

BENJAMINS REALTY INC.



EXPERIENCE THE SERVICE
YOU DESERVE

WWW.BENJAMINSREALTY.COM



MARK BENJAMINS - BROKER (LEFT), **JOHN BENJAMINS** - SALES REPRESENTATIVE (MIDDLE LEFT),
JAKE BENJAMINS - BROKER OF RECORD (MIDDLE RIGHT), **XANTHE EROTKRITOU** - ADMINISTRATOR (RIGHT)



We are very pleased to discuss the business of marketing your property. A lot goes into selling real estate, and—before we get into the specifics—we'd like to make a brief introduction.

We have been selling property in the Waterloo region for over 35 years. In 2002, Jake Benjamins founded Benjamins Realty Inc. Today, his sons, Mark and John, have helped him build a successful boutique brokerage where clients and consumers can speak directly with realtors to gain intimate knowledge of the local market.



WHY A BOUTIQUE BROKERAGE IS BETTER

ARE YOU TIRED OF BEING PUT ON HOLD?

Real Estate transactions happen quickly. It's why we list our direct lines publicly—so our clients and potential buyers can reach us when they need to.

Don't let your listing fall through the cracks in overcrowded corporate offices. At Benjamins Realty we make sure your file is reviewed thoroughly at every step of the process.

We have kept our business independent to serve our clients directly, we always will.

When we moved into the Kitchener-Waterloo area, Jake Benjamins was extremely helpful in considering our needs and finding an ideal match that has now become our home. Since then I have had the pleasure of interacting with the Benjamins Realty team in a variety of business contexts. Professional, courteous and efficient. I would highly recommend involving Benjamins Realty when buying and selling your home, or considering real estate investments.

- **HOWARD LENOS**



7 STEPS TO SELLING YOUR HOME

START

STEP ONE: THE INITIAL CONSULTATION

We'd love to meet you and learn more about your home. We will answer any questions you may have and continue our research following this meeting.

STEP TWO: THE RESEARCH

Our analysis involves searching for comparable properties and compiling our findings for you to provide a comprehensive valuation.

STEP THREE: THE LISTING APPOINTMENT

Our team will present the valuation and provide a copy of the documents for your assessment. We will then review our findings together and construct an action plan. Once we all are satisfied with the plan, we will formalize the listing under contract.

STEP FOUR: INTERIOR DESIGN CONSULT & PHOTO SESSIONS

All of our listings are eligible for an interior design consultation prior to public offering. Once complete, the property will be extensively photographed in high definition for marketing purposes.

STEP FIVE: OPEN HOUSES, SHOWINGS, & MARKETING

We like to provide an open house to the general public the first weekend the house is listed. Additionally, we support this with a multi-platform digital marketing campaign, listing in Waterloo region and Toronto MLS board, as well as channels that only become available with decades of experience.

STEP SIX: OFFERS, NEGOTIATIONS, AND CONDITIONS

Once we have secured an offer for your property, we may choose to accept or negotiate the price and conditions. A buyer may require a home inspection and financing conditions.

FINISH

STEP SEVEN: FIRM AGREEMENT AND CLOSING PERIOD

Once all conditions have been fulfilled on an offer, the property is sold pending closing. Typically, there will be a 30-90 day closing period in which preparations to move will be made. Although the deal is signed, the Buyers may require additional viewings of the property depending on how the agreement is structured, A final viewing typically occurs right before closing.



WE'RE AVAILABLE TO SEE YOUR HOME ANYTIME...

Benjamins Realty understands what's at stake when you sell your home. The process can feel overwhelming, especially if it's your first time. We're happy to lend our thoughts on where your property would be positioned in the market at any stage of the process.

WE CAN PROVIDE CLARITY...

You may be wondering what needs to be done prior to selling the home. Benjamins Realty has extensive trade relationships with qualified contractors and professionals who can refresh your home to maximize your return once the property is listed.

WE'LL OFFER PROCESS GUIDANCE...

An experienced Real Estate team can help you select the best team of professionals available, including legal representation, inspection services, and financing.



We can answer your questions! When you are getting ready.

“How much will this cost?”

“Do you know a good Real Estate lawyer?”

“Where can I find a moving company?”

“What's this house worth?”

“Do I need to renovate?”

“When is the best time to sell?”

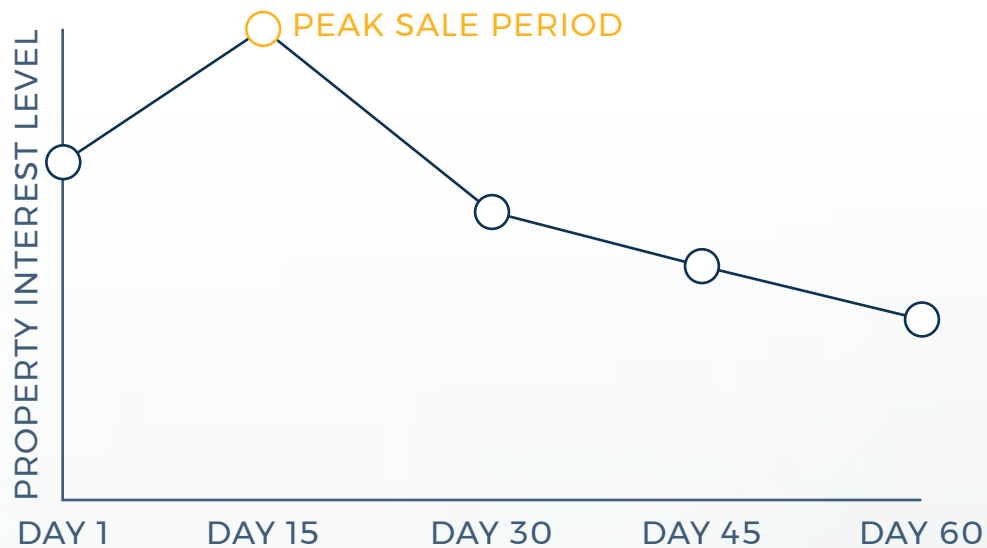


PRICING YOUR HOME IS ONE OF THE MOST IMPORTANT DECISIONS WE MAKE **TOGETHER**

WHEN WE PRESENT A LISTING PACKAGE FOR YOU...

Expect to receive an expert valuation on your property. We research our property valuations through the Geowarehouse land registry database, Realtor.ca, our local board, and private for-sale systems. Pricing your home is very important in order to capitalize on the peak sale period in the initial two or three weeks of a listing.

LISTING TIMELINE



Jake, I would like to take this opportunity to express our thanks and appreciation to you for your patience over the last 20 years; we finally decided to sell and we are both grateful that we selected you as our realtor. We placed our trust in you to find us another home and sell our family home of 30 years. All our expectations were achieved in buying and selling our homes within ONE week. You even beat my deadline that I had requested. We feel you dealt with our sale in a very professional manner and we are very grateful. We will be back.

- PAUL & MAUREEN



WE PUT **YOUR HOME FRONT AND CENTRE** WITH PROVEN MARKETING TACTICS

CAPTURE YOUR HOME IN THE BEST LIGHT:

All listings with Benjamins Realty are eligible to receive a complimentary interior design consultation.

Interior design helps prepare your home with guidance on furniture layout, decluttering, and optionally, adding accent pieces.

Our longstanding partnership with some of the best local digital photography studios ensures that our listings capture your home in the best possible condition and lighting.

The team uses only the best photos to market your home, and you receive keepsake copies of each one taken.



EVERY HOME DESERVES PREMIUM MARKETING SERVICES, REGARDLESS OF SIZE



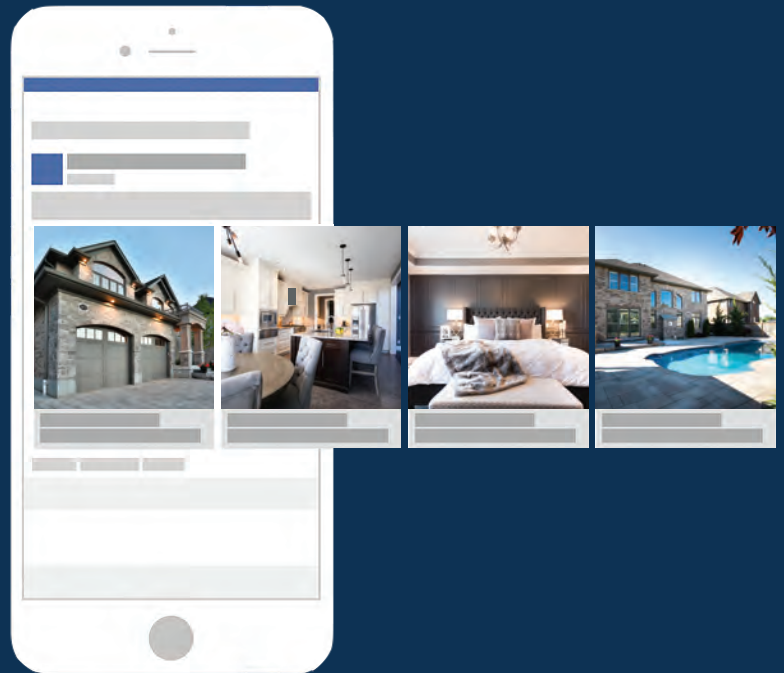
MILLIONS OF VIEWS AND COUNTING

90% of all buyers see their new homes online first. This is why Benjamins Realty places a strong focus on showcasing your home digitally.

Watch as your property receives thousands of views from potential buyers on Facebook, Twitter, Google, Kijiji, and additional channels focused on real estate.

Every campaign includes stunning photography and descriptions for potential buyers to imagine themselves in your home.

Most realtors simply post your home on a multiple listing service (MLS) and hope for the best. Benjamins Realty brings the buyers to your doorstep with proactive marketing instead.



OTHER AVAILABLE MARKETING ASSETS

- Print Advertising
- KW Record
- Listing in both the Waterloo Region and Toronto MLS board
- HomeandProperty.ca
- Local Papers
- Newsletters
- Targeted Mailers
- Door Hangers



LEVERAGE OUR EXPERIENCE IN NEGOTIATIONS

EXPECT NOTHING LESS THAN THE BEST:

- Buyers personally sourced from our network
- Leveraging multiple offers for maximum return
- Experienced trade relationships with the top regional agents
- Access to our portfolio of trusted contractors for any work
- 35 years of experience and market knowledge for the best price on your home
- Referrals for trusted professionals in legal and financing services

One strategy does not fit every home. We learn about your position and needs first so that our team can create a selling strategy that works best for your home and your timeline.

We source multiple buyers to generate demand for your home, driving up the value of your property through competition. It works in tandem with our digital strategy to maximize views on your homes, combining a wider exposure with higher competing bids to bring you the best offer possible.



**AFTER 35 YEARS
IN THE BUSINESS,
I FEEL WE'VE ONLY
JUST STARTED.**

We selected your services because you answered or returned our phone calls quickly and replied to our emails point to point on the same day. What you told us and what you did matched practically. You sold our home within days of listing and handled or coordinated all the issues until it got closed including ESA repairs. Your team Mark and John also showed the same spirit. We greatly appreciate your services. If we need similar services in the future we will call you first.

- SIA & VENKATA





HOW IT ALL **BEGAN...**

JAKE BENJAMINS

Direct: 519-496-1370
Jake@BenjaminsRealty.com

Through sweat equity and a methodical investment, I found myself a homeowner at 19, renting rooms to my classmates. In the late 80s I then bought a small real estate brokerage and turned it into a collection of independent offices and a network of 35 agents with three locations in the Waterloo Region. I sold the business to RE/MAX a decade later, but I missed working directly with home sellers in a way that could keep up with the speed of the real estate market.

I founded Benjamins Realty Inc. in 2001 and since then have focused exclusively on building its reputation as a boutique real estate brokerage. In 2006, I personally sold over 100 properties with my wife Judy providing administrative support. Today, my two sons, Mark and John, have joined me in the venture. It's all part of my simple approach to business: "we can get whatever we want as long as we help enough people get what they want."

After 35 years in the business, I feel we've only just started.



MARK BENJAMINS

Direct: 519-580-8541
Mark@BenjaminsRealty.com

At the age of 19 I began my career in real estate by purchasing my first investment property and achieving designation as a licensed Realtor.

I believe in using a home's unique features to unlock its highest value. Thorough research and valuation have made this approach successful since my first sale seven years ago, and you can expect the same quality for your home.

Currently, I am an associate broker and focus on residential sales and investment property. I also manage the operations of Benjamins Realty residential investment properties. Ask me for advice on leasing and best practices for tenant management.



JOHN BENJAMINS

Direct: 519-574-1224
John@BenjaminsRealty.com

I'm very excited about the progressive economy taking root locally. It's generating one of the most stable real estate markets the country has seen since our family entered the business 35 years ago.

As Director of Marketing, I focus on using the most up-to-date digital marketing strategies to bring thousands of monthly visitors to our website—and to your home. I'm actively involved in creating a dynamic public portfolio for every property we represent on the market. Most importantly, as a sales representative, I enjoy bringing a high energy to the service of buying and selling real estate.

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