



**DIANA WINGER, HBBA, REALTOR**

PEMBERTON HOLMES  
CONNECTING PEOPLE & PROPERTY

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## My Commitment to You

This page is my personal guarantee to you

### 1. **Accurate Evaluation**

The correct selling price of a property is the highest price the market will bear. To assist you in determining the correct asking price, I have prepared this Comparative Market Analysis, or CMA, for you. This CMA compares your property to those similar to yours that are currently for sale, to those that have recently sold and to those that were on the market recently but failed to sell.

### 2. **Professional Advice**

I will assist you on how you may best prepare your property for showing. Further, you will be kept up-to-date on the state of the market, the sale of similar properties and any other factors which may affect the progress of the sale.

### 3. **Advertising**

Your property will be listed on the Victoria Real Estate Board's Multiple Listing Service®. Approximately 80-85% of all residential sales in Greater Victoria go through MLS®.

A recent Victoria Real Estate Board Buyers' Survey indicated that an increasing number of property buyers located their properties on the Internet. To take advantage of this trend, your property will be advertised on [www.mls.ca](http://www.mls.ca), Canada's largest real estate portal. Site statistics have shown that Victoria-area properties are typically viewed by prospective buyers over 500,000 times per month. This translates to well over 200 Internet showings of your property each month.

And to cater to those not using the Internet to locate their property, we can discuss other effective marketing tools, such as advertising in the local print and electronic media.

### 4. **Promoting Your Property**

The major selling points of your property will be distributed to over 900 Realtors in the Victoria area via MLS®.

### 5. **Signage**

I will provide a For Sale sign for your property to attract prospective buyers passing by.

### 6. **Contacting Potential Buyers**

Using my extensive database of people who have been looking for properties in your neighbourhood, I will contact potential buyers directly and provide them with details of your property.

### 7. **Open Houses / Tours**

I will arrange for Open Houses and Agent Tours during times that are mutually convenient as required.

### 8. **Progress Reports**