



**ROYAL LEPAGE**



**BURLOAK REAL ESTATE SERVICES**

INDEPENDENTLY OWNED & OPERATED BROKERAGE

## About Us

I've been in the selling business since 1989 where I had my own distribution company, dealing and competing with major U.S. companies, in 2003 I decided to make a career change to Real Estate and I've loved it ever since. I have now been in the business for 14 years. I am a full-time agent dedicated to providing you the best, professional service. From signature to signature, it is my job to make this process as easy and pain-free as possible; the way it should be. I have created great business relationships with other agents in the area to make sure you get the greatest service. I have a network of specialists to make the transition from home to home as pain-free as possible; such as: lawyers, movers, home inspectors, etc. I donate a portion of my commission to local charities, because giving back is important for community growth.

Now, my daughter has joined me in the industry. New to the business, she is eager and excited to provide the same great service I have been providing all these years. Every deal we are committed to being thorough and efficient, to make sure all parties are happy and satisfied. Together we are ready to provide with you with personal, professional service.

### **Mission Statement**

To provide personal and professional service to each and every customer we deal with; and to provide you with all the proper information needed so you can make an informed decision when buying or selling a home.

We will treat your home as if it was our own.



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# Listing Process

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**1**

## **First Appointment: Tour of your home & PME**

Here, we will tour your home and prepare a data form for the listing. As well as showing you homes in the area that have sold and are active to establish a proper and attractive listing price. **See attached sheet.**

**2**

## **Listing Documents:**

Sign these documents:

1. Working with a Realtor
2. Listing Agreement
3. Lockbox/Open house
4. FINTRAC
5. Data Input Form
6. Contact Information

**3**

## **Prepare your home:**

To create a great first impression, preparing your house is important.

**See attached sheet.**

**4**

## **Pictures, Lockbox, & Sign:**

Once your home is ready for showings before we list on MLS, professional photos will be taken. A lockbox will be placed on your door, and a sign on your lawn. Professional brochures will be delivered to your home for showings.

**5**

## **Listing:**

Your property will be put on MLS (Hamilton, Burlington, & Oakville), it will be advertised on Realtor.ca, Twitter, Instagram, and Facebook, and the RLP Network. We also personally email 75+ most active agents to get maximum exposure.

**6**

## **Open Houses:**

Once listed an open house will be held the first Sunday after, open to the public, to determine market traffic. A separate open house will be held for Agents only, either the first Tuesday or Thursday after we list, depending on your location.

**Sundays: 2:00pm - 4:00pm  
Tuesday/Thursday 10:00am-12:00pm**

**7**

## **Showings & Feedback:**

The brokerage will request your confirmation for all showings, we will 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:**

Present an acceptable offer that is agreed upon by all parties.

## PROPER MARKET EVALUATION (PME)

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



- Current economic time and trends
- Current Selling Market
- World News
- Seller's Motivation
- Buyer's market vs. Seller's market
- Recent sales in your market
- Active properties on the market
- Location Appeal
- Curb Appeal

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# Market Value

**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 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.

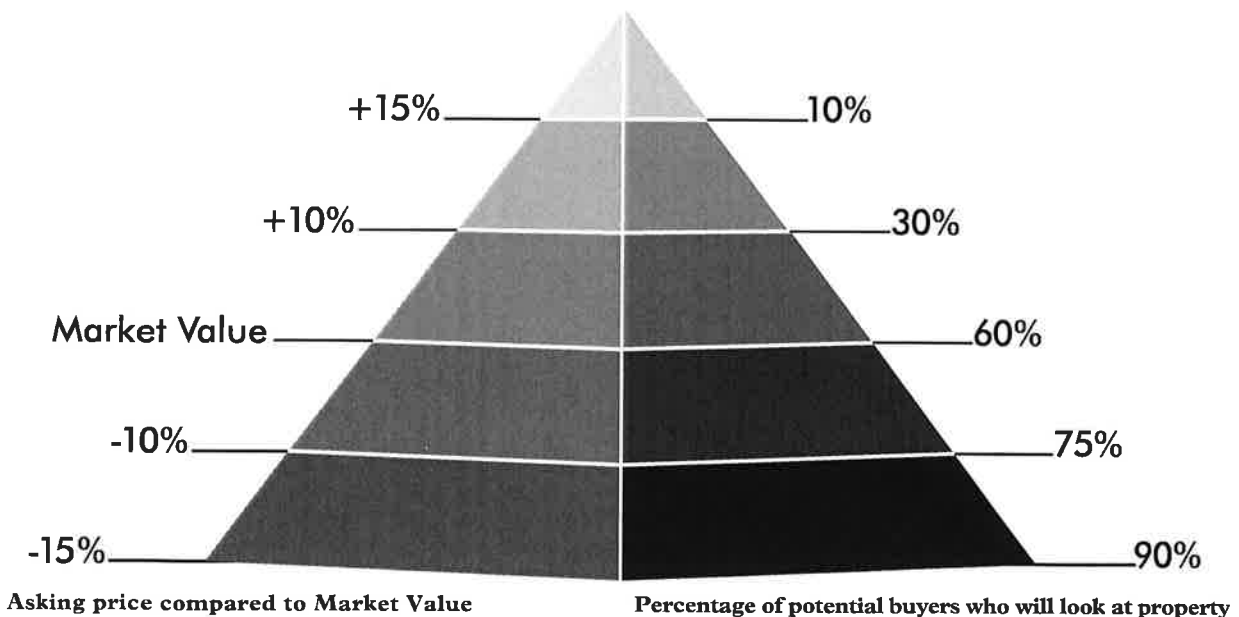
## The Importance Of Pricing Right

Remember, 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

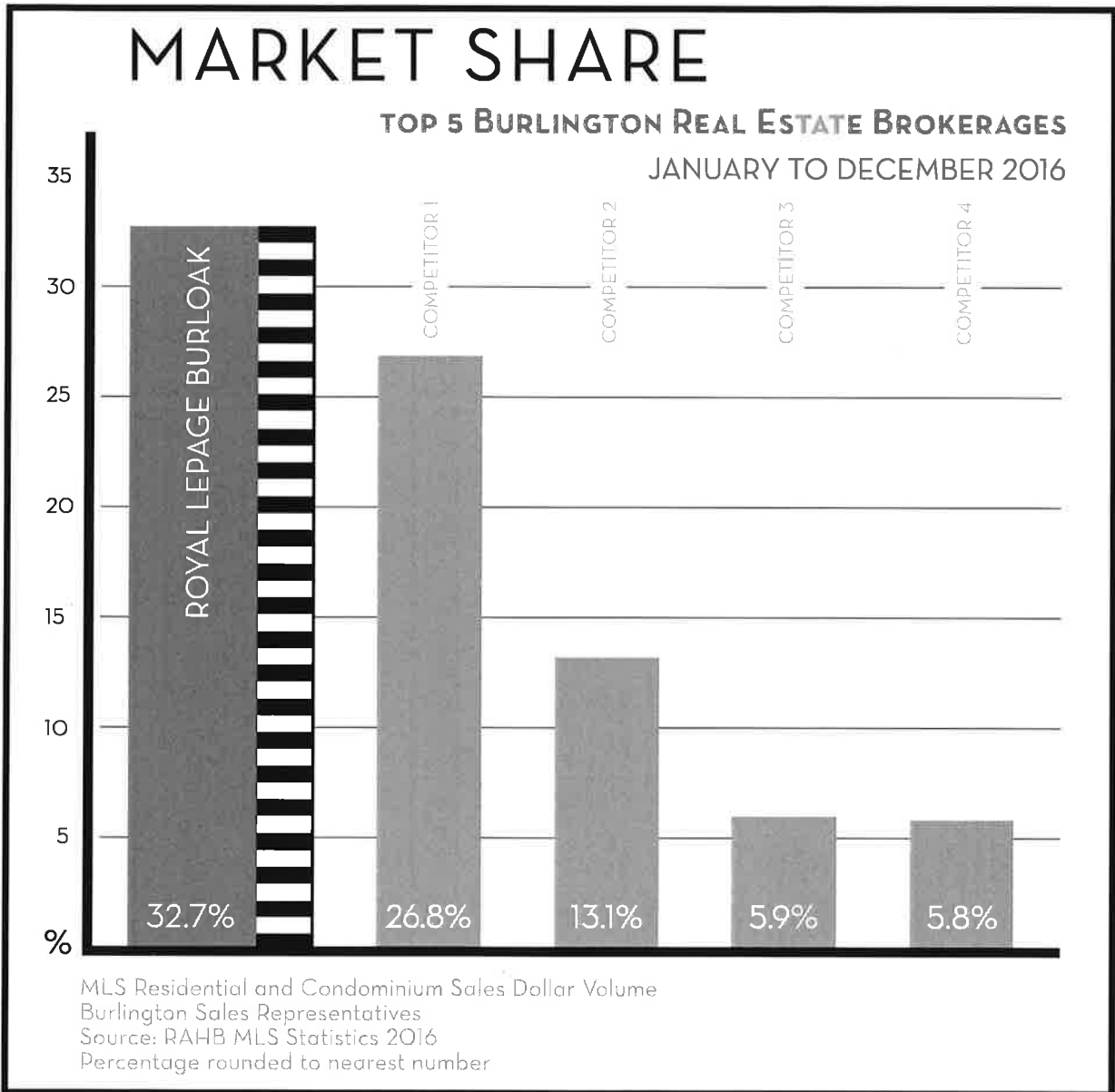
Activity and interest surrounding a newly listed property is greatest in the first three weeks. That is why it's crucial to price your home properly right from the beginning. If your home is overpriced interested parties begin looking elsewhere. By the time you reduce the price, the majority of buyers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

## PRICING PYRAMID





# Royal LePage Burloak Real Estate Services



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\*.

## *Giving Back!*

A donation is made to charity with every deal completed.

### *Paolo & Isabel Strongly Support*

#### Halton Woman's Place

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.



**Halton Women's Place**

*Healthy Relationships • Healthy Communities*

#### Shelter Foundation

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

#### Recently Completed Challenges:

##### *Spartan Trifecta - 2015*

*Total: 36+ KMS*

*Total: 60+ Obstacles*

*Total: 14+ Hours*



**royal lepage**  
**shelter foundation**

##### *Million Metre Row for the Shelter - 2017*

*Will you join me in my campaign to put abuse out of commission?  
Please make a tax-deductible donation to the Royal LePage Shelter Foundation. 100% of all funds raised will go toward supporting women and children living in a local shelter.*



## Current Testimonials



### 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."

### 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."

### Adrian & Ludmila

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

### Daniel & Megan

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

### James & Heather

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

### 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."

### 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."