

# MAIN STEPS FOR THE EFFECTIVE MARKETING OF YOUR PROPERTY


## BEFORE SIGNING THE BROKERAGE CONTRACT

- A complete and full market analysis will be provided to assure that your property will be listed at the correct price.
  - A title search will be performed through the Registre Foncier to have a deeper understanding of your property.
  - A full walk-through & analysis of your property will be done in order to highlight its attributes.
  - A consultation may be recommended a home-staging section in order to maximize your home's potential & obtain the highest sale price for your property.
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## ONCE THE CONTRACT IS SIGNED

- Verify all pertinent & legal documents.
- Review & verify the current certificate of location. Order a new one should it be necessary.
- Order & install the Profusion sign (if agreed upon by all parties).
- Measure all rooms & complete a detailed list of all renovations & improvements.
- Arrange an appointment for our professional photographer to take magazine quality photos when optimal weather conditions allow.
- Create & submit your property to the MLS/Centris network with a well executed & detailed description.
- Within 24 hours of posting your property on MLS, it will be listed on the Profusion Website and subsequently on the websites of all our international partners.
- Your property will be listed by Profusion on all of our social medias platforms such as Facebook, Twitter & LinkedIn.
- A copy of your MLS listing will be mailed to you for review as a measure of quality control.
- A caravan (preview for brokers) will be scheduled for all the brokers in the area, if required.

DID YOU KNOW  
THAT 90%  
OF BUYERS GO  
TO THE INTERNET  
WHEN THEY START  
THEIR REAL ESTATE  
SEARCH ?



## CONTINUOUS FOLLOW-UP

- Feedback will be given after each visit on your property.
- Monthly Web statistics & reports will be made available for up to 4 Web base sources
  - from \$500,000 \$ to \$1 million: profusion.global et luxuryrealestate.com
  - \$1 million and over: profusion.global, christiesrealestate.com, luxuryportfolio.com and luxuryrealestate.com.
- Regular updates on recent market activity including sales & listing in your area will be provided.