

DAN COOPER GROUP

30 YEARS

AIU 1,822 (-35)	HJI 20,369 (+580)	WWE 890 (-20)	PLO 6,350 (-200)	EEI 10,9 (+58)
MBC 3,605 (+210)	LJH 9,542 (-128)	MJB 2,609 (+35)	PON 7,654 (+169)	NFI 6,52 (+12)
YBV 3,204 (-33)	QMN 5,211 (+156)	MMJ 7,100 (-60)	IIT 7,150 (-150)	KLM 782 (+74)
MBB 3,320 (+120)	WFF 712 (+12)	HJM 134 (+5)	QLC 2,022 (-18)	LSD 631 (+40)
				SDH 6,287 (-57)
				EMH 3,280 (-120)
				GHS 12,630 (+330)

22 12,349,000
30 238,681,000
52 85,678,000
35 8,369,000
69 189,301,000
02 102,698,000
90 24,697,000
30 76,002,000
36 57,610,000

DAN COOPER GROUP MARKETING GUIDE

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INTRODUCTION

About Us

An award-winning professional real estate agency for Royal LePage, The Dan Cooper Group represents buyers and sellers in Oakville, Burlington, and GTA West. With over 30 years of experience and \$3 Billion in sales volume, led by top-performing agent Dan Cooper, the Dan Cooper Group grew to be #1 in Canada for Royal LePage 7 times.

Today, the Dan Cooper name is renowned with a world-class team of trusted experts, including highly-skilled REALTORS®, administrators, and media/graphic designers with a unique range of specialized backgrounds and professional accreditations.

Why Marketing Matters

At the Dan Cooper Group, we believe in going the extra mile to provide the best service, and best result for our clients. Yes, any real estate representative can complete paperwork and submit a listing to the MLS, but that just isn't enough.

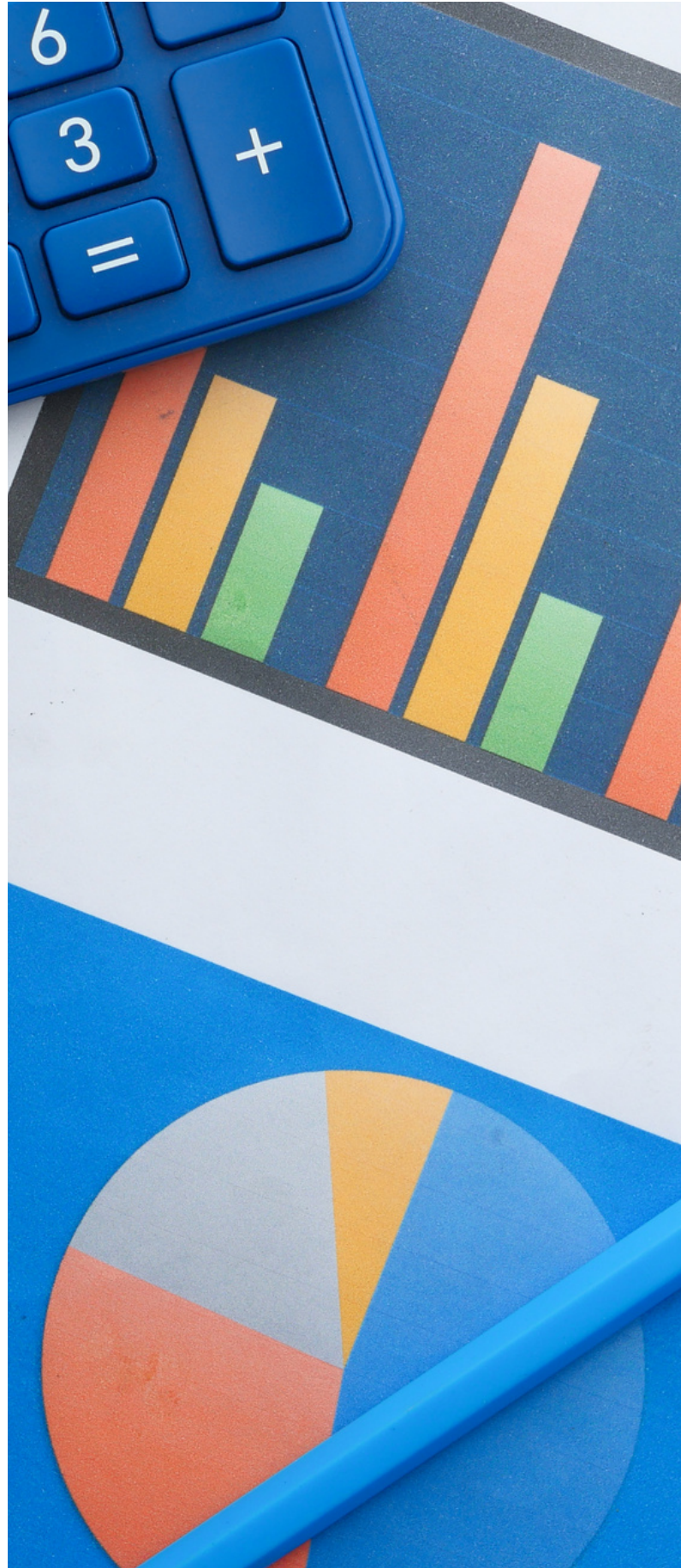
To realize the full value of your home, you don't just want any buyer - you want the right buyer!

An air-tight marketing plan is required for getting you top dollar in the shortest amount of time possible. We use a range of proven channels, strategies and techniques to ensure your property receives maximum exposure. This allows for multiple offers and the possibility of a bidding war.

Our Strategy

We have a vast array of marketing and promotional tools at our disposal. This doesn't mean we just throw it all out there to see what sticks. Rather, we create a tailored marketing plan that reflects your unique property as well as the current market conditions.

A large part of our strategy is founded on innovation. We are constantly testing new channels, developing new strategy and working with the very best in the across every industry. At the Dan Cooper Group we strive to implement the most advanced technology possible to increase the value we bring to our clients and communities.



MEDIA PRODUCTION

HD Photography

After staging, our professional photographer takes high-resolution photos of the interior and exterior of your house, showcasing its best features.

You only get one chance to make a lasting impression.



4K Video

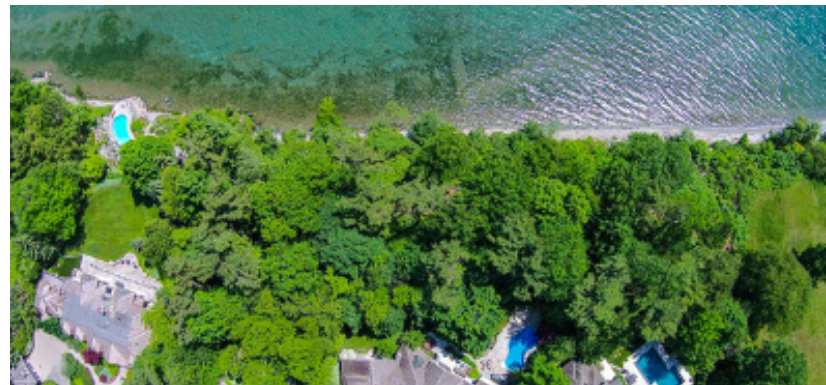
Video is one of your best-selling tools.

Our videographer will make a stunning video to showcase your house, attracting the attention of more buyers who are searching online and video.

Aerial / Drone

Aerial and drone footage and photographs are key for showing off unique lots and property features.

Backing onto a ravine? Lakeside? Large rear yard with in-ground pool? This captured media will wow potential buyers.



MEDIA PRODUCTION



Floor-plans

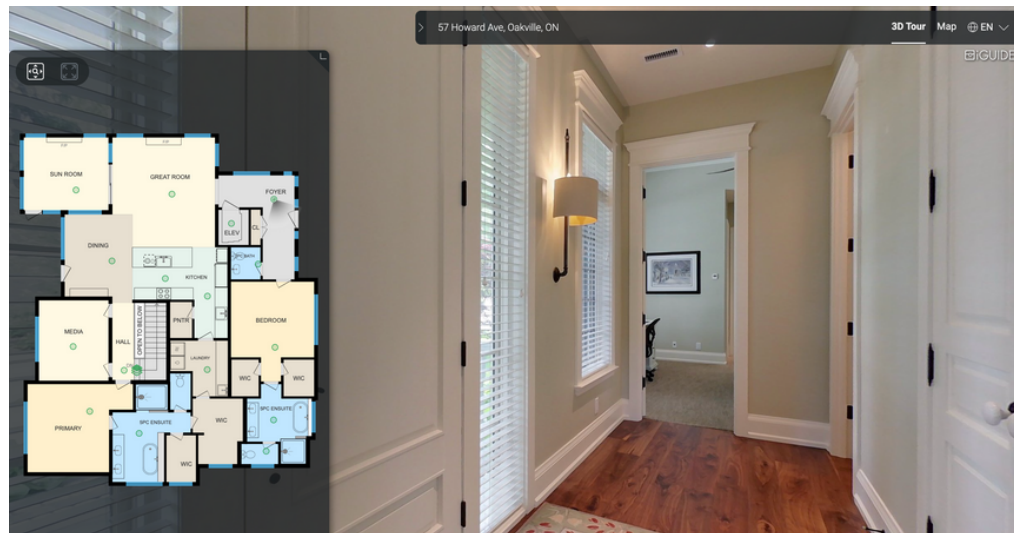
For every listings, we at the Dan Cooper Group insists on producing our own floor-plans.

We measure every room and ensure the details we provide in our marketing is accurate and up-to-date.

Virtual Tour & 3D Matterport

Our virtual tour software provides an unparalleled experience to potential buyers. They are able to navigate through the home as if they were truly there, viewing all the details you wouldn't want them to miss.

The advanced Matterport software creates a 3-dimensional model of your home, allowing users to explore the property like never-before.



Architect Rendering

Renderings

When it comes to tear-downs and vacant lots, we inspire buyers through the use of architectural renderings.

DIGITAL ADVERTISING

Website - dancooper.com

Our official site is top-ranking and sees over **10,000 monthly users**. It was created using IDX feeds and pulls data from multiple sources on the internet to display listings, neighbourhood ratings and more.

We have built a completely online property evaluation tool which can display a price range in under 30 seconds. Our site also allows you to sort and filter through recently sold homes across Ontario. Every inch of the site was custom built by our development team with the end user in mind.



Multiple MLS

Your property will be featured on the Toronto Regional Real Estate Board as well as the Oakville Milton District Real Estate Board. Listings are also featured on Realtor.ca where it can be put through to over 50 partner real estate websites. We give your home maximum exposure and the opportunity for multiple offers.

Maximum Exposure

Your listing is featured on two boards, all relevant real estate websites as well as 100+ more Brokerage and agent IDX feed websites. Your home will have a large digital footprint.



Email Marketing

We are proud to have cultivated a database of over 15,000 users. We engage them with market updates, newsletters and featured listings.

This is a rich resource for potential buyers and referrals.



Digital Newsletter & Blog

Our monthly newsletter goes out to the entire database featuring our active and sold listings.

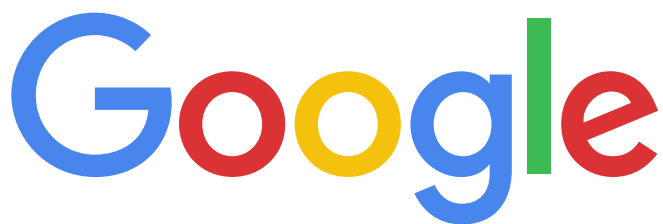
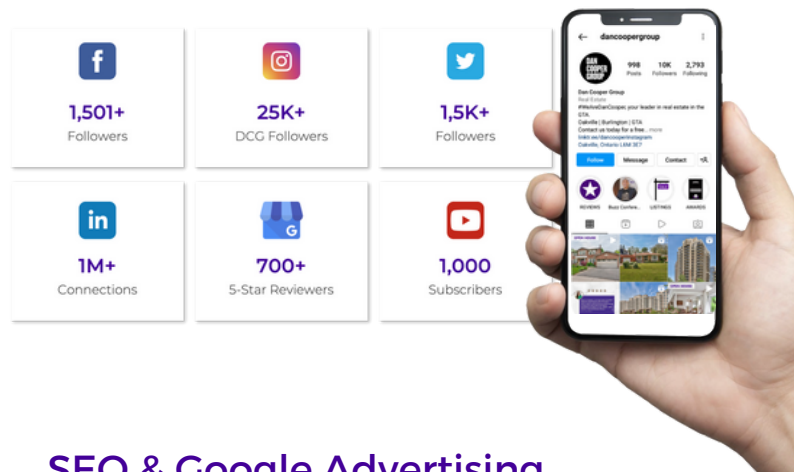
The newsletter includes a link to our blog where we share statistics, projections and comments on the real estate market.



DIGITAL ADVERTISING

Social Media

Social media algorithms are complicated but necessary to drive buyer traffic to your home. That's why we employ professional marketers who work with us to strategically, geographically, and demographically target buyers. Through our social media Pin Drop ads program, we invest dollars in this process because we understand the way to a successful sale.



Display Ads

These ads are shown on the articles, videos, or websites that our consumers browse. With Google Ads, we deliver ads on the Google Display Network, a collection of over two million websites that reach over 90% of Internet users across the globe.



SEO & Google Advertising

We have a dedicated team for Search Engine Optimization to ensure that those searching the internet for a property like yours have the opportunity to see it. Advertising budget is set aside to ensure your listing doesn't just appear, but appears first.



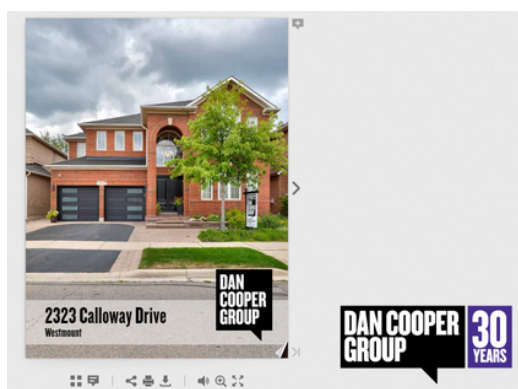
KVcore Technology

KVcore is a powerful CRM tool that allows us to track and monitor buyer and seller leads. Its functionality encompasses email, text, video-text and AI automations. Automation means we are able to work on selling your home 24-hours, 7 days a week.

Property E-Brochures

We are the first GTA brokerage to adopt E-Brochures as part of our GoGreen initiative.

We convert our stunning print brochures into an interactive digital flip book. These e-brochures save paper along with being easily shareable using links and QR codes.



TRADITIONAL ADVERTISING

Pricing

It's commonly forgetting that pricing is part of marketing and advertising. The price of a product or home is directly tied to its marketability. Depending on local market conditions, your opinion of value, and marketing information provided by the Dan Cooper Group, the price you ask for or offer will vary.

If the asking price is:

15% Over Market Value

10% Over Market Value

5% Over Market Value

Current Market Value

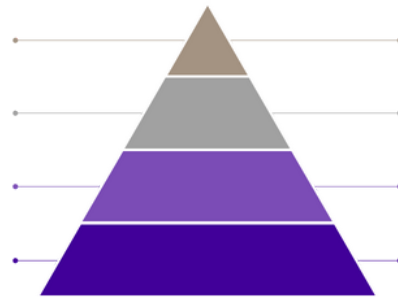
Property appeals to:

20% of buyers

30% of buyers

50% of buyers

95% of buyers



Past Open Houses	# of Guests	Synced
Dec 9, 2019 123 Lakeshore Drive # 143	3	✓
Dec 9, 2019 753 Mill	1	✓
Dec 9, 2019 16982 Cortile Dr	3	✓
Dec 9, 2019 25 Brook Lane	4	✓
Nov 14, 2019 1567 3rd Avenue	—	✓

Open Houses

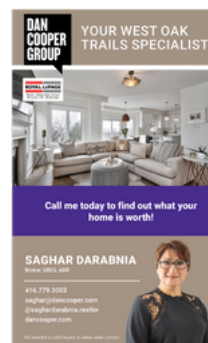
Every Dan Cooper Group agent is equipped with an iPad with the RLP software installed.

Each attendee is required to sign in and submit their details. This is key for follow up, feedback and chasing potential buyers.

Targeted Postcards

We regularly send postcards to everyone in the area letting them know about new and sold listings.

Your neighbours are a great resource, they may have family or friends who would like to live in the neighbourhood!



Property Brochures

Our in house design and print teams create world-class brochures to highlight your home in hard copy.

We include a beautiful written property description, photographs and floor plans.

TRADITIONAL ADVERTISING

Newsletters & Newspapers

Our Market Watch Newsletter goes out to 175,000 homes a month (across Oakville, Burlington, Milton, Waterdown and Mississauga) It is an up-to-date market report where we share current market stats, discuss leading edge technology and exclusive industry information that'll make every difference in your hunt or quest to sell.

The Dan Cooper Group cover and front page article piece hit over 43,000 homes in Oakville and can reach another 40,000 in Burlington.



Lawn Signs

When you put our company sign on your front lawn, it says you've hired the best. It's like having me on your front lawn 24/7.

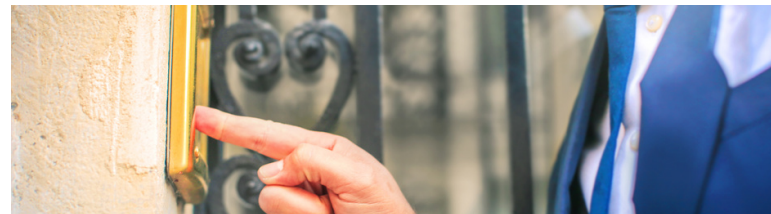
Buyers often drive through neighbourhoods before they decide where to buy.

When an interested buyer is in front of your house and they phone the number on your For Sale sign, we immediately text them a link to your property details, photos and videos.



Door Knocking

Beyond making cold calls, we encourage all of our agents to get out in the streets. We door knock to establish face-to-face connections and increase open house attendance as well as inbound leads.



Cold Calling

We are not the kind of team to turn our noses up at cold calling, we get to work calling your neighbours at every house in your area. Often, your neighbours know a friend or relative who would love to live close by.



THANK-YOU FOR READING CONTACT US TO GET STARTED



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GIVE US A CALL AT 905.849.3360

