

Mario Daniel Sconza & Partners
Real Estate Services



TABLE OF CONTENTS

1	Our Mission Statement
3	Mario Daniel Sconza & Partners Important Details
5	Buyers-In-Waiting Database
6	Marketing Your Property for the Fastest Sale at the Highest Price
8	172- Step Action Plan to Get Your Home Sold Fast and for Top Dollar
17	All Agents Are Not Equal
18	Cancel Anytime Guarantee
19	Suggested Questions to Ask Your Listing Agent
20	Selling Your Home
23	Pricing Your Home to Sell
26	Drawbacks of Overpricing
27	Internet Exposure with Professional Photography
28	Response Advertising and 24-Hour Marketing
29	The Buyer Profile Service
30	Referrals/ Relocation
31	Contract & Negotiation
33	Common Real Estate Myths
35	Thinking About Selling
36	Getting to Know You
37	Notes
38	Testimonials



MARIO DANIEL SCONZA & PARTNERS REAL ESTATE SERVICES
MISSION STATEMENT

We are equal parts of a community of people that can unite all four corners of the earth and relieve much human suffering.



MARIO DANIEL SCONZA & PARTNERS REAL ESTATE SERVICES

MISSION STATEMENT

Thank you for taking the time to review this information. We have sent you these materials in advance of our meeting so that you will know a little more about our Partnership, our services and how they will benefit you and your family.

At this point, we don't know all of your particular objectives, nor do we know about your financial and family situation entirely. We do know that selling a home can be an extremely emotionally trying time, or a very exciting one. We endeavour to provide you with enough information to make an informed decision based upon facts.

As you look through these materials, leverage the forms at the back to note any questions that you have for us in order that we will remember to address them at our meeting.

Selling your home can be a complicated task. It is crucial to have every possible advantage you can. We look forward to working with you. Please let us know if you have any questions at any time during the process of your Real Estate transaction.

Sincerely,

Mario Daniel Sconza
Real Estate Broker



IMPORTANT DETAILS

3 Important Details for You to Consider

1 We GUARANTEE, in writing, that we will sell your home for 100% of your asking price or we will sell it for FREE! No Gimmicks. It is all in writing.

2 I have copied and pasted a screenshot of our “Buyers-In-Waiting” database as proof that we are the Realtors with the Buyers.

3 These are buyers that have registered with us and want to buy homes. Because we have so many well qualified buyers you will receive more money in your time frame with less hassle.

There is a difference in Real Estate agents, the services they provide and the results you receive. You owe it to yourself to see first-hand the differences that will ultimately benefit you.

MARIO DANIEL SCONZA & PARTNERS REAL ESTATE SERVICES

IMPORTANT DETAILS

According to data from the Toronto Multiple Listing Service, **Mario Daniel Sconza & Partners sell their Listings for 5.6% more than the average agent and sells them almost four times as fast.** Choose your advocate wisely.

We Sell Homes FOR MORE MONEY

We sell our listings for 5.6% more in Sales price. This means real dollars In YOUR pocket.



We Sell Homes FASTER

Per Toronto MLS the average Realtor sells a home in 30 days while Mario Daniel Sconza & Partners' average time for selling a home is Only 18.5 days!!



We Sell MORE HOMES

Mario Daniel Sconza & Partners SOLD 12 times more Homes than the average agent! Therefore we have more capabilities and can do more to market your home!

Mario Daniel Sconza & Partners



Average Agent



MARIO DANIEL SCONZA & PARTNERS REAL ESTATE SERVICES

BUYERS-IN-WAITING DATABASE

NAME/INFO	PIPELINE	REGISTERED	PRICE/CITY	TIMEFRAME	LAST LOGIN	LAST TOUCH	NEXT REMINDER	ACTIVITY	ASSIGNED TO
Nicolas 905-... noer		3 days Manual	\$ n/a n/a	n/a	n/a 0 Total	3 days % 3 days	-1 day 1 Total	0 Views 0 Saved 0 Fav 0 Inq	MARIO DANIEL SCONZA - UNASSIGNED -
Yurraj V 201-... vedv		3 days Manual	\$ n/a n/a	n/a	n/a 0 Total	2 days % 2 days	n/a 0 Total	0 Views 0 Saved 0 Fav 0 Inq	FRANCIS JONATHAN TUY - UNASSIGNED -
Jasneet 416-... japan		3 days Manual	\$ n/a n/a	n/a	n/a 0 Total	1 day % 2 days	-1 day 1 Total	0 Views 0 Saved 0 Fav 0 Inq	MARIO DANIEL SCONZA - UNASSIGNED -
Tina S 647-... stnu		4 days www.searchtaareahome...	\$ 899k Vaughan PRE	now	4 days 1 Total	3 days % 3 days	n/a 0 Total	5 Views 1 Saved 0 Fav 0 Inq	MARIO DANIEL SCONZA - UNASSIGNED -
Uzma Al 077-... uzm		4 days www.searchtaareahome...	\$ 325k Mississauga 1st	1-3 months	4 days 1 Total	4 days % -	n/a 0 Total	3 Views 1 Saved 0 Fav 0 Inq	MARIO DANIEL SCONZA - UNASSIGNED -
Asdeed D 647-... ahy		5 days www.searchtaareahome...	\$ 1.10M Innisfil	1-3 months	5 days 1 Total	n/a % -	n/a 0 Total	5 Views 1 Saved 0 Fav 0 Inq	MARIO DANIEL SCONZA - UNASSIGNED -
Maimun 647-... mah		7 days Manual	\$ n/a n/a	n/a	n/a 0 Total	4 days % 6 days	55 days 1 Total	0 Views 0 Saved 0 Fav 0 Inq	MARIO DANIEL SCONZA - UNASSIGNED - RINA ROSSI -
Rana An 647-... sani		7 days Manual	\$ n/a n/a	n/a	n/a 0 Total	3 days % 3 days	-5 hours 1 Total	0 Views 0 Saved 0 Fav 0 Inq	MARIO DANIEL SCONZA - UNASSIGNED -
Jennifer 416-... noer		7 days Manual	\$ n/a n/a	n/a	n/a 0 Total	7 days % 7 days	49 days 1 Total	0 Views 0 Saved 0 Fav 0 Inq	MARIO DANIEL SCONZA - UNASSIGNED -

We currently have a database of 35,172 buyers, sellers and investors. If you look closely you will notice that **4,337** people are home buyers looking to buy in your area ASAP.

Within 72-hours of listing your home for sale, we will activate a "Search and Match" of your home's features to the active buyers in our database.

We are confident we will sell your home at your price. We guarantee it in writing.

We GUARANTEE, in writing, that we will sell your home for 100% of your asking price or we will sell it for FREE! No Gimmicks. It is all in writing.

MARIO DANIEL SCONZA & PARTNERS REAL ESTATE SERVICES

Marketing Your Property to obtain the highest price.

Our Marketing Commitment

When it comes to marketing your property, nothing is left to chance, each home has its own unique style, personality and attraction. We understand the importance of clearly differentiating your home from the competition. It's our role to identify what sets your home apart and communicate your story to like-minded buyers.

You can count on our Marketing System to position your home at its best through advanced technology and the highest quality traditional marketing.

Throughout the entire process, our commitment to you is the personal touch and personal relationships that ultimately bring the buyer to the home for optimum sale.

When you list your home with Mario Daniel Sconza & Partners, you are guaranteed unmatched service. Our focus from the beginning to the signing of the closing documents is to continually market your home on the road to sold for the highest price.

We have the Internet Covered

1. The Multiple Listings Service (MLS)

- Entered within hours of taking the listing
- Multiple photos
- Ongoing updates to keep information current

2. Internet Exposure on the World's Leading

Real Estate Web Sites

Websites including:

- Google.ca
- SearchGTAAreaHomes.com
- Point2Homes.com
- Realtor.ca
- Kijiji.ca and more...

3. Featured Listings on all our Personal Websites

- Home Page Positioning
- Multiple Photos and full description

4. Your Home's Personal Webpage (exclusive)

- A unique URL available worldwide
- Multiple photos and detailed descriptions

5. Blast Text Messages

- Customized Flyer with photos distributed to 2,000 Realtors in your area and in the GTA

6. Virtual Video Tours/ Photography

- Professional photography
- Panoramic virtual video tour
- Tours and photos posted to all Real Estate Websites

7. Online lead generation marketing for buyers

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Marketing Your Property to obtain the highest price.

Print, Direct Mail and Telemarketing

8. Colour advertisement in Various Magazines; Ads in local publications and various Canadian publications.
9. Continuous ads in the Online Classified Sites until sold.
10. "Just Listed" postcards to surrounding neighbourhoods and interested buyers.
11. Property brochures inside the home.
12. Phone calls to immediate and surrounding neighbourhoods promoting the attractions of your home.

Marketing to the Real Estate Community

13. Broker and Office tours
14. Office Sales Meeting announcements
15. All showing agents contacted for feedback of buyer interest.
16. Brochure and eBrochure distribution to select Realtors.
17. Direct communication with Mario Daniel Sconza & Partners exclusive city-wide buyer's agent network.

Preparing Your Home to Sell

18. Professional evaluation of exterior landscaping and entry to ensure maximum curb appeal
19. Professional evaluation and staging resources to ensure your home shows at its best.

The Basics

20. Sconza Yard Sign recognized for integrity and trust.
21. Toll-free numbers providing immediate home details.
22. Actively working with buyers that may be a match to your home.
23. Strategic Open House Events.
24. Property Pricing Experts.
25. Negotiating expertise.
26. Marketing knowledge
27. Custom designed online colour Home Book, providing information about your home, neighbourhoods, schools, etc.
28. Ongoing communication regarding all Realtor comments, requests for showings and of course, all offers.
29. Unending client service with Mario Daniel Sconza & Partners.

MARIO DANIEL SCONZA & PARTNERS REAL ESTATE SERVICES

AMAZING 172-STEP ACTION PLAN TO GET YOUR HOME SOLD FAST AND FOR TOP DOLLAR

1. Research property's ownership.
2. Research property's public record information for lot size and dimensions.
3. Research and verify legal description.
4. Research property's land use coding and deed restrictions.
5. Research property's current use and zoning.
6. Verify legal name(s) of owner(s) in mpac public property records.
7. Research sales activity for past 1-18 months from MLS and public records databases.
8. Research "Average Days on Market" for property of this type, price range and location.
9. Research competitive properties that are currently on the market.
10. Research competitive properties that have been withdrawn.
11. Research competitive properties that are currently under contract.
12. Research expired properties (properties that did not sell during their time on the market).
13. Research competitive properties that have sold recently.
14. Call agents, if needed, to discuss activity on the comparable properties they have listed in the area.
15. Research the previous sales activity (if any) on your home.
16. Download and review property tax roll information.
17. Obtain and verify accurate methods of contacting you.
18. Gather information to help assess your needs.
19. Review current title information.
20. Measure interior room sizes.
21. Confirm lot size from your copy of certified survey.
22. Obtain copy of floor and pool plans, if available.
23. Review current appraisal, if available.
24. Verify security system, current term of service and whether owned or leased.
25. Verify if property has rental units involved; if so, make copies of all leases, verify all rent and deposits, inform tenants of listing and discuss how showings will be handled.
26. Compile list of repairs and maintenance items.
27. Prepare showing instructions for buyers' agents and agree on showing time window with you.
28. Assess your timing.



MARIO DANIEL SCONZA & PARTNERS REAL ESTATE SERVICES 172-STEP ACTION PLAN

29. Assess your reasons for selling and determine best strategy.
30. Assess your immediate concerns.
31. Ask questions about the property and yourselves to learn how to better serve and provide helpful information.
32. Discuss your purchase plans and determine how Mario Daniel Sconza & Partners Real Estate Services can assist you in your next purchase (local, home construction, investment, or (relocation) or if we can research and find a qualified agent to assist you in your new location.
33. Obtain information that will help us prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your house in the past five years? What other features of your home make it attractive to buyers? (Type of cabinets, flooring, Solar Panels, pool, fireplaces, etc.)
34. Prepare you by asking you to gather home information: to have a copy of mortgage statement, copy of a survey.
35. Obtain one set of keys, which will be inserted in the lockbox.
36. Perform Interior Dècor Assessment.
37. Review results of Interior Dècor Assessment and suggest changes to shorten time on market.
38. Perform exterior “Curb Appeal Assessment” of subject property.
39. Review results of Curb Appeal Assessment with you and provide suggestions to improve salability.
40. Give you an overview of current market conditions and projections.
41. Provide Home Audit to discuss constructive changes to your home and make it more appealing to show exceptionally well and help it to yield the greatest possible price to an interested buyer.
42. Provide you with home showing guidelines to help have the home prepared for appointments. (i.e. lighting, soft, music, etc.)
43. Review and explain all clauses in Listing Agreement (add schedules, if applicable).
44. Enter your name, address, phone number and email address in order to keep you informed of market changes, mortgage rate fluctuations, sales trends or anything that may affect the value and marketability of your property.
45. Compile and assemble formal file on property.
46. Present Comparable Market Analysis (CMA) Results to you, including comparable solds, current listings and expired listings.
47. Offer pricing strategy based on professional interpretation of current market conditions.
48. Assist you in strategically pricing home to enable it to show up on more MLS Searches.

MARIO DANIEL SCONZA & PARTNERS REAL ESTATE SERVICES 172-STEP ACTION PLAN

49. Discuss and present strategic master marketing plan.
50. Present and discuss the Mario Daniel Sconza & Partners Real Estate Services Program to market your home most effectively.
51. Prepare an equity analysis to show you expenses, closing costs and net proceeds.
52. Take full colour digital photographs of the inside and outside of your home for marketing flyers, advertisements and our websites.
53. Set up Home Warranty to protect your home during the listing period and for 12 months after the sale to reassure buyer of the quality of your home.
54. Install hi-tech lockbox to allow buyers and their agents to view your home conveniently but does not compromise your family's security.
55. Write remarks within the MLS system specifying how you want the property to be shown.
56. Prepare showing time instructions with you.
57. Prepare detailed list of property amenities.
58. Prepare MLS property Profile Sheet.
59. Proofread MLS database listing for accuracy- including proper placement in mapping function.
60. Enter property data from Profile Sheet into MLS Listing Database.
61. Electronically submit your home listing information into the Multiple Listing Service for exposure to all active Real Estate Agents in the area.
62. Immediately submit digital photos of the interior and exterior of your home to the MLS at the same time the listing is inputted, allowing buyers and agents to view pictures when narrowing down homes they will actually tour.
63. Add property to Active Listing's List; provide information in office of realtors when potential buyers call for details.
64. Provide you with signed copies of Listing Agreement and MLS Profile Data Sheet.
65. Explain marketing benefit of Home Owner Warranty with you.
66. Assist you with the completion of Home Owner Warranty application.
67. Submit Home Warranty application for conveyance at time of sale.
68. Create with you a Personal Customized Services sheet to explain specific marketing available for your property.
69. Provide you with a Personalized Advertising Questionnaire for your input in verbiage for advertisement.
70. Offer Realtor® tour, if applicable, to provide you with professional feedback and additional ways to best promote your home.

MARIO DANIEL SCONZA & PARTNERS REAL ESTATE SERVICES 172-STEP ACTION PLAN

86. Search the MLS System for Realtors most likely working with interested and capable buyers matching your home, then text or email copies of your home listing information for them to review immediately.
87. Maximize showing potential through elite signage. Mario Daniel Sconza & Partners has one of the most recognizable logo and trademark in the Real Estate industry.
88. Install sign on front yard.
89. Market your home on the following internet sites: Realtor.ca, Google, Yahoo, Front Door and over 360 other sites!! We are the exclusive Realtors® for SearchGTAAreaHomes.com for all of Toronto, York Region and other surrounding areas. This produces additional potential customers for you.
90. Submit a crisp, clean digital montage of photos complete with personally written remarks detailing your home and upload on all websites.
91. If Open House is to be held, arrange for print ad to be placed in (PAPER) the Monday before Open House to maximize number of customers.
92. Target market to determine whom the most likely buyer willing to pay the highest price will be.
93. Discuss marketing ideas with “Mastermind” group of Realtors from across the Globe.
94. Deliver copies of advertisements of your home to you for your review.
95. Distribute Video Flyer to all agents in the local area.
96. Use other marketing techniques; such as offering free reports to multiply chances of buyers calling in, discussing, pre-qualifying for and touring home.
97. Help you to prepare the Homeowner’s Information Sheet which includes information on utilities and services the buyer will need to know when transferring after closing.
98. Prepare a financial sheet with several financing plans to educate buyers on methods to purchase your home.
99. Advertise your home to our VIP Buyers as well as all qualified buyers in our database.
100. Distribute flyer to all in local area. Promote your home by distributing flyers to local lenders and potential buyers who are relocating to our area.
101. Promote the benefits of your property to all in the local area and update them on any changes so that they may convey enticing information to their buyers.
102. Deliver copies of marketing material of your home to you for your review.
103. Promote your home to top Realtors in other areas.
104. Follow up with all agents who have shown your home via email or personal phone call to answer any questions they may have.
105. Send a personalized letter or postcard to residents in your immediate neighbourhood so we can find out if they know of any family members who are thinking of moving into the neighbourhood.

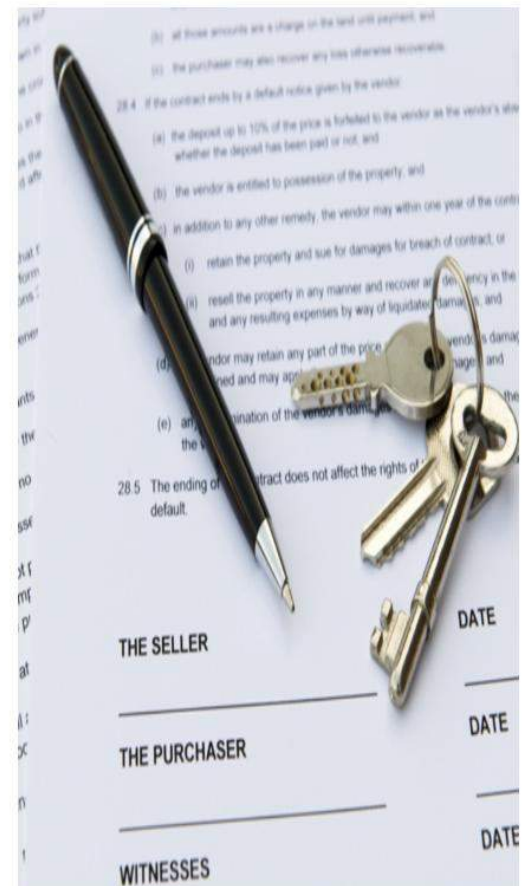
MARIO DANIEL SCONZA & PARTNERS REAL ESTATE SERVICES 172-STEP ACTION PLAN

106. Personally call your immediate neighbourhood and surrounding neighbourhood to promote the benefits of your home.
107. Prepare a weekly market analysis update of any activity in your neighbourhood (i.e. new homes on the market, homes that have sold, etc)
108. Pre-qualify all buyers whom our agents will bring to your home before showings to avoid wasting your time with unqualified showings and buyers.
109. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale.
110. Provide Open House with a Licensed Realtor at your request.
111. Handle paperwork if price adjustment needed.
112. Take all calls to screen for qualified buyers and protect you from curiosity seekers.
113. Receive and review all Offers to Purchase contracts submitted by buyers or buyer's agents to determine best negotiation position.
114. Contact buyers' agents to review buyer's qualification and discuss offer.
115. Evaluate offer (s) and prepare a "net sheet" on each to you for comparison purposes.
116. Counsel you on offers. Explain merits and weakness of each component of each offer.
117. Confirm buyer is pre-qualified by calling Loan Officer.
118. Obtain pre-qualification letter on buyer from loan officer.



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119. Negotiate highest price and best terms for you and your situation.
120. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent.
121. Send copies of contract to Real Estate Lawyer.
122. When an Offer to Purchase Contract is accepted and signed by you, deliver signed offer to buyer's agent
123. Record and promptly deposit buyer's deposit in Brokerage Trust account.
124. Deliver copies of fully signed Offer to Purchase contract to you.
125. Deliver copies of Offer to Purchase contract to Selling Agent.
126. Send copies of Offer to Purchase contract to lender.
127. Provide copies of signed Offer to Purchase contract for office file.
128. Provide copies of Offer to purchase contract to Lawyer's office.
129. Advise you in handling any additional offers to purchase that may be submitted between contract and closing.
130. Change status in MLS to "Sold Conditional" or "Sold".
131. Discuss Buyers Financing status—Advise you of worst- and best-case scenarios.
132. Assist buyer with obtaining financing, if applicable, and follow-up as necessary.
133. Deliver unrecorded property information to buyer.
134. Coordinate home inspection ordered and handle contingencies, if any
135. Follow Loan Processing through to the underwriting stage.



MARIO DANIEL SCONZA & PARTNERS REAL ESTATE SERVICES 172-STEP ACTION
PLAN

136. Contact lender weekly to ensure processing is on track.
137. Relay final approval of buyer's loan application to you.
138. Coordinate buyer's professional home inspection with you.
139. Review home inspector's report.
140. Assist you with identifying and negotiating with trustworthy contractors to perform any required repairs.
141. Schedule Appraisal.
142. Provide comparable sales used in the market pricing to Appraiser.
143. Follow-up on Appraisal.
144. Assist seller in questioning appraisal report if it seems too low.
145. Coordinate closing process with buyer's agent and lender.
146. Update closing forms and files.
147. Ensure all parties have all forms and information needed to close the sale.
148. Confirm closing date and time and notify all parties.
149. Assist in solving any title problems (boundary disputes, easements, etc.)
150. Work with buyer's agents in scheduling and conducting buyer's Final Walk-Through prior to closing.
151. Request final closing figures from closing agent.
152. Forward verify closing figures to buyer's agent.
153. Provide "Home Owners Warranty" for availability at closing.
154. Review all closing documents carefully for errors.
155. Forward closing documents to absentee seller as requested.
156. Review documents with buyer.
157. Provide earnest money deposit cheque from Trust account to Lawyer.
158. Coordinate financing, final inspections, closing and possession activities on your behalf to help ensure a smooth closing.
159. Assist in scheduling the closing date for you and all parties.
160. Set up final walk-through of your home for buyers and their agents.
161. Coordinate closing with your next purchase and resolve any timing problems.
162. Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mailbox keys, educate new owners of garbage days/ recycling, mail procedures, etc.)
163. Have a "no surprises" closing and present you with a net proceeds check at closing.
164. Change MLS listing status to Sold. Enter sale date and price, selling broker and agent's ID numbers, etc.
165. Answer questions about filing claims with Home Owner Warranty Company if requested.
166. Attempt to clarify and resolve and conflicts about repairs if buyer is not satisfied.
167. Respond to any follow-up calls and provide any additional information required from office files.

MARIO DANIEL SCONZA & PARTNERS REAL ESTATE SERVICES 172-STEP ACTION PLAN

168. Help you relocate locally, or out of area with highly experienced Referral agents across the globe- you are sure to have the highest quality agent to help you on both sides of your move to make it worry and stress free.
169. At your request send letter with picture of your new home on it- delivered to 20 friends and family, providing your change of address.
170. You benefit from the experience and contacts developed since 1955.
171. Our agents are devoted, full time REALTORS®- not part time Real Estate agents. Our designations include CNE (Certified Negotiating Experts) and APREP (Accredited Professional Real Estate Professional). Your benefits include our expertise in a wide range of market areas to promote your home.
172. Our agents are recognizable and part of an accredited Platinum Real Estate professional elite group.



ALL AGENTS ARE NOT EQUAL!

**Professors have Doctorates,
Physicians have Medical Degrees,
REALTOR® have DESIGNATIONS!**

HOW CAN YOU TELL OF YOUR REAL ESTATE AGENT HAS THE
KNOWLEDGE AND EXPERIENCE YOU NEED?
ASK ABOUT THEIR DESIGNATIONS!

Designations mean your agent has invested their time and money to attend courses, take difficult exams, and achieve specified levels of professional achievement in order to earn each Designation.

This translates into a professional with advanced degrees to assist you in protecting YOUR biggest asset!

Mario Daniel Sconza & Partners Real Estate Services agent's designation include CNE (Certified Negotiating Experts) and APREP (Accredited Professional Real Estate Professional).



CANCEL ANYTIME GUARANTEE

Cancel Anytime Guarantee

The Seller may cancel this agreement anytime with no obligation or further commitment.

Seller retains full control.



SUGGESTED QUESTIONS TO ASK

Your Listing Agent

1. Do you work as a full-time Realtor®?
2. How many potential buyers and sellers do you talk with in a week? A month? Of those you speak with, how many actually contact you as opposed to cold calling?
3. In what ways will you encourage other Realtors® to show and sell my home?
4. What can you tell me about the Real Estate market in this area?
5. What price do you recommend for my home, and what is it based on?
6. What are your average days on market?
7. What is your list to sales price ratio?
8. What kind of advertising do you do? May I see some samples?
9. How often will my home be advertised, and where?
10. How do you attract buyers from outside the local area?
11. Will you prepare an informative feature sheet for my property? May I see a sample?
12. Where and how will the feature sheets be distributed, and to whom?
13. Do you have a system to follow-up with other agents and brokers so that we get valuable feedback after every showing?
14. How often, and in what way will I be kept informed?
15. Are you associated with a national referral network that refers their buyers to you and gives you the opportunity to refer me to the top agent in the town or city I may be moving to?
16. Do you have a Team or Partnership to help with the details, or are you a one man/ woman wonder show & do it all yourself?
17. Do you have a way to market my home through the Internet or Virtual Tours?
18. Do you have a Specific Marketing Plan designed to sell my property quickly and for top dollar? How does it go beyond placing a sign in my yard, an ad in the paper, and notifying the Multiple Listing Service?
19. May I see a copy of your last listing as it appears to other Realtors on the MLS? (Called a “MLS Broker Full Listing”)
20. Do you have an 800# Hot-Line so that my home is marketed 24-hours a day, 7 days a week?
21. Do you have references that I may call?
22. What happens if I am not happy with your service? Do you have a 100% satisfaction guarantee policy? Can I cancel my listing if I am not satisfied or am I locked in?

SELLING YOUR HOME

FACT...

On the average... Buyers inspect 12 homes before making an offer.

That means 11 other homes are competing against yours.

WHAT THAT MEANS TO YOU...

Your home will sell at the highest profit and in your time frame when all the ingredients are combined perfectly. If only one ingredient is left out your home will likely take longer to sell and will, quite possibly **COST YOU MONEY**

Mario Daniel Sconza & Partners knows what ingredients combine to sell your home fast and for top dollar.



5 ESSENTIAL INGREDIENTS TO SELLING YOUR HOME

In today's market, buyers are increasingly savvy.

Working together, we can make sure your home gets the attention it needs to stand out from the pack.

Your endeavour is to make your home bright, shiny and clean-as close to a "model" home as possible. Our role, as your Real Estate Partners, is to 'tell the world' and work hard and intelligently to gain maximum market exposure.

Let's go through those essential ingredients to selling your home for top dollar.



THERE ARE FIVE ESSENTIAL INGREDIENTS THAT COMPRISE THE FORMULA FOR A **SUCCESSFUL SALE** IN YOUR HOME

1

CONDITION

The pricing of our home must accurately reflect its condition. The general upkeep and presentation of your home is critical to obtaining the highest value for your home. Nature of the roof, plumbing, carpets and paint all relate to condition. Basic rule: If we can smell it... we can't sell it!

2

LOCATION

The pricing of our home must accurately reflect its location. The better the location, the higher the acceptable price. School districts, high or low traffic, and highway accessibility, all need to be considered in determining the value of your home's location. We cannot control the location.

3

MARKET

Recession, inflation, interest rates, mortgage availability, competition and the public's perception of the general economy all make up the market. It may be a buyer's market or a seller's market. The pricing of your home must reflect the current nature of the market because we cannot influence the market. We can, however, leverage the market.

4

TERMS

The more financing terms and options you accept, the more potential buyers there will be for your property. The pricing of your home must reflect the terms available. The easier the terms, the more valuable your property becomes. (And this is where my team of professional Affiliates really shine-by offering a broad, full-spectrum of mortgage products and options to both you and all potential buyers!)

5

PRICE

PRICE is the #1 most important factor in the successful sale of your home.

PRICE is the #1 most important factor in the successful sale of your home.

The consequences of making the wrong decision are painful. If you price your home too low, you will literally give away thousands of dollars that could have been in your pocket.

Price it too high and your home will likely sit unsold for months, developing the reputation of a problem property (everyone will think that there is something wrong with it).

Failure to understand market conditions and properly pricing your home can cost you thousands of dollars and cause your home not to sell... fouling up your plans.

Setting the proper asking price for your home is the single biggest factor that will determine the success or failure of your home sale.

We Won't Let This Happen to You!

Utilizing the latest computer technology and our in-depth knowledge of the market, we will analyze current market conditions in combination with your personal time requirements to identify the correct price range for your home.



PRICING YOUR HOME TO SELL

PRICING GUIDELINES

1. What you paid for your property does not affect its value.
2. The amount of money you need to get out of the sale of your property does not affect value.
3. What you think it should be worth has no effect on value.
4. What another Real Estate agent says your property is worth does not affect its value.
5. An appraisal does not always indicate what your property is worth on the open market.
6. The value of your property is determined by what a ready, willing and able buyer will pay for it in the open market. SELLERS DETERMINE ASKING PRICE. BUYERS AND SELLERS TOGETHER DETERMINE VALUE!

DO NOT automatically list with the agent that gives you the highest price.

Consumer Reports, July 2009 stated...

“Expect the agent to suggest a price range, but don’t let that frame you in. Be aware that some devious agents will, at first, suggest a very high handsome price. Then, after they have the listing and the house hasn’t sold, they’ll come back with a pitch to lower the price.”



BENEFITS OF *Proper Pricing*

FASTER SALE: The proper price garners a faster sale which means you save on mortgage payments, Real Estate taxes, insurance and other carrying costs.

LESS INCONVENIENCE: As you may know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, make arrangements for children and pets, and generally alters your lifestyle.

INCREASED SALESPERSON RESPONSE: When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.

EXPOSURE TO MORE PROSPECTS: Pricing at market value will open your home up to more people who can afford it.

BETTER RESPONSE FROM ADVERTISING: Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.

HIGHER OFFERS: When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on great value.

MORE MONEY TO SELLERS: When a property is priced right, the excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.



DRAWBACKS OF OVERPRICING

REDUCES ACTIVITY: Agents won't show the property if they feel it is priced too high.

LOWER ADVERTISING RESPONSE: Buyer excitement will be with other properties that offer better value.

LOSS OF INTERESTED BUYERS: The property will seem inferior in amenities to other properties in the same price range that are correctly priced.

ATTRACTS THE WRONG PROSPECTS: Serious buyers will feel that they should be getting more for their money.

HELPS THE COMPETITION: The high price makes the others look like a good deal.

ELIMINATES OFFERS: Since a fair priced offer will be lower than asking price and may insult the seller, many buyers will just move onto another property.

CAUSES APPRAISAL PROBLEMS: Appraisers must base their value on what comparable properties have sold for.

LOWER NET PROCEEDS: Most of the time an overpriced property will eventually end up selling for less than if it had been properly priced to begin with, not to mention the extra carrying costs.



INTERNET EXPOSURE WITH PROFESSIONAL PHOTOGRAPHY

175+ COUNTRIES 100+ MILLION PEOPLE

Photographers will take these digital photos immediately and they will be submitted the same day your home hits the MLS!!!

We are constantly looking for ways to give our clients advantages over competitors in the marketplace that go beyond the traditional methods of marketing and promotion.

Full colour pictures and a detailed description of your home, where targeted areas of your home will be highlighted. These amazing digital photomontages will be available to well over 100 million people worldwide- anyone with access to the internet on their computer.



RESPONSE ADVERTISING AND 24-HOUR MARKETING

Unlike most agents that run “image” advertisements that focus on themselves and how great they are, Mario Daniel Sconza & Partners Real Estate Services utilizes Response-Generating Marketing that focuses on potential buyers and what they really want.

These ads are much different than those that most agents run. A very high number of prospects call because of these non-threatening, emotion-arousing ads!

These strategies combined with the cutting-edge technology of our 24-hour Automated Marketing Systems provide us a steady stream of qualified buyers.

The system also allows us to track exactly how many calls are received on every house and from each ad- it even captures the caller’s phone number, most names and addresses.

We will give you a quick demonstration at our meeting; it’s really quite amazing.



THE BUYER PROFILE SERVICE

Mario Daniel Sconza & Partners has a unique, proprietary system to attract buyers and ensure that each buyer will be properly assisted in finding the home that they are searching for.

Our team has a system that focuses specifically on assisting the large inventory of buyers that our innovative marketing strategies produce.

Each buyer is interviewed to determine the features and specifications that they are looking for in a home. The data is then entered into our computer system that will list the homes that match the buyer's criteria.

Buyers are given the features and benefits of those homes that meet their criteria and will be assisted through each step of the process.

We focus on all our efforts on finding a buyer for your home, unlike traditional agents who passively wait for a buyer to come along.

The system allows us to give exceptional service to a large inventory of buyers.



WE VERY WELL MAY ALREADY HAVE A BUYER FOR YOUR HOME!

REFERRALS/ RELOCATION

Significant portions of our buyers come from outside the local area. These are often job transfers, corporate relocations, overseas buyers looking for vacation homes and area buyers seeking a better lifestyle.

As a member of several relocation and referral networks, we receive the information on these buyers before anyone else.

This provides more potential buyers for your home, since we always try to show our own listings first to these qualified buyers!

- Senior's Real Estate Specialist Network
- Accredited Buyer Representative Network
- e-Pro Internet Referral Network
- Certified Finance Specialist Network
- Canadian International Referral Network
- Local Chamber of Commerce
- Real Talk Group of Top Agents Across the Country



CONTRACT & NEGOTIATION

When an offer is presented on your home, you will have **three basic choices** in deciding how to respond.

- 1. Accept the offer.**
- 2. Reject the offer.**
- 3. Make a counteroffer.**

Together we will thoroughly analyze the offer and discuss its strengths and weaknesses. After studying the entire contract, we will give you our recommendation, and then you decide how to respond.

This is where a competent Realtor can be worth their weight in gold, because having the right wording or contingency clause in the contract can mean the difference between a smooth transaction and a messy court battle.

Being intricately familiar with Real Estate contracts, we know how to protect your best interests. Our vast experience in contracts and negotiation will benefit you!



CONTRACT & NEGOTIATION CLOSING AND REAL ESTATE LAWYER

There is only one way to know what can go wrong in a Real Estate transaction... Experience!

We do not claim to know everything, since each day we learn something new in this ever-changing industry. However, we do have a vast knowledge base here within our company. Other companies may also have a large collective knowledge base. The biggest difference is that here in our Brokerage we share knowledge with each other.

We are constantly sharing experiences and solutions, to make each individual and therefore the entire team stronger, and better able to manage each transaction.

Our dedicated Real Estate Lawyers ensure that your transaction is receiving the attention it needs!



COMMON REAL ESTATE MYTHS... SOLVED!

MYTH: “Mario Daniel Sconza & Partners sell a lot of Real Estate. Perhaps they are too busy to pay attention to my listing.”

TRUTH: Just as restaurants are busy and superior doctors have a heavy patient load, Mario Daniel Sconza & Partners success in marketing and selling homes has resulted in a busy schedule. But like good restaurants and doctors, Mario Daniel Sconza has assembled a team of top-notch people to assist with all of the details. The result is outstanding customer service and support. The long list of satisfied clients speaks for itself.

MYTH: “A “discount” broker can do just as well and save me money.”

TRUTH: Successfully marketing a property in our competitive marketplace takes skill and resources. All of the promotional costs such as photos, brochures, printing, signs, advertisements, MLS fees, direct mail, etc. are paid for by Mario Daniel Sconza & Partners. How will a discount broker offer such a complete marketing campaign? Does the discount broker have a team to personally tend to your specific needs? Do they have a proven track record of success, or are they just using the lower commission to try to win your business? Do they have the expertise to guide you through the problems that often occur during the closing process?

Remember that you only actually pay a brokerage fee if and when your property sells. Many sellers have found that their commission with a discount broker was really zero, because their property never sold! It is interesting to note that a discount broker does not have a dominant market share in any major city in the country. Mario Daniel Sconza & Partners does!

MYTH: “I should select the agent that suggests the highest list price.”

TRUTH: This is the oldest scam in Real Estate sales: Tell the seller what they want to hear, compliment the home and agree to list it at an unrealistically high price just to get the listing. Then, after you have the listing for a few weeks, start telling the seller that they need to reduce the price.

We don't play any games. We provide a well-researched computerized market analysis to determine the true realistic price that your home will bear in today's marketplace. The decision of which agent to list with and what price to ask are two completely separate decisions.

Never select an Agent based on the price they suggest, rather, select your agent based on their CREDENTIALS and MARKETING PLAN, and then decide on the price together!

COMMON MYTHS

MYTH: “Property condition is not that important to buyers.”

TRUTH: WRONG! A property in superior condition will sell faster and for a higher price than a home in average condition. Buyers purchase properties that are most appealing and a home in great condition with a reasonable asking price tops the list. Sellers that invest in necessary repairs and keep their home clean and fresh reap the rewards!

MYTH: “Empty homes are harder to sell than occupied homes.”

TRUTH: Vacant homes often sell faster for several reasons, but again it all depends on condition. A vacant home that is clean, in good repair and priced fairly will sometimes sell fast because the rooms will appear larger without furniture and clutter, buyers can easily visualize their furnishings in the home and most agents prefer to show vacant homes because they can go anytime without worrying about making appointments, etc.

MYTH: “Pricing a home for sale is a mysterious process.”

TRUTH: Your home will sell for what the market will bear. To determine the range of value for your home, it takes a solid knowledge of the market and because every home is unique, your home will sell more near the high or low end of the range depending on its specific attributes like location and condition. We utilize a computer database along with years of experience to help you decide where to set the price. It is not simple, but it isn't mysterious either.



THINKING ABOUT SELLING?

When you work with Mario Daniel Sconza & Partners we want you to act in YOUR best interests. We are eager to have you share your concerns and expectations about the sale of your home. Please take a moment to complete the survey below...

What are you most concerned about?

	Not Concerned					Very Concerned	
Advertising?	0	1	2	3	4	5	
Open Houses?	0	1	2	3	4	5	
Show Procedures?	0	1	2	3	4	5	
Multiple Listings Service?	0	1	2	3	4	5	
Pricing?	0	1	2	3	4	5	
Closing Costs?	0	1	2	3	4	5	
Commissions?	0	1	2	3	4	5	
Security?	0	1	2	3	4	5	
Buyer Qualifications?	0	1	2	3	4	5	
Marketability?	0	1	2	3	4	5	
Financing?	0	1	2	3	4	5	
Negotiations?	0	1	2	3	4	5	
Communications?	0	1	2	3	4	5	

GETTING TO KNOW YOU

QUESTIONS

Selling your home is a daunting process and it is only natural for you to have some questions and concerns. Please don't hesitate to ask any questions that you may have. When it comes to selling your home, there is no such thing as a silly question.

Please note any questions you have, so that we can address them during our meeting:

1. _____
2. _____
3. _____
4. _____
5. _____

ABOUT YOUR HOME

When you purchased this home, you likely did so for very specific reasons. Reasons that might sell it as well!

If someone was looking at your home, what specific things would you want to point out?

1. _____
2. _____
3. _____
4. _____
5. _____

NOTES



TESTIMONIALS



Robert Arseneault

Local Guide · 2 reviews



My wife and I were lucky enough to be referred to Mario's team when looking for a new home in the Toronto area. We decided to use their service after talking to Mario, and getting a sense of the pride they take in their family business and the amount of care they put into helping their clients find a home. Domenic was the realtor we worked most closely with, and he was an amazing help to us. Domenic was very patient as we viewed countless homes, always careful to point out things we might miss, and asking great questions to understand what mattered most to us in a home. When it came time to put in an offer, Domenic's experience and skill was a huge asset to us, as we were able to buy a great home at a fair price in no small part thanks to his efforts. Cheers to Domenic, Mario, and the whole team. Thank you for everything. 5 stars isn't enough!



Mike Boychuk

Local Guide · 17 reviews



I've known Mario for years and consider him to be of the highest caliber real estate agent available. Mario takes the best care of his clients and also gives back to the community in the process by contributing to several worthy causes. I wouldn't hesitate to refer my friends and family to Mario for what I'm sure would be an excellent experience! Thank you Mario for all you do...



Hector Perez

2 reviews



Service is amazing. I found this company via Google. I was looking for a broker on the Vaughan area to help us find a renting place. We hit the pot with them. Our family was helped by Debbie Walters (one of Mario's partners). Working with them is like getting help from family. We were looking to move during the summer and thought probably it was going to be to tight as we start the process during June. Debbie came very soon with options for us to see and she always assured us that before the next school year we were going to have a place. At all times Debbie clarified any doubt we had and also helped us and guided us during the whole process. In less than a month we had a new place. I would recommend anybody looking to buy or rent to give Mario and his partners a call and experience a superb service.

TESTIMONIALS



Janelle Scriver

1 review



My boyfriend and I were interested in buying a home. We were referred to Dominic Rando by family and decided to set up a meeting. We didn't know much about how the entire process worked but Dom very clearly explained everything and addressed all of our concerns very politely. We decided to begin looking at a few homes which Dom was very patient and informative with the entire way through. He made himself available whenever we needed him and helped us check off everything we were looking for in a home. We are now comfortable in our new home and Dom has still reached out to us following the purchase to make sure everything is as we expected it to be. I would 100% recommend to anyone looking to buy a home.



Connie Carreiro

1 review



Mario Daniel Sconza and his team went above and beyond our expectations. With their expertise and knowledge, they made the buying and selling of our home a stress free and seamless experience. With their exceptional negotiation skills, not only did they sell our home within 2 days, they also helped us purchase our dream home. Thank you Mario and your team for treating us like family. We appreciate everything you have done for us.



Gabby B

1 review



My fiance and I are now first time home buyers all thanks to Izabella, Mario and family! They went above and beyond to help us find our perfect home. Izabella was so helpful, she was always there to answer any questions we had and guided us through the whole process. Thank you so much, we are both so grateful and excited to start this new chapter of our lives!



Opi Marok

7 reviews · 4 photos



Had the pleasure of working with this team recently, I can say with confidence they provide an experience that is above and beyond their competitors. Having a father who was a real estate agent, I'm very knowledgeable about the industry and was very particular about what my family needed.

The team at Mario Daniel Sconza and Partners we able to pull of the following:

- Purchase our new house for much lower than listed, with the closing we needed(6 months)
- Sell our house(in a slow market) for the price we wanted, with 5 bids, on the first day!

They are amazing!