

# Nicole Laurin's Award Winning Marketing System

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

## Platinum Luxury Marketing System

Listing preparations:

- Complimentary Home Staging Consultation
- Professional Photo Shoot - Virtual Tour
- Professionally measured floor plan
- Provide full color marketing brochures
- Order sign (Carriage Trade)
- Order appraisal (if needed) - at vendor's expense
- 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 & surrounding area Agents between 11-1 p.m.
- **WINE & CHEESE** Soiree for all Luxury Home Agents & their clients
- Email pdf brochure to all Luxury Home Institute Members
- Advertise on: [www.LuxuryHomes.com](http://www.LuxuryHomes.com)
- Advertise in the "Wall Street Journal"
- Advertise on my website: [www.CalgaryLuxuryHomeAgent.com](http://www.CalgaryLuxuryHomeAgent.com), [www.nicolelaurin.com](http://www.nicolelaurin.com)
- Advertise on Royal LePage Benchmark website: [www.royallepagebenchmark.com](http://www.royallepagebenchmark.com)
- Advertise on listing board at Bank of Montreal, inner city
- Advertise on Royal LePage National website: [www.royallepage.ca](http://www.royallepage.ca)
- Advertise in Calgary Herald, Calgary Real Estate News, CREN TV, Dream Homes, Homes & Land, Homebase Guide, Avenue Magazine, Business in Calgary, Business Edge, Direct mail, [hometohome@creb.ca](mailto:hometohome@creb.ca)
- Advertising is shuffled between all of the above
- Open Houses/optional
- Follow up on all showings
- Schedule follow up meetings with client
- 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**

**Fax: (403) 259-5580**

**email: [nicolelaurin@shaw.ca](mailto:nicolelaurin@shaw.ca)**

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

