

MARKETING APPROACH +
comparative market analysis

Leading REAL ESTATE
COMPANIES
OF THE WORLD™
TRILLIUMWEST
REAL ESTATE BROKERAGE

THE NEW APPROACH to marketing

It's no longer just about who you know and newspaper advertising.

Today's buyers are finding their new home on-line and are connected at all times through social media.

We know this, and we love it. Marketing your home to an engaged audience who want to see more and know more.

Choose to work with a professional who knows how the game has changed.

Our strategy goes way beyond a sign in the lawn.

It isn't an exact science, but it's pretty darn close.



WE ARE *Leading* REAL ESTATE COMPANIES OF THE WORLD™
TRILLIUMWEST
REAL ESTATE BROKERAGE

TRUE MARKETING AND sales professionals

#1 RATED BROKERAGE
FOR GOOGLE REVIEWS
IN THE REGION

LOCAL KNOWLEDGE

STATE OF THE ART WEB

WE'RE LOCAL,
WE'RE GLOBAL

BROKERAGE / REALTOR®
/ CLIENT ALIGNMENT

FULL-TIME ON STAFF
MARKETING TEAM

GIVING BACK TO
THE COMMUNITY

PROMOTING YOUR
LISTING, NOT OURSELVES

ENVIRONMENTALLY
CONSCIOUS

A TAILORED marketing plan

We believe real estate can be done better.

We bring a new experience to the real estate market with a no hassle, no pressure approach. Our emphasis is on education, ensuring our clients are well informed each and every step of the way.

Our goal is to make the entire process as seamless, stress-free and comfortable as possible, taking many of the tasks off our client's shoulders through technology and our real estate brokerage team support.

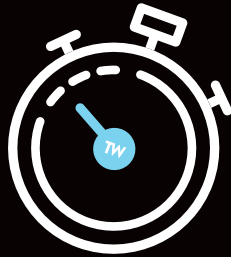
YOUR TAILORED MARKETING PLAN WILL INCLUDE:

- ✓ **THE TW DIFFERENCE**
- ✓ **ONLINE DOMINANCE**
- ✓ **TW MARKETING PLATFORM**
- ✓ **TW PROPERTY WEBSITE**
- ✓ **FULL COLOUR FEATURE SHEETS + MAGAZINES**
- ✓ **PROFESSIONAL PHOTOGRAPHY**

NUMBERS YOU NEED TO KNOW

GLOBAL RESOURCE, LOCAL DATA

*We list
a property
FOR MORE,
we sell it
FOR MORE
and we even
do it faster!*



14%
FASTER SALES

TRILLIUMWEST MEDIAN MEASURED
AGAINST THE BOARD MEDIAN

Here are some Highlights

KW CONDOS

6.8%
HIGHER
SALE PRICE

4.5%
HIGHER
PRICE PER
SQ. FT.

GUELPH TOWNS

3.1%
HIGHER
SALE PRICE

KW DETACHED

4.1%
HIGHER
PRICE PER
SQ. FT.

TRILLIUMWEST MEDIAN MEASURED
AGAINST THE BOARD MEDIAN

130+
REALTORS®

2 LOCATIONS
ACROSS THE REGION

**TDUB
LOVES**

\$100,000

DONATED TO LOCAL
CHARITIES SINCE 2015

53%

OF WEB TRAFFIC
FROM THE REGION

39%

FROM THE GTA
BALANCE FROM
ACROSS CANADA
AND AROUND
THE WORLD

THE TW difference

**TRILLIUMWEST REALTORS® ARE TRULY COMMITTED
PROFESSIONALS**

They are not just people who carry a real estate license. TrilliumWest provides ALL of our agents with the ideal conditions to succeed, including an open and connected work environment, state-of-the-art, web-based communications and marketing tools, and the ongoing training they require to use them. This enables them to achieve the ultimate in success in real estate sales.

All of this is supported by a set of corporate core values and guiding principles that provides a pathway for all of our representatives to follow. As a result, your TrilliumWest Realtor® is a different breed and a true real estate professional.

ONLINE dominance

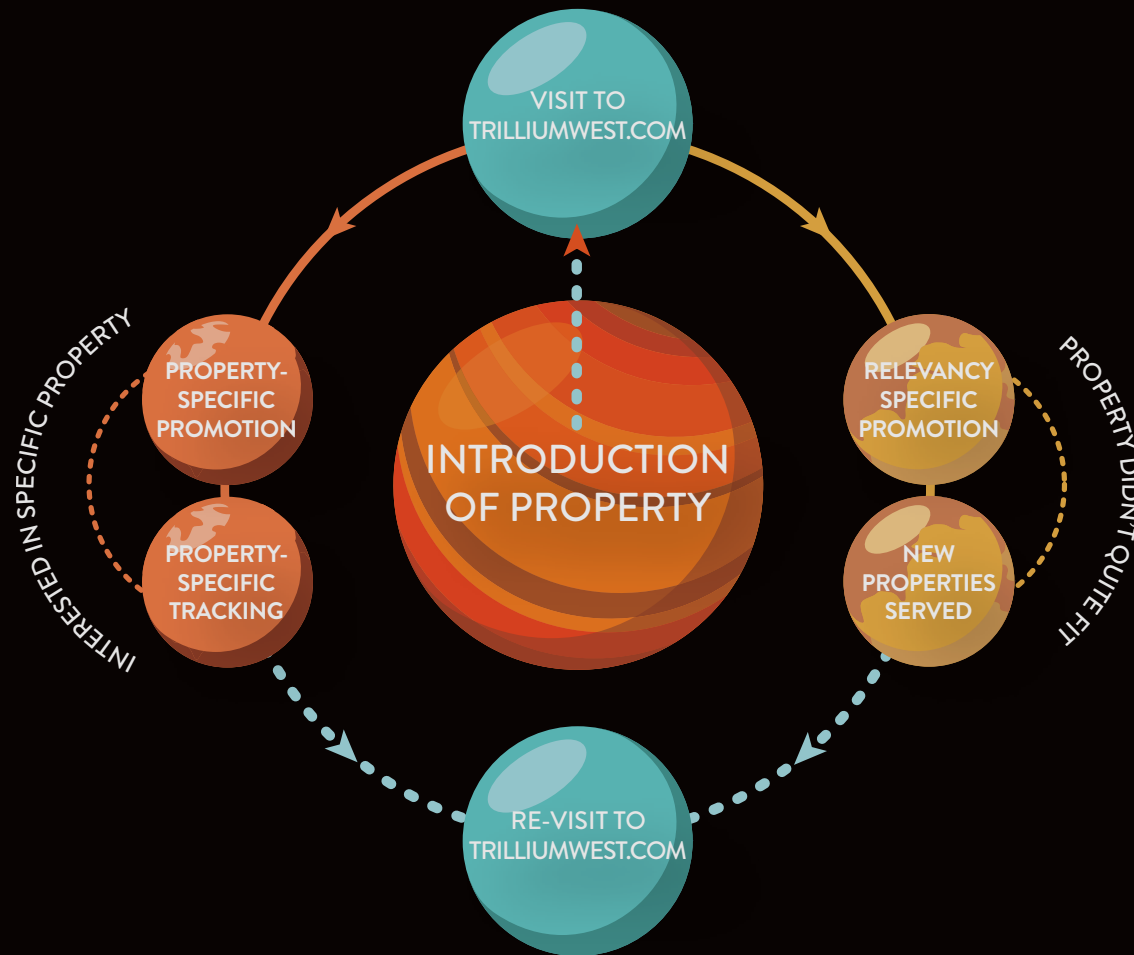
HOW AD RELEVANCY WORKS

A lot to consider, we get it! So, how about a lovely little breakdown?

We draw a potential purchaser to trilliumwest.com with a particular ad promotion on either the web or social media. Once arrived on our website, their unique site behaviour is tracked and instantly categorized. Categories are based on a combination of relevancy of product-type, user-specific demographics, device and location.

Once they have left our site, we only serve ads that will meet their preferences for what they are looking for in a home. We are seeking to only provide the most clickable content to potential purchasers. When your home is listed, we instantly have groups of categorized Buyers to whom we can dynamically serve your clickable, hot new listing.

Click, collect, categorize and continue until your home is sold.



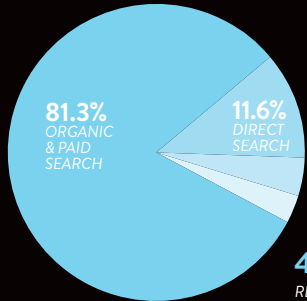


WE ♥ THE WEB

UP TO
50,000+
WEB VIEWS A MONTH
ON TRILLIUMWEST.COM LISTINGS

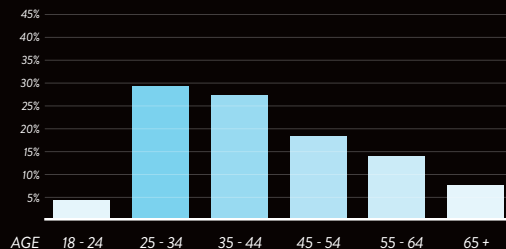
25,000+
SOCIAL MEDIA FOLLOWERS
ON ALL CHANNELS

24/7
SOCIAL AND WEB AD PROMOTION
OF ALL TRILLIUMWEST.COM PROPERTIES

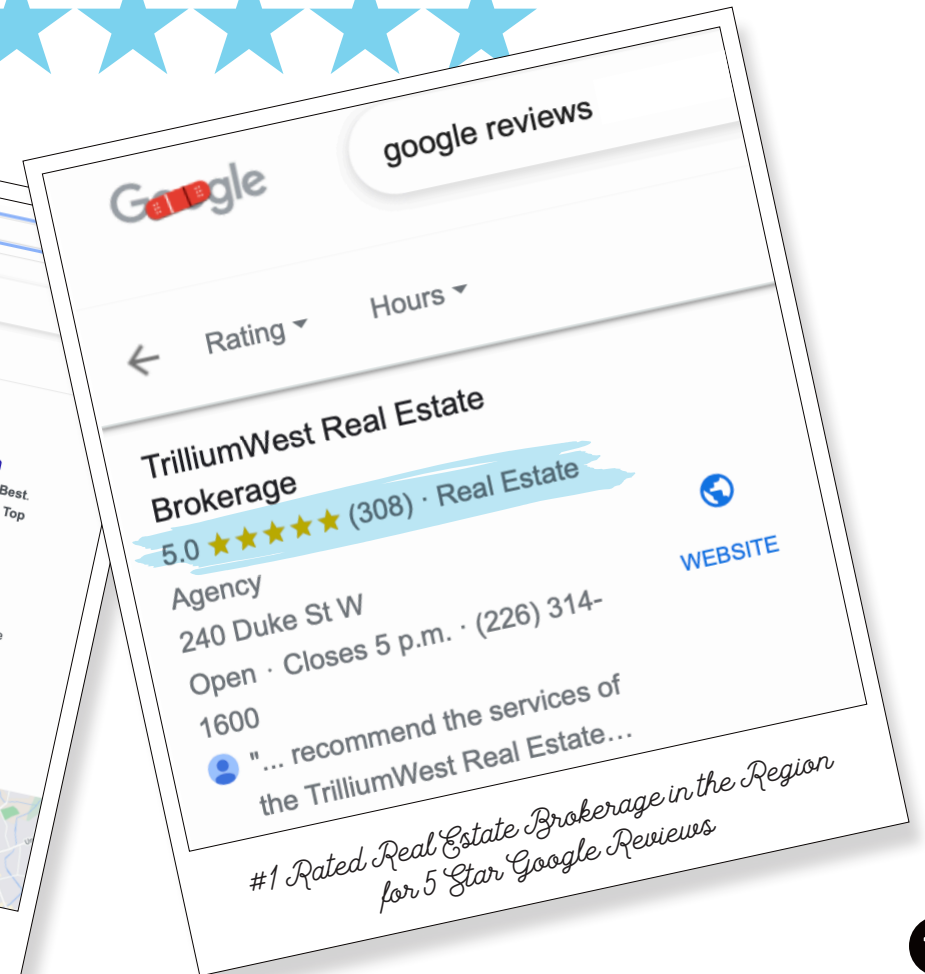
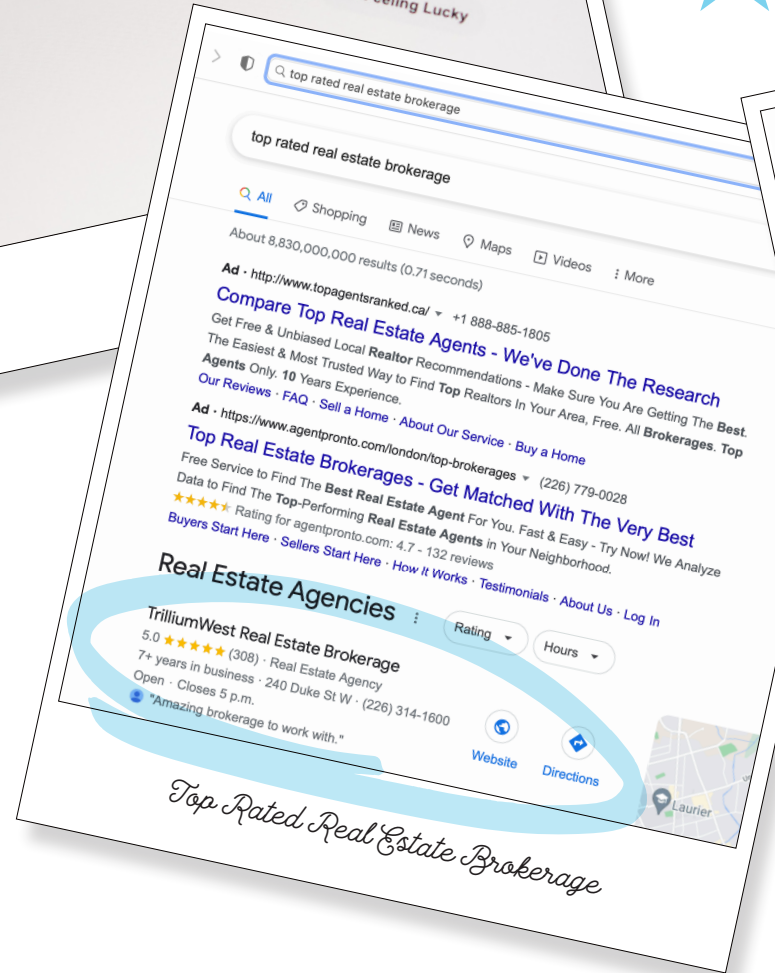


HOW WE DRIVE TRAFFIC TO OUR LISTINGS

TARGETED WEB VISITORS BY AGE



TW DIGITAL marketing platform



TW DIGITAL property website

trilliumwest.com



4498 Concession Rd 11
Puslinch

OFFERED AT \$2,579,900 SQUARE FEET 2,659 BEDS / BATH 5 / 4

MLS ID 40196906

THE Story

Darn, missed us. Send a message

THE Details

WALK / TRANSIT SCORE	0 / 0
PROPERTY DIMENSIONS	148 X 328
PROPERTY TAXES	\$7,605
YEAR BUILT	2015
FOYER	
OFFICE	
DINING ROOM	7'9" X 6'2"
KITCHEN	9' X 11'4"
FAMILY ROOM	14'2" X 11'4"
MUD ROOM	15'9" X 14'6"
PRIMARY BEDROOM	15'9" X 15'
ENSUITE	6'5" X 9'
BEDROOM	15'11" X 13'9"
BEDROOM	5+ PCE
BEDROOM	10'9" X 11'9"
BEDROOM	10'2" X 11'6"
BEDROOM	12'5" X 11'8"
GAME ROOM	11'8" X 10'
OFFICE	29'11" X 16'
BATHROOM	19'8" X 11'6"

THE Neighbourhood

Puslinch

SEPARATE PRIMARY
Aberfoyle

PUBLIC SECONDARY
Centennial CVI

SEPARATE PRIMARY
St. Ignatius of Loyola

SEPARATE SECONDARY
Bishop MacDonell



FULL COLOUR feature sheets + magazines



PROFESSIONAL
photography





VIRTUAL TOURS iGuides

VIEW IT!



Before



After

STAGING consultation + experts

VIRTUAL staging



Before



After

SKY replacements



Before



with Sky Replacement!



NIGHT photography



Drone



The View

DRONE photography + video

VIRTUAL renovations



Before



After



ShowingTime



Listing Report

COMMUNICATION & FEEDBACK is paramount in every relationship

TrilliumWest believes communication is one of the most important aspects to any successful business relationship.

We want to keep you up to date on what is happening with one of your largest assets with our Listing and ShowingTime Reports.





INTERBOARD

Have local knowledge with access to Canada's largest real estate board, TRREB which has more than 64,000 licensed real estate Brokers and Salespersons in and about the GTA.

Over 40% of Buyers in Waterloo Region and Wellington County were represented by a TREB Realtor®".



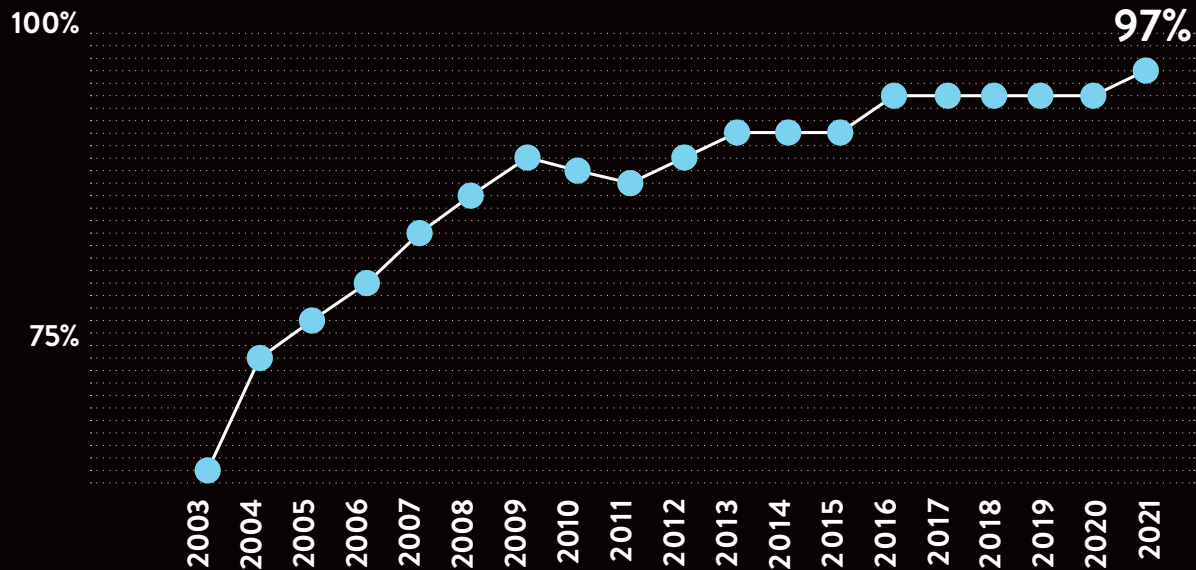
CLEANING services



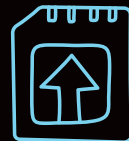
PRE-LISTING inspections

WINNING the web

BUYER USE OF INTERNET IN HOME SEARCH PROCESS | 2003 -2021



76% OF HOMEBUYERS USED A MOBILE OR TABLET SEARCH DEVICE IN THEIR HOME SEARCH; MILLENNIALS USED MOBILE DEVICES **nearly twice as often** AS OFTEN AS OTHER GENERATIONS.



REAL ESTATE RELATED SEARCHES ON **GOOGLE.COM** HAVE GROWN **253%** OVER THE PAST 4 YEARS.

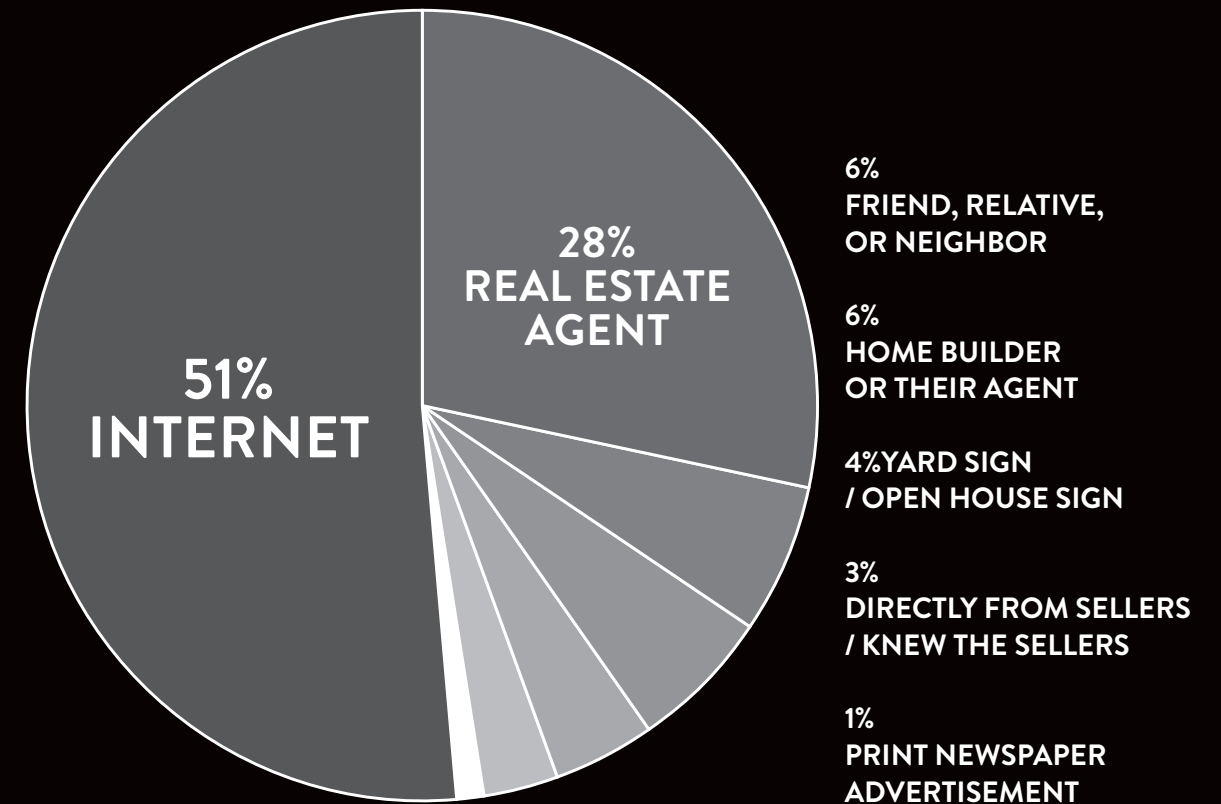


BUYERS TYPICALLY SEARCHED FOR **eight weeks**, VIEWING **nine homes**, **five of which** were viewed solely online.

HOW HOME SALES slice up

WHERE BUYERS FOUND THE HOME THEY PURCHASED | 2021

SOURCE: 2021 NATIONAL ASSOCIATION OF REALTORS® PROFILE OF HOME BUYERS AND SELLERS



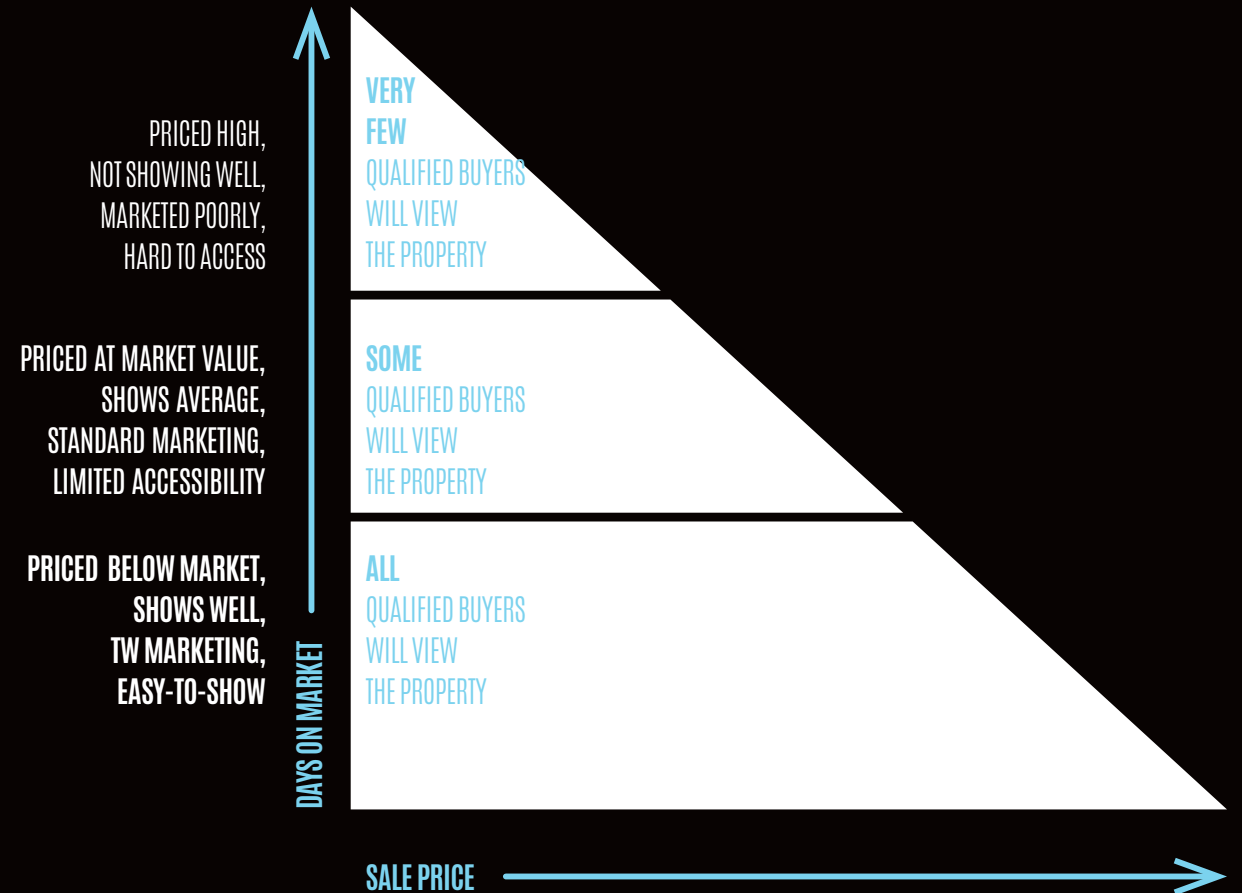
WHY A HOME doesn't sell

4 THINGS THAT PREVENT A HOME FROM SELLING



UNDERSTANDING the market

HOW LONG WILL IT TAKE TO SELL MY HOME?



RECOMMENDED position in the market



SUGGESTED LIST PRICE

ESTIMATED DOM

ESTIMATED % SALE

THE ABOVE INFORMATION IS PURELY A SUGGESTED PRICE IN WHICH TO OFFER A PROPERTY FOR SALE. ALTHOUGH WE DO THE BEST POSSIBLE JOB TO APPROPRIATELY POSITION AND MARKET A PROPERTY, TRILLIUMWEST REAL ESTATE BROKERAGE OR ITS REPRESENTATIVES, IN NO WAY GUARANTEE A PROPERTY'S FINAL SALE PRICE.

TW



#1 RATED REAL ESTATE BROKERAGE
IN THE REGION
for 5 star google reviews

