



If You're Selling, This is Why You'll Be Sold On **CHRIS SENEY**

He's Effective

You'll get results. Chris uses the most effective marketing plan available, modeled from the finest in North America and tailored to the York Region marketplace. This plan allows him to target the marketing of your home resulting in the highest price to you, in the shortest possible time.

He Keeps His Clients

Repeat business is solid evidence. Many of Chris' clients have been clients for a long time, through more than one transaction. When all is said and done, you'll look back on the experience knowing that Chris gave you the whole picture with none of the details left out. You'll see that you were able to make the kind of informed decisions you like to make, based on full disclosure.

What Makes Chris' Approach Different? You Do

If you're selling, you'll have a unique, customized marketing plan for your unique real estate; that means you'll receive the highest price in the shortest time. If you're buying, it means that Chris will help you find the kind of home today that will keep you and him good friends tomorrow.

RESULTS

Listen to what some of his clients say about working with Chris:

"It is certainly a pleasure discovering a company and real estate agent who recognizes the value of hard work as well as aggressive advertising that motivates sales rather than waiting for them to happen."

...D. Watson, Aurora

"Well Chris. My sincerest and deepest congratulations for the professionalism, competence and confidence you showed in swinging those deals last night! That was some night, huh? You've solidified your reputation and if there's anyone we know in need of an agent you can be sure that we'll pass on your name. I've called everyone I know and they're all thrilled. So many thanks again."

...Martina & Bernie

Chris' Business Philosophy

Chris' approach to providing quality real estate service and bottom line results means that you get the best value in the business.

If you're searching for the best, Chris is the right realtor for you.

CHRIS SENEY, Sales Representative
When You Want It **SOLD!**

Royal LePage York North Realty, Brokerage

17360 Yonge Street, Newmarket 905-836-1212 or 1-866-773-9595





My Mission Statement

To help you sell your home for the most amount of money, in the shortest period of time, with the least amount of inconvenience to you.

My Objectives

- Listen carefully to make sure YOUR objectives are understood
- Explain the home selling process thoroughly
- Discuss agency representation
- Price your home correctly
- Stage your home for sale
- Implement a proven marketing plan
- Make every effort to sell your home promptly
- Generate and follow-up on leads
- Communicate consistently, so you know what to expect
- Network the entire broker population
- Diligently track the closing process on the sale of your home

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Marketing Program

Specific marketing activities to sell your home begin the moment you sign the Listing Agreement. From installing the "For Sale" sign to Internet marketing, I am constantly working to sell your home. My proven marketing plan is designed to expose your home to as many potential purchasers as possible -- making them aware of the key selling features and benefits of YOUR home.

In order to receive top dollar, you need top exposure. My proven marketing plan provides you with that top exposure. This includes:

- Front page on my state-of-the-art website, <http://yorkregionmoves.com>
- Listing your home on the Multiple Listing Service (MLS), <http://mls.ca>
- Internet exposure across the Web:
 - <http://www.newmarketmoves.com>
 - <http://www.royalpage.ca>
 - <http://www.realtor.ca>
 - <http://www.craigslist.ca>
 - <http://www.kijiji.com>
 - <http://www.yorkregion.com>
 - <http://www.yorknorthrealty.com>
- E-cards and flyers to potential purchasers
- Installation of a professional "For Sale" sign
- Virtual tour of your home
- A custom property profile feature sheet
- Installation of a lock box
- Agent Open Houses: Other agents who work this area can stop by and preview your home
- National relocation exposure on <http://www.royalpage.ca>
- "Just Listed" e-cards sent to clients in my database
- Public Open House events - exposing your home to potential buyers
- Status reports - anytime, on my website <http://yorkregionmoves.com>
- Verbal feedback provided from showings, or on my website <http://yorkregionmoves.com>
- Print advertising -- Toronto Star, Era/Banner, Real Estate Book
- High negotiating skills -- this is the part of the business I love!
- Working at a top producing, high-tech internet office

I am excited about the prospect of working for you!

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Pricing Your Property

Determining price is one of the most critical steps in preparing your home for sale. A well-priced home often sells quickly once it is put on the market.

When your home is priced right from the outset, you maximize your opportunity of reaching the most qualified buyers and obtaining top dollar.

Pricing your home correctly:

- Can save you thousands of dollars on your family's largest investment
- Reduces risk because overpriced homes may eliminate some buyers if it is out of their price range
- Ensures that other agents will show the home
- Is good when it comes time to appraise. Your home must appraise at the selling price for the buyer to get financing

I will use my knowledge of recent home sales and your neighbourhood to help you price your home correctly.

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York North Realty, Brokerage
Independently Owned & Operated



Tips For Preparing Your Home For Sale

- Tidy up the grounds, porches, and garage. Keep the lawn trimmed and edged. Make sure that your yard is clean. First impressions count!
- Your front door adds to that first impression -- be sure it is scrubbed or repainted if necessary.

- Wash windows and clean/dust window coverings.
- If any decorating or painting is needed (especially in the kitchen), do it now! Twenty dollars worth of paint will make a much larger difference in the sales price.
- Bathrooms help sell homes. Make this room sparkle.
- Illumination is like a welcome sign. Replace bulbs and turn on the lights.
- Wash dishes, make beds, put away clothes and straighten up.
- Keep pets out of the way during showings -- many people are allergic.
- Leave the showing to the salesperson. The salesperson knows the buyer's requirements and can best emphasize the features of your home. If possible, leave the house during a showing.
- Don't discuss anything about the sale with a potential customer. Let Chris discuss price, terms, possession and other items concerning the sale. I am qualified to bring negotiations to a favourable conclusion.
- Never apologize for appearance, it either distracts or accentuates the problem.
- Pack away valuables; store extra furniture, knick-knacks, and medicines.

Look at your home objectively. Pretend you are seeing it for the first time, through a buyer's eyes. Call or email me for recommendations on how to stage the property for presentation to prospective buyers. That is part of my expertise. I will be happy to walk through your home with you and help you "set the stage".

Remember, my goal is to help you sell your home for the most amount of money, in the shortest period of time, with the least amount of inconvenience to you.

We only have one chance to make that good first impression!

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