

CLIENT GUIDE

SHOWING YOU THE WAY HOME





Welcome to
The Crew

I AM BECAUSE WE ARE



Our core belief at The Crew is that 'I am because we are', which has its origin in the South African Zulu term Ubuntu.

Though there's no direct English translation, this word implies a way of living and acting with the understanding that one cannot be themselves without those around them - an acknowledgment of our mutual dependence on each other.

We take this to heart here at The Crew; it means making sure every day we give our all not just to ourselves but also to clients, team members, and communities alike.





SELLING
WITH THE CREW

SUCCESS IN EXCESS

\$1 BILLION+

IN SALES VOLUME SINCE 2016

300+

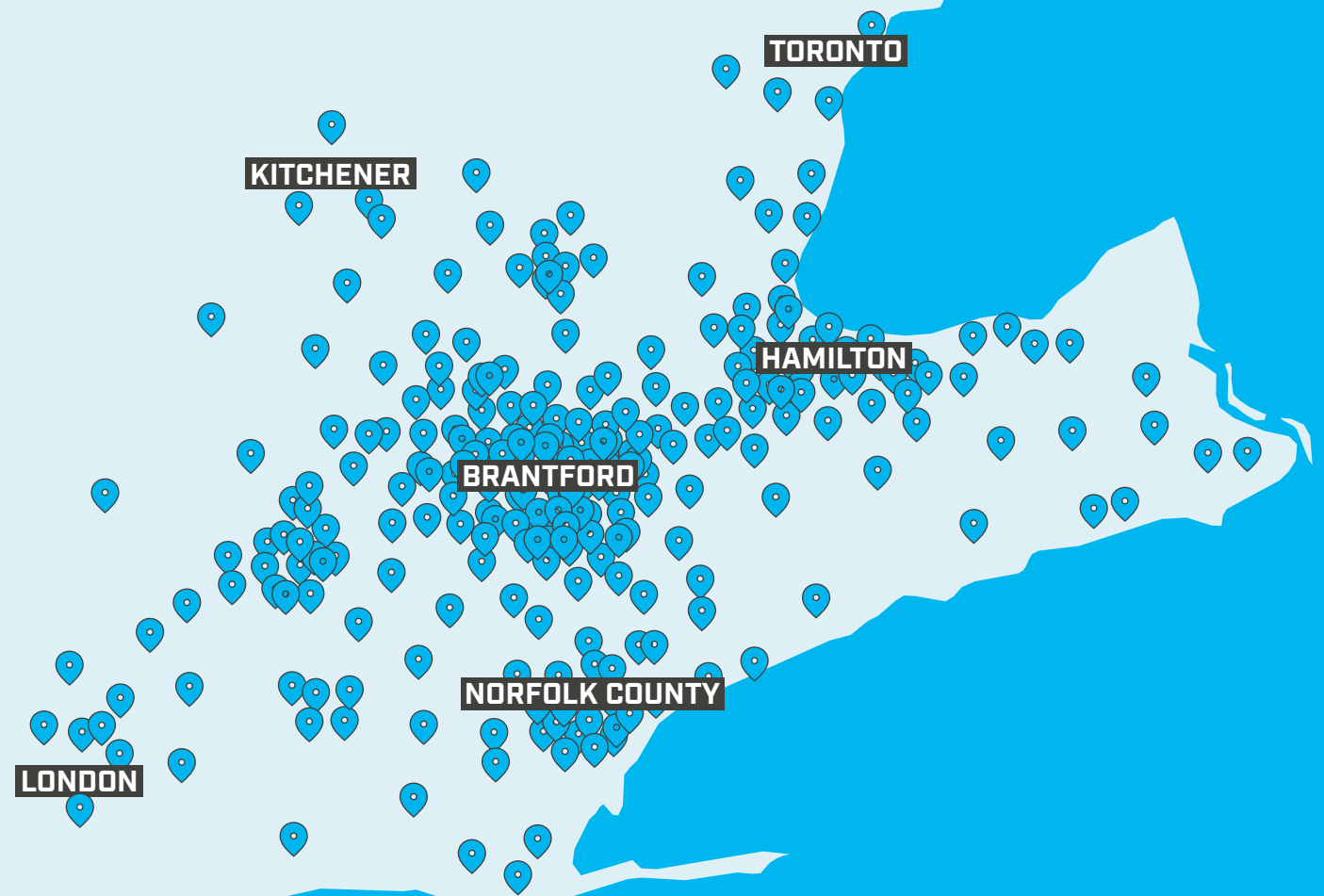
FAMILIES MOVED EACH YEAR

20,000+

PROSPECTIVE BUYERS IN OUR
EXCLUSIVE DATABASE

8,000+

REALTORS IN OUR NETWORK
ALL ACROSS NORTH AMERICA



Selling your home in today's climate requires a vision, a sophisticated plan and a team to bring it together to ensure your absolute best level of success.

Don't leave the biggest moment in your current life to chance. **Choose wisely.**



200+

FIVE STAR REVIEWS

WHAT OUR CLIENTS ARE SAYING



*The most **PROFESSIONAL**,
yet **FRIENDLY** Realtors we
have ever worked with*

- CARLA DIFELICE

Our only regret is not going with The Crew earlier. The most professional, yet friendly Realtors we have ever worked with [there have been many]. When you work with The Crew, they become more than business partners; they become family. If you value honest conversations with no empty promises, do not hesitate to call them."

- CARLA DIFELICE

"My experience with the Crew Real Estate has been phenomenal. I would rave on and on about them. They just helped me purchase an amazing first home and as a first time buyer they made the journey comfortable and easy."

- JORDEN MAYER

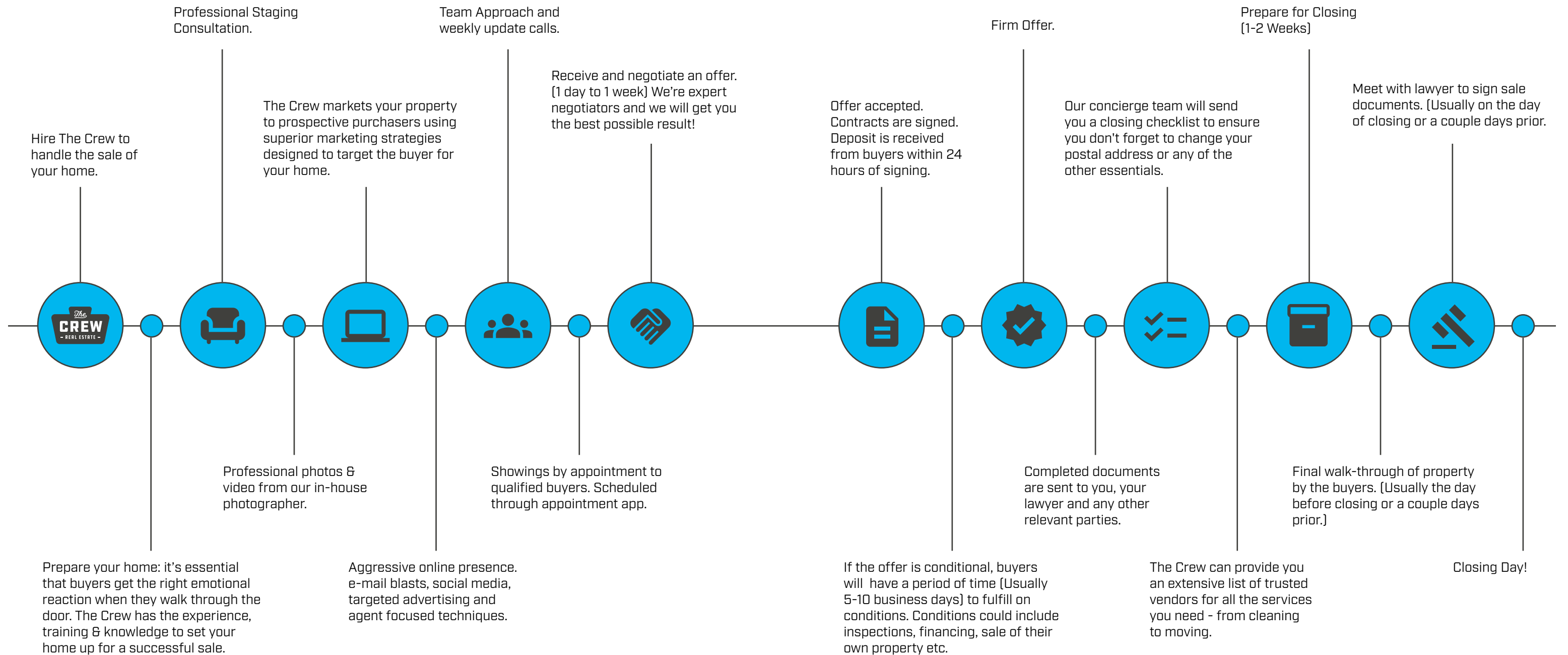
"We have used the Crew for previous listing and purchasing transactions, they greatly exceeded all of our expectations every time with professionalism, leading edge technology, on-going communications and being truly genuine and trustworthy. Upon listing our last two properties our agent came and spent time to truly learn the entire home's features, they exposed our property to their entire team, used a professional premium photographer and videographer, marketing beyond my local area, and ensured potential clients entering our home were pre qualified purchasers. I wouldn't hesitate to highly recommend the Crew for all my Real Estate matters."

- DOMENICO SAMPOGNA

"The Crew Real Estate team kept the wheels in motion and provided us with updates and the necessary information and guidance we needed to make informed decisions as we prepare for our move. This is a team that we highly recommended to any and all buyers. Their network, contacts, and resources are an added bonus as a new home buyer, as you'll never feel left in the dark thinking "what comes next". You will not be disappointed with their work ethic, professionalism, positivity, and end-to-end support."

- SEAN WHITTLE

SELLER'S TIMELINE



UNDERSTANDING THE MARKET

THE BIG SIX | *The Factors Driving the Market*

The Crew's in-house market research team is dedicated to providing our REALTORS and clients with the most accurate and up-to-date information on the local real estate market. We monitor the market in real-time, ensuring that everyone has access to the latest information available.

THE BIG SIX market statistics are a group of key indicators for real estate that have the power to shape the market. They provide a comprehensive snapshot of the current market conditions which enable us to better analyze trends and make informed predictions.

Studying these stats is important in effectively forecasting and planning for your purchase and sale.



SUPPLY

How many properties are being listed for sale?



DEMAND

How many properties are being sold?



INVENTORY

How many properties are available to purchase?



DAYS ON MARKET

How many days does it take to sell a house?



SALE PRICE

What is the selling price of the houses?



LISTING/SALE PRICE RATIO

How does the selling price compare to the asking price?

Measured across specific geography and type of real estate



*The Crew provided us with the necessary **INFORMATION** and **GUIDANCE** we needed to make informed decisions.*

- SEAN WHITTLE

CREW MARKETING

ENSURING YOUR PROPERTY STANDS OUT



*The Crew spent time to **TRULY LEARN** our home's features, they exposed our property to their entire team, used a professional **PREMIUM PHOTOGRAPHER** and videographer, and marketed beyond my local area.*

- DOMENICO SAMPOGNA



YOUR HOME EVERYWHERE



We distribute your listing
to these major sites and
thousands more.



realtor.ca
zolo.ca
point2homes.com
zillow.com
redfin.ca
zoocasa.com
housesigma.com
viewhomes.ca
homefinder.ca
ovlix.com
ojohome.ca
rew.ca



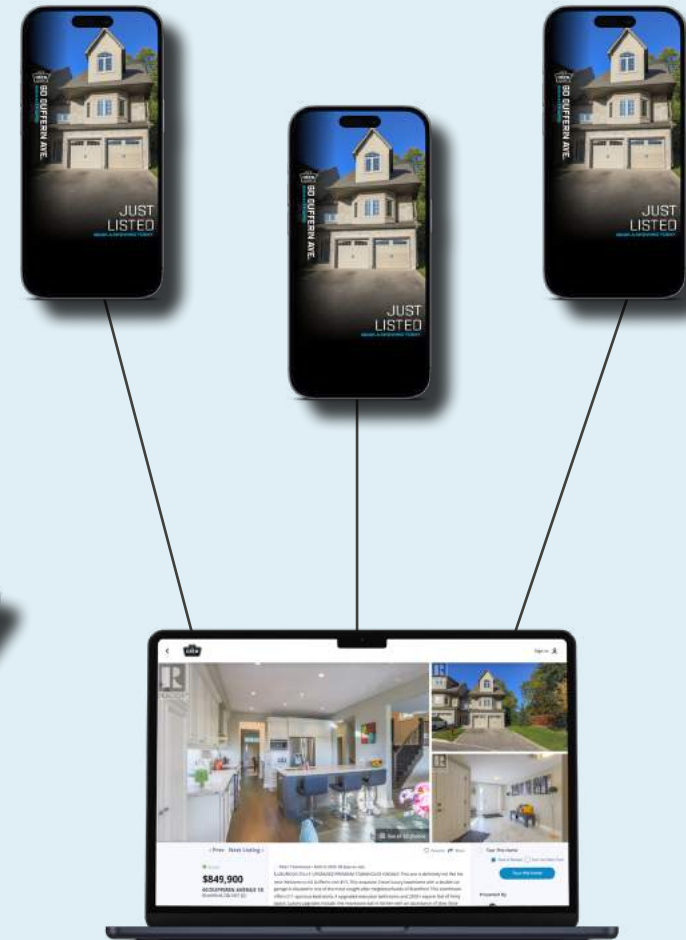
Instant Buyer Match System

We'll search our exclusive 20,000+ buyer database and find any direct matches for your home. We'll then personally call each match and make them aware of the opportunity.



Marketing That Sells

Our in-house marketing team produces custom marketing materials to present your home at its very best. From photography, to design, to marketing our processes are unmatched in the industry.



Team Based Social Distribution

On listing launch day you won't just have one agent spreading the word, you'll literally have dozens, all collectively working to bring attention to your home.



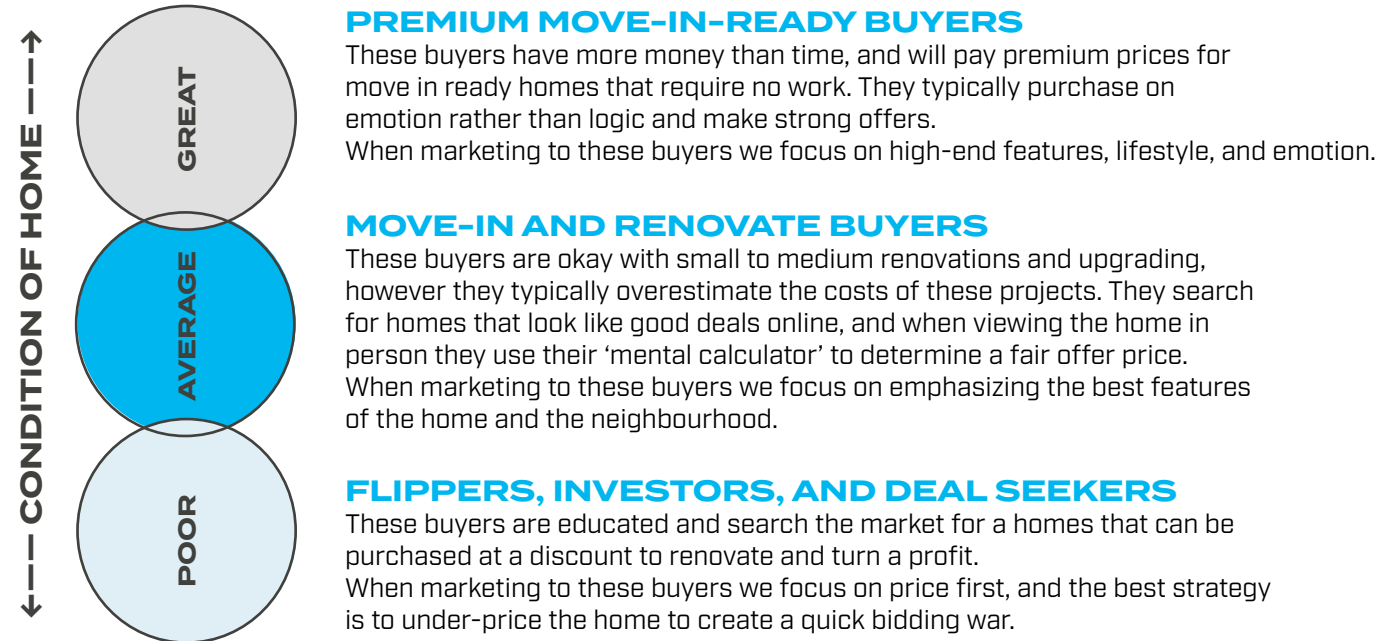
Always On Ads™

Your home advertised 24/7 for the life of your listing on all major social media platforms.

PRICING STRATEGY

FROM THE RESEARCH DEPT. OF THE CREW REAL ESTATE

Buyer Profiles | *The 3 Types of Home Buyers*

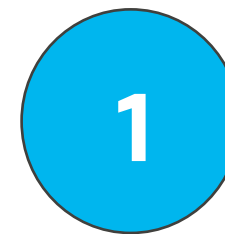
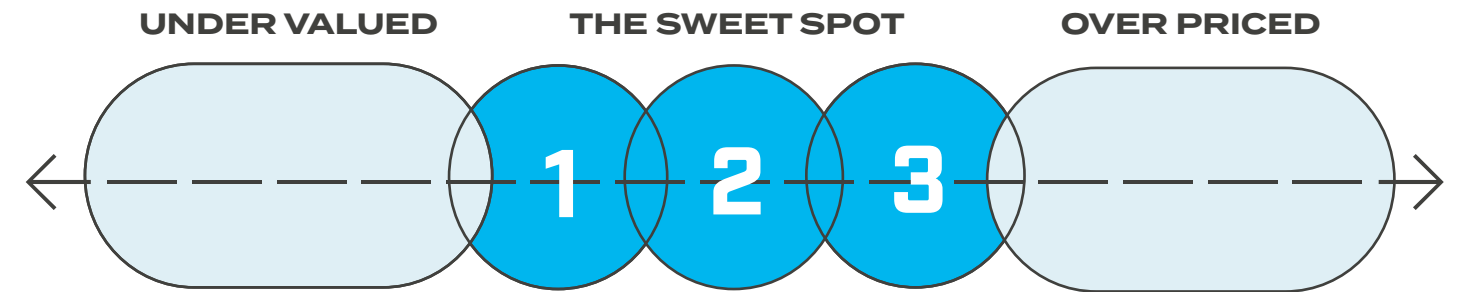


Market Pricing | *Choosing The Right Asking Price*



- X** **UNDER VALUED:** The property receives overwhelming attention and sells immediately at or above asking price with multiple bidders; however, profits may have be left on the table.
- ✓** **THE SWEET SPOT:** The property receives lots of online views, inquiries, and private showings - and strong offers at or above asking price. Buyers compete for homes everyday in the sweet spot.
- X** **NO-MAN'S LAND:** The property receives lots of online views, inquiries, and private showings - but no offers (or only low-ball offers). Buyers are telling us that the home looks like a deal online, but not in person.
- X** **NO-CHANCE LAND:** The property receives lots of online views, and inquiries - but very few private showings. Buyers are telling us that the home doesn't look like a good deal, even online, so it's not worth a private viewing.

Crew Strategies | *The 3 Types of Pricing Strategies*



THE AUCTION

Designed To Create A Bidding War On Your Property

- Market conditions need to show high demand in your market segment
- The 'asking price' is the minimum price you would accept and should be visibly below current market value
- We allow 3-7 days of public viewings then open up offers to the highest bidder

SUCCESS RATE: VERY HIGH



THE WINNER

Designed To Generate Strong Offers Quickly

- Win regardless of market conditions
- The 'asking price' needs to be competitive to attract the most interest from the first day on the market
- Deferred maintenance items should be taken care of before listing
- Staging is used to make your home appeal to a wide range of buyer

SUCCESS RATE: HIGH



THE MARKET LEADER

Designed To Sell Premium Homes, At New High Prices

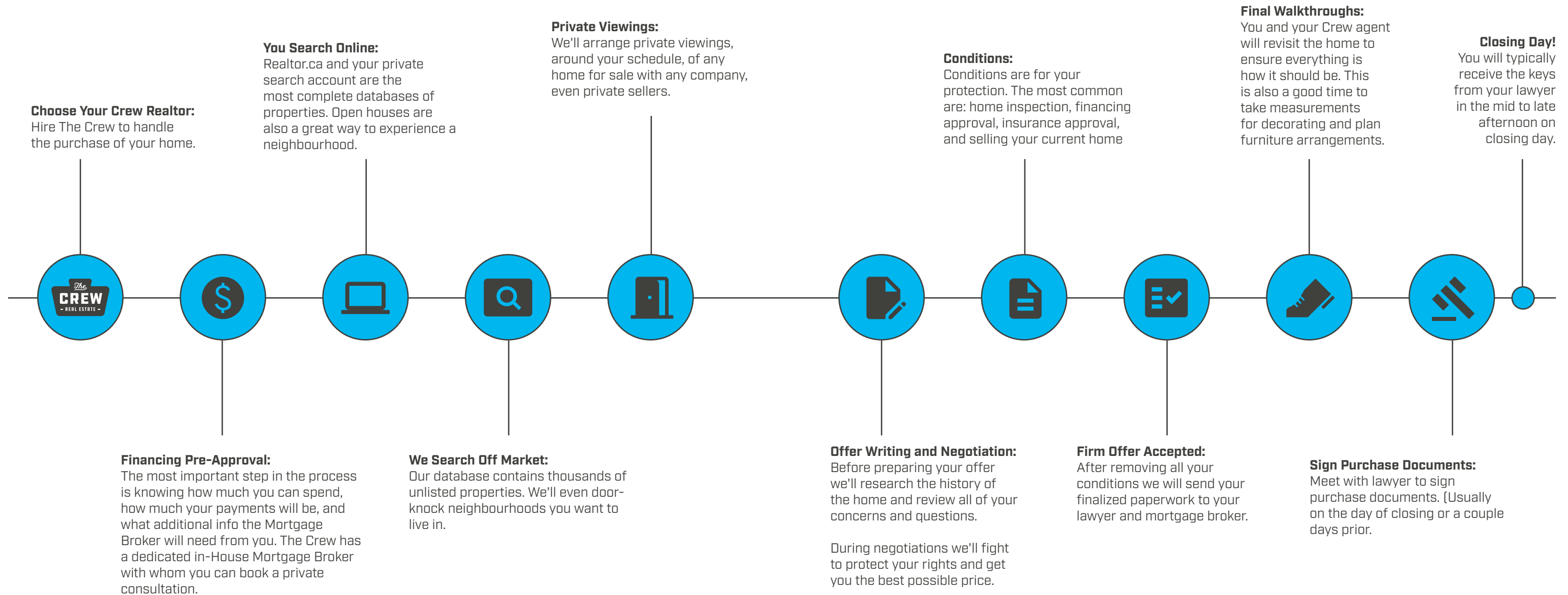
- This strategy is for homes that are both unique and above average for their neighbourhood
- The 'asking price' is not justified by past sales
- Extensive home-staging, repainting, repairs, and upgrades must be completed before listing the property: A+ homes only

SUCCESS RATE: MEDIUM



BUYING
WITH THE CREW

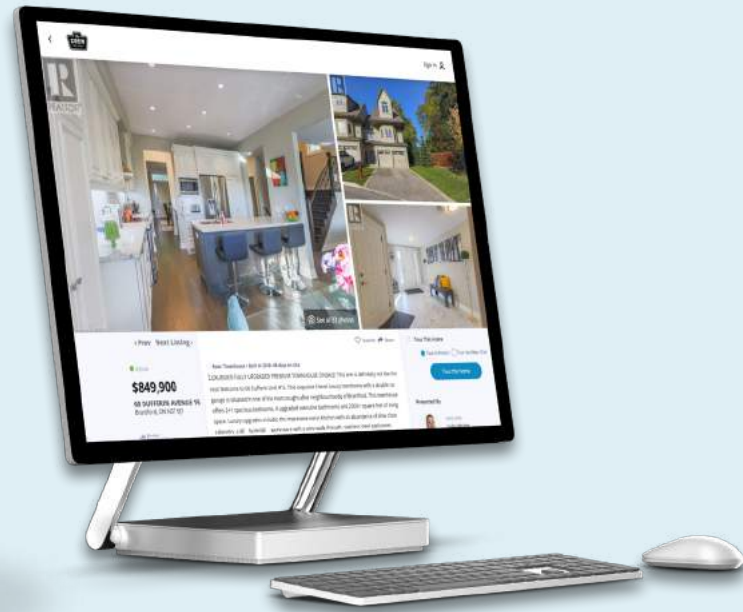
BUYER'S TIMELINE





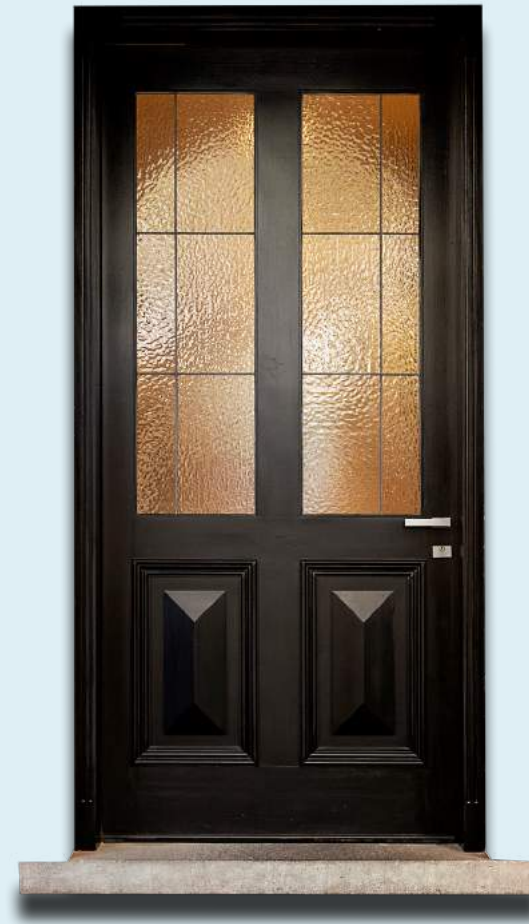
Discovery Day™

A Discover Day is an opportunity for you to get out and see a handful of homes with a Crew Realtor. It's a great learning opportunity to uncover exactly what you're looking for in a home.



Off-Market Registry

Our exclusive Off-Market Registry is packed with properties that will never reach the MLS. Don't see what you're looking for online? You may just find it in our private database.



Door-Knocking By Design

Are you interested in a particular neighbourhood or style of home, but don't see anything on the market? No problem; We'll approach off market home owners on your behalf.



In-House Mortgage Consultation

The Crew is partnered with The Mortgage Teacher Brokerage. Our in-house mortgage broker Melissa Martin will take the time to sit down with you, look at your situation and form the best financial plan.



Thanks for Joining The Crew

At The Crew Real Estate, we value our clients above all else. We understand that your satisfaction is essential for a long-lasting, successful relationship and so we strive to exceed expectations at every possible opportunity. From friendly customer service to timely responses and quality work, we're committed to delivering results you can count on.

Our dedicated team takes pride in knowing that each of our clients' needs are met with the highest standards of excellence.

