



The "Home Team Advantage"

With more than 20 years invested in the industry, I've developed a pretty clear picture of the services required to sell a home. That's why I've assembled the Dave Lowery Home Team. I've hand-picked proven professionals with a commitment to clients. The people in my team didn't have to "learn" customer service, it's just part of who they are.

We've pooled our expertise to offer you more value added services than any other real estate team in our market place. That's the Home Team Advantage!

The Home Team Advantage provides. . .

- › Explanations and advice throughout the entire selling process
- › A current and realistic market value assessment of your home
- › Expertise on how to improve your home's marketability
- › A personalized marketing plan for your house
- › Frequent communication regarding buyer interest in your home
- › Frontline response to inquiries about the home and pre qualification of buyers
- › Notice of tabled offers and negotiation skills to get you a better deal
- › Proper paperwork and process monitoring to ensure legal obligations are met

Most Importantly

We ensure there are no unforeseen problems or unpleasant surprises.

With the Dave Lowery Home Team, I can place my undivided attention on you and the sale of your home. You deal with me directly, face to face. I work with my Home Team to take care of the behind the scenes work that eases the process of selling your home.

That's the Home Team Advantage that works for you when you partner with me to sell your home.



Marketing Success in Eight Steps

We firmly believe that selling a home shouldn't have to interfere with your ability to live your life! The Home Team Advantage offers you the strength of experience. We've identified the "Eight Steps to Sold" Strategy that will see you putting that sold sign up in no time at all!

Eight Steps to SOLD!

1. Market Your Home

Entering the market at the right price influences how quickly you can sell and maximizes the earning potential of your home.

2. Detail Your Property

We measure your home and rooms for an accurate property summary. We compile listings of lot size, outbuildings, special features and items you want to include with purchase, such as appliances.

3. Prepare for Showing

Benefit from our experience with suggestions on how to improve your home to increase its value and speed of sale.

4. Promote the Property

1. Yard Sign

The simplest but most effective way to advertise your home is for sale.

2. Advertising

Hundreds of licensed realtors with buyers in your area see your listing posted on the multiple listing service. We also run expertly worded ads in the papers people read for Winnipeg and area real estate. And, for buyers who research online, we advertise your home on my website www.davelowery.com and the Century 21 website www.century21canada.com.

3. Feature Sheets

We design a promotional brochure for your home with professional photography and specific details on layout, room sizes and special features. We leave these sheets in your home for other agents and their buyers. They can also be distributed by e-mail, posted on community bulletin boards or web sites, or distributed within your neighborhood.

"Highly recommended..."

We are so glad we hired Dave Lowery. He and his team did a fantastic job of selling our home. It sold for the sale price we wanted and in the time frame we wanted. We would highly recommend the Dave Lowery Team to anyone who is thinking of selling."

— Rob & Theresa,
East Kildonan



Marketing Success in Eight Steps (Cont'd)



5. Anticipate Open House and Showings

Many home sellers dread showings and open houses. We ease your stress by handling all details. We pre-qualify buyers so you don't have to deal with nosy neighbors or people who just want a look around. We answer the calls and book showings around your schedule.

6. Provide Progress Reports

What aspects of your home have potential buyers excited and what makes them think twice about a purchase? We provide you with feedback, good and bad, through details of all agent showings and responses to advertising and promotions.

7. Negotiate the Offer and Deal with Agents

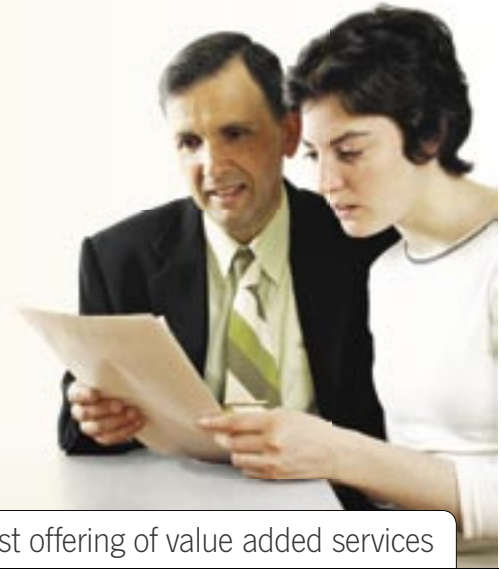
When I receive an offer, I promptly discuss it with you. To help you obtain the highest price possible, I assist you with negotiations and advise you of options for accepting or making a counter-offer.

8. Close the Deal

The legal requirements of a real estate transaction require vigilance. I ensure that required contract conditions are met by the date identified. These can include: mortgage financing, home inspection, sellers property condition statement, lawyers' approval and sale of purchaser's home. Legal documents are handled with the utmost confidentiality and attention to timeliness.

My promise to you . . .

I promise that I will deliver on the services we outline. I tell every one of my clients that they are free to cancel the listing within 24 hours if I fail to deliver as promised. I'm proud to say that in over 20 years, not one of my clients has chosen to exercise that option!



Added Value Services – the greatest offering of value added services



Over the years, I've learned a few home enhancements that repeatedly help to sell homes faster and for more money. I make these selling accelerants available exclusively to my clients free of charge.

Free Market Evaluation

We know what people are buying and why. Our market evaluation helps you better target buyers for a sale at a price you want.

Free Home Staging

The Home Team Advantage offers a free home staging consulting service. Let us take the guesswork out of where work needs to be done to increase the appeal of your home at first sight.

Free Home Handyman

To make sure people see a house they can enjoy immediately not one that requires fixing up, we'll provide a home handyman to take care of the little jobs that you haven't gotten to.

Feedback on Showings

Agents with potential buyers who invested time in a walk through of your home provide us with their feedback. What did they like? What should we change? This feedback is instrumental to helping us refine your home for optimal showings and selling power.

500  for Referrals

Referrals are a way to let me know that you are happy with the service you received. As a thank you for referrals, I provide 500 AIR MILES® free to individuals who refer a qualified buyer or seller.

Access to Century 21 Connections Program

Century 21 has applied its combined industry expertise to gather leading reputable service providers and product manufacturers under the "Connections Program". Take advantage of discounts and benefits available only to Dave Lowery Team clients and those of Century 21 realtors.

- > Mortgage, financial and legal services
- > Home warranty and Insurance agents
- > Moving services
- > Home inspection services
- > Home decorating and improvement products
- > Home Security
- > Cleaning services

Ask me for more information on how you can save with the Connections Program or visit www.century21canada.com.

Dave Lowery & Associates

the home team advantage



Selling homes since 1983

So how do I convert more than 20 years of experience in the Winnipeg real estate market into selling homes faster for more money?

- > It's not with flashy gimmicks.
- > It's not with a large group of associates who I train then unleash on the market.
- > It's not even a special method or secret sales technique. I'm the first to admit that I'm not good at canned presentations!

It's based on good old fashioned hard work. I'm the one at your kitchen table working through our marketing plan. I'm the one you call if you have questions or concerns.

While moving up through the industry, I've learned what works in this business and what doesn't. I maximize the tools available to help sell your home.

I've also know what kind of people I want supporting me on the Dave Lowery Home Team. Like me, they are proven professionals and they'll roll up their sleeves to pitch in to help meet the bottom line - selling homes faster for more money.

What Works?

Hard work and gaining the respect of my clients - it's worked for me.

How do I know my approach is working?

My colleagues in real estate recognize me as a sales leader in Manitoba and nationally. While I appreciate the awards I've received, I'm far more proud of what had to happen for me to achieve this recognition. I've gained the trust of Winnipeg homeowners. People refer friends and family to me when they are considering selling or buying a home. It's referrals from people who have worked with me that place me in the top 1% of Winnipeg realtors.

Hard work and gaining the respect of my clients - it's worked for me.

Now, let me show you how the Dave Lowery Home Team can work for you to sell your home faster and for more money!



Bachman & Associates