

MY HOME SELLING DIFFERENCE

SELLING YOUR HOME
DOESN'T HAVE TO BE STRESSFUL

MARIA ACIOLY

REAL ESTATE AGENT

**CHESTNUT
PARK**

REALTY SOUTHWESTERN ONTARIO
LIMITED, BROKERAGE



HELLO



Originally from Brazil, Maria moved to Kitchener-Waterloo in order to earn a graduate degree in Business from Conestoga College. After graduating from Business school, Maria worked for a year with a Mortgage Company and as an executive assistant to a Realtor and, during this time, she was able to learn a great deal about all real estate transactions in practice. This knowledge in Business and Real Estate, coupled with her degree in Law from Brazil, has provided her with valuable skills that she uses daily in real estate negotiations and in educating home buyers and sellers.

Also, as the daughter of a successful real estate investor in Brazil, Maria not only inherited exposure to real estate – she also developed a keen aptitude stemming from her sincere interest, knowledge and experience in this industry. By combining her skills from her experience as a lawyer with the abilities she has developed from her time in the Canadian real estate world, Maria is able to provide a superior service to her clients.

“I want to use all my skills as a lawyer and a Realtor to make sure all my clients will be secured when involved in a Real Estate transaction.”

My focus is not only serving the Brazilian and Portuguese community; but to help all people from other cultures and native Canadians as well. There is no differentiation among people who want to sell or buy houses. The goal is the same and I am ready to help people work towards achieving it.

- MARIA ACIOLY

REALTOR®

LET'S CONNECT



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THE SELLER ROADMAP

This is the typical home seller roadmap of the steps that take place during the transaction

01 PRICE IT RIGHT

Review comparable homes and establish a price for your home

02 PREP TO SELL

Prepare your home to make its' debut on the market

03 HOME STAGING

83% of Realtors said staging made it easier for a buyer to visualize the property as a future home.

04 PHOTOS & VIDEO

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. Today, your first showing is always ONLINE.

05 LIVE ON MLS

Your home will go live on the MLS and will be viewable to the most potential buyers.

06 MARKETING

We will use a strategic marketing plan and our expansive network to ensure maximum exposure.

07 RECEIVE AN OFFER

We will review all offers and help you understand all the terms of the contract, as well as handle all of the paperwork.

08 UNDER CONTRACT

After accepting an offer, your home will officially be under contract!

09 CLOSING DAY

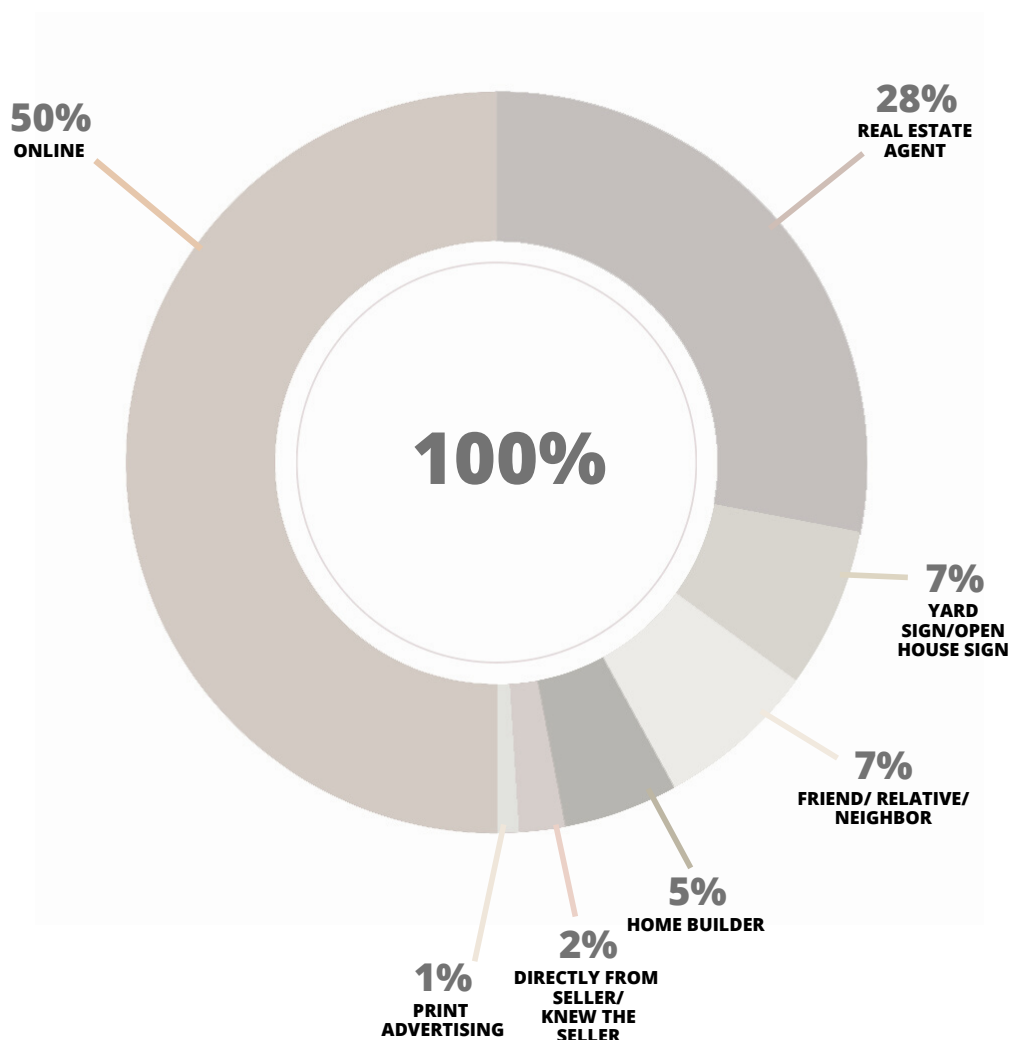
Hooray! Time to hand over your keys and celebrate selling your home.

HOME MARKETING STRATEGY

More than likely, the first place potential buyers will see your home is *online*. This is why I work hard to reach as many buyers as possible online and strive to make the best impression possible through my online listings.

I am dedicated to enhancing exposure to your home, and I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

HOME BUYERS ARE SHOPPING ONLINE



HOME MARKETING STRATEGY TIMELINE

1

ENHANCING YOUR HOME

- STAGING
- LANDSCAPING
- CURB APPEAL
- DECLUTTER
- PAINTING, ETC.

2

HIGH IMPACT IMAGERY

- PROFESSIONAL PHOTOGRAPHY
- AERIAL PHOTOS
- VIDEO TOURS

3

PRINT CAMPAIGN

- FLYERS
- BROCHURES
- POSTCARDS

4

COMING SOON MARKETING

- PROPERTY ANNOUNCEMENTS
- OPEN HOUSE INVITATIONS
- TARGETED EMAIL BLAST TO DATABASE
- MLS
- SOCIAL MEDIA OUTREACH

5

DIGITAL MARKETING

- SOCIAL MEDIA
- LEAD GENERATION CAMPAIGNS
- EMAIL MARKETING
- REVERSE PROSPECTING
- MLS & OTHER PROPERTY SITES

6

EVENTS

- OPEN HOUSE



PROFESSIONAL PHOTOGRAPHY

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. Today, your first showing is always ONLINE, which is why it is crucial to have high quality, attractive photos of your home showcasing the best qualities and features of your home and stand out from the competition. We have our own on-staff professional photographer to capture your home in the very best light.

NEVER LET YOUR AGENT SKIMP ON PROFESSIONAL PHOTOS AND POST PHOTOS TAKEN WITH A CELL PHONE ON THE MLS.



PROFESSIONAL PHOTOGRAPHY

I work with the most talented real estate photographer in the area. Every one of my listings features a professional photo gallery optimized for both internet and print. High quality images are taken from the most attractive angles in order to capture every highlight of the property. I typically select 25 -30 photos of the property to showcase the features.



AERIAL PHOTOGRAPHY

Using aerial photography allows us to give buyers a “feel” for a property. It also allows us to capture the true shape, size and layout of a home, while showcasing prospective views and highlighting a property’s location. We could do an aerial photograph of the specific property as well as video photography of the community. The still photos would be used in MLS marketing. The video would be used as part of our social media marketing.



VIDEO TOURS

The modern customer wants to see the product in action. **Video marketing is one of the most powerful tools in real estate today.** The use of video to promote and market your community increases engagement on your digital and social channels, as well as educates and reaches your audience with the customer preferred medium.

MARKETING

THAT DRIVES RESULTS

SOCIAL MEDIA

Social media, primarily Facebook, Instagram and LinkedIn, is an essential tool to reach buyers, agents and the community to increase awareness. Using paid targeted ads, as well as organic reach, we can effectively and cost efficiently reach a large audience. A key in social media is the use of video. Facebook, for example, changed its algorithms to favor video in feeds.



TARGETED NETWORKING

I have a strong and long-lasting relationship with the local real estate community. From emailing flyers, local office visits and presentations at office meetings to realtor specific targeted Facebook marketing, *my goal is to stay top of mind*. I am constantly updating your listing in the MLS, as that causes the listing to appear on the "Hot Sheet" that most agents monitor daily- this is a feature in our Multiple Listing Service.

THIS AGENT NETWORK IS KEY TO CONNECTING BUYERS WITH YOUR HOME AS 88% OF RESIDENTIAL SALES INVOLVE REAL ESTATE AGENTS.

REVERSE PROSPECTING

DID YOU KNOW?

MOST AGENTS DON'T PROACTIVELY LOOK FOR HOMES FOR THEIR CLIENTS.

I use a feature in our MLS where agents set up a home search for their clients. When a home matches any of their client's criteria, the listing is emailed to the agent & client. We are always pulling updated lists of agents who have clients that match a particular community and staying in touch through emails, texts, calls and Facebook messages.

COMING SOON

Research and data show that properties marketed as “coming soon” before being listed in the multiple listing service (MLS) tend to sell faster than MLS listings that never receive a “coming soon” promotion. We also manually Input your property as "coming soon" on Zillow and through social media.

Just Listed
\$300,000
 FOR MORE DETAILS CONTACT YOUR NAME
 123.456.7890
 123 MAIN STREET
 JERSEY CITY, NJ
 4 BED | 2 1/2 BATH | 2 CAR
 Contact Me Today
 YOUR NAME
 123.456.7890 | 123.456.7890
 YOUREMAIL@GMAIL.COM
 WWW.YOURWEBSITE.COM

JUST LISTED
Thinking About Making a Move?
 If you are planning on selling your home, it's critical to partner with a real estate professional that has a proven track record and holds themselves accountable to a very high standard.
TEXT, EMAIL, OR CALL ME FOR A FREE MARKET ANALYSIS TO SEE HOW MUCH YOUR HOME MAY BE WORTH!
\$299,000
 123 Main Street
 New Home, XY
 Contact Me Today
 YOUR NAME
 123.456.7890 | 123.456.7890
 YOUREMAIL@GMAIL.COM
 WWW.YOURWEBSITE.COM

OPEN HOUSES

Whether or not an open house is where your buyer comes from, they serve a strategic purpose – aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly-qualified, localized group of buyers.

YOU'RE INVITED!
muffins & mimosas
OPEN HOUSE
 August 7th - 12:00pm
 123 ADDRESS LANE
 CITY, STATE - 12345
 5 Bedrooms
 3.5 Bathrooms
 2700 Square Feet
 Private Backyard
 Thinking of buying or selling?
 YOUR NAME | 123.456.7890 | 123.456.7890
 YOUREMAIL@GMAIL.COM

Just Popping By
 TO INVITE YOU TO AN **Open House!**
123 ADDRESS LANE
CITY, STATE, 12345
 LIST PRICE: \$300,000
 4 BEDROOM | 3.5 BATHROOM | 2,700 SQ FT
 Saturday | January 12th | 12:00-3:00PM
 Need to Buy or Sell a House?
 Your Name, Realtor®
 123.456.7890
 email@gmail.com
 website.com
 Brokerage

PRICING IT RIGHT

Pricing your home correctly the FIRST time might be the single most important step to getting your home sold fast. The first 2 days of listing your home yield the highest point of opportunity to sell your home for top dollar and all factors need to be just right.



PRICING

The main goal is to price your home correctly the first time.

- You will attract more buyers because you will be attracting qualified buyers in the price range your home is listed in
- Your home will sell faster, for a higher price when you price it correctly from the start
- Buyers will take you more seriously and will reduce your odds of receiving a low offer



HOME VALUE

What factors determine the price of your home?

- Recent Comparable Home Sales in your area
- Condition of your home at the time of going live on the market
- The Current Market Conditions (Buyers vs. Sellers Market)
- Terms you offer in your contract
- Competition in the market
- Features and upgrades that your home has to offer potential buyers



FACTORS

What factors do NOT determine the price of your home?

- The price amount that you purchased your home for
- The cost of renovations that you made to your home
- What you think your home is worth
- How much you would like to profit off your home sale

PROS AND CONS OF PRICING IT....



BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



AT MARKET VALUE

- + Lower risk of appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



OVER MARKET VALUE

- + If you have to receive a certain amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations

PRICING MISCONCEPTIONS

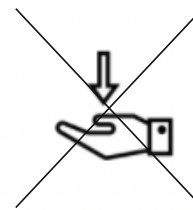
THE VALUE OF YOUR PROPERTY IS DETERMINED BY WHAT A BUYER IS WILLING TO PAY, AND WHAT A SELLER IS WILLING TO ACCEPT IN TODAY'S MARKET. It is very important to price your property at a competitive market value when we finalize the listing agreement.



WHAT YOU PAID



WHAT YOU WANT



WHAT YOU NEED



WHAT ANOTHER
AGENT SAYS



WHAT YOUR
NEIGHBOR SAYS



COST TO REBUILD
NEW

REVIEWS



Maria is the best realtor we have ever seen. She is always available to talk to you, answer your questions, and she works so hard to make your dream become true. We trusted Maria since the beginning. We choose to live in a small city, and Even choosing houses outside of her area, she was able to coordinate our showings and made our life super easy by working hard for us. Thanks to Maria we were able to find our dream house. She is always proactive, she will make sure the house we are buying is in a good condition, and doesn't matter how many questions we have, she will always be happy to reply and solve any situation during the process. We are glad to meet Maria in our life. She is a truly professional and passionate for her job. A big thank you Maria! You are the best

- Naylla & Raphael

Maria is awesome!! She is honest, friendly, pleasant and patient when showing us new homes. She knows which homes would fit us better and which are a waste of time. I would highly recommend Maria!!!

- Marina

Maria is the best realtor ever. She is professional and make the search for house a great experience. She is an excellent negotiator and so patient to explain details and make us feel comfortable to clarify doubts.

For those who are Brazilian and prefer to deal with someone who speaks their language, I couldn't recommend a better professional. The purchase of our first home here would never have taken place, or at least it would have taken longer, if not for the excellent and tireless professional that she is. I recommend with your eyes closed.

- Magali

THANK YOU!

For trusting me with the sale of your property. I am honored to represent you and guide you through the process. My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Helping my clients sell their home for top dollar and with the most ease is what I am passionate about – I'm always here to answer your questions.



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