOP OF THE HEAP
- FULL SERVICE

● **Doing the best job for you!**



.MY OFFICE
.OUR NETWORK OF LISTINGS
.YOUR LISTING TEAM



LIST WITH ME AT C21
AND GET EXPOSURE
ACROSS OTTAWA AND
TORONTO BOARDS

C21 GLOBAL NETWORK
OF AGENTS ARE ALL
WORKING FOR YOU

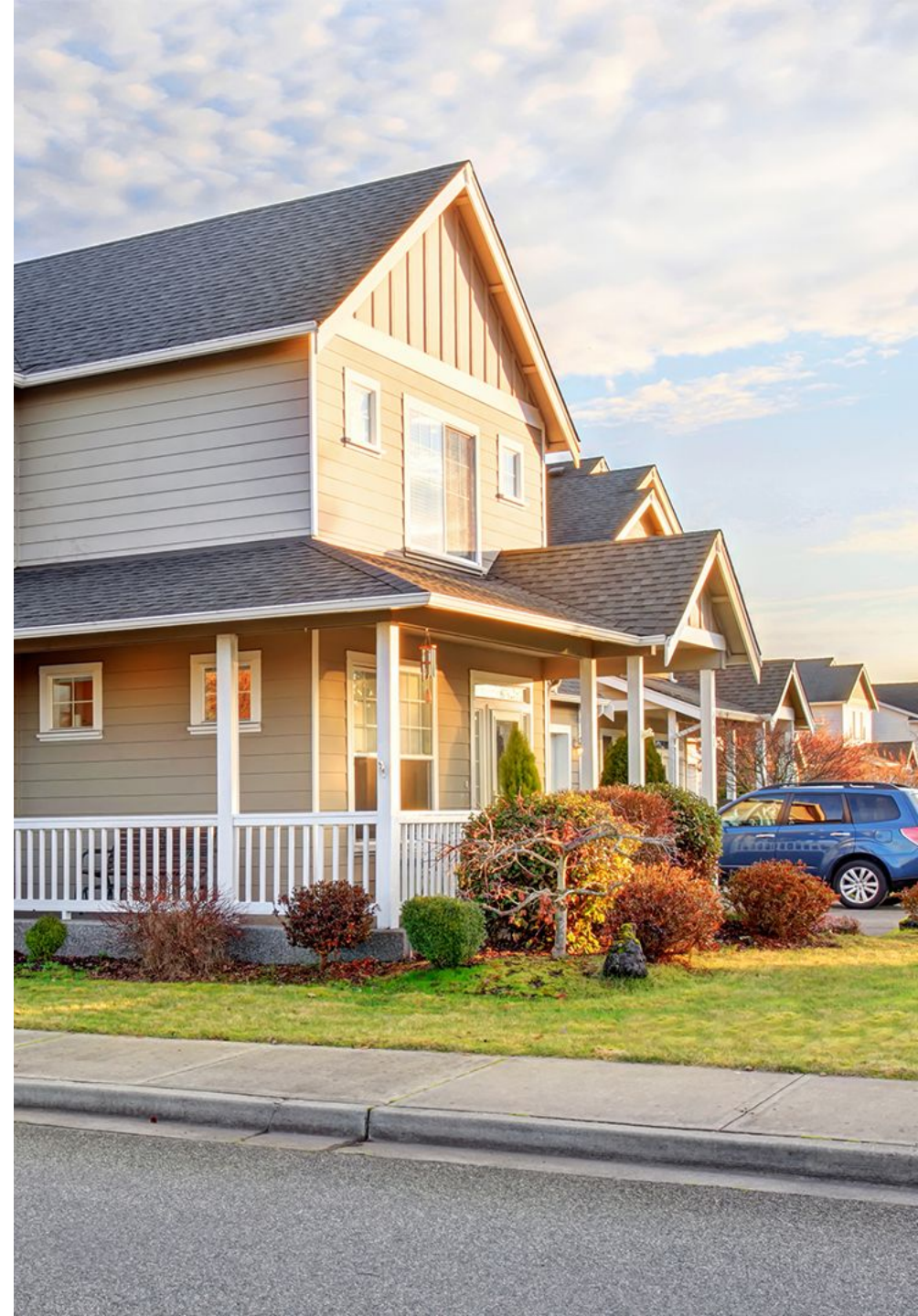
LIST WITH ME AT C21
AND HAVE YOUR HOME
SOLD BY THE BIGGEST
IN THE WORLD

WHAT MY CLIENTS SAY ABOUT MY SERVICES

“

Testimonials of good faith from clients are throughout his website. One client said: “We are completely satisfied with our deal and would not hesitate to recommend you to all our friends and family members” It is with great pride and satisfaction that we can call you our Real Estate Agent. Your tireless work ethic goes far and beyond what one would expect, it is with great admiration that not only have you sold our home, **you generated a better price than the going rate for houses in our area by as much as \$10,000 more.** John, thank you very much for your hard work, if we ever can refer you as an agent to anyone please rest assured we will do it without hesitation, your friends. David and Mary.

“

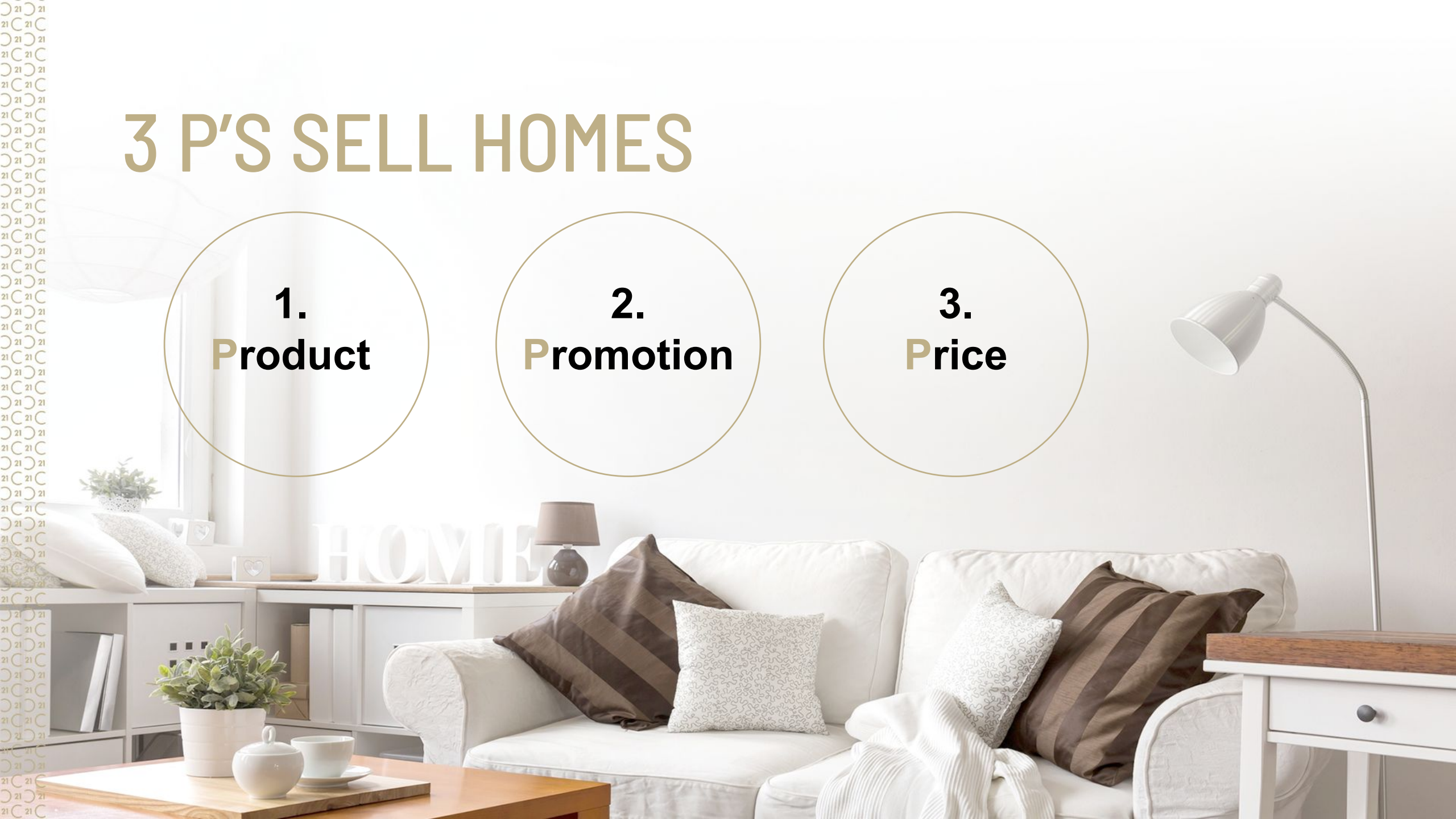


3 P'S SELL HOMES

1.
Product

2.
Promotion

3.
Price





THE PRODUCT



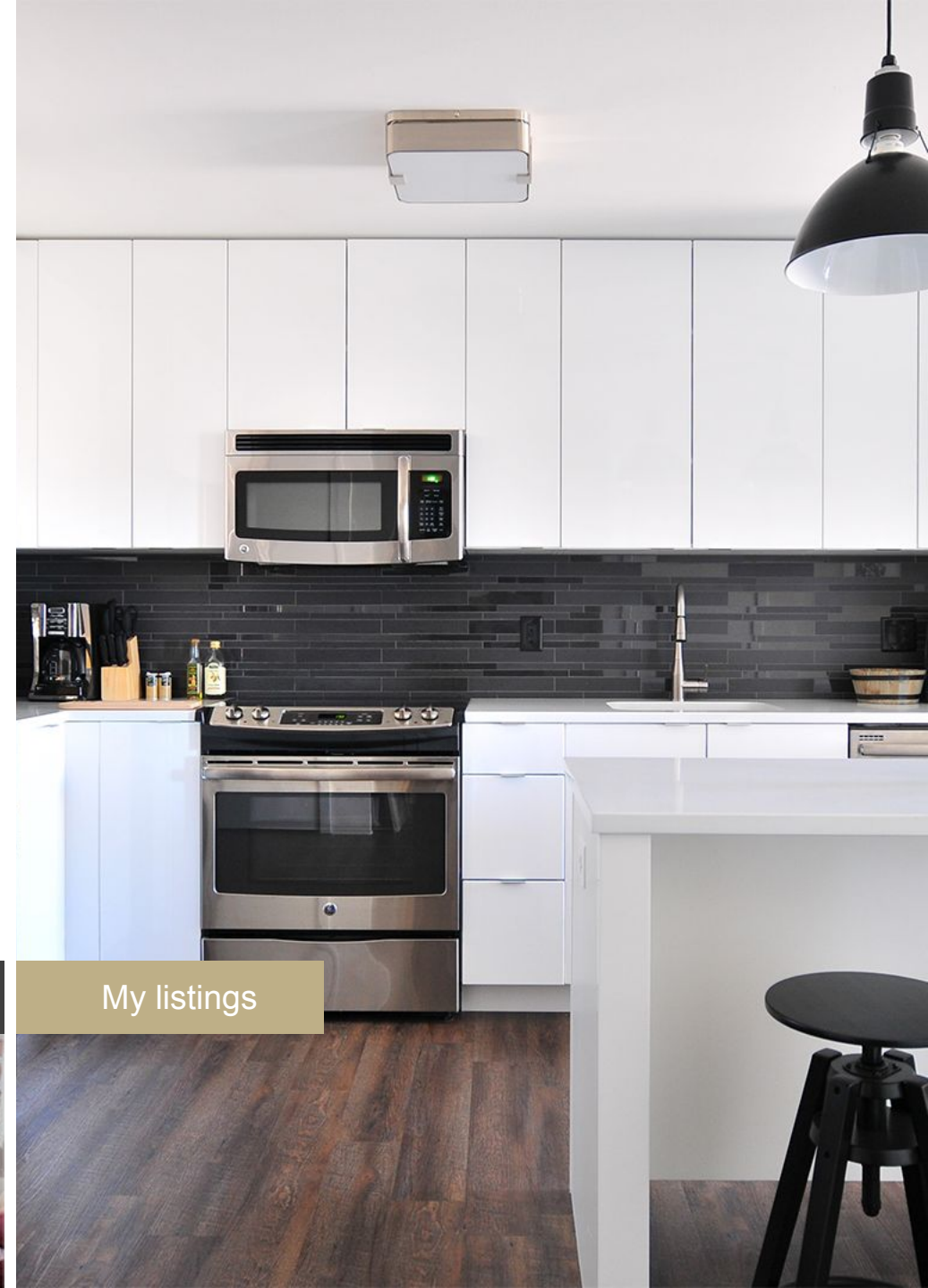
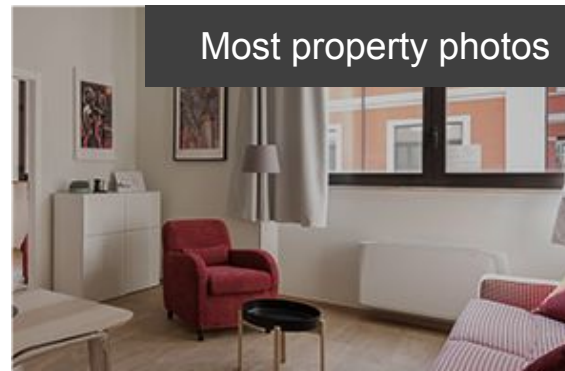
STAGE YOUR HOME TO SELL

- Remove personal items
- Clear all clutter
- The cleaner, the better
- Embrace light (natural and ambient)



PROFESSIONAL PHOTOGRAPHY

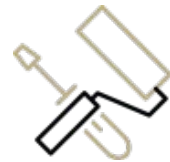
- Full frame pictures
- Excellent lighting
- Prepare every room for optimal photography, and video



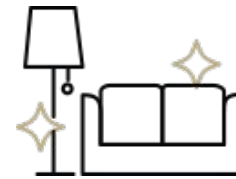


EVEN MORE SERVICES

Here for you, every step of the way.



Renovation



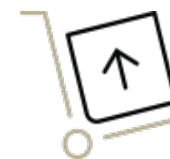
Staging



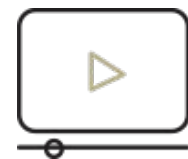
Photography



Financing



Moving



Video Marketing

EVEN MORE VALUE

Only CENTURY 21 can offer you discounts you'll want on products and services you need.

The **BRICK.**

Dulux
Paints

1-800-GOT-JUNK?
THE WORLD'S LARGEST JUNK REMOVAL SERVICE

Budget.
Car and Truck Rental

FROGBOX
FROM ONE PAD TO ANOTHER

EQ3





LET'S TAKE A LOOK
AT YOUR HOME





THE PROMOTION





YOUR PROPERTY MARKETING PLAN

Goal: Attract the Most Qualified Buyers

GLOBAL POWER

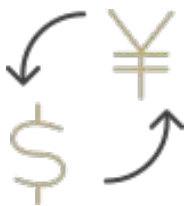
CENTURY 21[®] is the world's largest residential real estate network.



Your listing gets ultimate global market exposure:

80 countries

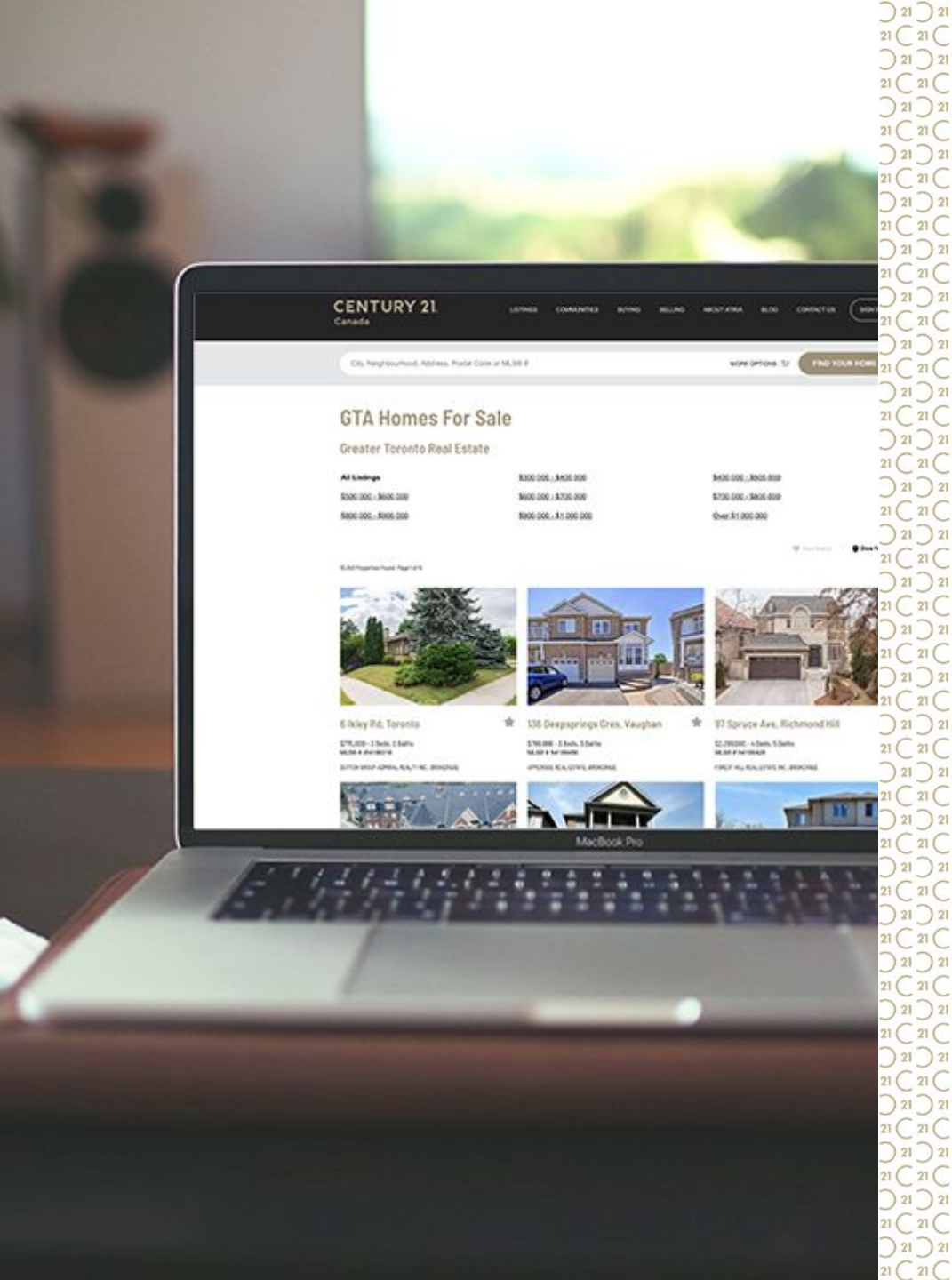
127,000 sales representatives



century21global.com

International listing website presented in 16 languages & 36 currencies



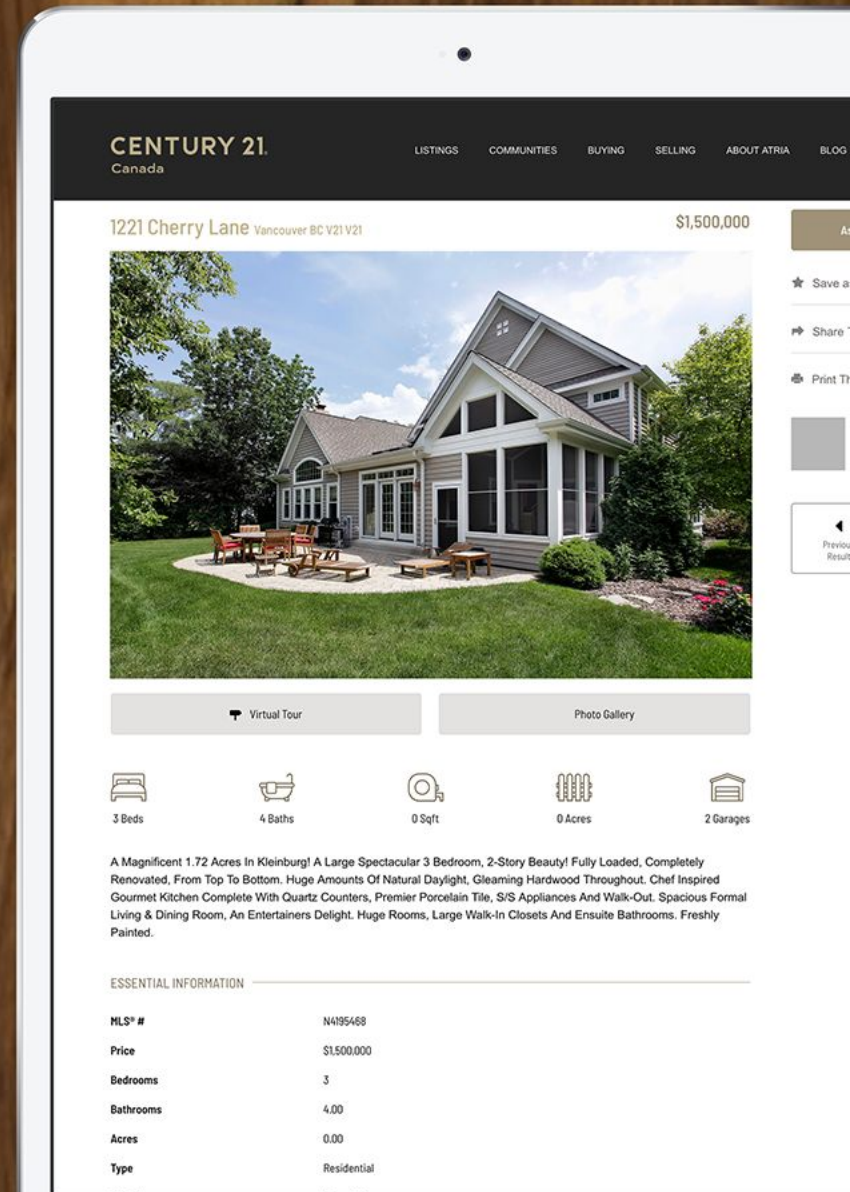


THE INDUSTRY'S MOST ADVANCED ONLINE STRATEGY

- A global marketing strategy for your home on Century21.ca and on www.century21global.com
- HD photo gallery and Videos as an option
- Online buyer brochures and Webpage
- Easily accessible contact buttons on listing pages
- Exposure on 8,000+ century21.ca websites
- century21global.com International property listing and on my Personal websites

MY PROVEN MARKETING PLAN

- Property website URL to maximize search visibility
- Scheduled website traffic reports
- Emails to my extensive database
- Contact local buyers or REALTORS®





SOCIAL MEDIA and WEBSITE PROMOTION





Social Media Property Report



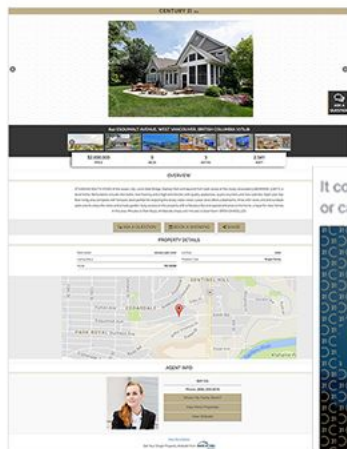
Jamie Stanton
Phone number
demo@century21.ca
License 12345678

121 Cherry Lane Vancouver, BC V21 2V1
\$1,000,000 | 4 Beds | 4 Baths | 5,000 Sq. Ft.



Property Website

A custom website was created to feature and showcase your home.



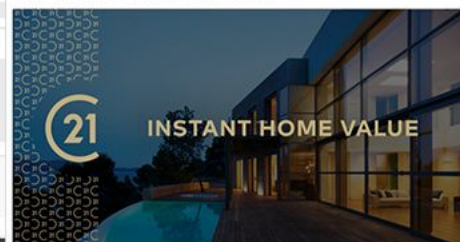
Facebook Ad

An advertisement was created to market your home to a targeted demographic.

This listing won't last! Come take a look before it's gone. Feel free to comment with any questions or give me a call at (951) 760-6027!



It could be the perfect time to sell your home! Check its value now or call (951) 760-6027 for a quick chat.



Thinking of Selling Your Home?

It could be the perfect time to sell your home! Check its value now or call (951) 760-6027 for a quick chat.

WWW.BACKATYOU.COM



Edit Post | Delete Post

CENTURY 21
DBA Name



- Social Media Dashboard to initiate marketing campaigns and promote listings
- Creates a custom landing page for listing
- Automatically creates report to show impact of advertising
- Guarantees that each post will reach 6000 local people

MY PROVEN MARKETING PLAN

- REALTOR.ca is the largest Canadian real estate network on the web
- C21 is the world's largest Network.
- In 2017, C21 saw 109 million visits from international audiences including large shares coming from Canada.
- C21 Canada sends a direct listing feed to REALTOR.CA AND ZILLOW, which will help drive global exposure of listings



TARGETED OTTAWA and TORONTO LOCAL REACH

- CENTURY21.ca Local webpage
- Personal websites with your listing
- Area and building Target Websites
- Newspaper advertisements
- Direct Mail – Just Listed postcards
- Direct Mail – Open House invites
- Listing feature sheet in key locations
- REALTOR® listing preview
- Weekend Consumer open houses
- C21 Iconic sign post from the most recognized brand

JUST LISTED

JUST LISTED

MOUNT PLEASANT

21 Cherry Lane
Vancouver, BC. V2E 212

\$1,000,000

View the home: century21.ca/propertyurl | MLS#321321321

| | |
|--------------|------------|
| Bedrooms: | 3 |
| Bathrooms: | 3 |
| Living Area: | 5,000 sqft |
| Lot Size: | 100x55x668 |

Additional Features:
Clt/Wsh/Dryr/Frdg/Stve/DW. Plus 2 car garage and private paved driveway.

Property Description
Custom built Mount Pleasant family home by VictorEric Homes. Over 4,800 square feet of luxury on a 66 x 122 foot property. Top of the line finishes, terrific layout and quality construction throughout. Lovely ocean, city and mountain views from the top floor. 5 spacious bedrooms with 5.5 bathrooms including a deluxe master bedroom with spa-like ensuite. Gourmet kitchen with eating area and SubZero, Wolf, Miele and Fisher Paykel appliances. Incredible wine cellar, rec room, games room, guest/nanny suite. Extensive use of millwork, radiant heat, A/C, HRV, nest thermostats, Stilewood windows and much more.

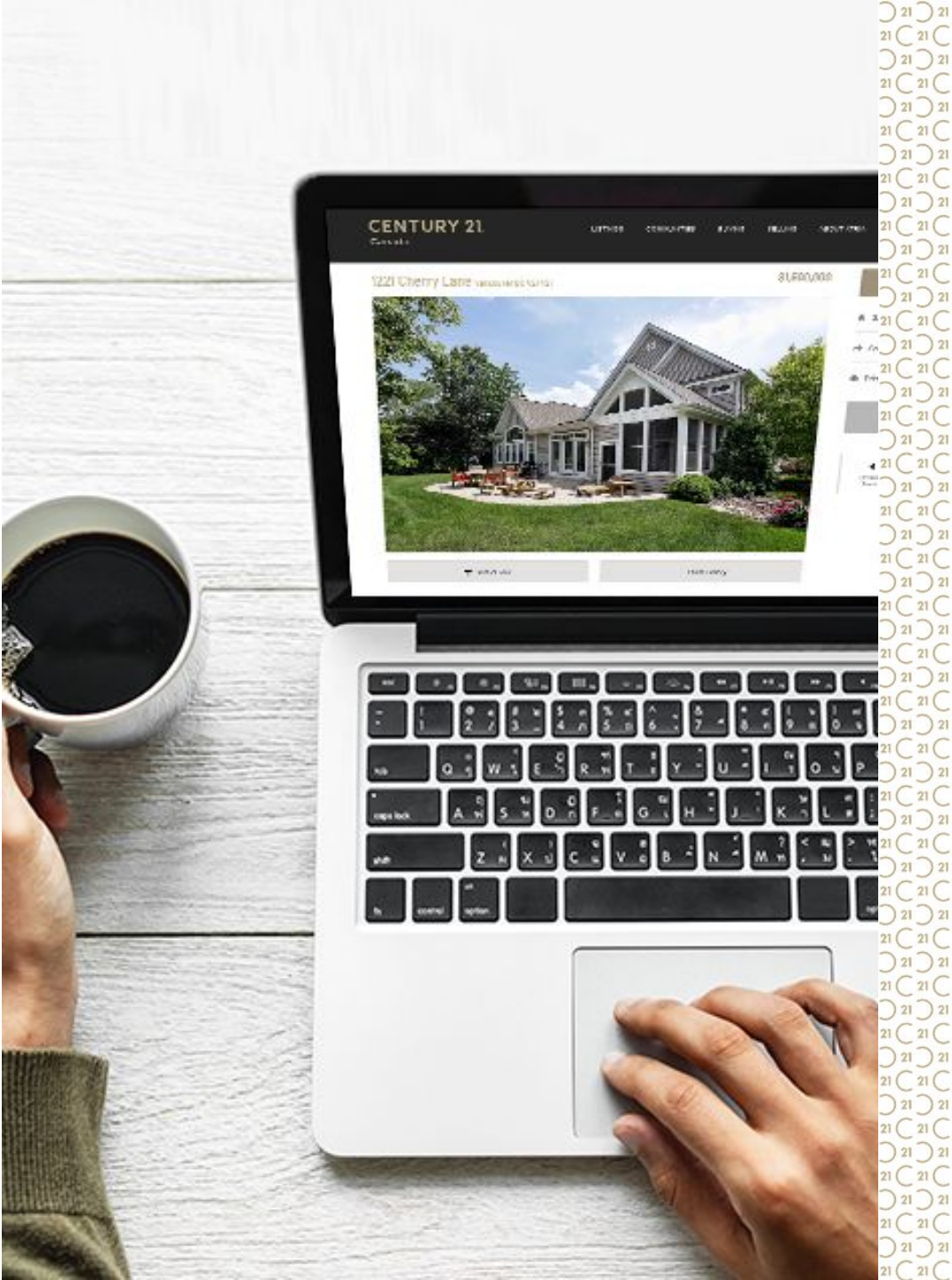
Christina Richarson
604.212.2121

CENTURY 21 Smithe Realty Ltd.
123 Main St. Vancouver, BC. V1Z 212
Office: 604.121.1212

CENTURY 21
DBA Name

Not a broker's real estate listing. This is a general information only. The information is not intended to be used as a basis for investment or other financial decisions. The information is not intended to be used as a basis for investment or other financial decisions. The information is not intended to be used as a basis for investment or other financial decisions. The information is not intended to be used as a basis for investment or other financial decisions.





YOUR HOME MUST MAKE AN IMPACT ONLINE

94%

of home buyers used the internet to search for a new home*

47%

found the home they purchased online if they used the internet to search for a new home*

2 million

C21.ca attracts 2 million visits every month

*2015 National Association of REALTORS® Profile of Home Buyers and Sellers

**century21.ca Audience Overview Report (April 11, 2015 to April 11, 2016). Google Analytics. Retrieved April 11, 2016.

BUYERS ARE MOBILE - YOUR LISTING HAS TO BE

57%

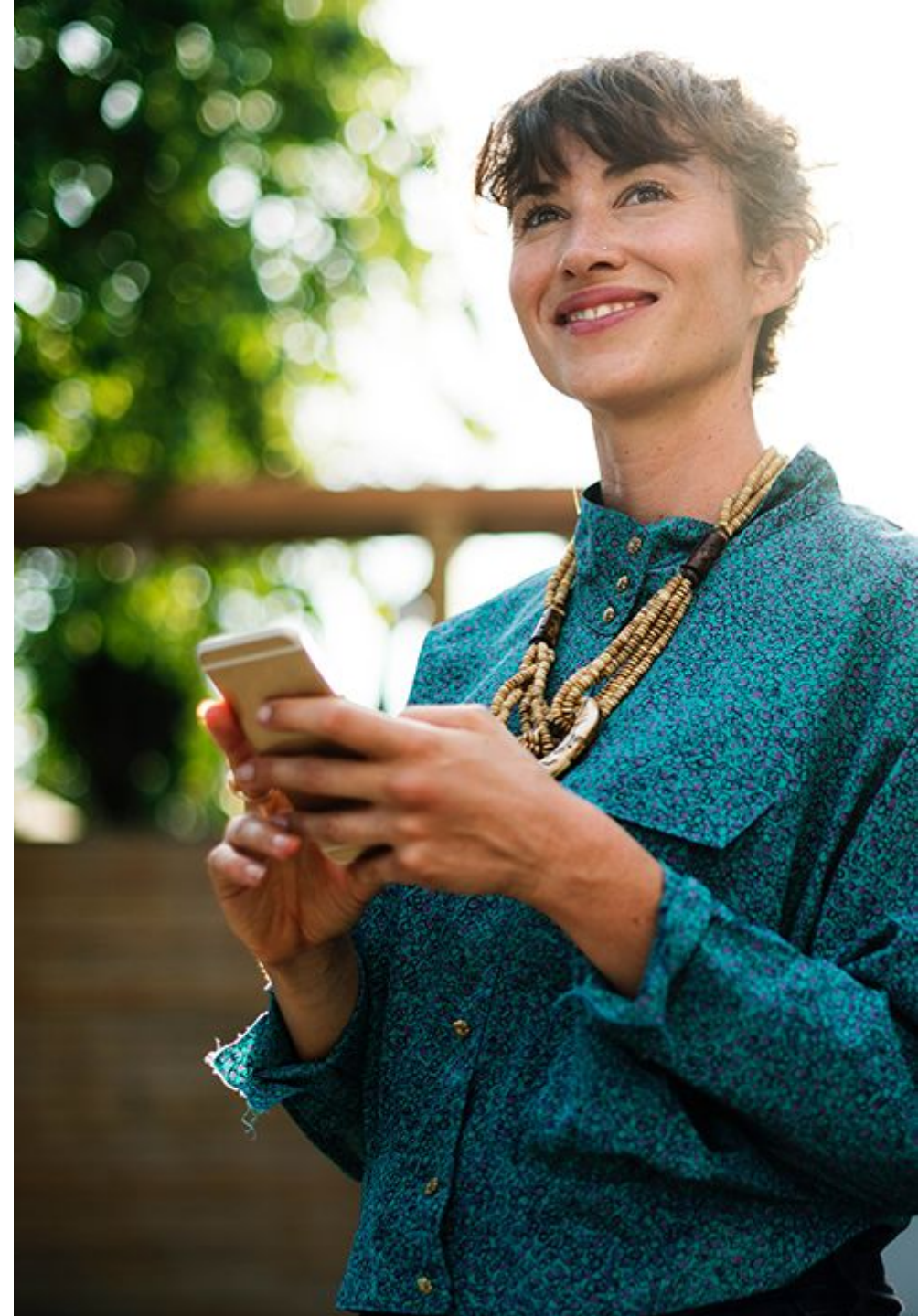
of home buyers used a mobile or tablet website or app to search for a home.*

+102%

increase in mobile visitors year-over-year on century21.ca since going mobile.**

*2015 National Association of REALTORS® Profile of Home Buyers and Sellers

**century21.ca Audience Overview Report (April 11, 2015 to April 11, 2016). Google Analytics. Retrieved April 11, 2016.



My Active Buyer List

Active Web Buyers list

- REALTOR.ca database
- Other Service providers list

Local Buyers

- Community involvement
- Seminars for buyers
- Affiliate brokerages buyers

HOW AM I
CONNECTED
TO 1000s OF
BUYERS

National Buyers

- century21.ca , 1000s of buyers visit our website daily
- Connections Partners

Global Buyers

- 101,000 members average
2-6 buyers
- century21global.com
International buyers

Available to you



CURRENT MARKET ANALYSIS

Most value, fastest sale, least hassle



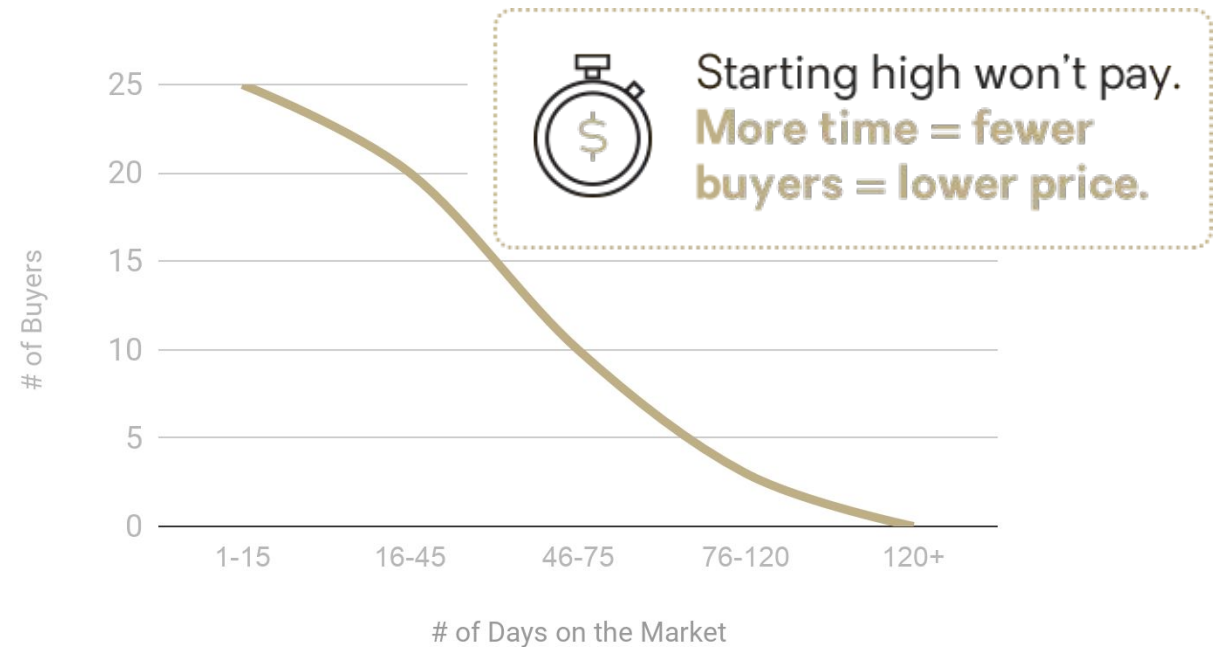
PRICING STRATEGY

The right price + the right marketing strategy + expert negotiating skills & experience gets you the highest price in the shortest amount of time with the least inconvenience.



WHEN THE PRICE ISN'T RIGHT

The first few weeks are critical



YOUR MARKET

Think like a buyer – they know the market right now.

20 **Average days on market.**
How fast properties sell.

60 **# of listings on market.**
Market trend: Buyers VS. Sellers.

60 **# of homes sold.**
Success near you.



LET'S LOOK AT THE SOLD MARKET



1 - OTTAWA CURRENT PRICES SOLD

PRICES SOLD IN YOUR AREA



2 - YOUR STREET

PRICES SOLD - ON YOUR STREET



3- AREA NOW LISTED COMPARE TO YOURS

JUST LISTED PRICE

I will bring this current market pricing information with me.

- This will help you to understand the price trends, from the asking to sale prices of ALL comparable homes just like yours.

RECENT SALES - COMPARABLES - EXAMPLES OF MY RESEARCH



1 OTTAWA ST

\$400,000

1. SIZE OF LOT
2. SQFT SIZE OF HOME
3. AGE
4. DATE SOLD
5. DAYS ON THE MARKET
6. CURRENT LISTINGS PRICES
7. PROPERTY TAXES
8. PHOTOS



2 OTTAWA ST

\$600,000

- Details about property



3 OTTAWA ST

\$550,000

- Details about property

**I will bring this current
information with me.**

SELLING ON TIME AND FOR THE RIGHT PRICE

JOHN KENNEDY

Sales Representative

I'M READY TO
NEGOTIATE THE BEST
PRICE FOR YOU .

THANK YOU !



