

LISTING PACKAGE



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Jason Barbosa

SALES REPRESENTATIVE



JASON BARBOSA

YOUR TRUSTED KINGSTON REAL ESTATE EXPERT

EXPERIENCE

With 19 years of experience and over 500 homes sold, Jason Barbosa has built a reputation as one of Kingston's most knowledgeable and dependable real estate professionals. Jason's extensive expertise covers every aspect of buying and selling homes, from first-time purchases to complex transactions, ensuring that no matter your situation, you have a trusted advisor by your side.

Jason's real estate journey began while completing his B.A. in Law at Carleton University. His in-depth understanding of contract law is an invaluable asset when it comes to crafting and negotiating deals. Over the years, Jason has honed a passion for negotiation and takes pride in securing the best terms and prices for his clients. His ability to navigate the nuances of the market has made him a go-to resource for clients who value skill, dedication, and results.

What sets Jason apart is his strong relationships within the real estate community. Having developed great rapport with other agents, he often gains an edge in getting deals done. Agents trust that when Jason presents an offer, his clients are properly qualified, and he has the expertise to recognize when the same is true on the other side of a transaction. This trust, combined with his thorough approach, gives his clients an undeniable advantage.



Jason's innovative use of technology and marketing strategies has also played a significant role in his success. By leveraging cutting-edge tools to connect buyers and sellers, he ensures that every property he lists is presented in the best possible light for a quick and profitable sale. His loyal email newsletter audience of over 3,000 subscribers frequently allows him to match buyers and sellers even before properties hit the market, creating opportunities that others might miss.

When Jason isn't working hard for his clients, he can often be found at the local hockey rink or soccer field, supporting the community and spending time with his family. A devoted husband and father, Jason also enjoys exploring Kingston's vibrant culinary scene, always eager to discover new favorites.

MARKETING



Whether you're buying or selling, you deserve a seasoned professional who is as committed to your goals as you are. With Jason Barbosa, you're not just getting a real estate agent—you're gaining a trusted partner who will guide you every step of the way. Connect with Jason today and experience the difference of working with a real estate expert who truly understands the Kingston market.

WHAT MY CLIENTS SAY

A Anita Morrison
1 review

★★★★★ a year ago

Recently Jason helped me sell my home at a very fair price and he also assisted me in buying my first condo. I have never met a more detailed professional who is dedicated to getting the very best outcome possible for his clients. If your ever thinking of selling or buying THIS IS THE BROKER TO CALL!! He will go above and beyond for you.

Anita Morrison

M Mark Desousa
1 review

★★★★★ 4 years ago

My girlfriend and I were first time homebuyers and had minimal knowledge entering the housing market. Jason was a delight to work with and made himself available answering all of our questions and concerns around the clock. He was always a call or text away and was timely in all instances with his feedback. Our home buying experience was made easy with Jason, even with the super quick closing date of 3 weeks! He made it seamless and took a lot of the stress out of the home buying process. Thank again Jason! We would highly recommend your services.

C Cathy

★★★★★ a year ago

Jason was the perfect agent for us! He was very involved in the marketing of our home to ensure it looked appealing to buyers. He was very accommodating and supportive of our schedules and helped at every phase of the process

N Nancy Cordeiro

★★★★★ 4 years ago

J Jean Luc

★★★★★ a year ago

In my opinion your service is Excellent, I can't think about any improving. I received more than I was expecting

S Sherry
6 reviews

★★★★★ 4 years ago

Such a stress free experience! Jason worked hard to ensure our home was sold so we could secure our new home. He went above and beyond! I have already recommended him! Amazing service!

F Fahd Abou Zainedin
Local Guide · 8 reviews · 6 photos

★★★★★ a year ago

Jason demonstrated high quality skills, kept good communication, was very friendly, informative, and professional.

I would definitely recommend his services, and would refer my friends to him.

Thanks Jason.

G Garry Cheema
10 reviews · 2 photos

★★★★★ 4 years ago

Best guy to work with! Really cool, helping and professional!

Hope to do more business with you bro!

Good luck 🍀

C Chester

★★★★★ a year ago

Our property had 35 visits and 6 offers in 3 days. Hard to improve on that

OKAY, BUT DOES IT WORK?

YES, IT WORKS!

MY 2024 RESULTS

\$16 MILLION
IN REAL ESTATE TRANSACTIONS

	AVG. DAYS ON MARKET	NUMBER OF HOMES SOLD
AVERAGE AGENT	34	4
Jason Barbosa	15	22
DIFFERENCE	55% days faster	450% more Avg Kingston Price

My AVG SALES PRICE TO LIST PRICE = 97%
MEANWHILE, MY BUYERS ONLY PAID 93%
of the Listing Price

My Buyers Paid 5% LESS (30K) Based on Average Kingston Price

BARBOSA GUARANTEE



ANYTIME CANCELLATION

Cancel your Listing Agreement and/or your Buyer Agreement anytime with no questions asked.*



NO HIDDEN COMMISSION FEES OR PENALTIES

Never pay commission fees or penalties upon early cancellation.



WORRY FREE COMMITMENT

Put your mind at ease while we work together to fulfill your Real Estate goals.

**Conditions apply.*

COST OF SERVICE

SELLER PACKAGE

- Pre Listing Consultation
- Listing Co-ordination
- Pre-Marketing to Network
- Professional Photography
- Professional Video Reel
- Iguide Virtual Tour
- Floor Plan Creation
- Room by Room Measurements
- Feature Sheets & Flyers
- Signage

Optional - Public Open Houses
- Agent Open House

2%

2% COMMISSION ALSO PAID TO CO-OPERATING BROKERAGE
(Buyer agent that brings an offer)

TOTAL COMMISSIONS = 4% PLUS HST

* If seller is also using the agents services to purchase a home the total commission is discounted to 3.75%

* If the listing agent is also the Buyers agent in the sale of your home this gets discounted to 3.5%

*If the listing agent is Buyers agent for the purchase of your home and you also use the listing agent to purchase a home the total commission is discounted to 3%

YOUR HOME SPOTLIGHTED LIKE NEVER BEFORE

See Your Home in Action!

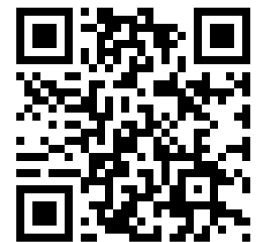
Our professionally crafted video reel showcases the best features of your property, creating a captivating first impression that draws buyers in. From Instagram to YouTube, your home will shine across all platforms.

How Does This Help Sell Your Home?

- **Boosted Visibility:** Your listing is shared with hundreds of potential buyers.
- **Emotional Connection:** Videos allow buyers to envision living in your home.
- **Tech-Savvy Marketing:** Engaging content tailored to today's digital audience.



**CLICK THE VIDEO OR SCAN
THE QR TO WATCH THE VIDEO**

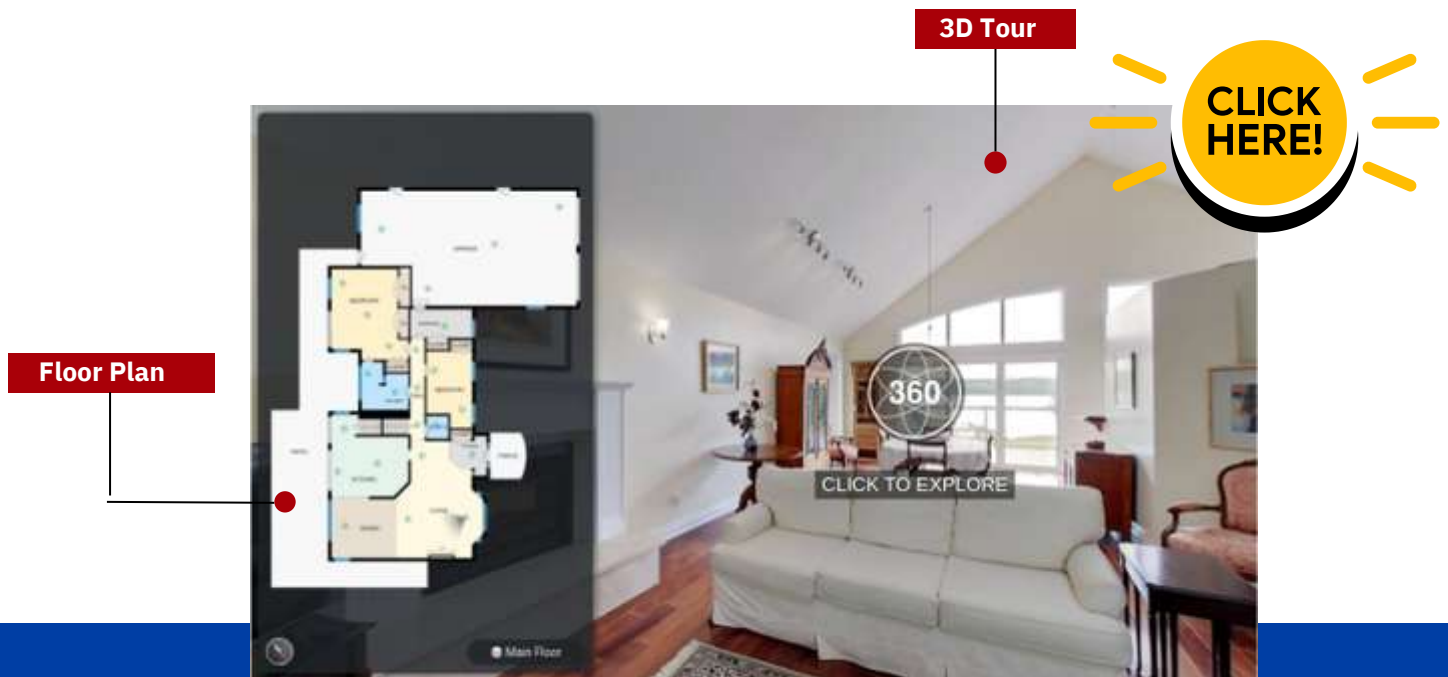


Get Ready to Go Viral

Your home deserves more than just photos. Our social media reels help it stand out in a crowded market. From pre-marketing buzz to sold signs, we're with you every step of the way.

HOW WILL **iGUIDE** HELP **SELL YOUR HOME?**

iGUIDE is the Ultimate Listing Solution that helps sell your home faster, with less disruptions and for top dollar. Our iGUIDE professional photographer will quickly capture your home in its best light, providing an immersive and engaging online experience for home buyers. Every iGUIDE includes property photos, floor plans, room measurements, area calculations, neighborhood information and a 3D immersive tour.



Sell Your Home Faster & For More with iGUIDE

We conducted a study 9,079 homes and we found

Homes with **iGUIDE**
sell up to

39%

faster than properties
with **Photos Only**

Homes with **iGUIDE**
sell up to

1.3%

more of the list price
than properties with
Photos Only

**SCAN TO
VIEW iGUIDE**



PHOTOGRAPHY & FLOOR PLANS

1. STILL PHOTOS

A full set of brilliant stills, delivered in MLS and print size.



2. FLOOR PLANS

Professionally drafted, with room labels, dimensions, and areas.





PRICE YOUR home



WHAT AFFECTS PRICE?

✓ LOCATION

There are several factors to pricing your home, location is a key one. We understand the specific location factors to consider when making recommendations on your properties value.

✓ MARKET

The only constant is change and in our business following and reacting to market trends is key. We have a read on the market pulse and how it impacts your properties valuation.

✓ CONDITION

We will review with you to understand updates you have made that enhance your homes value to ensure we have what we need to help you make an informed choice.

✓ FEATURES

The extras your property has, can make a huge impact on your homes value. We ensure we have a clear understanding of the value added from outside though to in.

WHAT DOES NOT AFFECT PRICE?

✗ COST

What you paid for your home makes no difference

✗ PROCEEDS

How much you need to net from the sale makes no difference

✗ COLLATERAL

How much you owe on your property makes no difference

✗ OPINION

What you or anyone else thinks it's worth makes no difference



BENEFITS FOR PROPER PRICING

FASTER SALE

When your home is priced correctly, you will succeed in targeting the correct buyer

LESS INCONVENIENCE

Properly priced homes are on the market for less time, meaning fewer showing disruptions

INCREASED AGENT EXPOSURE

Agents are excited to show properly priced homes

INCREASED PROSPECT EXPOSURE

Your home will see more buyers in the correct price range

HIGHER OFFERS

More interest creates more offers and bidding wars

DRAWBACK OF OVERPRICING

REDUCES ACTIVITY

Fewer buyers will want to see an overpriced home

REDUCES BUYERS

Overpriced homes represent an additional hurdle to buyers

AFFECTS PERCEIVED VALUE

Buyers will expect more from your home than it offers

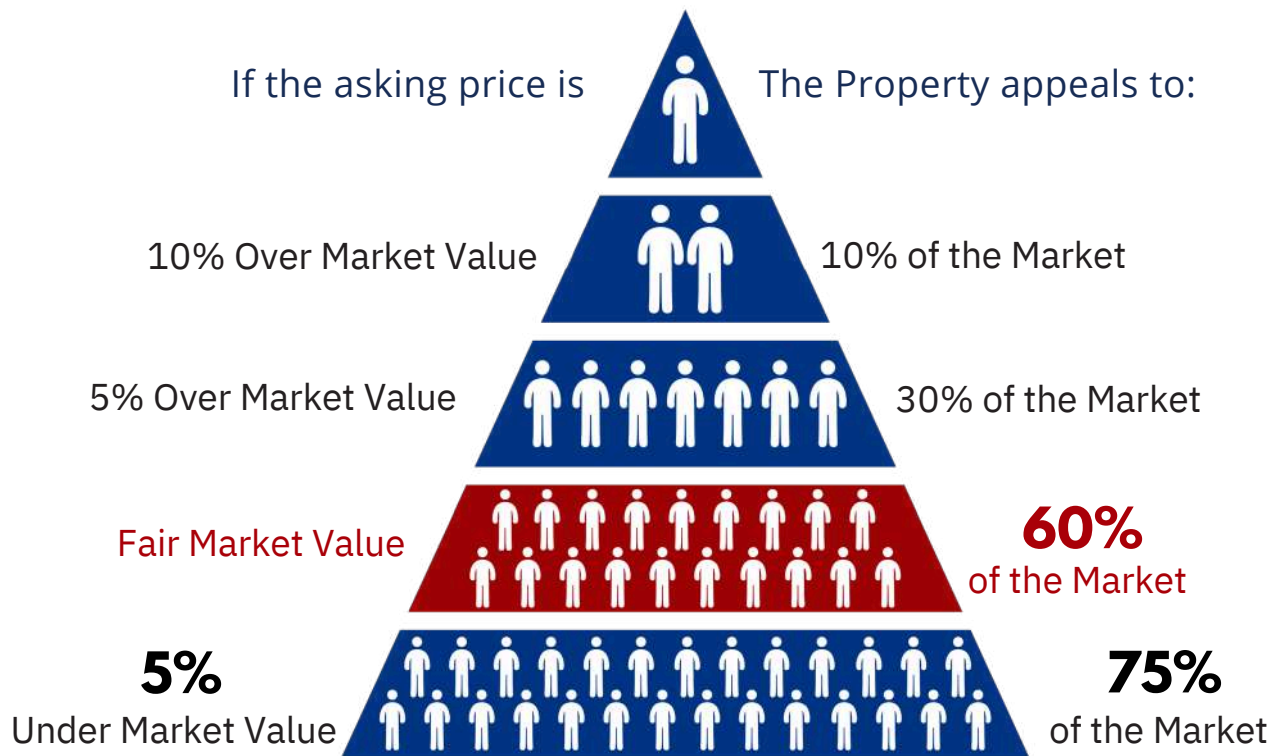
HELPS COMPETITION

Overpriced homes make other homes look like better deals

PRESENTS APPRAISAL HURDLES

Overpriced homes could exceed appraised value and ruin a deal

STRATEGIC PRICING-IMPACT OF PRICE ON VISIBILITY



To attract the right Buyers you need to Strategically Price your home.

All Buyers are naturally attracted to a good value. The list price for your property in relation to the market value will have a direct impact on the number of interested buyers that come to see your property.

Over-pricing your home will discourage potential Buyers from viewing your home.

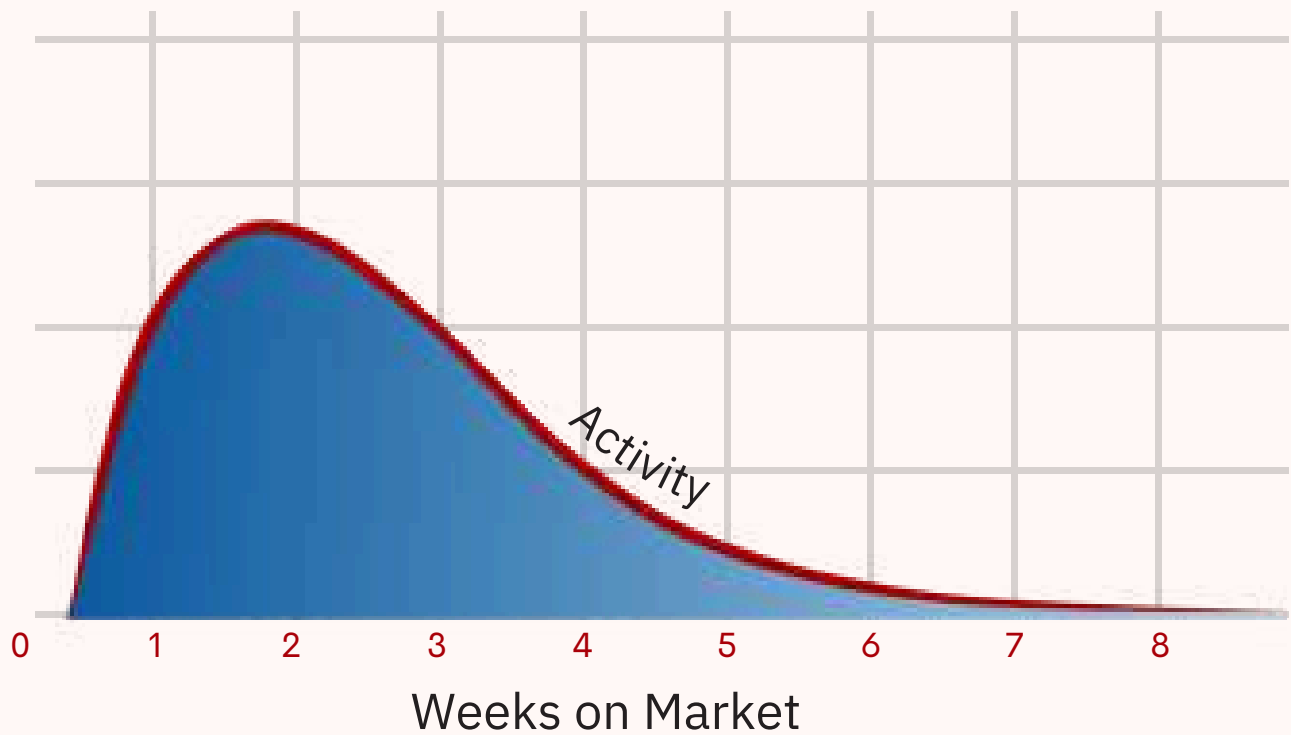
While under pricing your home will increase the number of potential Buyers that see your home which can potentially create a “bidding war” which can help you obtain more favorable conditions, closing dates, price and decrease the time it takes to sell your home.

My Strategic Pricing model will guide you to position your home in the market to attract the highest possible offer based on the current market conditions.



REMAX | RISE

By strategically “packaging” your home we’ll attract higher number of qualified buyers during the early period with the highest activity.



IN THE market



Active Listings



Recent Sales



Months of Inventory

SELLERS MARKET = 1-2
BALANCED MARKET = 3-6
BUYERS MARKET = 6+

TERMS AND DEFINITIONS

ACTIVE LISTINGS

Properties currently available on today's market

SALES/SOLD/CLOSED

Properties that have already sold and are no longer available

MONTHS OF INVENTORY

A measure of absorption (Ex. If people stopped listing homes today, it would take this many months for everything to be sold)

LIST PRICE VS. SALE PRICE

The listing price is what the property is currently listed for and the sale price is the price, at which, the property was purchased

DAYS ON MARKET (DOM)

The number of days a listing/property was available on the market before it is sold

MARKET TREND

Perceived tendency of the real estate market to move in a particular direction over a certain period of time

OUR NEXT STEPS

PRE-LISTING STEPS:

- We order everything Photographers, (Status certificates, Inspectors/Stagers if needed) - Don't worry, we've got it covered!
- You'll receive our Listing Homework email where you can describe your house in as much or as little detail as necessary.

PROPERTY IS ON THE MARKET:

- Showings typically run from 9am - 8pm
- When showings are booked you'll receive an automated email from our concierge service detailing the date and time of the appointment.
- Expect weekly updates from our Team regarding the status of showings for your property

AFTER SALE STEPS:

- The deal is firm!
- Lawyers will often reach out 2 weeks before the closing date
- Expect roughly two Buyer visits for the property before the closing

PHOTO PREP CHECKLIST

- Clean the entire house
- Create a list of areas of your home you want to capture (and any areas you do not)
- Turn on a lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms. Including fridge magnets
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys etc
- Cut the lawn and ensure your patio furniture is arranged. Remove any recycling and garbage bins
- Sweep the porch and exterior area



Sample CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Stage	Clean	Picture & Video day	Photo Editing	Video Editing	Pre promotion	Pre promotion
Pre promotion	Listing Paperwork Submission	Listing on MLS	Showings	Showings	Showings	Showings
Optional Open house	Offer Day if Holding Offers	1 week Review				
		2 week Review				

NOTES

CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

NOTES
