



PROPERTIES BY
Zen

How I Work



Buying a new home is one of the biggest purchases you will ever make. It's an important investment and it can take time to find the right fit. With the right team of experts, it can also be a comfortable and memorable experience and that's where I come in.

I take a unique approach in getting to know my clients.

I like to ask questions, find out what you are looking for in a new neighbourhood, a new home, your must-haves and deal-breakers and I listen. I'm not the pushy salesman type and my goal is to understand the details of the market so that my clients can rely on me for the most up-to-date information. That's the best way to make an informed decision!





Compliments of

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exp[®]
REALTY
BROKERAGE

The Process

**The real estate transaction is complex -
and navigating you through every step of
the sale is my expertise.**



- | | |
|---|---|
| <input type="checkbox"/> Initial meeting, walk-through and needs analysis | <input type="checkbox"/> Receive and present offers |
| <input type="checkbox"/> Sign listing agreement | <input type="checkbox"/> Begin attorney review |
| <input type="checkbox"/> Prepare your property for sale: staging, photography, etc. | <input type="checkbox"/> Negotiate contract |
| <input type="checkbox"/> Launch "coming soon" marketing campaign | <input type="checkbox"/> Go under contract |
| <input type="checkbox"/> Establish a competitive price | <input type="checkbox"/> Facilitate inspection process |
| <input type="checkbox"/> Officially list your property | <input type="checkbox"/> Negotiate any issues |
| <input type="checkbox"/> Launch "just listed" marketing campaign | <input type="checkbox"/> Oversee appraisal |
| <input type="checkbox"/> Start showing your house and hold open house | <input type="checkbox"/> Coordinate and prepare for further inspections |
| | <input type="checkbox"/> Final walk-through |
| | <input type="checkbox"/> Close! |

Strategic Promotion:

Coming-soon campaign

- ☐ Walk-through and needs analysis
- ☐ Professional photography and videography
- ☐ Professional yard signage
- ☐ "Coming soon" email blast to database
- ☐ "Coming soon" social media touch on Twitter, Instagram and Facebook
- ☐ "Coming soon" callout campaign to highly qualified buyers

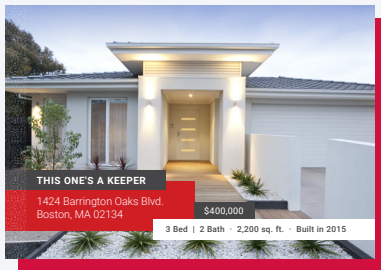
Just-listed campaign

- ☐ Launch listing on KWLS, MLS, and other syndication websites
- ☐ Professional yard signage and takeaway fliers
- ☐ "Just listed" email blast to database
- ☐ Custom landing webpage and funnel campaign promoting open house
- ☐ "Just listed" social media video on Twitter, Instagram and Facebook
- ☐ "Just listed" callout campaign to highly qualified buyers
- ☐ Virtual Open house three days after listing (if needed)

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Your Media Plan



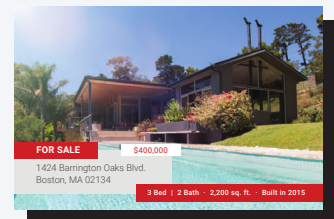
Property Brochure

Develop a property brochure to be distributed during property showings



Just-Listed Flier

Produce a just-listed flier to feature during property showings



Just-Listed Postcard

Send a direct mail just-listed postcard to the surrounding area, and similar neighborhoods

Coming Soon and Just-Listed Email

Send a targeted announcement to my personal database, as well as fellow agents with potential buyers

Virtual Open House Invitation Email

Send targeted emails to surrounding communities and prospective buyers

Custom Property Website

Create a dedicated website for your property to support highly targeted marketing efforts

Agent Website Property Feature

Showcase your property on my professional website

Facebook and Instagram Posts

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses

Instagram Story

Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walk-through videos

Paid, Boosted Facebook Ads

Leverage boosted ads to reach nearby active and passive buyers

Best- in-Class Services Provided

As an active member in the real estate community and our community at large, I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.

What is included?

Buying and Selling real estate in the Toronto market is not cheap and I believe that the costs associated with it should be kept to a minimum. This is why I include all these services into my plan to save you money, time and hassle. With my trusted team of service providers, we ensure that properties sell quickly, always close and for the highest possible price.

- ☐ All media and marketing provided
- ☐ Designer consultation and staging provided with storage facilities
- ☐ Lawyer costs of the purchase and selling, provided
- ☐ Full deep cleaning service before and after the listing, provided
- ☐ Home inspection and Status Certificate provided
- ☐ Contractor, handyman and painting provided (if necessary)

A Promise



To serve the community as a leader in the real estate industry and as a friend and neighbor

To always do the right thing, even if it isn't what is easiest

To take care of your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small

To serve as a trusted local expert and adviser by your side

To consistently and clearly communicate with you in the manner and frequency that you prefer

To treat you and your family with straightforwardness, integrity and respect at all times

To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond

To hold myself accountable to selling your home for top dollar - after all, that is what my business is built on



Selling Safely

As committed as I am to getting you the best possible offers on your home, I'm even more dedicated to keeping you and your property safe in the process. Below are some of the precautions I am taking to maximize the safety of your living space.



These safety measures are standard for all transactions, but I am more than happy to honor any additional precautions you have in mind.



VIRTUAL SHOWINGS

During the initial phase of the listing process, I will minimize the number of people entering your property by hosting virtual open houses via either a live streaming service or a prerecorded video uploaded to my website and social media pages. If you choose to hold a more traditional open house, we can work together on specifics to make it as safe as possible.

SOCIALLY DISTANT TOURS

Serious potential buyers who show proof of prequalification and agree to follow safety guidelines can schedule an in-person tour. The safety guidelines include:

- Maximum of four people per appointment (five including myself)
- Masks to be worn over the nose and mouth at all times while on property
- Disposable shoe coverings to be worn at all times while inside the house
- Appointments will last no more than 30 mins
- Majority of discussion will take place in well-ventilated areas
- High-touch surfaces will be disinfected after showing
- All follow-up paperwork will be conducted digitally

CONTACTLESS TRANSACTIONS

All showing requests, offers, and as much of the closing process as possible will be handled digitally. Any necessary in-person interactions will take place in well-ventilated areas following social distancing guidelines.