

TEAM SCHMID

**EXPECT
EXTRAORDINARY**

WHY WE'RE HERE TODAY

To understand your goals & specific needs.
To explain the 3 P's of selling homes.
To meet and exceed your needs.

WE LOVE WHAT WE DO, YOU WILL TOO

WHAT ARE YOUR GOALS?

What is most important to you in the sale?

Why now?

What do you love most about your home?

What work have you done to your home?

What are your top 5 expectations for us?

ROGER SCHMID

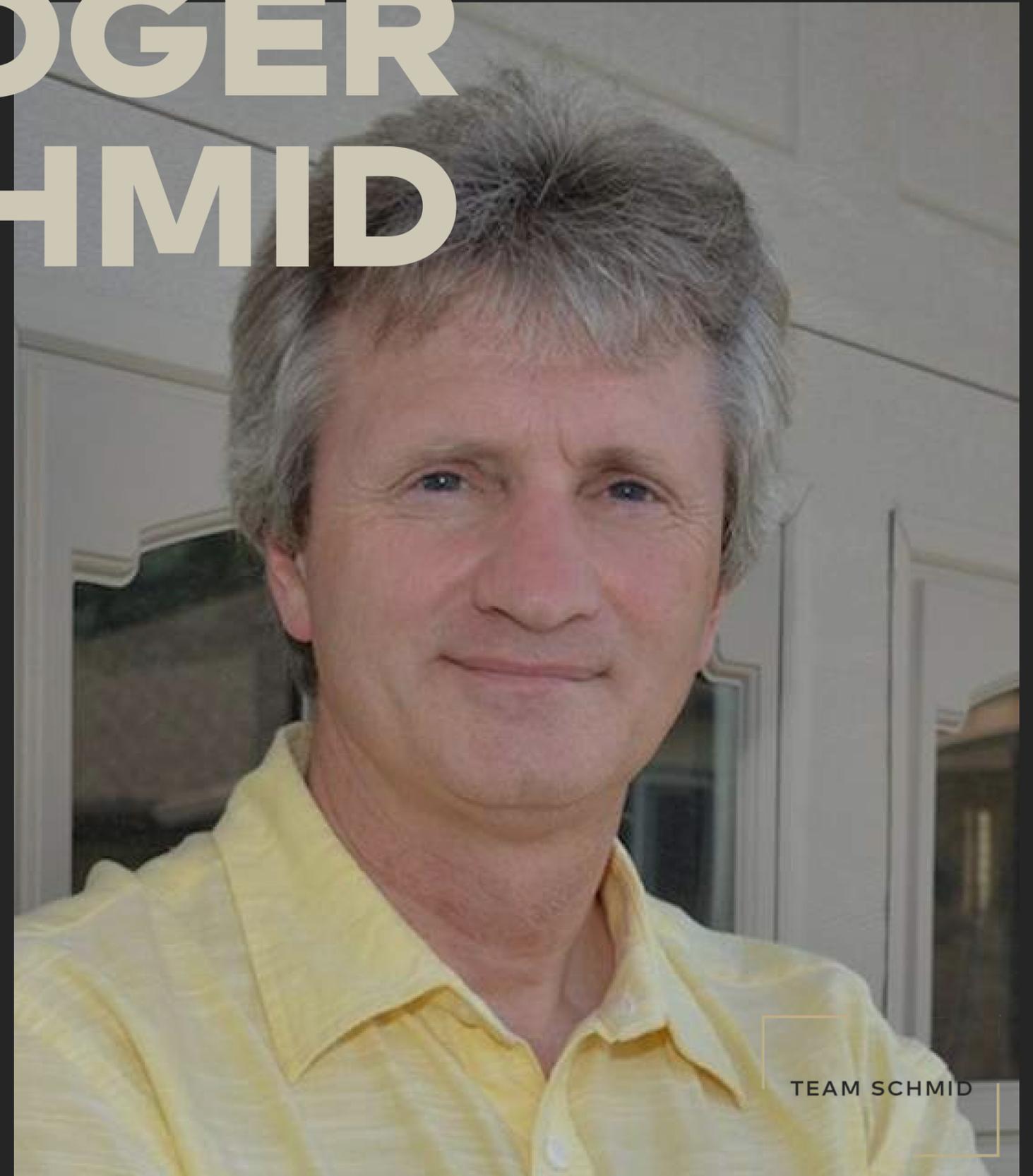
AWARDS

Masters Team 2020

Golden Heart Award 2020

CAREER HIGHLIGHTS

30 Years Experience



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JENNA SCHMID



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AWARDS

Masters Team 2020

CAREER HIGHLIGHTS

7 Years Experience

Bachelor of Commerce in Marketing

WHY CHOOSE A REALTOR®?

Realtor
Listings
get nearly...

20% & **19**
more value days faster

REACH THE MOST BUYERS.
LOCAL EXPERTISE.
MINIMIZE STRESS.
GET THE BEST PRICE.

WITH US? 2 AGENTS FOR THE PRICE OF 1!

CENTURY 21.

Fusion

KEY SUCCESSES

2011 - 2020 | Grand CENTURION® Office

2020 | #5 CENTURY 21 Office in Canada by Units Sold

2020 | #20 CENTURY 21 Office in Canada by Production

2016 | CENTURY 21 Canada's "Franchisee of the Year"

2014 | #9 CENTURY 21 Office Globally by Dollar Volume

COMMUNITY REPORT

2020 | Raised \$22,148 for EasterSeals

2019 | Raised \$36,680 for EasterSeals

OUR OFFICE, YOUR TEAM

3 P'S SELL HOMES



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Product
Promotion
Price

HOME STAGING

Remove personal items, clear the clutter, and embrace the light. The cleaner, the better.

PROFESSIONAL PHOTOGRAPHY

Full frame photos, with excellent lighting to best showcase your home to potential buyers.

EVEN MORE SERVICES

Renovation, Video Marketing, Moving, Financing—whatever you need, we have a preferred partner.

**SERVICES
THAT SELL**

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YOUR PROPERTY MARKETING PLAN

TO ATTRACT THE MOST QUALIFIED BUYERS



GLOBAL POWER

CENTURY 21® is the world's largest residential real estate network.

Your listing gets exposure in 81 countries with 122,000 sales representatives. It is listed internationally in 16 languages & 36 currencies.



THE INDUSTRY'S MOST ADVANCED ONLINE STRATEGY

Global marketing for the digital age.

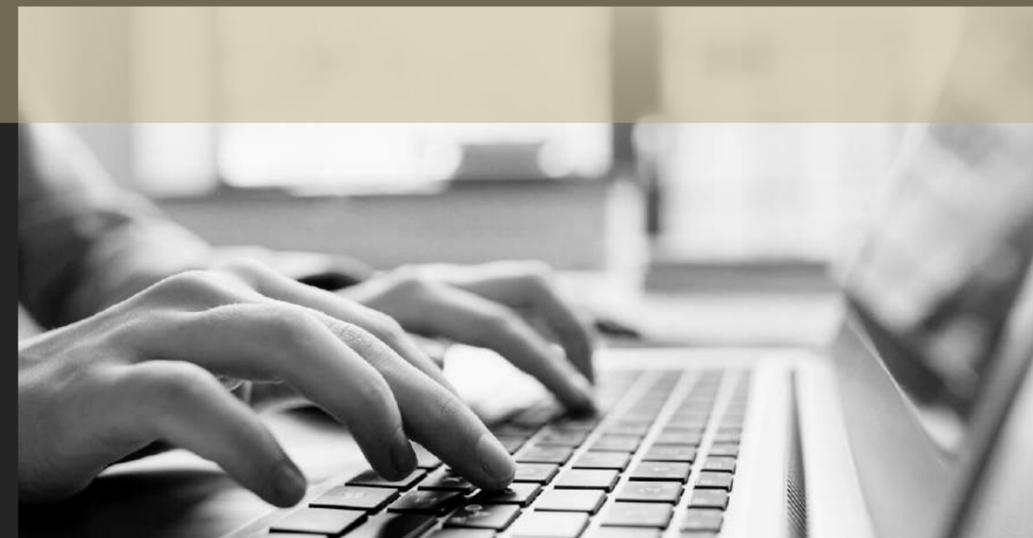
HD photo gallery, online buyer brochures, easily accessible contact buttons on your listing, and exposure on 8,000+ c21.ca websites.



OUR PROVEN MARKETING PLAN

Maximizing your home's local exposure.

Emails to our extensive database, social media promotion on Facebook & Instagram, exclusive REALTOR® listing preview Caravan, and contacting local buyers.



**YOUR HOME MUST MAKE
AN IMPACT ONLINE**

94%

of home buyers use the internet to search for a new home

47%

found the home they purchased online if they used the internet to search.

2 MILLION

users visit c21.ca every month

57%

of home buyers used a mobile or tablet website/app to search for a home

HOW YOU'RE CONNECTED



OUR NETWORK

REALTOR®/Client Database
Service Providers



LOCAL

Community Involvement
Affiliate Brokerages



NATIONAL

C21.CA
Connections Partners



GLOBAL

101,000 Members
CENTURY21GLOBAL.COM

THE POWER OF FUSION

9.2K

**AVG. MONTHLY
SITE USERS**

12.6K

**AVG. MONTHLY
SITE SESSIONS**

480K

**AVG. MONTHLY
AD IMPRESSIONS**

27K

**AVG. MONTHLY
AD CLICKS**

CENTURY 21® Fusion currently ranks 100% higher than other brokerage sites!*

*According to Benchmetrics.

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WHERE WE MARKET

WEBSITES



MULTIPLE LISTING
SERVICE (MLS)

SOCIAL MEDIA



TIPS FOR TOP SHOWINGS



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- 1) Turn all the lights on
- 2) Play some music
- 3) Bake vanilla in oven just before you leave

FEES FOR SERVICE

Brokerage fees are paid as a percentage of the sale price.

6%

on the first \$100,000

4%

on the next \$100,000

2%

on the balance + GST and PST

We get:

3%, 2% & 1%

The buying agent gets:

3%, 2% & 1%

Out of our fees, we are responsible for all marketing, photography, signs, brokerage fees, MLS fees, and administrative costs.

CURRENT MARKET ANALYSIS

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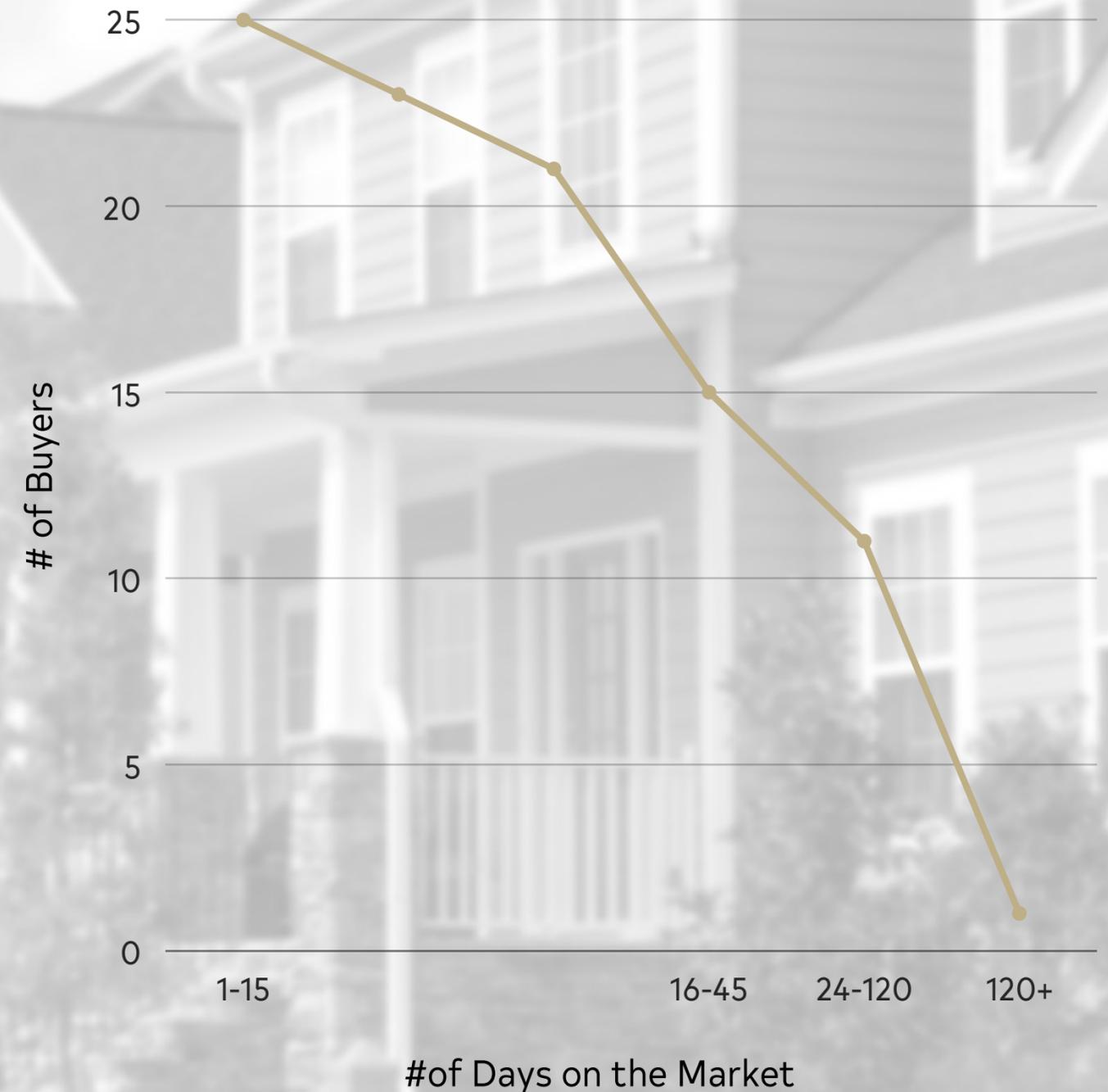
PRICING STRATEGY

The right price + the right marketing strategy + expert negotiating skills & experience gets you the highest price in the shortest amount of time, with the least inconvenience.

WHEN THE PRICE ISN'T RIGHT

THE FIRST FEW WEEKS ARE CRITICAL

Starting high won't pay. More time = fewer buyers = lower price.





20

Average days on market.



60

Listings on the market.



60

Homes sold near you.

YOUR MARKET

WHAT YOUR NEIGHBOURS ARE SAYING

Roger and Jenna Schmid are relentless when it comes to attention to detail and energy to make a purchase work. Their commitment in terms of time devoted to the sale is unsurpassed in my experience.

- Blair

Jenna and Roger made the process of selling my condo quick and painless, and were always available if I had any questions. They are very knowledgeable and such a pleasure to work with. And my condo was sold in two weeks!

- Tanya

Roger and Jenna combine to make a dream team. Roger is very hardworking and his knowledge and experience are second to none. Jenna has great communication skills, marketing presence, and was constantly on top of everything to make sure the process went as smooth as possible.

- Ben

Roger and Jenna were great to work with! Anytime we had questions or concerns, they were quick to find a solution for us. They were the perfect real estate agents, 10/10 would strongly recommend!

- Jamie

Not enough can be said about Jenna and Roger to show the appreciation I feel for one of the biggest transactions of my life. The sale of my house and the purchase of another home happened during the very beginning of the pandemic, which was stressful for all but handled with true professionalism.

- Shelley

4.9 STAR RATING

ON REALSATISFIED



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POSSESSION DAY CHECKLIST

- Talk to Your Agent
- Sweep / Vacuum Floors
- Wash Floors
- Wash Walls
- Empty / Wipe Cupboards
- Clean Windows
- Wipe Down Counters
- Clean Appliances, Inside & Out
- Remove Debris From Storage
- Remove ALL Garbage
- Empty Garage & Sweep
- Clean Up Yard, Including Animal Waste
- Shovel Snow / Cut Grass
- Sweep Driveway
- Leave Keys Labeled on Counter
- Leave Notes About Garbage Day & Mailbox Numbers

THANK YOU

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