



**“MAXIMUM
EXPOSURE”**

**PLAN OF ACTION
TO GET YOU
TOP DOLLAR**

RE/MAX ESCARPMENT
REALTY INC., BROKERAGE

INDEPENDENTLY OWNED & OPERATED

Not intended to solicit persons or properties currently under contractual agreement.

Clients first.

Our mission is to create a superior client experience and outstanding results through the power of amazing ideas.

We truly believe that “Your success IS our success”.



Direct: 905.570.9997

Visit www.alcosentino.com for over 1,000 Homes for Sale!

Powerful Ideas.

We don't believe in just "listing" your home for sale.

We believe in 'launching' your home into the marketplace using powerful ideas that create massive value for home buyers.

This is the key to your home selling success.

We consistently deliver our home sellers record high sale prices and an amazing experience.

This guide will give you insight on how we do it.

First, we listen.

Understanding your needs and doing what's best for you and your family is the foundation.

Then we begin...





**How do you
achieve the most
successful home
sale?**



The Marketing Plan

“Bullet proof for Success”

- Your home is listed on MLS (Multiple Listing Service) Hamilton, Burlington, where all REALTORS[®] have access to information & can show your home to potential qualified buyers.
- Your home will be showcased by video and posted on Facebook & YouTube.
- We will advertise/market your listing on Facebook Marketplace for maximum exposure.
- RE/MAX Company networking message board communication to over 500+ REALTORS[®]
- Networking with the ‘best of the best’ of 1,000 Top GTA and local REALTORS[®]
- 1 hour open houses, 2:15-3:15pm, to create urgency for serious buyers, including GTA Buyers
- Newspaper Advertising with SpecHomes[®], for those who are not tech friendly
- Professional Photography for online and social media exposures to potential buyers
- Home staging consultants and clean up crews are available
- Follow up and feedback on showings to keep you informed.
- Your home is networking on multiple websites, including Kijiji, Craigslist, greaterhamiltontorontohomes.com, alcosentino.com and sharing your listing on with all agent’s websites and company website to get maximum exposure.
- Social media exposure on Facebook, Twitter & Instagram to promote the benefits of your home.

WE'RE ON



Facebook
Marketplace



Facebook
Messenger



TEAM
COSENTINO
RE/MAX ESCARPMENT
REALTY INC., BROKERAGE
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- Sample -




Vinyl For Sale sign
with mailbox for feature sheets

93 Main St E

Grimsby (Downtown Core)




- Sample -

3 Storey / Detached
5 + 3 Bedrooms / 4 + 2 Baths
Lot Size: 59.08' x 168.74'
Detached 3 Car Garage



AL  **COSENTINO**

Sales Representative / Team Leader

Direct: 905.570.9997
Email: al@alcosentino.com

RE/MAX ESCARPMENT
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Benefits:

- One of a kind. 2 family home now in-laws and their adult children live there.
- Separate entrance would be a great bed & breakfast. (B+B)
- Built 2002. Approx 4,665 sq ft updated with modern upgrades . 3 car rear garage with unspoiled loft for a lot of uses, has water & hydro, BBQ hookup.
- Both units have access to covered decks
- Wine country + hwy access.
- In the heart of downtown Grimsby
- Must view! (share all costs)

- Sample -

Make this Yours!

\$1,369,997

For more listings, visit www.alcosentino.com



Al's Website

The screenshot shows the homepage of the Al Cosentino website. At the top left is the logo for TEAM COSENTINO with the website URL alcosentino.com. To the right, it says 'START SEARCHING MLS® LISTINGS' followed by contact information: 'CONTACT OUR DIRECT HELP LINE 905.570.9997 al@alcosentino.com' and 'LOGIN | SIGN UP'. A navigation menu includes HOME, PROFILE, HOMESELLING, SELLING, BUYING, LISTINGS, RESOURCES, BLOG, and CONTACT. A large banner features the text 'OVER 5,000 HOMES SOLD EXPERIENCE GUARANTEED!' and a 'QUICK SEARCH' button. Below this is a photo of Al Cosentino, a Sales Representative for RE/MAX ESCARPMENT REALTY INC., BROKERAGE. A large blue box displays the phone number '905-570-9997' with a disclaimer: 'Not intended to solicit persons or properties currently under contractual agreement. *Based on MLS sales since January 1988.' At the bottom is a search bar titled 'VIEW MLS® LISTINGS' with filters for City, Type, Price, Beds, and Baths, and a Search button.

This screenshot shows the search results page for 'Houses For Sale'. The top navigation and contact information are identical to the homepage. The 'BLOG' link in the navigation menu is circled in red. Below the navigation, the heading 'Houses For Sale' is followed by 'Over 100 Properties Found' and a note: 'Please use the search function to see more listings'. There are buttons for 'Toggle Search', 'Map View', and 'Grid View'. The main content area displays a grid of six property listings, each with a photo and text: 'For Sale - \$1,100,000 LOT 47 Cesar Place Ancaster', 'For Sale - \$1,190,900 15 Cesar Place Ancaster', and 'For Sale - \$949,900 LOT 7 Cesar Place Ancaster'. A vertical sidebar on the left contains social media icons for Facebook, LinkedIn, Google+, Twitter, Instagram, WhatsApp, Email, and YouTube. A search button is also visible on the right side.

Welcome to the **Al Cosentino**
All-Care System,
a complete guiding process
from A to Z for Buying or Selling.

THE ALL-CARE SYSTEM

From A to Z

You can become a



For details, visit
alcosentino.com

We offer In-House services:

- Finance Specialists
- Home Inspectors
- Lawyers
- Insurance Brokers
- Locksmiths
- Movers
- Trades or Services, Eg. You need a handyman?
- Al has reliable people with preferred rates.



T e a m w o r k

is the ability to work together towards a common vision as one.

Imagine a pilot servicing his aircraft, checking the tire pressure, fuel tank and then serving the in-flight meals. Or a heart transplant operation where a cardiologist prepares the equipment, check the lights, preps the patient and performs a complicated surgery on their own. Now imagine the sale of your home, the largest investment and asset most people own. Would you prefer a team of professionals working within their specialized abilities or a 'jack of all trades' agent who will never equal the efforts of many highly trained, focused and specialized professionals.

The average agent spends much of his/her time on administration and paperwork and only some of their time selling your home. Our incredible administration staff allows our sales representatives to focus on selling your home by spending their time qualifying buyers, promoting and discussing your home to other realtors and negotiating the very best price for you.

The Al Cosentino team has sold over 5,000 homes and we are known as top performers with the RE/MAX system. Very experienced team that can get the job done.

PRICING STRATEGIES

Strategy #1

List high
Go Fishing
Strong Marketing

Strategy #2

List at Value
Stay tough in negotiations

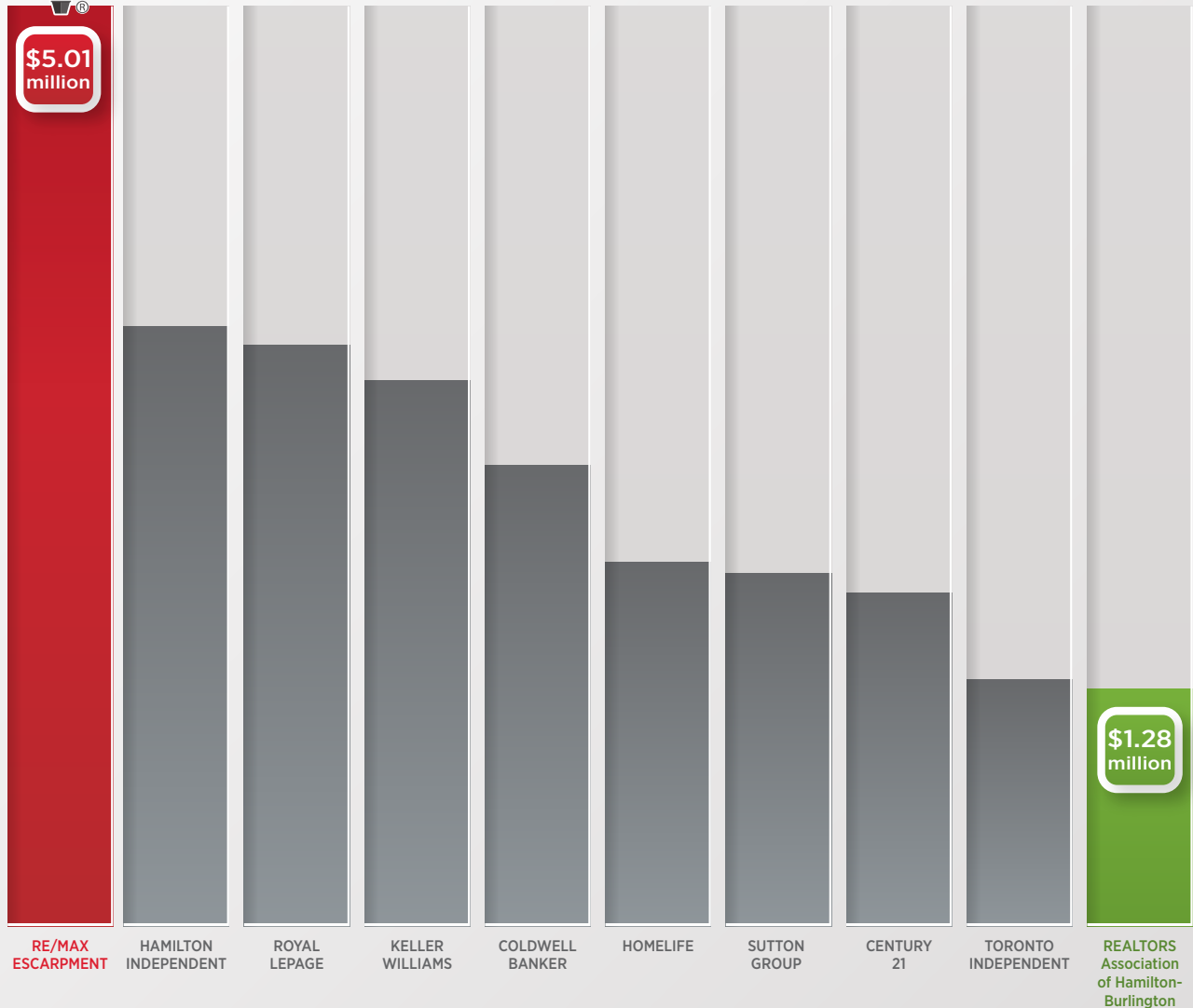
Strategy #3

Multiple offers
Auction style sale
Listed below Market Value
Price is a marketing tool
Hold offers up to 72 hours Irrev.

AVERAGE \$ VOLUME SALES PER PERSON



Between January 1 and June 30, 2019, RE/MAX Escarpment agents closed **1.54 TIMES MORE \$** Volume on average per person than the closest RE/MAX Escarpment competitor, and **3.9 TIMES MORE** than the average member of our local real estate board.



Based on closed transactions January 1 - June 30, 2019. Source REALTORS Association of Hamilton-Burlington (RAHB). FOR INTERNAL USE ONLY.



CONGRATULATIONS

AL COSENTINO

SALES REPRESENTATIVE

ranked
#200
unit sales

of 3164 Sales Representatives in
Hamilton-Burlington January - December 2018

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Source: REALTORS Association of Hamilton-Burlington closed transactions January 1 - December 31, 2018.

Here is what our clients have to say about the experience of working with us...

"We have had the pleasure of working with Al Cosentino several years ago. We felt he was extremely knowledgeable, honest, and trustworthy.

We loved the way he advertised our home and the attention to detail. Needless to say our home our home sold immediately. We find Al to be very approachable and sincere.

We have contacted him on occasion to discuss the real estate markets in general and investing opportunities. Would highly recommend him to anyone looking for a realtor."

- Ross & Donna of Ancaster

"Al Cosentino does the job. When our decision was made to sell our home Al was acquired. When Al arrived to asses our property he made numerous suggestions which would make it more appealing to the market. The selling process started and we were amazed of the efficiency and organization Al utilized to make this a very fast sale and a less stressful adventure. Thanks to Al Cosentino and to his wonderful team."

- Elizabeth West

"Al gives you a level of confidence that you're in good hands. He has an honest, well thought out way of helping his clients using a very well honed system for marketing homes.

Thanks for helping me Al!"

- Mike

"I have had Al Cosentino and his team help me buy and sell several properties. I can say without reservation that no one works harder for you or invests so much into marketing and moving your property. Al and his team are professional, knowledgeable and easy to work with. They keep you well informed every step of the way and they are responsive to my questions by phone, email and text. I recommend Al and his team to anyone who is serious about buying or selling a property in Hamilton and the area."

- Dr. Robert A. Tracz

"I had the pleasure of meeting Al and his office staff last year when I was looking to find something close to home, I wanted to start a second business. Al met with me several times to discuss the location I was hoping to get and helped me work out a lease extension. He and his staff were quick to respond to my inquiries and help were they could.

This year I was in need of realty services and again I reached out to Al and his team. He responded to my voicemail in short order and set up a time to meet with me within a few days. He is such a professional that even when he's running five minutes late he makes sure you know."

- Thomas Hatch, Business Owner

"About 6 years ago I put in an offer on a place that Al was selling. The owners were away for 2 weeks, so they wouldn't be able to see my offer. In the mean time, I found a house that I wanted more - but the owners were selling it privately. I called Al and told him and he told me no worries. I could go with the one I wanted. He received nothing from the sale. I told him I would remember this and I would use him again. Last year, was a hard year for me and I had to sell my properties. I wanted Al to sell it as he puts his customers first and is very professional. I knew he would get it sold for me. He worked hard to sell it. I was able to purchase a property with him as well. He was sensitive to what all I was going through last year and helped me by supporting me through this selling process. Thank you once again Al. If you are reading this and are going to either sell or purchase a property you won't be disappointed with going with Al and his team."

- Mary-Lou

In November of 2016, we decided to sell our house. We called Al and he came by and we gave him a tour of our house. Al was very thorough and professional. We very much appreciated his excellent service! Al is very straightforward and gets right to the point! This was the 3rd time we have used Al's services in helping us buy/sell our homes over the years. A special thanks to Leigh and the rest of the team, who were all excellent in helping us! We greatly appreciate all your help!

- Very satisfied clients,

The Jarvis family

Our goal is a win-win for all





Your Edge in Real Estate!

DIRECT: 905.570.9997
EMAIL: al@alcosentino.com

