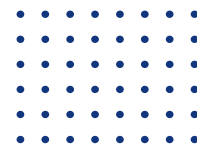




COLDWELL BANKER
OCEANSIDE REAL ESTATE



SELL YOUR HOME GUIDE



RISA GAGNER

THE OCEANSIDE MARKETING PLAN

As a homeowner and seller, your primary goals are to expedite the sale of your property and maximize its selling price.





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RISA GAGNER

Risa grew up enjoying everything the west coast has to offer. She graduated from the University of Victoria with a teaching degree, an experience that shaped her ability to communicate clearly, listen intently, and efficiently multi-task. During her time at university, she was also a member of the rowing team, an experience that instilled in her a strong sense of self-discipline, teamwork, and perseverance—qualities that continue to influence both her professional practice and personal life today.

Integrity is the foundation of Risa's life philosophy. She believes that trust is built through honesty, transparency, and consistency. Risa prefers building strong relationships with her clients over achieving short-term results. She is committed to offering an unparalleled level of service where every aspect is thoughtfully considered. Her calm, organized, and patient approach allows her to advocate and negotiate effectively for her clients ensuring they feel informed, supported, and respected. Risa strives to exceed each client's unique needs, whether they are first-time buyers, experienced investors, families making significant life changes, or seniors choosing to downsize their homes and upsize their freedom.



When Risa transitioned into real estate, she found a natural alignment with her values and strengths as her organizational skills, eye for detail, creativity, and diligence compliment her genuine desire to help people navigate important life transitions. Risa understands exactly what makes every type of move as seamless and stress-free as it can be. She is valued for her exceptional dedication to excellence, her reliability, resourcefulness, and her commitment to ensuring every detail is handled thoroughly, confidentially, and ethically.

Risa is deeply committed to her family. She has been married to Shane for 28 years and they are proud parents of three incredible young adults and devoted grandparents to one beloved grandson. They have one fur baby called Lewis, a very affectionate, comical mini-Bernie-Aussie-Doodle. Family has always played a central role in Risa's life, and her extended family also lives on the Saanich Peninsula. Risa enjoys an active lifestyle and loves hiking, cycling, camping, spending family time at Cowichan Lake, and travelling.

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WHY SELL WITH OCEANSIDE?

Coldwell Banker Global stands as an eminent force within the real estate industry, renowned for its pioneering approaches and extensive presence across North America.

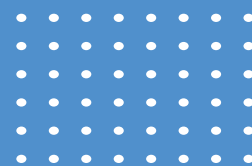
With a vast network that extends across various states, provinces, and counties, Coldwell Banker offers unparalleled exposure for properties, a unique advantage not commonly found in other brokerages. Through our platforms, your property receives substantial visibility, benefiting from exclusive avenues that elevate its market presence.

40+ COUNTRIES

100K+ AGENTS

3K+ OFFICES





One of our many distinctive strategies involves internally sharing properties before they hit the market, generating early interest among potential buyers. This pre-market exposure often leads to heightened anticipation, fostering a sense of urgency and a fear of missing out, which can potentially result in achieving a higher sale price for your property.

Furthermore, our advantage lies in the depth of our realtor pool, each equipped with their own client base. This wealth of realtors allows us to actively take your home directly to interested buyers, a proactive approach that circumvents the

need to passively wait for buyers to come to us. By leveraging our extensive network and proactive methodologies, Coldwell Banker Global ensures your property gains the attention it deserves in the competitive real estate market.

Our scale of our operation speaks volumes: over 100,000 agents, 3,000+ offices, and a presence in more than 40 different countries. This expansive network serves as a testament to our global reach and the unparalleled opportunities we offer to sellers seeking maximum exposure and swift, effective sales within the dynamic real estate market.

WHY DO EXPERT NEGOTIATORS MATTER ?



Our real estate agents are experts in getting you the best deal and outperform the competition by 1.5%.

1.5% OF A \$1,000,000 HOME IS **\$15K**





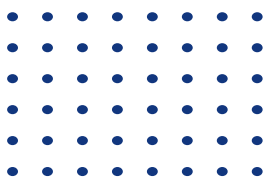
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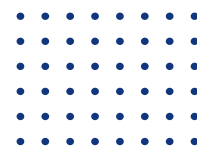


FIRST IMPRESSION MAKES THE DIFFERENCE

**PROFESSIONALLY EXECUTED PHOTOGRAPHY
STANDS AS AN INDISPENSABLE CORNERSTONE
IN THE REALM OF REAL ESTATE TODAY.**

In this era dominated by digital interactions, prospective property buyers are equipped with unprecedented knowledge, underscoring the critical importance of crafting online listings that not only capture attention but also etch an indelible memory.





Diverse and distinctive, each home possesses unique characteristics—be it in its dimensions, architectural aesthetics, or present state.

Leveraging the finesse of High Dynamic Range (HDR) photography, we meticulously curate images that showcase properties in their most enchanting light, deftly edited to accentuate every intricate facet with impeccable lighting and exposure.

Furthermore, our capabilities extend beyond mere photography; through virtual staging, we artfully transform spaces, transcending the boundaries of time by seamlessly transitioning from day to night.

At the heart of our ethos lies a commitment to delivering photographs that leave an indelible and irresistible initial impression, compelling potential buyers to not just take notice but also take affirmative steps toward visiting and experiencing your property firsthand.





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PREMIUM VIDEOGRAPHY

VIDEO HAS REVOLUTIONIZED THE WAY WE PRESENT PROPERTY LISTINGS, OFFERING POTENTIAL HOMEBUYERS AN IMMERSIVE AND CAPTIVATING EXPERIENCE OF YOUR HOME

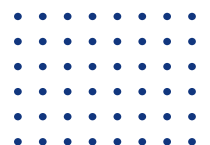
In just a short span, videos convey crucial information, allowing viewers to access everything they need in one viewing. Through this medium, prospective buyers not only see but feel the essence of living in the property.

We go beyond mere footage by curating upbeat music and employing eye-catching transitions, ensuring a ‘wow’ factor that resonates. Our adept videographers specialize in capturing your home under the most flattering lighting conditions, highlighting its best features.

Understanding that buyers seek more than just a house—they seek a lifestyle, a community—we showcase the surrounding neighborhood and its activities, enabling prospective homeowners to envision themselves as an integral part of the area.

Each home is a unique gem, and our dedicated team is committed to producing professional videos that meticulously showcase every distinctive feature.

Moreover, we offer videos in vertical format, optimizing for social media platforms to provide a more engaging viewing experience.





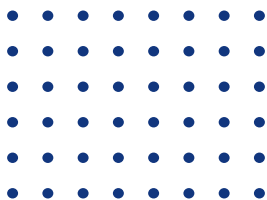
AERIAL IMAGERY AND VIDEO

ENHANCE THE ALLURE OF YOUR VIDEOS BY IMMERSING PROSPECTIVE BUYERS IN A BREATHTAKING AERIAL DISPLAY OF YOUR LISTING

This approach vividly highlights the distinctive attributes and unparalleled charm of each property.

Utilizing advanced drone technology, we offer a mesmerizing perspective, enabling potential buyers to take a sky-high tour of the property. This showcases its proximity to parks, schools, and amenities, while also spotlighting the awe-inspiring views that make each property truly exceptional.

Your properties deserve to be presented in their finest light, and our cutting-edge drones serve as the catalyst to unleash their complete potential, attract a larger pool of buyers and leave a lasting impression. In a fiercely competitive market, distinguish yourself by providing a contemporary and immersive experience that elevates your listings above the rest.



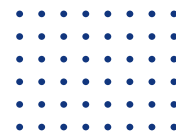


3D VIRTUAL TOUR

**A TOP-TIER 3D TOUR IS A FORMIDABLE ASSET IN
MARKETING RESIDENTIAL REAL ESTATE, OFFERING
AN IMMERSIVE EXPERIENCE THAT'S AKIN TO A
"GOOGLE EARTH" EXPLORATION OF YOUR HOME**

**THIS VIRTUAL JOURNEY ALLOWS POTENTIAL
BUYERS TO EXPLORE THE PROPERTY AT ANY
TIME, FROM ANYWHERE IN THE WORLD**





This innovative tool significantly expands the reach of your property, attracting a diverse audience that might otherwise miss out on its appeal. We've seen remarkable success in using this method to sell properties to buyers from various cities and countries, highlighting the immense value it brings to the sales process.

Moreover, this approach streamlines the viewing process, making life easier for clients. For individuals with pets, mobility challenges, or tenants in the property, the 3D tour helps filter out casual viewers. This means we can focus our in-person viewings on genuine potential buyers, saving time and effort for everyone involved.

We've successfully employed this method to facilitate the sale of numerous properties to out-of-town buyers, underscoring the incredible value of this innovative approach.



A 3D tour enhances the home-selling process by creating a strong first impression and building buyer confidence. It allows viewers to revisit the property as many times as they like, which helps keep the home top-of-mind. Sellers can also reach long-distance or international buyers more effectively, expanding their pool of potential offers. Additionally, it demonstrates transparency, giving buyers a sense of trust before they even step inside.





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DETAILED COLOUR FLOOR PLAN

FLOOR PLANS ARE THE GATEWAY FOR PROSPECTIVE BUYERS, OFFERING AN IMMEDIATE UNDERSTANDING OF YOUR HOME'S LAYOUT AND THE SPATIAL OPPORTUNITIES IT PRESENTS.

They provide a comprehensive view of room dimensions, door and window placements, allowing potential buyers to gauge the available space effectively. As part of our dedication to showcasing your property, we craft top-tier, vibrant floor plans tailored explicitly for marketing endeavors.

These meticulously designed plans will be easily accessible online for all interested buyers, enabling them to envision their unique style within the space and easily imagine themselves calling your property home.

Floor plans not only highlight the functionality of each room but also help set your property apart in a competitive market. By giving buyers a clear visual representation of the flow and potential of the space, they encourage deeper engagement and more informed decision-making. A well-presented floor plan can be the deciding factor that turns interest into action.



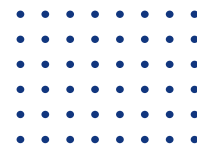




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CUSTOM LISTING WEBSITE





A CUSTOM WEBSITE IS THE CORE OF YOUR PROPERTY'S MARKETING STRATEGY, INTEGRATING ESSENTIAL INFORMATION AND MEDIA TO CAPTIVATE POTENTIAL BUYERS.

Every home holds its unique allure, which is why we're committed to crafting a bespoke website exclusively tailored to showcase your property's distinct character.

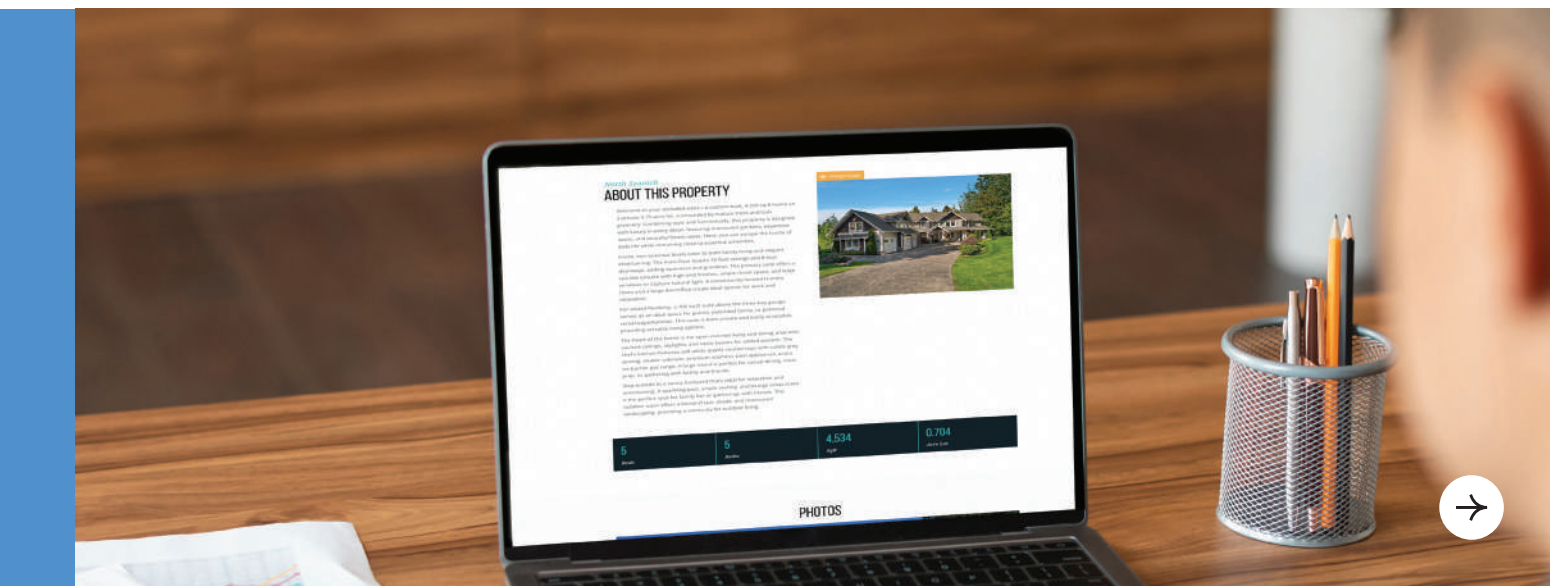
This specialized platform consolidates all vital property details and captivating media into one convenient location, ensuring potential buyers have effortless access to everything they need. Moreover, it features an instant inquiry button, guaranteeing immediate responses and eliminating missed opportunities.

Furthermore, leveraging a single URL for Google Pay-Per-Click presents a significant opportunity. Our in-depth understanding of

your property enables us to target the right demographics, ensuring your property reaches the most suitable audience. With our comprehensive knowledge, we can connect your property to potential buyers who perfectly match its unique appeal.

Each site will have:

- Detailed descriptions
- Professional photography
- 3D virtual tour
- Floor plans
- Maps and amenities
- Easy ways to contact

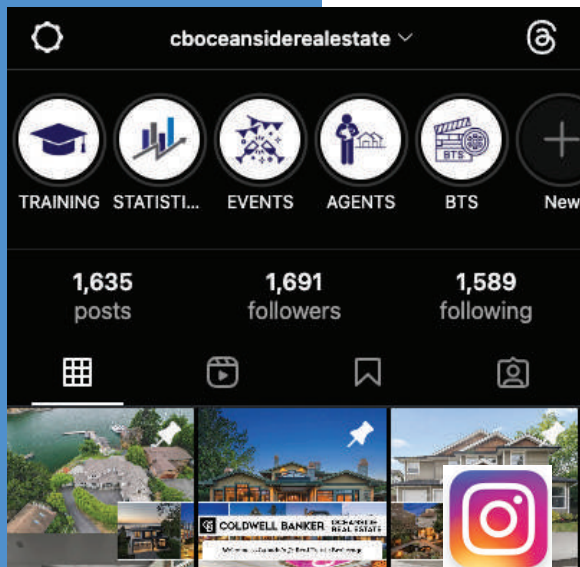


SOCIAL MEDIA EXPOSURE

SOCIAL MEDIA PLATFORMS PRESENT UNPARALLELED OPPORTUNITIES FOR SHOWCASING YOUR PROPERTY TO A VAST AUDIENCE THAT EXTENDS BEYOND TRADITIONAL MARKETING CHANNELS.

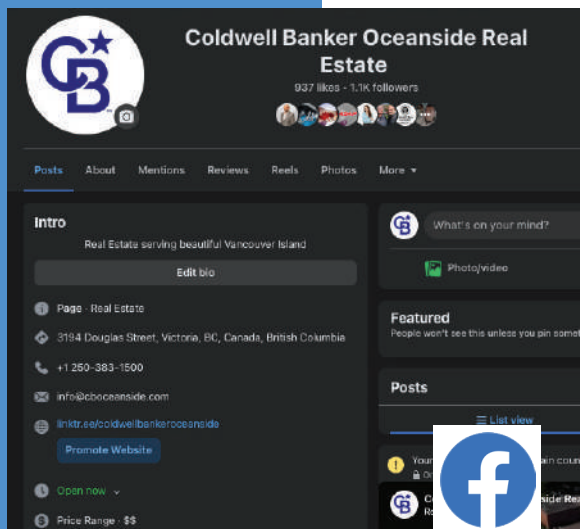
They enable targeted advertising, tailoring posts to specific demographics, interests, and locations, ensuring your listing reaches those most likely interested in your property, thereby maximizing the efficiency of your marketing efforts.



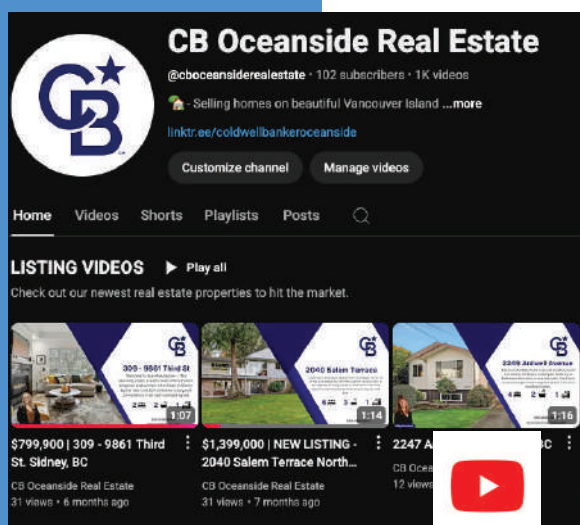


Instagram stands out as an exceptional platform for real estate sales due to its visually-driven nature and expansive user base. Leveraging high-quality images and videos, real estate professionals can vividly showcase properties, engaging potential buyers through storytelling via captions, Stories, Reels, and IGTV.

Its targeted advertising tools, along with direct communication and credibility-building through consistent content, testimonials, and collaborations empower agents to reach a broad audience and expedite the sales process.



Facebook offers an advantageous platform for real estate sales owing to its extensive user base, facilitating broad property exposure and targeted advertising based on demographics and interests. Its visual nature enables immersive property showcases through photos, videos, and virtual tours while interactive features foster engagement and relationship-building with potential buyers. Specialized groups and communities built within the Facebook platform create even more networking opportunities for agents.



YouTube serves as an impactful platform for real estate sales due to its emphasis on video content, offering immersive property tours that provide potential buyers a comprehensive view of spaces.

With its global reach and SEO benefits, agents can expand their audience beyond local markets by optimizing videos for search visibility. The platform's shareability amplifies property listings across diverse networks, while its analytics provide valuable insights for refining marketing strategies.



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OUR COMMITMENT TO OUR CLIENTS

ENSURING YOU ACHIEVE THE UTMOST REAL ESTATE VALUE IS OUR TOPMOST PRIORITY. WHEN INVESTING IN REAL ESTATE SERVICES TO SELL YOUR HOME, MAXIMIZING THE RETURN ON YOUR INVESTMENT IS KEY.

Why settle for anything less when you can obtain superior marketing and service without paying a higher fee? Our comprehensive marketing system stands as a benchmark in the industry, ensuring your property receives unparalleled exposure.

All this comes at the same cost you might incur elsewhere for significantly inferior quality and service. Our commitment

to you is unwavering - to guarantee the highest value, exceptional quality, and optimal exposure for your property, all while ensuring a seamless and outstanding experience.

Leaving no stone unturned ensures you will be able to sleep soundly with the knowledge that your property is selling for the maximum possible amount.



PRESTIGE BRANDING FOR LUXURY LISTING

COLDWELL BANKER GLOBAL LUXURY IS ACCLAIMED FOR ITS ROLE AS ONE OF THE FOREMOST PROGRAMS DEDICATED TO SUCCESSFULLY PROMOTING LUXURY PROPERTIES ACROSS LOCAL, NATIONAL, AND INTERNATIONAL MARKETS.

Coldwell Banker agents have the privilege of tagging their qualified listings as “Global Luxury” when meeting specific criteria within the top 10% of their market’s price point. This exclusive label enhances exposure by featuring the listing on two global corporate websites, augmenting its visibility significantly.







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THE OCEANSIDE DIFFERENCE

- **THE MAXIMUM
AMOUNT OF EXPOSURE
FOR YOUR LISTING**

- **THE HIGHEST QUALITY
AND MOST COMPREHENSIVE
MEDIA PACKAGE
IN THE INDUSTRY**

- **YOUR PROPERTY SOLD
FOR THE HIGHEST AMOUNT
POSSIBLE IN THE SHORTEST
AMOUNT OF TIME**

- **THE ABSOLUTE BEST
CONSUMER VALUE
IN VANCOUVER ISLAND'S
REAL ESTATE INDUSTRY**



WANT EVEN MORE ? NOW INCLUDING QR CODES ON SIGNAGE

At Coldwell Banker Oceanside, we are proud to include QR code-enabled real estate signs to make access even easier.

Now, potential buyers can simply scan the QR code on our signs using their smartphones to instantly access the custom property website with images, videos, virtual tours, floor plans, and other important features of the property, available 24 hours a day.

This innovative technology allows buyers to explore properties at their convenience, providing them with a comprehensive view of the home's features and layout from the comfort of their own devices.

By seamlessly integrating QR codes into our signage, we are empowering buyers with the information they need to make informed decisions while setting a new standard of accessibility and convenience in the real estate industry.



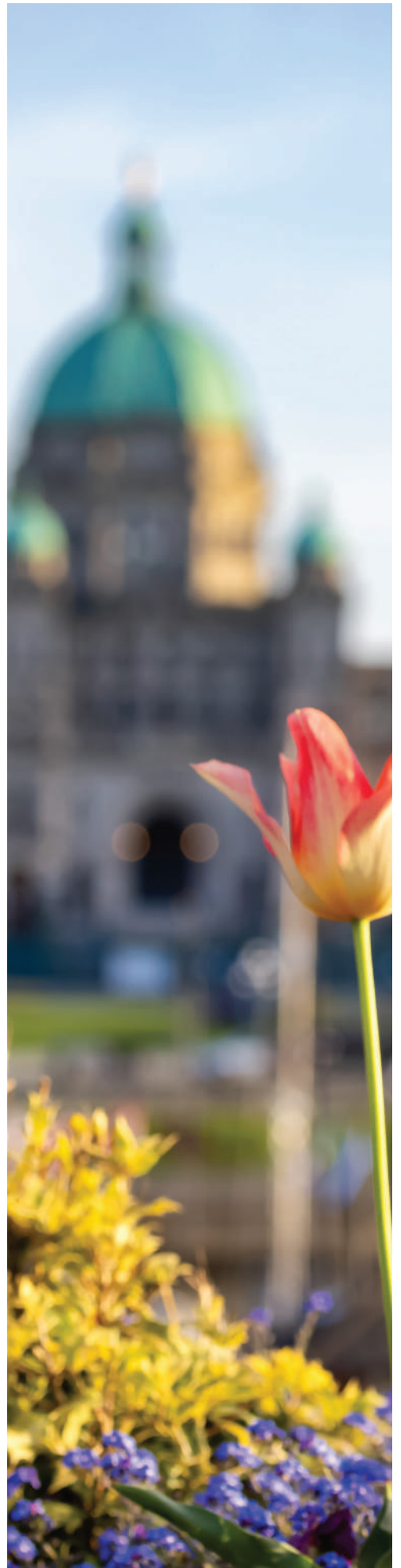


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LOCALLY OWNED AND OPERATED

The brokerage prides itself on its team with over 140+ highly skilled and knowledgeable real estate professionals who are committed to delivering unparalleled service to their clients. Whether it's assisting first-time homebuyers in finding their dream home or helping sellers navigate the complexities of the market, Coldwell Banker Oceanside's agents are dedicated to exceeding expectations every step of the way.

With three locations, in the Victoria core, Langford, and Sidney we offer a geographical foothold to easily service any neighbourhood in Greater Victoria. Coldwell Banker Oceanside is the winner of many local and national awards including being the #1 office in Canada several years running.





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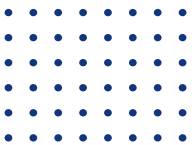






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