



A photograph of a living room interior. A large window in the background is brightly lit, and a 'SOLD' sign is visible on the window. The sign features the HomeLife logo, which includes a house icon and the text 'HOME LIFE' and 'HOMES STANFORD'. The room is decorated with a floral patterned sofa, a large potted plant on the left, and a framed portrait of a man in a suit. The overall atmosphere is warm and inviting.

Why Do
Consumers
Sell Their
Homes With
HomeLife?

The
Promise...

About HomeLife

- Canadian Company
- Founded in 1985
- One of the Leading Real Estate Franchises
- Hundreds of Affiliates and Thousands of Sales Representatives
- Offices world wide, including: U.S.A., UAE, Germany, Portugal & China



What to Expect? The Sales Process.

- First meeting
- Highest Price Analysis
- Your home's best assets
- Preparation and distribution of listing documentation
- MLS © submission
- Custom website creation
- Office Tour & Broker Open House
- Follow up on all visits and showings
- Presentation of all offers
- Negotiations on any counter offers
- Prequalify buyers
- Finalize documentation for closing
- After Sales Service



Higher Standards Agent?

I am **Higher Standard's Agent™**, Certified

I am **Homelife MBA™**, Certified

I offer **Innovative Marketing & Promotion Strategies**

I provide a **Custom Website** for each property I market & promote
Realtor Open House and Office Tours



HIGHER
STANDARDS

Comparative Market Analysis

- I will prepare a Highest Price Analysis to help you earn the best possible price for your home.
- This analysis involves looking at the Real Estate records in your community to set a best possible asking price for your home.



**HOMELIFE HIGHER STANDARDS
COMPLIMENTARY MARKET EVALUATION**

Bearer is entitled to a professional market evaluation of his or her residential property by a HomeLife Sales Representative. There is no cost or obligation for this valuable service.
MAIL THIS POSTAGE PAID CERTIFICATE OR CALL TODAY FOR AN APPOINTMENT

Please contact me immediately!

Name _____
Street _____
City _____ Prov./State _____ Postal/Zip Code _____
Phone _____ Issued By _____

I would like to know the market value of my residential property
 I'm thinking of relocating. I'm interested in a real estate career.
 I'm thinking of selling or buying a home I'm interested in investing

If your property is currently listed with a broker, please disregard this offer. It is not our intention to solicit the offerings of other REALTORS.
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Your Best Way Home™

The HomeLife Pricing Pyramid

- When you price your home above its market value, fewer buyers will show interest in your property.
- When you price your home below market value, you increase the number of interested buyers.
- In the end, the price you set and the interest you create should reflect your selling goals.

Asking Price in Relation to Market Value

% of Potential Buyers Who Will Look At Property

+15%

10%

+10%

30%

MARKET VALUE

60%

-10%

75%

-15%

90%

The Window Of Opportunity

- When a home first goes on the market, there is an initial surge of interest that should be maximized.
- Therefore, your home should be priced realistically from the start; it is a mistake to 'test the waters' with an artificially high price.



Negotiations

My experience and professionalism of a HomeLife Higher Standards Agent will significantly assist you during a tough negotiation.

In either Buyers or Sellers Market there are opportunities and strategies that we can use to benefit from that market conditions. A Higher Standards HomeLife Agent, I will help you sell your home at the highest possible price and with the best possible terms.



Closing the Sale

- Closing the sale of your home is often a complex series of procedures that only a trained professional can handle.
- With my closing and negotiating experience on your side, the challenges of closing will feel like smooth sailing.



Meet Joanna

Not many people have the privilege to have a profession that they love. I'm one of those few. I believe that to be successful in this field, you need to truly listen to your Client and hear what they have to say. I offer my Client's 13 years experience in the Real Estate related field, as well as superb customer service, combined with an extensive knowledge of interior designs and decor hands-on understanding of residential construction and interior finishes with emphasis on hardwood flooring.



Joanna Gerber
Sales Representative

Higher Standards TM, Certified
Homelife MBA, Certified

www.Selling-Barrie-Homes.com

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Did you know that 97% of all home buyers start their home search online?

My **one-of-the-kind, website** is one of the most effective tools I use when Promoting and Marketing a property for sale. I have a very unique ability to place your property in front and center for those searching for a home.

My proven **Internet Marketing Strategies** allow me to control results of major search engines and place my website and your custom home page on first pages of search results. **This is absolutely PRICELESS.**

In addition to promoting your property on **Selling-Barrie-Homes.com**, **I also create a custom website just for your home.** Your listing is also syndicated to numerous other sites catering to home buyers. **The Online Exposure is tremendous.**

Now what?

- Review the Highest Price Analysis
- Go over the Listing Contract & Documentation
- Decide on Listing & Sale Price
- Agree on Marketing Strategies
- Get ready to move!

