

**AINSLEE TRACEY, BROKER**

**ROYAL LEPAGE**  
**TRILAND REALTY**  
REAL ESTATE BROKERAGE



*Selling*  
**YOUR HOME**

[www.ISellStThomas.com](http://www.ISellStThomas.com)



# Why Use A REALTOR®

- Pricing
- Negotiations
- Security
- Marketing
- Monitoring
- Closing
- & more



# Why Use **AINSLEE TRACEY**

- Local, Full Time Realtor
- Family Business since 1974
- Award Winning Service
- Supporter of Community
- Small Business Advocate



# Our TEAM



Cathy  
Executive Assistant



Andrew  
Property Management



Jim (aka Papa)  
Admin



Paxton  
Hype Man



# The GOAL

Best possible price  
in the least amount of time  
with minimal inconveniences!

# The HOW

Effective Marketing  
& Proper Pricing



# *Exposure for* **YOUR HOME**

## **E - MARKETING**

Marketing to the masses online  
(High traffic websites, multiple social  
platforms)

## **TARGET MARKETING**

Marketing to the buyers  
seeking your property criteria  
(Emails, Portals, Social Media)

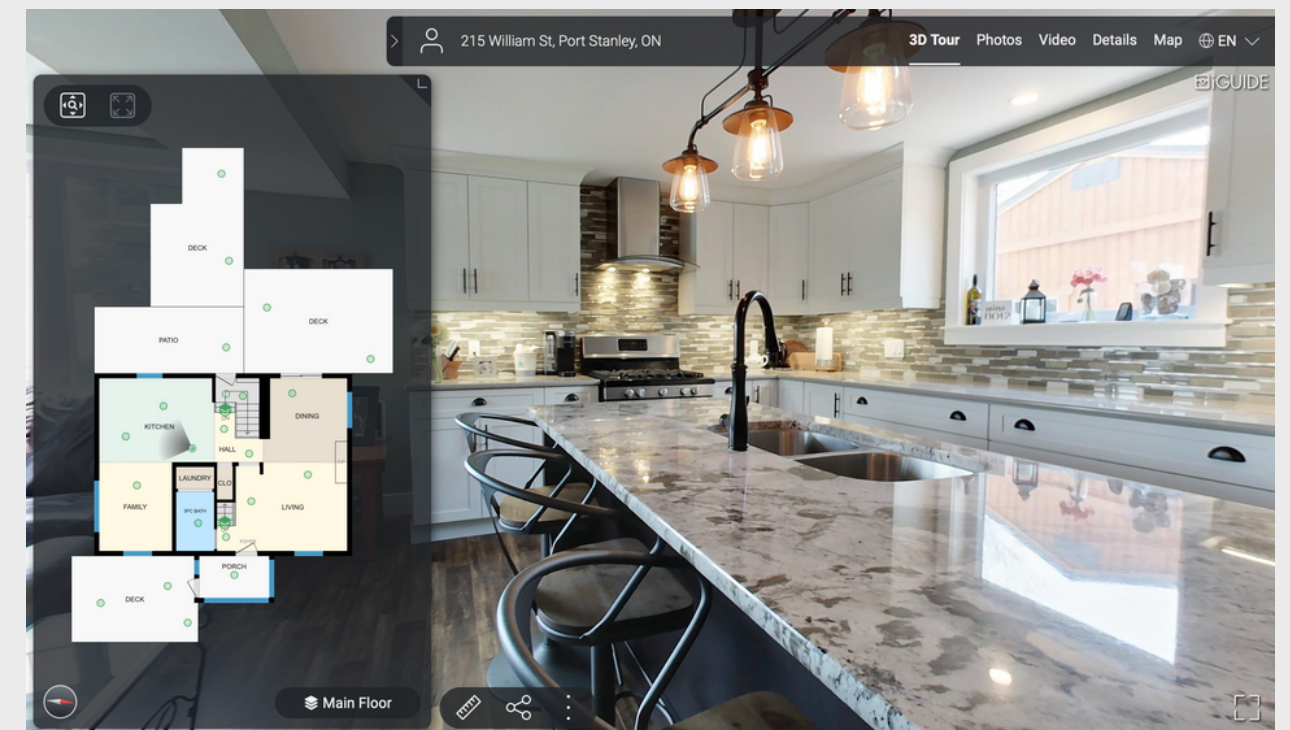
## **TRADITIONAL MARKETING**

Marketing with a more traditional flair  
(Lawn Signs, MLS, Open Houses, Print Ads)



# Media & MARKETING

- Professional Photos
- 360° Tour with Floor plans
- Full colour feature sheets
- Videos



# *Proper* **PRICING**

## **COMPARATIVE MARKET ANALYSIS**

Using a combination of fairly comparable home and making adjustments to source market value

## **EFFECTS OF VALUE**

Knowing the effects of location, size, style, amenities, conditions, buyer supply, financing options & more

## **MARKET CONDITIONS**

Buyers, Balanced or Sellers Market





*Communication*

## **SHOWINGS**

Calls, Text, Emails, or App

## **PAPERWORK**

Emailed or Hard copies

## **MARKETING UPDATES**

Weekly Emails & Monthly Meetings

## **MARKET CONDITIONS**

Inventory, Financing, Legislation, etc

## **BEYOND CLOSING**

Keep in touch & reach out for any needs!



# RLP Triland ADVANTAGE



- Canadian Real Estate Company
- National Networking
- High Traffic Real Estate Website
- 100+ years experience
- Non-Selling Managers



# Contact INFO

## AINSLEE TRACEY, BROKER

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