



valma budgell
a smarter way

master's marketing package

Our approach is focused on approaching real estate in a smarter way. We take marketing your property to a whole new level by using industry-leading tactics to attract that perfect buyer in minimal time.

Here's how we do things differently:

- We specialize in executive homes. That focus gives us an ever expanding knowledge of the specific multifaceted details of selling higher end homes in this market.

- Our website uses some of the most advanced selling tools in the local marketplace such as:

Hollywood style property videos designed to highlight the key selling features of your home and the lifestyle it can provide by using engaging angles, lighting and music.

In addition to the video, we use a professional photographer to capture dramatic and inspiring images of your home.

We provide an online questionnaire designed specifically for the executive homebuyer, providing valuable information so we can more easily match a buyer to their dream executive home.

We offer visitors the ability to save their searches for ease of reference when revisiting our site. We have an email a friend feature so that with a simple click others can view the property details.

We provide measured floor plans using state of the art technology to give a potential buyer a clear vision of the property.

Our interactive maps show not only the location of the home but other key elements such as proximity to schools. It also provides convenient search functions such as by postal code or by street.

We have an online network of trusted partners selected to satisfy any potential needs of the executive buyer (e.g. mortgage specialists, lawyers, movers, home decorators, landscapers, etc.) to make the purchase process smooth and easy.

We communicate regularly with our registered buyers through telephone/emails/text messages about newly listed properties that match their requirements.

- We use commission structures that are unique in the industry designed to move your property efficiently by motivating all participants.

- We often go directly to the source by attending carefully selected events where we network with executive home buyers.

- We provide ongoing contact with you using our client resource management software so that you are always aware of the status of your property.

- We use a custom designed comprehensive selling checklist to ensure not even the smallest detail is ever missed.



a smarter way

www.smarterway.ca



valma budgell
a smarter way

marketing package details

\$15,000 value

As part of listing and selling your executive home with Access Properties, you will receive:

▾ Detailed listing on our website including:

90 second Hollywood style video on your property featured on our website and posted on YouTube

10 photos of your property taken by a professional photographer

Floor plan with measurements

Highlighted features of the house

▾ Staging for your home during the first 30 days – if home is vacant

▾ Print Ad with circulation in the Telegram's Real Estate supplement that is also viewable on the Telegram website.

▾ Access regularly advertises in targeted publications such as NOIA NEWS, St. John's Board of Trade's "Business News" and Oil and Gas Magazine to drive traffic to our site. This increased traffic volume benefits you since these publications target executives so more qualified buyers are viewing your listing.

▾ Social Media Postings - Twitter, Facebook and LinkedIn

valma budgell

Valma has been helping people buy and sell their dream homes for the past six years as a successful licensed realtor both in Ontario and now in St. John's.

I have taken the best practices I have learned from a broad range of experiences working in different markets and combined it with the skill sets taken from a 28 year career of pastoral care with the Salvation Army to create a better experience for my clients.

Valma is always looking for a smarter way to help you buy or sell a home. A combination of honesty, integrity, listening, and understanding combined with leading edge technology, communications, marketing, and unique approaches has become a very successful model for Valma and her clients.

When you stop and listen and truly understand a person's needs, the process becomes that much more rewarding for everyone involved in the process. And everyone ends up with what they want and need.

709 330 6770

valmabudgell@smarterway.ca

a smarter way