



OUR MARKETING COMMITMENT



COLDWELL BANKER

**THOMPSON REAL ESTATE
BROKERAGE**

JESSICA + VICTORIA

We are Jessica Brown and Victoria Darling-Wadel, award-winning, highly experienced realtors with a deep connection to our community and a profound understanding of our industry. We grew up in Huntsville and appreciate having such fulfilling careers in this amazing place we call home.



THIS IS OUR BACKYARD

We believe that our dynamic involvement in the community, rich understanding of local issues and proven expertise make us stand out in the industry. We are familiar faces in regional organizations and at local events as sponsors and participants. This grassroots involvement strengthens our insights on the region so we can confidently advise clients looking for in-depth insights on schools, neighbourhoods and other lifestyle-related matters.

We are both owners of lakefront and full-time residential properties, so we understand the unique circumstances and considerations for buying and selling in these markets.

Whether it's finding the perfect home for a young family or selling a legacy cottage, our comprehensive understanding of the region and the industry gives us an unrivalled edge in ensuring we realize the dreams and goals of every client we work with.



OUR CREDENTIALS

AWARDS + ACHIEVEMENTS

While we are proud locals, we never hesitate to pack our bags and explore new professional growth opportunities. Each year, we attend the Coldwell Banker Gen Blue international conference to network with North American and international CB Brokerages, attend seminars, and participate in educational sessions and real estate panels.

We have our Global Luxury certification, meaning we have the required skills to work in high-end real estate sales. We participate in RECO (Real Estate Council of Ontario) continuing education that includes courses to ensure we are up-to-date on changes to regulations, laws, etc. We also attend CBeyond, an annual Canadian conference that offers four days of professional development seminars.

Over the years that we've worked with Coldwell, we've been acknowledged with multiple Coldwell Banker international sales awards. We have also continuously received the Ultimate Service designation for customer service and client satisfaction.



It was an honour to be recognized by Coldwell Banker Canada as the number-eight team in the country*. We are also proudly part of "International President's Elite," which honours the top two percent of all agents worldwide in the Coldwell Banker system. This has been a longstanding goal of ours, and we could not have achieved it without the support of our amazing clients, family and friends. We were also awarded the Ultimate Service Award and were recognized for a decade of service with Coldwell Banker Canada. *Teams of one to three.

With our office located in downtown Huntsville, we are ideally situated for walk-in traffic, seasonal visitors and local residents who can peruse our window gallery of listings easily and frequently. We are very proud to be part of North America's number-one Coldwell Banker office.



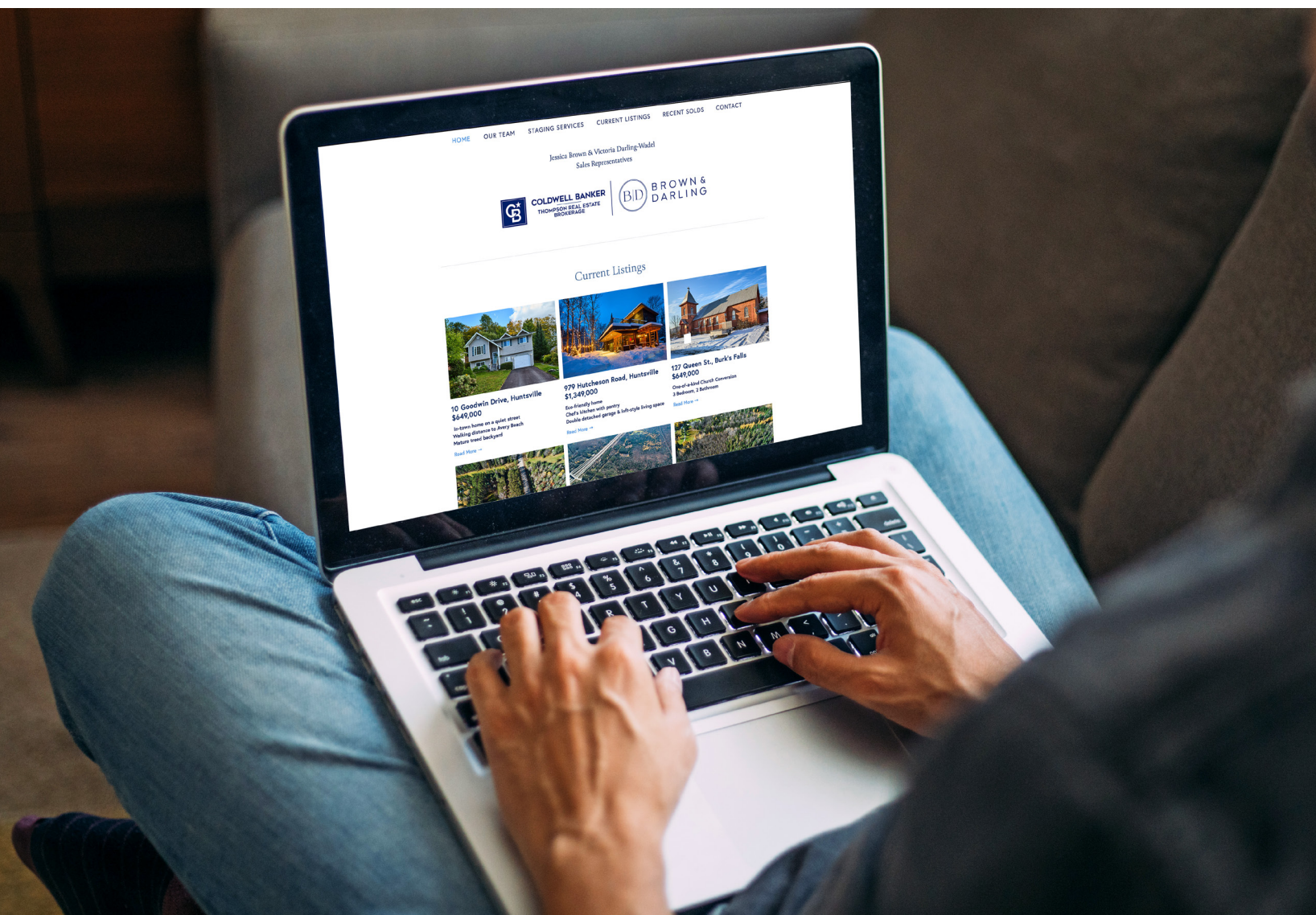
OUR COMMITMENT

Our marketing approach is another fundamental component of our success. We know that first impressions matter, whether you're talking about an open house or a homepage, so every facet of our marketing is beautifully designed and written in an engaging and concise style. When you list with us, you reap the benefits of our robust marketing plan.

WEB MASTERS

Having an outstanding website is only the beginning. We must be found by key target audiences to reach our goals. At Brown & Darling, we use AdWords and Search Engine Optimization (SEO) to ensure we never get lost in the saturated world of online real estate.

Moreover, sharing listings online is about more than simply uploading incredible photos and property details. We do that and more, carefully monitoring how much traffic we generate and the demographics of those visiting our website to inform our strategy in showcasing your property to the right market.



SOCIAL BUTTERFLIES

The possibilities of thoughtful and strategic social media engagement cannot be overlooked. Each week, we make multiple posts on Twitter, Instagram, LinkedIn and Facebook to stay connected with current clients, engage with new ones, showcase our listings and maintain a consistent connection with our community. We also create paid advertising campaigns weekly that promote our brand.



COTTAGE LIFE

The Muskoka region is renowned for its rugged beauty and incredible cottages. We are proud purveyors of the Muskoka lifestyle and are passionate about matching a prospective owner with the property that best suits their needs.

We understand the specific expectations of those in the market for a cottage and how to attract and capture this audience. We take a multi-pronged approach to achieve that with tactics like packing up our listings and attending key events like the GTA Cottage Life Show. The four-day show contains over 600+ exhibitors and sees over 40,000 attendees enter the doors to experience all things “cottage.”

ANALYZE THE MARKET

We provide each listing with a detailed and comprehensive CMA (comparative market analysis). Each analysis is a collaboration of our extensive research and knowledge of the local real estate market.

PROFESSIONAL IMAGING

All our listings are captured by a professional photographer.

SHOW & TELL

Your listing becomes the talk of the town! We host open houses, office tours, and MLS tours for the public and other agents to experience your property first-hand.

FIRST IMPRESSIONS

When you put your home or cottage on the market, you want to make an amazing first impression on potential buyers. Here are some simple tips and reminders that will help to showcase your home in its best light.

ALLOW THEM TO IMAGINE.

Personal mementoes, photos and style touches can make it difficult for people to see themselves in your home or cottage. Stash those items away to let the buyer imagine themselves in the space.

WIPE THE SLATE CLEAN.

Refresh your walls with a new coat of paint and add minimal accents with neutral colours. These lighter colour schemes also help to make the home feel larger.

MAKE IT SPOTLESS.

Your home should be impeccably clean, with every nook and cranny dusted, scrubbed and shined. We can assist with finding a local company to prepare and clean your household.

DECLUTTER. AND THEN DECLUTTER SOME MORE.

Shelves, the tops of dressers, bedside tables and kitchen countertops should be free of trinkets, stacks of paper and other visual distractions. Less really is more when it comes to showcasing your home.

ADD COZY TOUCHES.

While you want to stay away from items that reflect your personal taste, there are certain touches everyone appreciates: fresh flowers, crisp, clean linens and new fluffy towels create a welcoming environment.

QUICK FIXES.

Small details can make a big impact; you don't want to give picky purchasers anything to complain about. Be sure to tend to any repairs you've been putting off. Consider updating outdated lighting, kitchen hardware and plumbing fixtures.

OUTSIDE COUNTS!

Muskoka buyers are especially interested in enjoying the outdoors. Tidy your garden and lawn. Be sure your deck and/or dock is in good repair and freshly painted. If you have a firepit or outdoor dining area, get a few cushions and blankets to really set the scene. Don't forget your storage space! No one expects garages and sheds to be an aesthetic highlight, but they should be tidy and cleared out.

STAGE TO SELL

At Brown & Darling, we take pride in helping our clients unlock the true potential of their properties. We can offer advice on attracting a larger buyer audience, suggest additional key elements to your home for a faster sale, and implement a room-by-room plan to maximize your property's value. We understand that selling your home can be incredibly demanding.



We're here to help! Our staging services help showcase our clients' homes in their best light by using effective tricks of the trade, like minimizing clutter, using a simple colour palette and adding modern touches to transform a house into a home that buyers can't wait to call their own.





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