



**Landlords grow rich
in their sleep.**

-John Stuart Mill



RESULTS

Lets pick a winning team

THE BEAULIEU TEAM

Selling your most valuable asset can be a daunting and emotional task. The Beaulieu Team knows all the different layers involved in buying and selling homes. Our strategy is founded upon a hard working family team built for today's real estate market.

We combine the best of modern-day and traditional marketing, from web-based advertising to networking initiatives, which will result in a sale that maximizes your net profit. We also develop a unique and aggressive marketing campaign that will make the sale of your home a more efficient and profitable success.

Drawing from years of experience owning businesses, buying and flipping houses, high end marketing and design, we are able to offer the full package in relation to the sale of your home. Our team offers a full spectrum of real estate services.

Our objective is simple. Getting the BEST possible price in the LEAST amount of time.



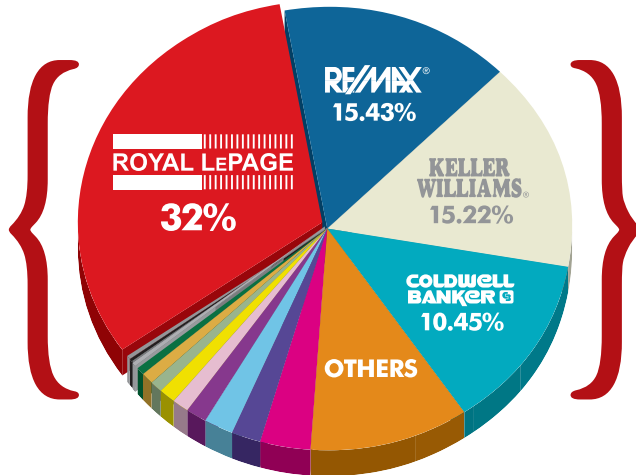
- ① **Strength** in a family oriented team
- ② **Bilingual** services
- ③ **Experienced** in the housing market
- ④ **Honesty, integrity, reliability**
- ⑤ **Available** and easily accessible
- ⑥ **Unique** technologies
- ⑦ **Cutting** edge marketing
- ⑧ **Sustainable** solutions
- ⑨ **Good** old-fashioned hard work



THE BEAULIEU TEAM

ROYAL LEPAGE

WHY CHOOSE



Helping you is what we do™

Royal LePage is one of Canada's most respected and enduring real estate brands. We have a proud heritage of exceeding client expectations dating back to 1913. Our service-based culture and a comprehensive suite of services set us apart from the competition.

We are among the most productive in Canadian real estate and internationally. In fact, the average Royal LePage Realtor sells 69% more volume than the average for the rest of the industry.



1

THE PROCESS

There are many complexities involved in every real estate transaction.

- Preparing the home for sale.
- Preparing all necessary documentation.
- Liaison with other professionals: lawyers, other agents, appraisers, home inspectors etc...
- Specifying terms of agreement for the buyer.

Our service as your agent is to manage your transaction from opening to close.

1

2

MINIMIZING TIME

We save you time by:

- Preparing your house for sale (staging, measurements and photography)
- Developing and implementing a customized marketing plan
- Managing open houses and showings
- Responding to buyer and agent questions
- Negotiating with prospective buyers and cooperating agents

We will help minimize both your personal time and your home's time on the market.

2

3

PRICE NEGOTIATION

We will help you negotiate the best price for your home, by accomplishing the following:

- Pre-qualifying buyers
- Identifying motivating factors of the prospective buyer
- Working with other agents
- Setting viable contract terms and conditions
- Managing counter offers
- Optimizing multiple offer situations
- Negotiating a favourable closing

3

4

MARKETING STRATEGY

Define Your Marketing Plan

A house is very complex to market and the process needs to be well organized.

We will prepare a personalized plan for you containing all activities required to market your property, including listing on the MLS®, creating marketing materials, traditional and online advertising, professional photography and videography and networking with other members of the real estate community.

4

5

REDUCING RISKS

For the majority of Canadians their home is their largest investment, so minimizing one's risk is not only prudent – it is essential.

The Beaulieu Team will:

- Identify problem areas of a home which may disrupt a sale
- Identify unnoticed features within the home
- Manage an electronic lock box to protect the contents of your home
- Protect your privacy
- Act as a buffer between you and third parties

5



MARKETING

TOOLS . TACTICS . TECHNOLOGIES

- ① Identifying a **target market**
- ② Composing a compelling **story for the home**
- ③ Capturing **professional photography**
- ④ Developing a **custom marketing plan**
- ⑤ Providing a **free** Comparative Market Analysis (CMA)
- ⑥ **Home staging** assistance and coordination
- ⑦ **Print** advertising and **online** promotion
- ⑧ Hosting Brokers Tours and **Open Houses**
- ⑨ Providing **feedback** from all showings
- ⑩ Custom comprehensive **feature sheets**
- ⑪ Negotiating the **BEST and HIGHEST** price and terms for you

MARKETING

PRINT. EMAIL. MULTIMEDIA

① Just listed/sold postcards

② E-newsletters

③ Open house flyers

④ Professional photography

⑤ Reflective lawn sign

⑥ Multiple Listing Service

⑦ Open houses

⑧ Professional virtual tours

⑨ Royallepage.ca

⑩ QR codes

⑪ Custom feature sheets

⑫ Feature home on our E-Mail blasts

⑬ Blogs, E-blasts, Social Media

⑭ Exposure on many websites

⑮ (MLS[®], Beaulieuteam.ca,

Ottawaliving.ca, Facebook,

Zoocasa, Kijiji, etc...)

... and so much more.

CHANGE

IS THE CONSTANT IN 60 YEARS
OF OTTAWA REAL ESTATE

1950s

POST-WAR OTTAWA IS GROWING

Average Sale Price in 1956: \$13,351

Bungalows and one-and-a-half storey houses were most popular during the 1950s. New initiatives like the major subdivision of Manor Park were seen. The Riverview & Alta-Vista neighbourhoods were built-up to serve the post-war baby boom era.

1960s

INTRODUCTION OF SPLIT-LEVEL PLANS

Average Sale Price in 1966: \$18,004

Split level plans became very popular in the mid-to-late 1960s. As well, a collection of large apartment buildings were erected in Ottawa. It was also the beginning of a series of very unique townhouses in Westcliffe Estates (Bell's Corners) and Trend Village.

1970s

SUBURBS ARE THE POPULAR CHOICE

Average Sale Price in 1975: \$49,633

Townhouse condominium developments sprouted in several areas throughout Ottawa outside of the downtown core. Nepean, Kanata, and Gloucester were draws for former urbanites, so population density in the core began to decrease.

1980s

INFLATION AND HIGH INTEREST RATES

Average Sale Price in 1984: \$102,084

Mortgage rates had a major negative impact on the Ottawa housing market. Rates were being quoted as high as 22%. Housing prices reacted accordingly with declines as high as 50% in some areas.

1990s

HOUSING PRICES REMAIN FLAT

Average Sale Price in 1996: \$140,513

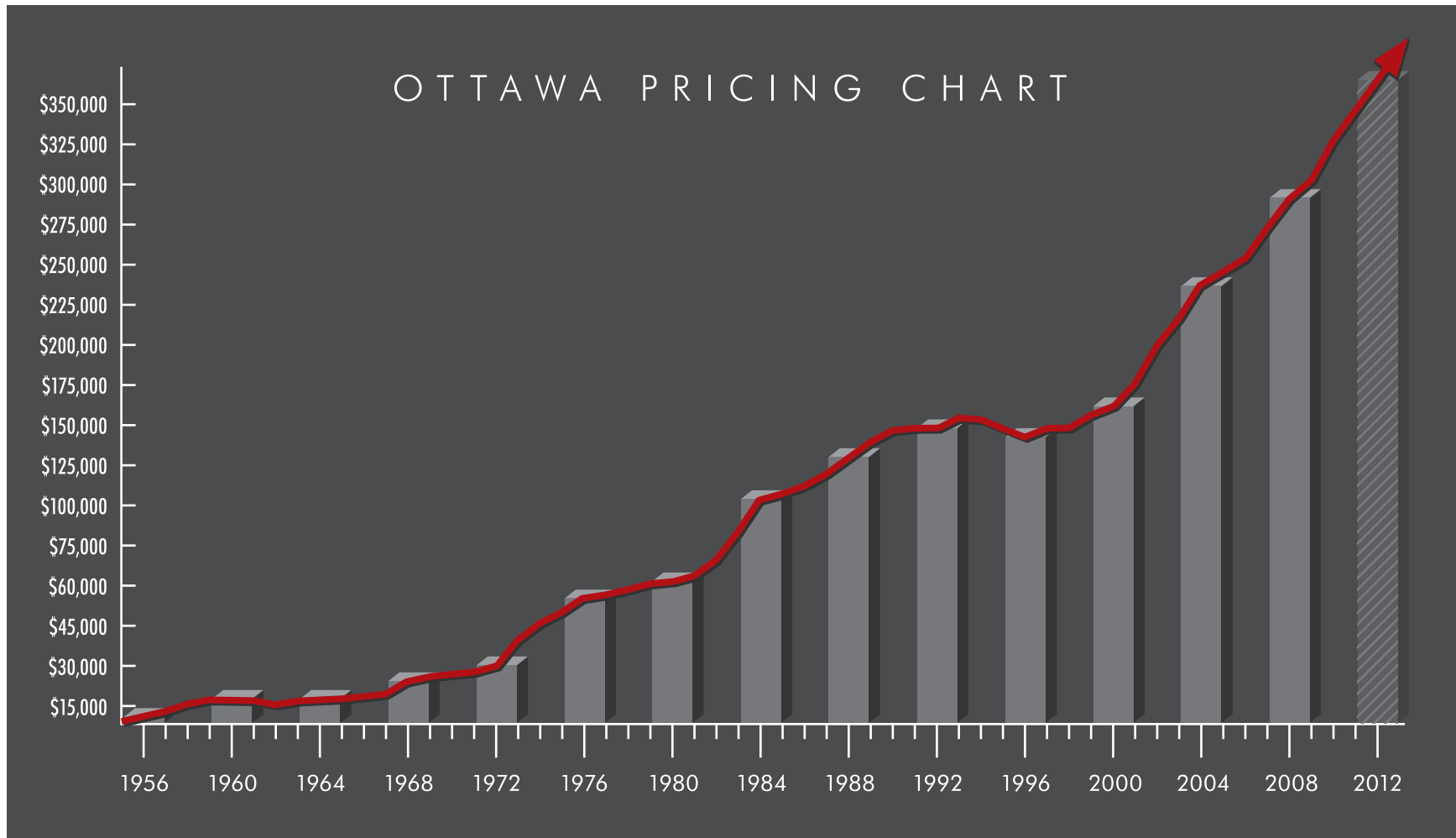
The housing market remained flat for much of the 90s. In the late 90s, the tech sector escalated, producing a new group of buyers. It allowed buyers to purchase and/or trade up to larger and more expensive homes. Many profited greatly until the high-tech bubble burst in 2000.

2000s

HOUSING BUBBLE BURST

Average Sale Price in 2000: \$159,511

Affordability improved slightly in 2005. Many new town homes were built as well as a slight surge in the condominium market. However, in 2005, Ottawa's average condominium exceeded two-bedroom apartment rents, making condominiums a less affordable option.

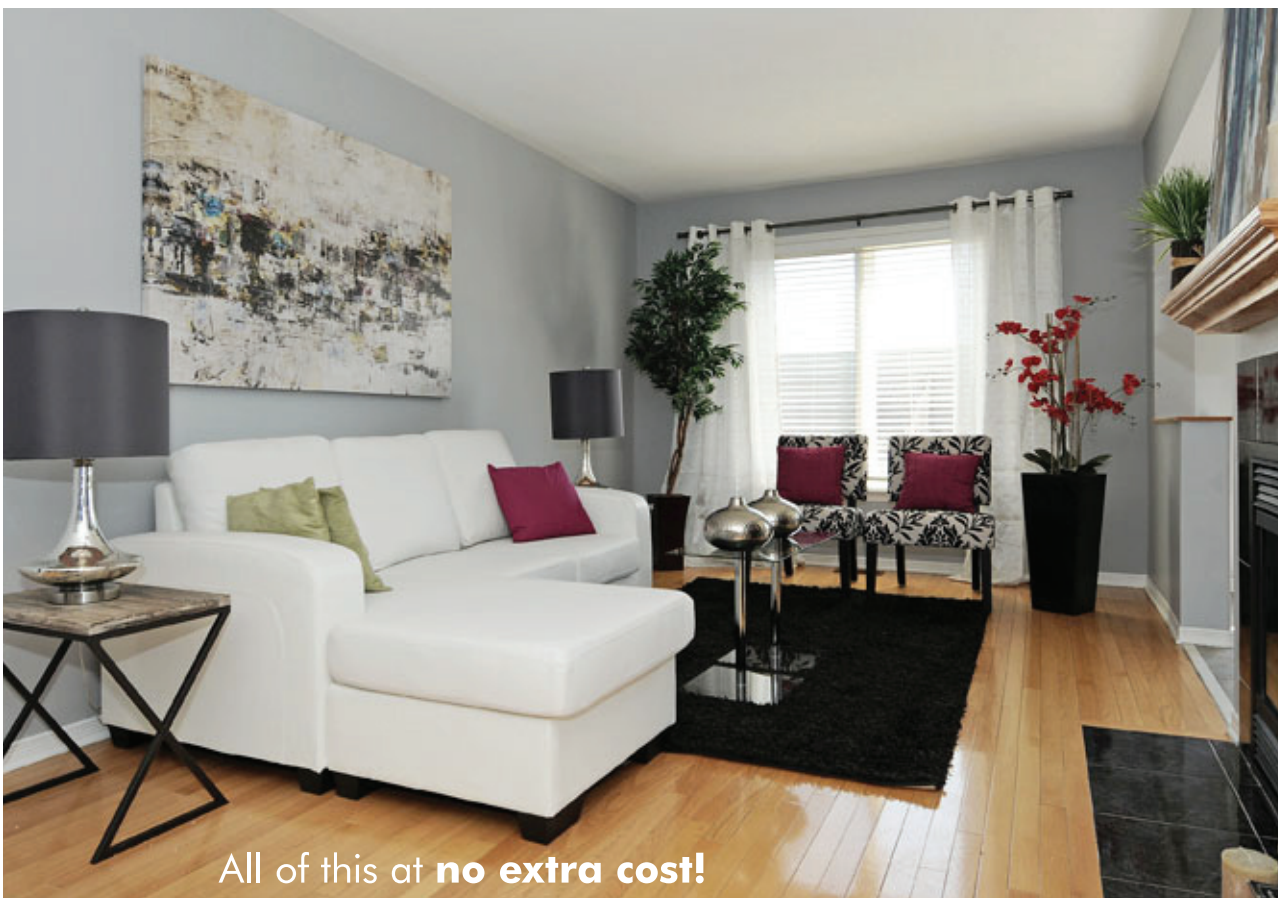


2010s

HISTORICALLY-LOW INTEREST RATES

Average Sale Price in 2013 (single-family dwelling): \$381,580

Prices in the city have more than doubled since 2000, climbing from \$159,511 to \$381,580 in 2013. First-time home buyers are expected to anchor Ottawa's housing market in coming months as they move to take advantage of historically-low interest rates.



All of this at **no extra cost!**

NEW & FREE

STAGED HOMES SELL FASTER

And in fact for up to 10% more! With our innovative designers and our full service real estate professionals, we will showcase your home allowing you to sell it faster and at a higher price. We take the risk and the cost out of staging your property and separate you from your competition.

Stage your home for FREE when you list with us!

- ① We **personally** do the staging
- ② We **provide** the furniture or use existing
- ③ **Recommendations** on decorative updates
- ④ **Colour** consultation