



ELLIOTGORDON

MAKE THE RIGHT MOVE

Marketing Plan

A PROVEN REAL ESTATE MARKETING STRATEGY
TO SUCCESSFULLY SELL YOUR HOME
WITH ELLIOT GORDON AND SLAVENS & ASSOCIATES



PREPARED BY

Elliot Gordon

Salesperson

Office: 416.483.4337 Cell: 416.464.2696

elliott.gordon@rogers.com

www.GordonTorontoHomes.com



**Slavens & Associates
Real Estate Inc., Brokerage**

435 Eglinton Avenue West,
Toronto, Ontario M5N 1A4

Office: 416.483.4337

Free: 1.877.560.8923

Fax: 416.483.1663

www.SlavensRealEstate.com

Meet Elliot Gordon



Elliot Gordon

Salesperson

"Integrity is everything to me. I do not hesitate to tell my clients the pros as well as the cons of every home buying or selling opportunity."

Elliot has been helping his clients *Make The Right Move* in Toronto Real Estate since 2005.

As a result of his easy going personality and well-honed sense of humour, Elliot has a unique ability to relieve his clients' stress while navigating the complex Toronto Real Estate market.

Elliot's goal is simple: satisfied clients. Providing years of real estate experience, top-notch professional service, in-depth market knowledge, and an enjoyable experience, Elliot continues to meet this goal.

Elliot incorporates the services of a trusted administrative and sales team at Slavens & Associates Real Estate. The team enables him to bring an unparalleled level of service to his clients and offers attention to detail in all aspects of your real estate experience.

Elliot gratefully acknowledges the incredible support he's received from his clients who have recommended him to their family, friends, and colleagues. The trust and confidence they have placed in him is reflected through these recommendations.

Whether you're looking to buy, sell, or lease property in the Greater Toronto Area, Elliot will provide you with the quality of service you'd expect and deserve.

Why Elliot?

- › Full Time Realtor
- › My Track Record - I outsell the average Toronto Realtor 4:1
- › My Promise: I will always tell you the truth AND no one will outwork me
- › When you hire me, you hire the entire Slavens Team: 70+ salespeople who on average are currently working with 3 buyers. That means immediate exposure to over 200 potential purchasers!

Education

- › Real Property Law
- › Mortgage Assumption & Portability
- › Principles of Property Management
- › Title Insurance
- › Seller Property Information Statement Update

References

1. Brent Arnold:
arnold.brentjarnold.brent@gmail.com
2. Jeffrey Klam:
jeffreyklam@yahoo.com
3. Francine Lindenbaum:
f_lindenbaum@hotmail.com
4. Michael Spence:
mikespence79@yahoo.ca

Testimonials

Rebecca and Mark Chaikelson

Elliot is professional, patient, and well organized. He was up to date, readily available to go look at as many houses as we wanted, and he acted as a great resource of information. Most importantly, he made the experience fun with his warm personality and his incredible sense of humor. Purchasing a home can be a stressful experience, but working with Elliot was seamless and a true pleasure. It should go without saying - we highly recommend him!

Allison & Matthew Derkson

Elliot guided us through the often intimidating process of purchasing a home in Toronto with professionalism, dedication and a well-honed sense of humour. We cannot emphasize enough his patience, responsiveness and ability to provide us with sound advice based on his years of experience. We have no hesitation in recommending him as a real estate agent and have already done so numerous times to family and friends.

Jamie Simpson

Elliot rocks. Buying a house isn't exactly the most stress-free experience but Elliot made the process as painless as possible. He picked up quickly on our likes and dislikes and made sure we only looked at properties that made sense. When it came time to close on our dream house Elliot got the job done like a champ.

Marcie & Michael Stern

Elliot consistently went above and beyond what we expected from our real estate agent. Throughout the process, we were continually impressed by Elliot's patience and dedication to helping us find a home that was perfect for us. We were also impressed by his great sense of humour! Elliot proved himself to be a completely trustworthy and honest advisor throughout this process. We won't hesitate to refer him to anyone looking to buy or sell a home since we have the utmost faith in his abilities.

Laura Childs

Elliot was an absolute pleasure to work with. While we bought our first house with Elliot, we also sold our loft in King West. His patience, diligence and knowledge of the market was a key to our success in finding our home. His unwavering commitment to us and constant communication was wonderful and we would not hesitate to use him again and have passed his name onto others.

Karen Brozina-Hawley

Elliot was recommended to us by friends, and we quickly came to appreciate why they thought so highly of him. Well-informed, Elliot patiently explained the ins and outs of home ownership. His genuine, optimistic, and light-hearted approach was always appreciated. Many thanks for your patience, persistence and good humour throughout our house-hunting adventure. Working with you made, what could have been an ordeal, into a fun, exciting, and even enlightening journey.

Slavens & Associates Real Estate

Slavens & Associates, one of Toronto's leading boutique Brokerages, specializes in the sale of residential and commercial properties. Owned and operated by Richard Sherman, Broker of Record and Darren Slavens, Vice President, our client services include property management, investment opportunities and in-house mortgage financing.

Full Service Boutique Brokerage

Supported by an unmatched administrative team that offers attention to detail in all aspects of your real estate experience.

Brand Name Recognition

A prestigious real estate history with thousands of homes sold under the Slavens name.

Unparalleled Reputation

Recognized throughout the GTA for our professionalism, higher standards, impeccable ethics and integrity.

Real Estate Marketing

At the forefront of online marketing initiatives including an innovative website and cutting edge social media presence to attract both local and international buyers.

Sales FORCE

70 + full time agents who possess a wealth of experience, energy, skill, market expertise and top notch education.

Management Support

Hands on management team with over 60 years of combined real estate experience who work tirelessly for our clients.

Team Environment

A collegial atmosphere fuelled by cooperation and mutual respect.

Community Involvement

Supporting various charitable endeavours, including North York General through our Slavens Gives Back events.

Client Advantage Program

Special offers from our Advantage Partners made exclusive to all Slavens clientele.

Recognized by Who's Who in Luxury Real Estate

The world's largest database of luxury listings providing a global reach to attract buyers from over 60 countries.

Industry Leading Client Service

Whether you're selling a \$300,000 condo or a \$10 Million house, Slavens salespeople will provide you the finest client experience.



416.483.4337
slavensrealestate.com



My Marketing Plan

A Targeted Home Selling Strategy:

Multiple Listing Service (MLS)

Your property will be uploaded to the MLS and exposed to over 39,000 Toronto area Realtors.

Virtual Tour with High Resolution Images and Professional Floor Plans

My professional photographers capture the images necessary to best market your home.

Complimentary Home Staging Consultation

My professional stager will provide you with a room-by-room detailed plan to prepare your home for market.

www.YourAddress.com

An independent website will be created specifically for your home featuring photos and property details.

Just Listed Cards

Notification to the community that your property is for sale.

Canvass The Neighbourhood

Your neighbours are often the best advocates for the area and will spread the word to family and friends that a nearby home is for sale.

Colour Feature Sheets

Professionally produced brochures will create a positive lasting impression with potential buyers.

Open Houses for Agents and the Public

Agents will inspect and preview your home for their qualified buyers. On weekends, we will attract potential buyers from the public.

Internet Promotion

Your listing will be uploaded to the following websites:

- > www.SlavensRealEstate.com
(with mobile friendly version)
- > www.GordonTorontoHomes.com
(with mobile friendly version)
- > www.Realtor.ca
- > www.LuxuryRealEstate.com
- > 40 personal real estate websites

Social Media

Promotion on Twitter, Facebook, LinkedIn, YouTube, Pinterest, and Google+.

Print Advertising

Ads placed in national newspapers and local real estate publications such as: Globe & Mail, National Post, Post City Magazine, Canadian Jewish News, or any other appropriate local media.

Continuous Follow Up

Our weekly update will bring you up to speed on the latest real estate market news and provide you with feedback from showings to gauge the public's reaction to your property.

24 Hour Answering Service

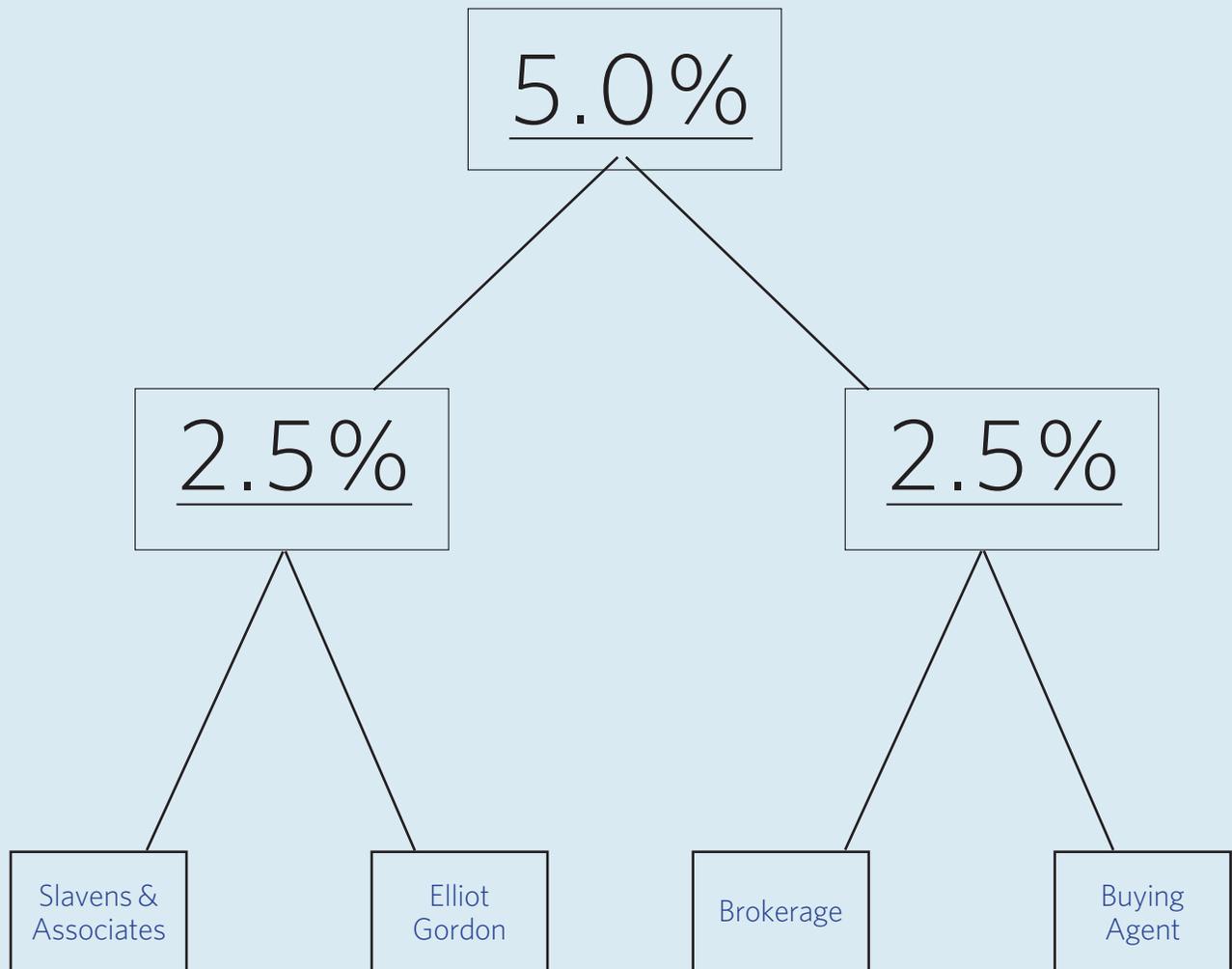
No matter the time of day, a call will never be missed.



Commission Breakdown

Listing Broker

Buyer Broker



What is Your Home Worth?

Establishing the proper list price is the single most important factor in determining the successful and timely sale of your home.

Pricing homes is part art and part science. It involves comparing similar properties, making adjustments for the differences among them, tracking market movements and taking stock of present inventory, all in an attempt to establish a range of value.

Select the most qualified Realtor. Not a Realtor who suggest the highest list price.

Here are 7 reasons to not overprice your property:

1. Helps sell others homes. Buyers look at many properties and eliminate by comparison. Your home will fail to compete with others on the market.
2. Can ultimately cause monetary loss. Overpriced properties typically sit on the market and end up selling for far less than their original asking price. Pricing a home properly will ensure a faster sale, thus reducing expensive carrying costs.
3. Fails to meet buyers' expectations. Buyers expect certain features at specific price points and will become disinterested when a property does not meet their criteria.
4. Discourages buyers from making offers. Many buyers choose not to waste their time on overpriced homes, and prefer to spend their energy looking at homes that appear to be better value.
5. Will remain unsold and cause Realtors and buyers to suspect that something is wrong with the property even before viewing it.
6. Buyers search for homes in their budget. By overpricing, you put your home into a price bracket where they won't look. Buyers who do see your home will be able to afford your higher price, however, they will not be interested in it.
7. The perfect home for you to purchase may present itself while your home is listed. If you are overpriced, you will have very little chance of selling and will be in no position to buy your desired home.



Recent Sales

Some of the prices buyers are currently paying for homes comparable to your home in your neighbourhood.



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Currently for Sale

Buyers will compare your home with these properties currently for sale in your neighbourhood.



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Market Update

GTA REALTORS® Report Resale Housing Figures

TORONTO, DECEMBER 3, 2015

Toronto Real Estate Board President Mark McLean announced that Greater Toronto Area REALTORS® reported 7,385 home sales through TREB's MLS® System in November 2015 - up by 14 per cent compared to November 2014. This result also represented the best result on record for the month of November. Sales through the first eleven months of 2015 amounted to 96,401.

"Not only did we see a record sales result for November, but with one month left to go in 2015, we have already set a new calendar year record for home sales in the TREB market area, eclipsing the previous record

set in 2007. Sales were up on a year-over-year basis for all major home types, both in the City of Toronto and surrounding regions. This suggests that the demand for ownership housing is widespread, from first-time buyers to long-time homeowners across the GTA," said Mr. McLean.

The MLS® Home Price Index (HPI) Composite Benchmark was up by 10.3 per cent year over year in November. The average selling price for all transactions was also up by a similar annual rate of 9.6 per cent to \$632,685. Annual rates of average price growth for November and the first eleven months of 2015 were similar, with the

strongest rates of increase being reported for low-rise home types, including detached and semi-detached houses and townhouses.

"Demand for ownership housing has remained strong in the GTA throughout 2015, with sales generally increasing at a greater annual rate compared to new listings. This means that competition between buyers has strengthened in many neighbourhoods in the City of Toronto and surrounding regions. The end result has been upward pressure on home prices well above the rate of inflation in most cases," said Jason Mercer, TREB's Director of Market Analysis

SUMMARY OF SALES AND AVERAGE PRICE									
	November 2015			November 2014			% Change in Sales	% Change in Price	% Change in New Listing
	Sales	Average Price	New Listings	Sales	Average Price	New Listings			
City of Toronto	2,863	654,221	4,123	2,641	616,241	3,790	+ 8.4%	+ 6.2%	+ 8.8%
Rest of GTA	4,522	619,050	5,486	3,835	550,825	4,926	+ 17.9%	+ 12.4%	+ 11.4%
All of GTA	7,385	632,685	9,609	6,476	577,502	8,716	+ 14.0%	+ 9.6%	+ 10.2%

SOURCE: TORONTO REAL ESTATE BOARD