



**LISTING PRESENTATION**

# ABOUT PAOLO & ISABEL

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I've been in sales since 1989 after I graduated from DeVry Institute of Technology and started my own distribution company called Directv. I've dealt and competed with major U.S. companies in the technology sales industry, which gave me great negotiating skills. During this time I married my wife, Alison and together we moved to Burlington and started a family. In 2003, I decided to make a career change to Real Estate and I've enjoyed it ever since. I've now been in the business for 17 years as a professional, full-time, award-winning agent. I have dedicated myself to providing all my clients with the best professional and personal service. From signature to signature, it is my job to make this process as easy and pleasant as possible; the way it should be. Along the way I have created great relationships with my past clients, and other local agents to make this a career I enjoy doing every day.

Isabel, my second eldest daughter joined me in 2017, after graduating from Sheridan and taking real estate classes online. New to the business, she is eager and excited to provide the same great service I have been providing all these years.

Together, we're Zulian Real Estate Group and we are committed to providing our clients with professional service during and after the real estate process. We are thorough and efficient with every deal to make sure our clients are confident and happy. We believe our father-daughter dynamic is very relatable and personable to many people.

**- PAOLO ZULIAN  
& ISABEL ZULIAN**



## MISSION STATEMENT

“To provide personal and professional service to each and every client we represent; and to provide them with all the proper information needed so they can make an informed decision when buying or selling a home.”

# ABOUT ROYAL LEPAGE CANADA

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## CELEBRATING OUR CANADIAN HISTORY

Royal LePage is a leader in Canadian real estate since 1913. For over 100 years, Royal LePage has led the real estate industry. We helped found the Ontario Real Estate Association and set the standards for all other real estate companies to follow. We have expanded across the country so that wherever you want to live, you will find a Royal LePage REALTOR® ready to help. We have added new services to help our clients realize their dreams and secure their future.



*We remain steadfastly and proudly Canadian.  
We have never forgotten our roots.*

Albert LePage was a pioneer whose innovation and belief in customer service helped transform the real estate industry. He built a company based on professionalism, principled conduct and the highest moral and ethical standards. And those principles still guide us in everything we do.

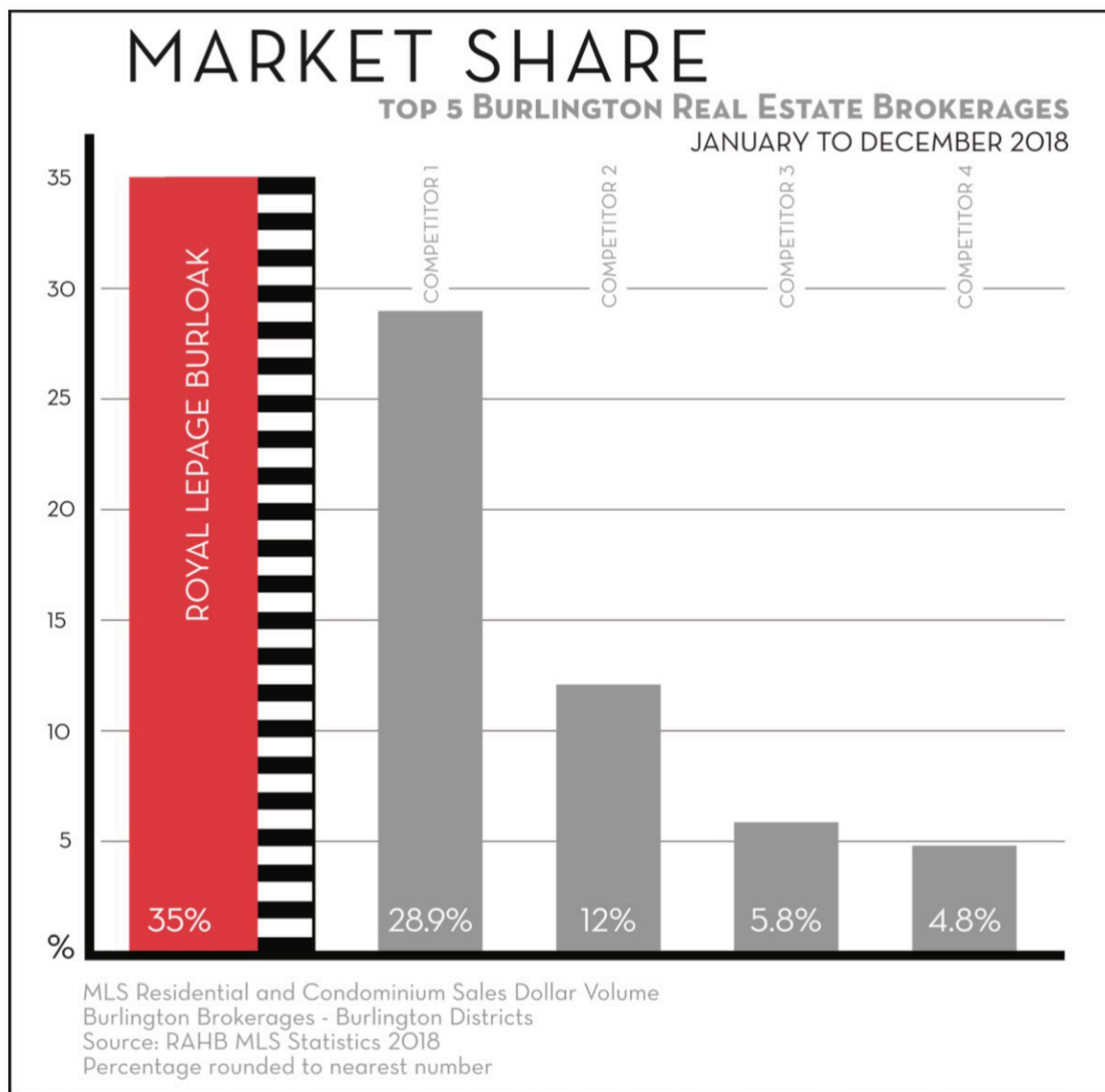
Today, Royal LePage has approximately 18,000 REALTORS® across Canada. Over the years, we've learned a lot about real estate and how to provide the best possible service for our clients. Since the mid-1990s, Royal LePage has more than tripled the size of its sales force and almost doubled its market share.

Royal LePage has an unparalleled network of real estate offices across the country. Not only do we have the best access to the homes (and homebuyers) in the Canadian market, our relocation company, Brookfield Global Relocation Services, is one of the world's largest relocation service companies with offices across the country and around the world.

Throughout our successes, we remain dedicated to helping you through the real estate process. Our commitment to innovation and customer service is as strong as ever.



# ROYAL LEPAGE MARKET SHARE



Royal LePage Burloak Real Estate Services is one of the top residential real estate organizations in Canada, and as such, has only the highest calibre of real estate professionals. We deliver innovative, value-added services to the real estate community in the areas of state of the art technology, sales training support and in-house marketing services. Royal LePage Burloak Real Estate Services has two locations throughout Burlington with a team of over 200 REALTORS who collectively maintain a dominant market share in Burlington

# WHY HIRE ZULIAN REAL ESTATE GROUP?

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The Real Estate Industry has been constantly adapting to become very transparent and consumer friendly for Buyers and Sellers. Electronically, it has evolved with new apps, websites, and sold data sharing to make it easy to access information. So why hire a realtor? More specifically, why should you hire us?

## KNOWLEDGE

We are full time agents who chose to specialize in the Real Estate industry. Each day we constantly gain more knowledge and develop skills to help us in this industry. It is our responsibility to know the market, advertise your home, negotiate deals, and maintain professional relationships.

## EXPERIENCE

Year after year we experience the market conditions first hand. We have experienced the highs & lows of the market and know how to handle them. We also have the experience with dealing with co-operating agents through multiple transactions.

## SECURITY

Agents are hired to represent your interests throughout the transaction. It is comforting as a Buyer or Seller knowing that there will be a professional to protect your interests.

## PEACE OF MIND

It's not an easy task to sell a home on your own. Life is busy enough with other priorities and tasks. Marketing a home is very time consuming, and tends to fall to the bottom of the priority list. In order to get the best results out of a transaction, it should be a priority. You hire us to make sure it is.

## EXPOSURE

Your listing will be advertised on every major board in the GTA, allowing your listing the maximum exposure that it needs. We also advertise our listings on Facebook, and Instagram. This insures that we reach all potential buyers on many different platforms.

## NETWORK

Over the years we have created great relationships with a network of specialists that can help Sellers during this process and in life. Specialists include: home inspectors, lawyers, contractors, HVAC, mortgage brokers, designers, photographers, and many more.




# LISTING PROCESS

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## 1. TOUR OF YOUR HOME & CMA:

The process starts with a tour of your home to prepare notes and the necessary documents needed for the listing. We will also present you with a comparative market analysis that will give you a general idea of where your house should be positioned in the market.




## 2. LISTING DOCUMENTS:

These are the necessary documents needed to list your property: Working with a Realtor, Listing Agreement, Lockbox/Open house, FINTRAC, Data Input Form, TREB data form, and Contact Information.




## 3. PREPARE YOUR HOME:

Preparing your home for showings is a critical step in the listing process. Little things make big impressions, we encourage you to check out our listing preparation checklist where we list items that help to make a great first impression for pictures and showings.




## 4. PICTURES, LOCKBOX & SIGN:

Once your house is ready for showings, professional photos will be taken for the online marketing and brochures. It is standard to have a lockbox placed on your door and a sign on your lawn; however, if you're not comfortable we can make adjustments. Professional brochures are designed and will be delivered for showings.




## 5. LISTING EXPOSURE:

We are full members of the Toronto Real Estate Board (TREB) and the Realtors Association of Hamilton-Burlington (RAHB), which markets your property instantly to over 50,000 realtors. It will be advertised on Realtor.ca, Instagram, Facebook, Brokerbay and the National RLP Network.




## 6. OPEN HOUSES:

Once listed, you will have an option to hold a public open house which can help to determine market traffic. A separate open house can be held for agents as well.



## 7. SHOWINGS & FEEDBACK:

The brokerage will request your confirmation for all showings. We then reach out to agents for feedback after a showing has taken place. Depending on feedback we will take the necessary steps to reposition your property.



## 8. OFFER & CONDITIONAL PERIOD:

The buyer agent will present an offer on behalf of the buyer. We then present that offer to you, the options we have would be accepting, completing a sign back, or let the deal expire. We are there to make the negotiations easy and fair for all parties involved. If the offer becomes conditional you will have to provide access for home inspections and revisits during that period. We can discuss further the potential and most common conditions that come with offers.

# PROPER MARKET EVALUATION

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Here are the factors we look at when establishing a proper and attractive listing price for your home.

1. CURRENT ECONOMIC TIME AND TRENDS
2. CURRENT SELLING MARKET
3. WORLD NEWS
4. SELLERS MOTIVATION
5. BUYERS MARKET VS. SELLERS MARKET
6. RECENT SALES IN YOUR MARKET
7. ACTIVE PROPERTIES ON THE MARKET
8. LOCATION APPEAL
9. CURB APPEAL



# PRICING

**MARKET VALUE** is the highest price a prudent buyer will pay for a property given sufficient time and full exposure to the open market and having a reviewed current listings and recent sales of similar properties in the immediate area.

Pricing your property at market value will attract a greater number of potential buyers and increase your opportunity for a quick sale.

## THE IMPORTANCE OF PRICING RIGHT

The market determines value. Avoid the urge to price your home based on considerations that do not affect its market value (ex: how much you need to purchase your next home, how much you spent on improvements, how much you paid, etc.) Sales statistics show that properties that are initially priced too high eventually sell for less than properties that were correctly priced in the first place.

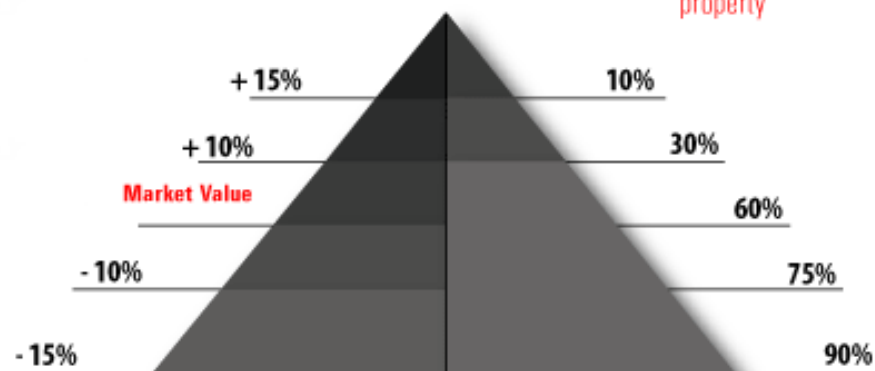
## THE IMPORTANCE OF EARLY ACTIVITY

Activity and interest surrounding a newly listed property is greatest in the first three weeks. That is why it's crucial to price your home properly right from the beginning. If your home is overpriced interested parties begin looking elsewhere. By the time you reduce the price, the majority of buyers are lost to other purchase.

### Pricing Pyramid

Asking price compared to Market Value

Percentage of potential buyers who will look at property

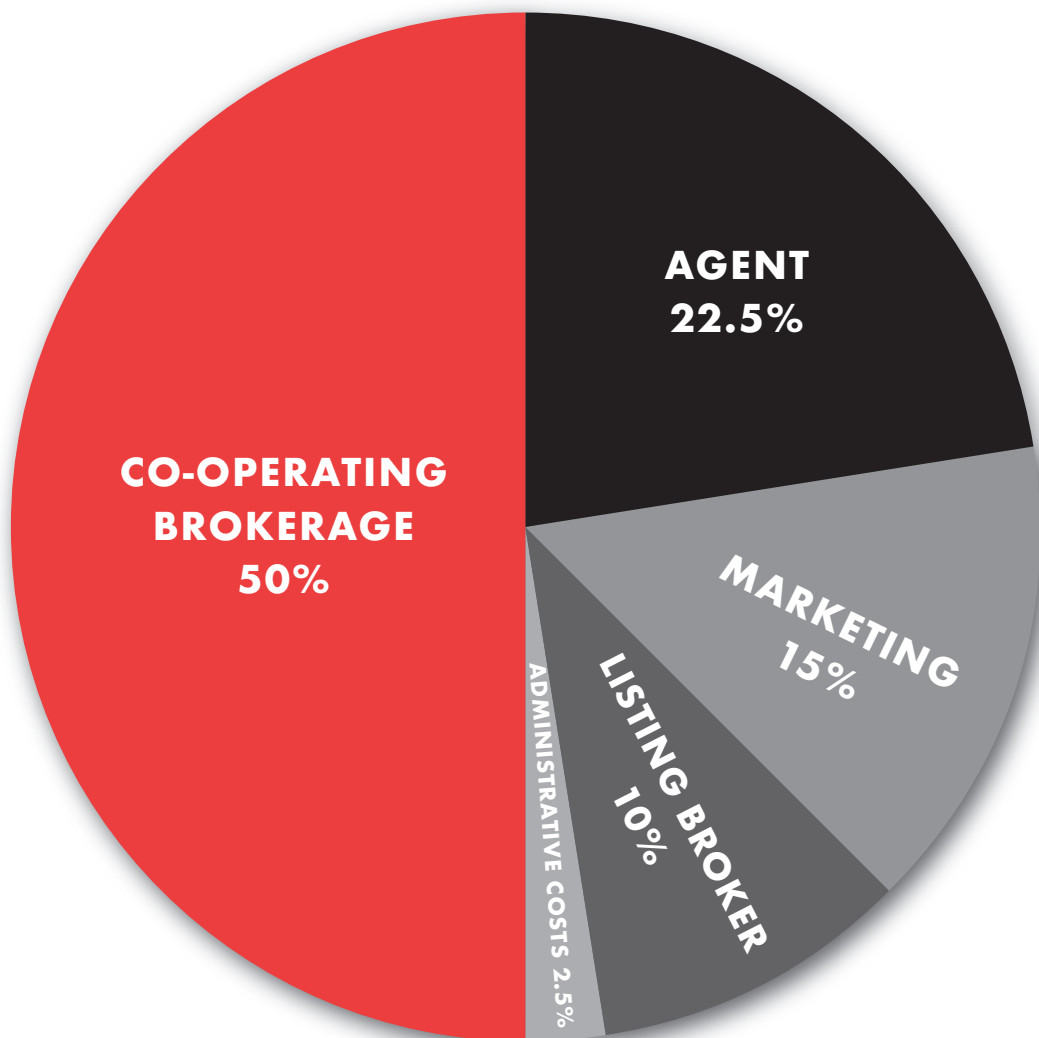


# COMMISSION

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## WHERE DOES THE COMMISSION DOLLAR GO?

Below is a sample chart showing how our commission is divided and disbursed. First and foremost half of the commission goes to the brokerage that represents the buyer, which is then split between the buyers sales representative and his or her brokerage. There is another portion that goes to the brokerage of the listing sales representative. The remainder goes to the listing sales representative who then must pay for professional photographers, advertising, marketing, open house promotion, flyers, brochures, signs, websites, board membership, annual licencing fees, insurance and many other, often small things, but all of which add up to a lot and leave 22.5% or less as the actual take home Pay for the real estate sales representative.

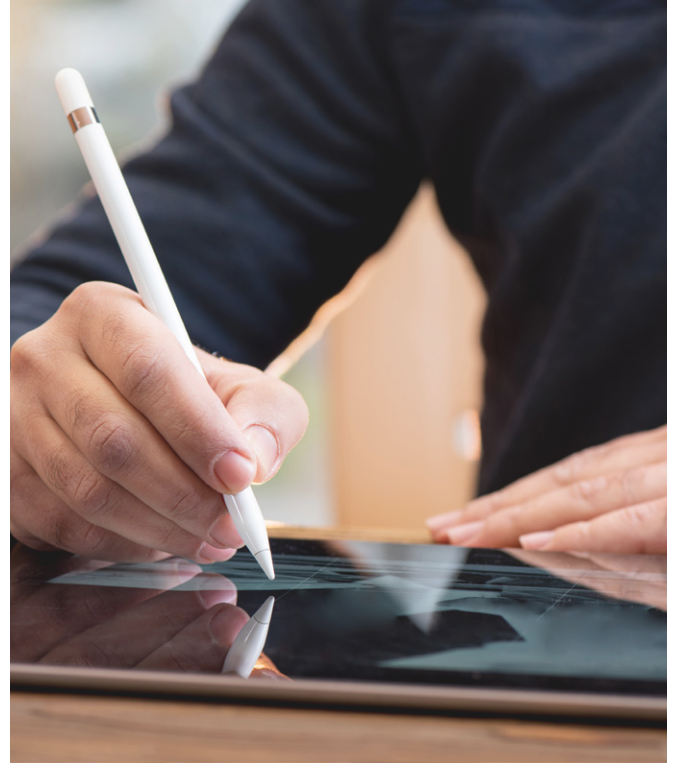


# eSIGNATURE

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## WHAT IS IT?

eSignature has become increasingly popular in the Real Estate industry. It has been created at the convenience of Sellers and Buyers during the transaction process. Sellers and Buyers now have the option to complete listing documents, buying documents, and transaction documents entirely online with the use of electronic signatures.



The program we use is called NEXONE. With consent, a client can create and approve their personal electronic signature that will be used on all documents. To gain access to the forms an email is sent with a link that leads directly to NEXONE. The program is very convenient and user friendly. All our clients in the past have used it at least once during their process.

Some people may have concerns about the authenticity of the program. This program gives each signature its own special mark and once the documents are completed you will receive a signature audit that can be printed off for your personal records. As soon as all parties complete the signing, the document(s) also get sent directly to your email.

## WHY USE eSIGNATURE?

Not all clients are comfortable with the use of electronic signatures. The use of this program is circumstantial based. It adds convenience in many aspects:

1. CLIENTS BUSY SCHEDULES
2. VACATIONS
3. TRAVELLING FOR WORK
4. GEOGRAPHICALLY

If this is an option that you'd like to explore, we can walk you through the simple process of getting started.

# CLIENT TESTIMONIALS

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## **SCOTT & JANITRA**

"Thank you for the little photo book of 856 Teal Dr! This will be a great keepsake to look back on. The boys love it too and are happy to be able to take these pictures with us."

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## **PAUL & CAROLINE**

"Thank you Paolo & Isabel. I just got home and received the photo book. As we get closer to the move date, I get more emotional about the change. This book brought comfort to me and I thank you for this."

"I have no idea how you do it. You remain so calm during these crazy times. Thank you for the news tonight. You made our year."

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## **ADRIAN & LUDMILA**

"Excellent throughout the whole transaction. We cannot say enough praise for Paolo, very pleased with his attention and detail."

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## **DANIEL & MEGAN**

"He was helpful with pricing out our house and getting us our new house at a price we wanted to pay."

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## **JAMES & HEATHER**

"Paolo knows our tastes and would call on a regular basis to make a suggestion. I recommend him whenever we can."

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## **JOHN & KIMBERLEY**

"Paolo has been our agent on 3 sales. He informs us well on price points, competitive intensity and is proactive in areas such as video & open houses. We have referred him to many & that has reflected positively on us. Thank you."

## **PAUL & JENNIFER**

"Paolo always had our best interest in mind and is patient with his clients. He was helpful in dealing with difficult neighbours. Will definitely call on Paolo again for our next buy/sell."

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## **PETER**

"It was a pleasure dealing with you on this home. You are a true professional and your efforts in the process are much appreciated. I think it was a win-win-win situation for all. I will recommend you to my friends and when the time comes to upgrade to a bigger home, I will definitely give you a call."

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## **JUDITH**

"Paolo was extremely helpful, professionally and very kind! I would highly recommend him to all my friends and family!! What a fantastic experience...a wonderful agent who was sympathetic and understanding during this change in my life !! Can't thank you enough Paolo and Isabel for everything you did for me!!"

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## **BRENDA**

"Isabel was very professional, great listener and hard working"

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## **MURIELLE**

"Paolo and Isabel went out of their way to assist my 84 year old mother and her 94 year old husband during this whole process. They understood that for them this was not simply a sale transaction but a life transition. Besides selling the house in a very short time and for a very good and fair amount, their human and professional approach helped reduce the stress which made everything so much easier."



# COMMUNITY INVOLVEMENT

**A DONATION IS MADE TO CHARITY WITH EVERY DEAL COMPLETED.**

PAOLO & ISABEL STRONGLY SUPPORT:



Shelter & support services for women as they establish violence-free lives in their community. Halton Women's Place is a non-profit organization devoted to assisting abused women and their dependent children.



Royal LePage has a long-standing commitment to make a difference in our communities across Canada. Through the contributions of our Realtors and administrative employees, our company raises funds to support local shelters such as Halton Women's Place and the Carpenter Hospice.



## BOARD MEMBER

At ProAction Cops & Kids, we bring cops and kids together in skill-building and mentoring programs to create trust, respect and safer communities.

RECENTLY COMPLETED CHALLENGES:



**Spartan Trifecta (2015)**  
Total: 36+ Kilometers, 60+ Obstacles, and 14+ Hours. Proceeds were donated to the Halton Women's Place.



**Million Metre Row for the Shelter (2017)**  
Over 80+ hours of rowing, completed over 11 months. 100% of the funds raised went towards supporting women and children living in a local shelter.

# ROYAL LEPAGE AWARDS

## AWARD OF EXCELLENCE

Attaining Top 10% Nationally  
for 10 consecutive years.



## DIAMOND AWARD - TOP 3% NATIONALLY

2009  
2010

2011  
2014

2015  
2016

## DIRECTOR'S PLATINUM - TOP 5% NATIONALLY

2008  
2012

2013  
2018



ROYAL LEPAGE  
**DIRECTOR'S  
PLATINUM  
AWARD**



## PRESIDENT'S GOLD - TOP 10% NATIONALLY

2017



# PREPARING YOUR HOME



## Here is a checklist to prepare your home for pictures:

- ☐ Make sure all counters and tables are free from little knickknacks. If you can, only keep big items (ex. Vases, lamps, coffee machines, etc.)
- ☐ Declutter as much as you can. (Having little items in the pictures takes away from the room)
- ☐ Check all light fixtures (inside and outside) to make sure there are no burnt out lightbulbs.
- ☐ All mats in front of doors should be removed.
- ☐ Try to limit picture frames on end tables.
- ☐ If you have any cork-boards, remove loose papers.
- ☐ Vacuum all rugs & carpet.
- ☐ Outside: cut the grass, trim back any overgrown plants, and remove any dead plants.

\* Once pictures are completed, you can put all picture frames and small items back.

# INFORMATION CHECKLIST

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## Information we will need to prepare your listing:

- ☐ Age of:
  - Roof
  - A/C
  - Furnace
  - Windows
  - Appliances
- ☐ Inclusions and exclusions
- ☐ List of Systems
  - Security system
  - Sprinkler system
  - Central Vac
  - Other
- ☐ Amp Service
- ☐ Wiring & Plumbing type
- ☐ Taxes from the current year
- ☐ Any official plans, surveys, assessments
- ☐ Any updates/renovations made throughout the home and what year
- ☐ If you have a pool:
  - Age/Age of Equipment
  - Type of Water
  - Type of Pool
- ☐ Any other details you will want to highlight





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**PERSONALLY INVESTED IN EVERY REAL ESTATE TRANSACTION**