

# Nicole Laurin's Award Winning Marketing System

*It's All About Marketing Your Home!!!*

## Silver Luxury Marketing System



Pre-List preparations:

- Take photos (client may provide)
- Professionally measured floor plan
- Provide full color marketing brochures
- Order sign (Carriage Trade)
- Order appraisal (if needed)
- Immediate input on MLS® System of the Calgary Real Estate Board ("CREB") (2-4 days to reach website REALTOR.ca)
- Just Listed Hotline! Just Listed Sign!
- Office Tour/Monday with lunch for all Royal LePage Agents & special invitations to all other Calgary Agents between 11-1 p.m.
- MLS® System of the CREB tour/Thursday with Lunch for all Agents and public between 11-1 p.m.
- Advertise on my website: [www.CalgaryLuxuryHomeAgent.com](http://www.CalgaryLuxuryHomeAgent.com), [www.nicolelaurin.com](http://www.nicolelaurin.com), [www.LuxuryHomes.com](http://www.LuxuryHomes.com)
- Advertise on Royal LePage Benchmark website: [www.royallepagebenchmark.com](http://www.royallepagebenchmark.com)
- Advertise on Royal LePage National website: [www.royallepage.ca](http://www.royallepage.ca)
- Email pdf brochure to all Luxury Home Institute members
- Advertise in Calgary Real Estate News, Calgary Herald, Homes & Land, Home Base Guide
- Open houses sat by listing Agent or by another Agent from Royal LePage
- Follow up on all showings
- Schedule follow up meetings with clients
- Professional advice on all offers: knowledge & trends
- After sale: conveyancing, waivers, final possession!
- Release of keys!!



**Nicole Laurin - REALTOR®**

**Adm. St., Soc., B.A.**

**Award Winning Bilingual Agent**

**U. of A. Certificate in Real Estate**

(Accredited by the Real Estate Council of Alberta [RECA])

**Certified Luxury Home Marketing Specialist**

(designated by The Institute for Luxury Home Marketing)

**Cell: (403) 860-4240**

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**[www.CalgaryLuxuryHomeAgent.com](http://www.CalgaryLuxuryHomeAgent.com)**

