



Specialization, Teamwork & Systems

www.teamfisher.com

All of the services that your real estate agent will provide while your home is listed for sale fall into three categories - sales, marketing and administration. In most cases, even with most real estate teams, one person juggles the demands of all three roles, hopefully without "dropping the ball."

At TeamFisher, we service your listing as a team. We are a group of committed individuals with complimentary skills who work together to generate synergy through a coordinated effort that allows each member to maximize his or her strengths and minimize his or her weaknesses.

A marketing expert is responsible for delivering excellent exposure and for making your home look great to prospective buyers, a sales person is charged with closing the sale and a brilliant administrative staff conducts the day-to-day work that keeps us up and running. We attribute our success to this team. When we combine our diverse skills and the common goal of serving you, we all win.

We focus where our strengths are, and we are passionate about what we do. You can look forward to a relaxed and seamless transaction - the result of specialized skills working together with proven systems.

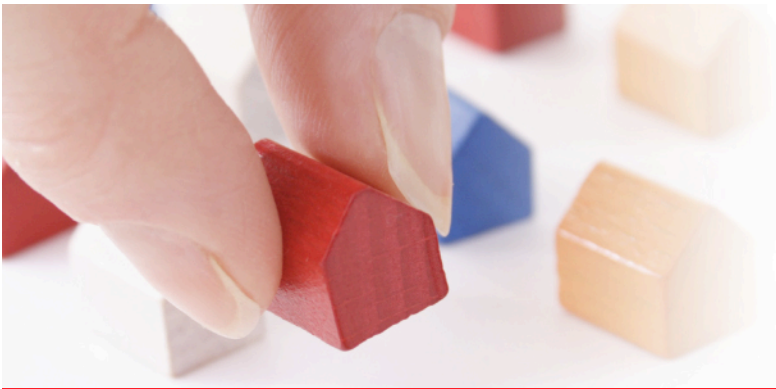
Our unique selling systems and business processes play a key role in how we serve our clients. They keep us organized and efficient. We don't overlook details or waste time doing things that don't bring you the most benefit. We've designed systems to track, inform, counsel and communicate with you throughout the process. Our systems kick in as soon as we meet you and they don't stop until after your sale is complete.

Nothing speaks to the effectiveness of our approach as clearly as the quality of our work. You'll see the differences in our website, in the way we present our properties and in the way we guarantee our work. Our robust marketing plan comes to you in writing with the promise that we'll deliver each item in a timely manner, executed with the highest levels of care, or you're free to cancel your listing with us.

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Preparation & Presentation

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Over eighty percent of home buyers begin their search online and a striking first impression has never been more important in the home selling process. Less-than-professional marketing materials will negatively impact your property in the eyes of buyers. By contrast, a great presentation of your home provides great potential to put you in a strong unique selling position.

At TeamFisher we put considerable effort into creating a professional listing marketing package to show your property at its best, and sell in your time frame, at the highest possible price.

Your house is your home. Most often our homes are prepared for living, not for showing and selling. Our complimentary staging consultation will provide you with sound advice to prepare your home for the broadest possible appeal with a minimum of expense and inconvenience. Our home design specialist knows how to create interiors that are fresh, warm, and inviting. We'll produce a room-by-room written plan that will help more buyers see your home as theirs. You may choose to move forward making no changes, to implement the recommended enhancements yourself or to retain our affordable specialist to assist with the finishing touches. It's completely up to you.

Preparing your home is just the beginning. From there, it's our job to develop marketing materials that present the home in the best possible light. Quality images and detailed descriptions that sell the benefits of your home and your neighbourhood are all important.

Hands down, we take and integrate the best photography possible of your property. We specialize in shooting expert-quality photos with a super-wide angle lens to provide full-room views. Photos are taken with a high-quality camera and appropriate use of supplemental flashes. Images are carefully considered for inclusion and are post-produced (corrected, cropped and sized) to highlight your property to its best advantage.

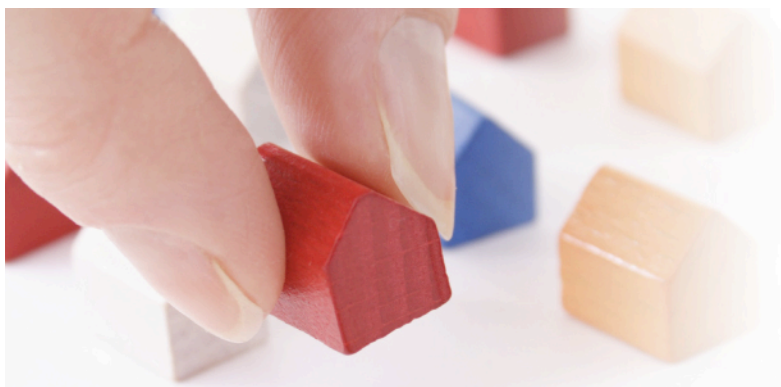
As part of your listing package you get a well considered, rich and detailed property description, vivid photo synopses, and a full-format virtual tour - all available at your own custom website address (your_address.com).

Listings are also linked to a full area profile, including census data, real estate data and images from your area to accent the benefits of living in your neighbourhood.

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An Expert Internet Presence

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It's no secret that most buyers turn to the Internet when they search for a home. As a seller, a convincing Internet presence is crucial. Buyers expect to be able to easily access information about your property's features, photos, and descriptions of your community online. Using the Internet effectively can lead to more home sales than any other marketing source.

TeamFisher has a proven track record and can provide you with maximum Internet exposure to assist you in selling your home faster. We were the first Realtor in Saskatoon with a web presence and the first to market homes online. Since we launched our first website in the mid-90's we've continued to lead the way to innovation in Saskatoon real estate. We know how to market homes online, how to attract prospective buyers to your ad, and how to generate leads, and ultimately, produce offers.

A mature website is a trust-worthy one and maturity is directly related to better search engine rankings. In fact, TeamFisher.com has better rankings for real estate keywords than any other Saskatoon real estate website enjoying a page one position on Google for most relevant search terms. With thousands of visitors every month your property's profile will get maximum visibility. When you list with TeamFisher, information about your property will be submitted to dozens of important real estate websites including realtor.ca, [Point2Homes](http://Point2Homes.com), and

royallepage.ca but due to the effectiveness of our own website more people will view your property on TeamFisher.com than on any other site. In fact, we routinely attract three times as many prospects to our listings on TeamFisher.com as we achieve on realtor.ca, Canada's busiest real estate website.

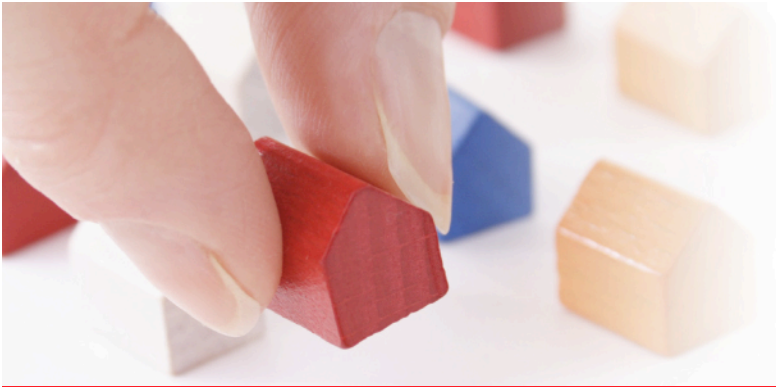
TeamFisher.com gets a lot of attention because it's a good website. Hundreds of informative articles and videos, complete neighborhood profiles, photo galleries for every Saskatoon neighborhood and regular market updates on our well-known blog encourage thousands of visits every week.

Our web-marketing plan is our best tool for successfully selling properties and TeamFisher.com is the most valued web asset in our arsenal. By leveraging our website to your advantage, you automatically have a competitive edge when you sell your home.

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Informed, Reliable Feedback & Follow-up

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It's important to us that you feel informed and empowered while selling your property. We've been selling homes like yours for a long time and we've learned a lot about how we can help to reduce the stress and anxiety that a home owner naturally feels when their home is for sale. An informed seller is a happy seller so we have perfected systems to keep in touch every step of the way.

From the moment our efforts get underway, and while our marketing plan unfolds you'll have timely access to customized and personalized reporting of activities completed on your behalf. Once the marketing plan has been deployed we'll keep you up to speed with weekly updates that include an overview of new competitive listings, homes which have recently sold, a statistical overview of visits to your home's ad on the major websites we use, and an analysis of showing feedback results.

For maximum organization, minimal confusion and the fewest number of interruptions to your daily routine we look after scheduling all of your home showings. Even if another realtor wants to show your property, they contact us, so there is always only one point of contact for you. We'll arrange and confirm those showings with you using phone, text, or email. Just tell us what works best for your busy lifestyle and we'll make sure there are no surprises.

Our innovative home feedback system solicits and collects valuable feedback from agents who have shown your home so you'll know how prospective buyers are reacting to your listing. Following each visit our feedback system makes up to three requests for feedback from the showing agent. When they respond, and about eighty percent do, a copy of their feedback report is sent directly to you. We won't leave you to wonder how things went.

Concerned about what you need to do next at any stage of the transaction? Relax, we have a system in place for that as well and you can count on us to let you know exactly what you need to do, when you need to do it. We consider it part of the job and you can feel assured that we won't let you forget any important steps that you need to take.

As they say, "knowledge is power," and we think you should be in the loop when it comes to the details of your home sale.

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Everyone Deserves a Safe Place

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We care about people and know that it's important to give back. We think that you likely feel the same so a portion of every sales commission we earn goes back into helping our community.

We're proud that we're able to lend a hand, but not because it makes us "look" like good community members. We want to support initiatives that improve the lives of those who need it most. We believe that every person should have a safe place to be, and because we're able to make a decent living helping families find such places, shelter is a cause that is near and dear to our hearts.

The Royal LePage Shelter Foundation funds more than 150 women's shelters to help provide a safe refuge for over thirty thousand woman and children who are fleeing violent and abusive homes each year, many of them from Saskatoon. We're proud to say that TeamFisher is the Shelter Foundation's largest contributor in Saskatchewan, and one of the top ten of more than fourteen thousand Royal LePage agents across Canada. We donate a portion of every dollar we

earn back into the community to provide a leg up for someone who needs it. When you provide us with an opportunity to serve in the purchase or sale of a home the community benefits. We think that's just good business.

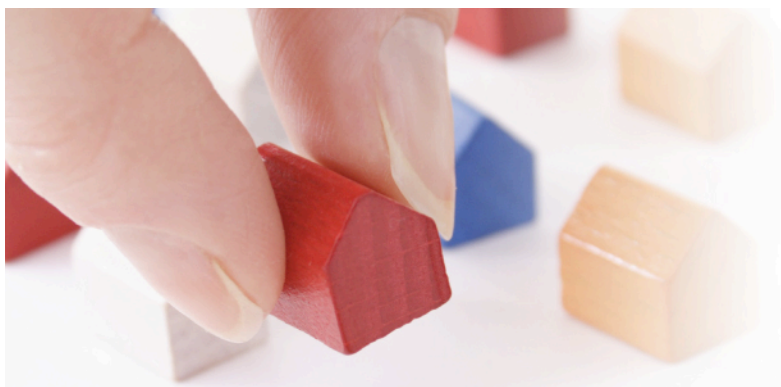
Our Royal LePage Shelter Foundation support helps the YWCA Crisis Shelter and Interval House. In the past year, we've also been pleased to support Saskatoon's Friendship Inn and the Salvation Army.



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Unsolicited Client Feedback

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Thanks so much for helping us sell our house. We really couldn't have asked for it to go any quicker or smoother. It was great to work with you & watch you do your magic!

Travis and Jann Amundson

Thank you so much for all of your help. You sold that property very fast and Al was so pleased with you. I won't hesitate to send you all of my referrals.

Elizabeth Pfiefer

Your experience and knowledge really helped us be more confident in our decisions. A great big thank you!

Holly and Corey Bauer

Thank you so much for all of your hard work and professionalism. Greatly appreciated!

Murray Humble

Words cannot express our thanks for everything that you have done for our family. Your caring & professionalism is second to none. You treated us not as "clients," but as friends.

Burt & Tracey Harper

Without your help we would never have made it home. It was a pleasure doing business with you. All the best!

Marilyn Wallace

Thank you for all you did to help us sell our house. It was a great comfort to know we had someone we trusted completely with the sale.

Catherine and Barry Trice

Thank you for the wonderful & professional service you provided. You go the extra mile to ensure that all is well.

Mike and Dawn Thompson

Thank you for all of your assistance. Your dedication and professionalism was key in ensuring an easy transition. You provided us with exceptional service.

Adrian and Devi Harvey

Thank you so much for all of your help and for all of the little extras that made this busy time a little less stressful.

Oliver and Deb Keller

We have really valued your personal approach & your desire to make sure we were comfortable and happy in our decisions and we've appreciated your ability to listen. You've been a great realtor and a friend.

Warren and Gale Prokopiw

We appreciated your advice and patience. You made a typically stressful time stress free. We enjoyed working with you and wouldn't hesitate to recommend you to our family and our friends.

Carlene Holowaty and Troy Carbno

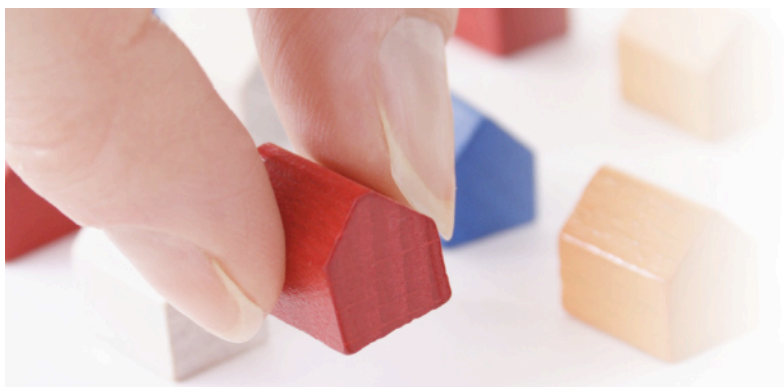
It is always a pleasure recommending the services of someone that you have total trust and confidence in. You are a credit to your profession!

Barry Willick

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Our Full Service Marketing Plan

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- Total market overview approach to pricing includes research and review of recent sales and agent walk through of selected active listings
- Complimentary staging consultation
- Appropriate due diligence
- Photograph home (unlimited high-quality images)
- Correct and edit images
- Our custom for sale sign
- Secure electronic lockbox with entry tracking
- Post listing to agent MLS®
- Advertise on TeamFisher.com
- Prominent feature on TeamFisher.com
- Advertise on MySaskatoonHome.com
- Prominent feature on MySaskatoonHome.com
- Advertise on Point2Homes.com
- Prominent spotlight ad on Point2Homes
- Advertise with all available Point2 syndication partners
- Advertise on HouseHunting.ca
- Advertise on RoyalLePageSaskatoon.com
- Advertise on RoyalLePage.ca
- Advertise on 35 Royal LePage agent websites
- Advertise on realtor.ca (formerly mls.ca)
- Advertise on Roger's Zoocasa.com
- Advertise on HomeTrader.ca
- Advertise on Craigslist
- Advertise on facebook Marketplace
- Advertise on TeamFisher's facebook page
- Advertise on Kijiji with weekly "bump" to top of list
- Targeted pay-per-click advertising campaign
- Advertise with all brands and agents who display MLS® listings on their website (ie: hallmarkrealty.ca, century21.ca)
- Custom URL (youraddress.com)
- Full format virtual tour
- Professionally executed online video
- TeamFisher listing linked to neighbourhood profile
- Professional feature sheet with colour images
- Schedule all showings by phone, text or email
- Showing feedback through HomeFeedback
- Timely reporting on completed activities via web
- Weekly updates on web view statistics, showing feedback statistics, competitive new listings & sold listings via web
- Provide documents and closing instructions to the lawyer of your choice, or our recommended lawyer
- Deliver possession of the home in accordance with your lawyer's instructions
- Provide a written overview of process and things you'll need to know at various stages of the transaction

Fee for service

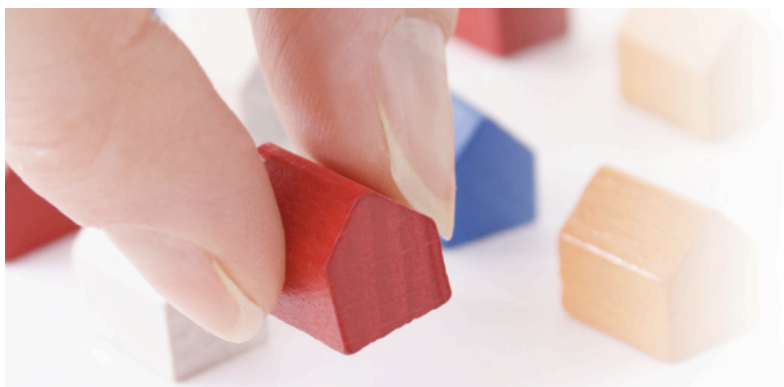
5% on first \$200,000 of the sale price
2% on balance of the sale price

We pay the competitive buyer brokerage fee of 3/2/1% in \$100,000 increments.

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Our Marketing Plan (Option 2)

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- Total market overview approach to pricing includes research and review of recent sales and agent walk through of selected active listings
- ~~Complimentary staging consultation~~
- Appropriate due diligence
- Photograph home (~~unlimited high quality images~~)
- ~~Correct and edit images~~
- ~~Our custom for sale sign~~ Standard for sale sign
- Secure electronic lockbox with entry tracking
- Post listing to agent MLS®
- Advertise on TeamFisher.com
- ~~Prominent feature on TeamFisher.com~~
- Advertise on MySaskatoonHome.com
- ~~Prominent feature on MySaskatoonHome.com~~
- Advertise on Point2Homes.com
- ~~Prominent spotlight ad on Point2Homes~~
- Advertise with all available Point2 syndication partners
- Advertise of HouseHunting.ca
- Advertise on RoyalLePageSaskatoon.com
- Advertise on RoyalLePage.ca
- Advertise on 35 Royal LePage agent websites
- Advertise on realtor.ca (formerly mls.ca)
- Advertise on Roger's Zoocasa.com
- Advertise on HomeTrader.ca
- Advertise on Craigslist
- Advertise on facebook Marketplace
- ~~Advertise on TeamFisher's facebook page~~
- Advertise on Kijiji with weekly "bump" to top of list
- ~~Targeted pay per click advertising campaign~~
- Advertise with all brands and agents who display MLS® listings on their website (ie: hallmarkrealty.ca, century21.ca)
- ~~Custom URL (youraddress.com)~~
- ~~Full format virtual tour~~
- ~~Professionally executed online video~~
- ~~TeamFisher listing linked to neighbourhood profile~~
- Professional feature sheet with colour images
- Schedule all showings by phone, text or email
- Showing feedback through HomeFeedback
- Timely reporting on completed activities via web
- ~~Weekly updates on web view statistics, showing feedback statistics, competitive new listings & sold listings via web~~
- Provide documents and closing instructions to the lawyer of your choice, or our recommended lawyer
- Deliver possession of the home in accordance with your lawyer's instructions
- Provide a written overview of process and things you'll need to know at various stages of the transaction
- Available for homes valued at or above \$200,000

Fee for service

4% on first \$200,000 of the sale price
2% on balance of the sale price

We pay the buyer brokerage fee of 3% on the first \$100,000 and 1% on the balance.

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