

The Dusk Team

From Dawn to Dusk, you can count on us.

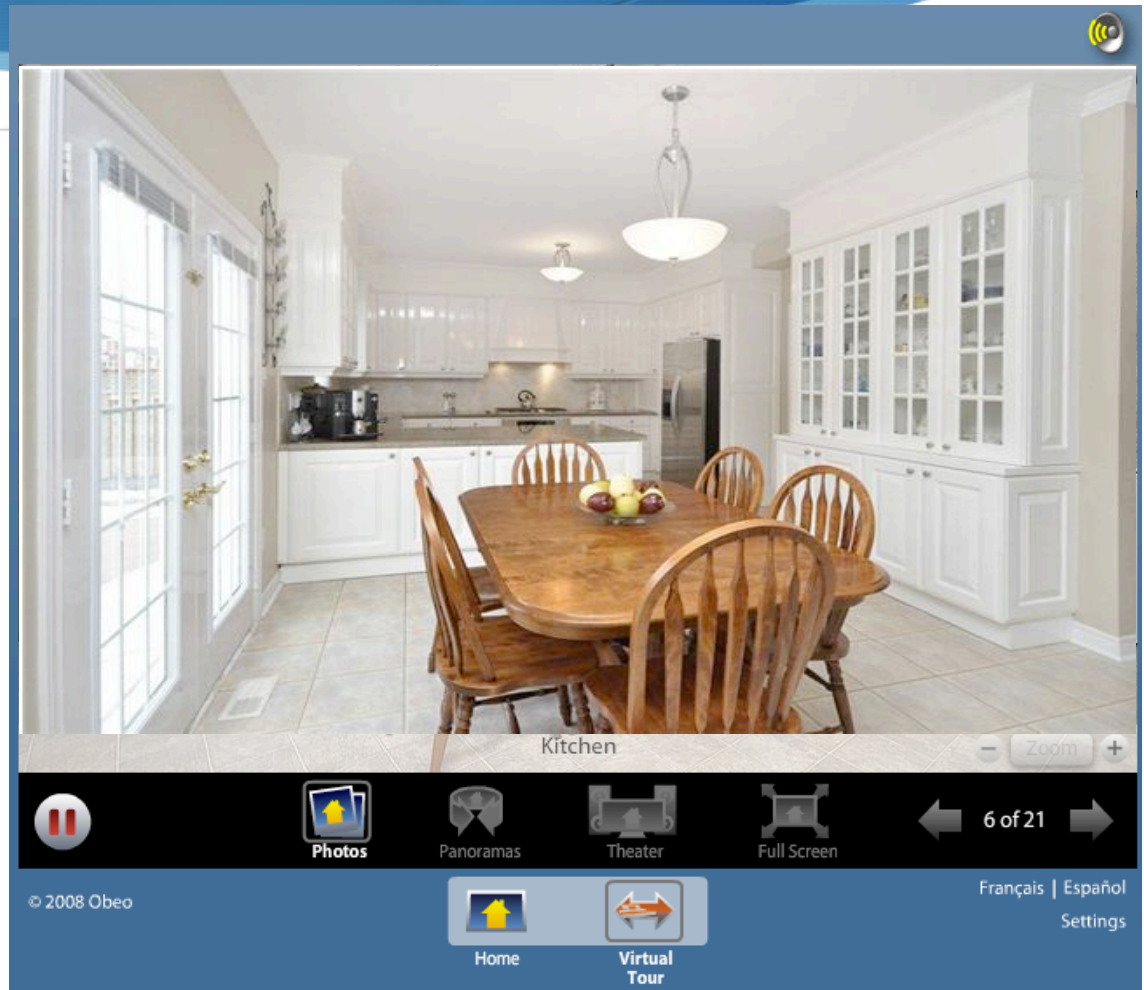


How will we sell your home?

- ◆ Online Virtual Tour
- ◆ Open Houses
- ◆ Custom sign
- ◆ Website – www.duskteam.com
- ◆ Print
- ◆ Direct Mail
- ◆ Email Marketing
- ◆ Facebook
- ◆ Twitter

Virtual Tour

- ◆ Accessible from our website and MLS
- ◆ Professional photographers capture images of your home and enable prospect buyers to peruse 360 degree panoramic views conveniently online
- ◆ OBEO provides an easy user interface to view photos or the tour with a large bandwidth, which reduces buffering and wait times for prospect buyers.



Open Houses

- ◆ Agent open houses
- ◆ Controlled open houses for the public (if desired)

Custom Sign

- Our custom signs have LED lights above them and are finished with reflective materials – rain or shine, day or night, your sign is illuminated



Website

www.duskteam.com

- Linked to MLS and our virtual tours meaning more traffic is driven to your listing
- Our site is currently undergoing a refresh so we keep current and serve customers and prospects better

The Dusk Team
Sales Representatives
RE/MAX Realty Services Inc., Brokerage
Independently Owned and Operated

Welcome to THE DUSK TEAM's Dream Site

Welcome to our DREAM SITE where we assist you in finding your Dream Home. We are proud to provide service for all of your real estate needs 7 days a week. Call us to answer all of your real estate questions or concerns.

Richard Dusk
905-495-4999
Bonnie Neely
905-840-2011
Pager: 905-456-1000

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[All Listings](#)
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Preferred Properties

Find Your Dream Home

SOLD
For Sale
The DUSK TEAM
Richard Dusk & Bonnie Neely
RE/MAX 905 456-1000
Realty Services Inc. Independently owned and operated
List By Dawn Sold By Dusk
www.DUSKTEAM.com

MATT DUSK
February 17 2010
Rose Theatre
Brampton
ECONOMY
\$39845
Presented by
The Dusk Team
Proceeds to benefit
Walspring Cancer
Support Centre
905.874.2800
www.rosetheatre.ca

THE DUSK TEAM - LIST BY DAWN ... SOLD BY DUSK!

Privacy Policy | Find Your Dream Home | Free Home Evaluation

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Print

We purchase full-colour ad space in publications locally and in the GTA area so we get your listing in front of a relevant audience with distribution such as:

- ◆ Toronto Newspapers (GTA)
- ◆ Brampton Guardian (Brampton and area)

Direct Mail

- ◆ We believe in continuing the client relationship after the deal is done because a large source of our business is generated from referrals
- ◆ We send our client database a monthly newsletter along with an inspirational card to display in their home, from which we have had positive feedback
- ◆ The next time our previous clients or a friend or family member is looking to purchase a new home, these monthly updates keep our listings top of mind

Email

- ◆ Through our website, we collect prospect email addresses as well as maintain a database of previous clients
 - ◆ We use email marketing as a way to reach interested clientele and notify them of our listings
 - ◆ We reinforce our direct mail strategy by following up with our existing clientele

The combination of marketing tactics, direct mail and online, has been proven to uplift results:

When a combination of email and DM are sent to a consumer, the campaign response rate triples (Source: Axiom Digital)

Asking for an email address generates a prospect data pool that is 25% higher quality than renting email lists (Source: Email Experience Council)

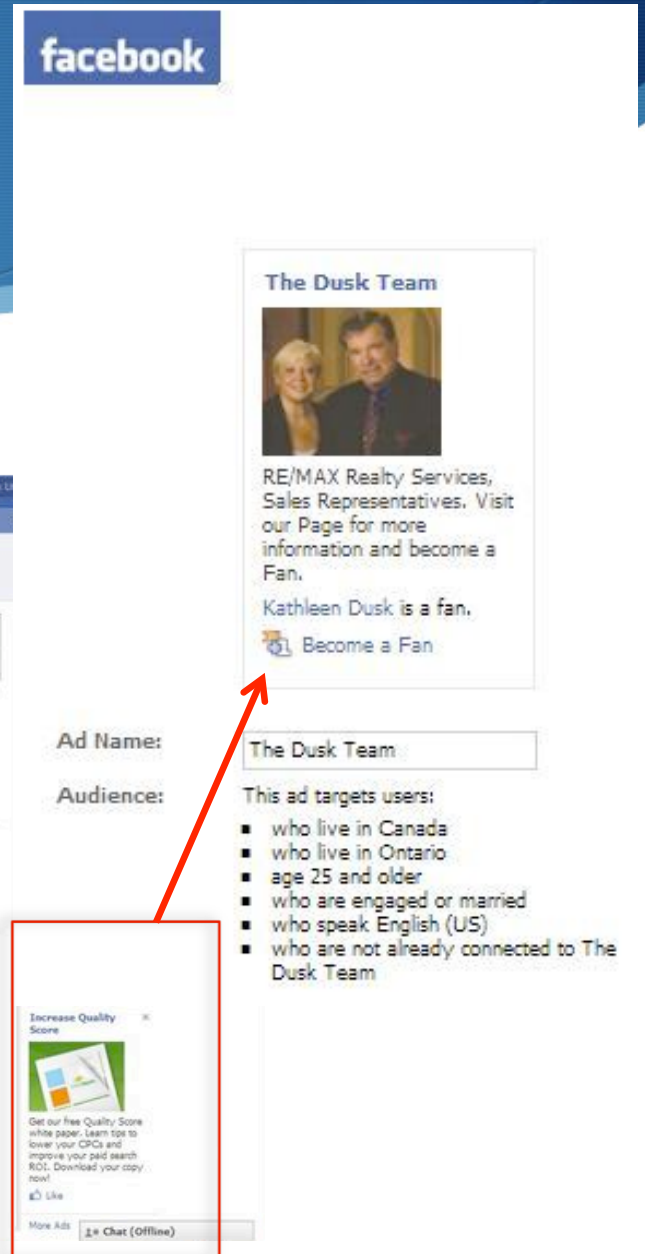
90% = The percentage of users who will use email to engage with and determine the value of a relationship with a company based on that company's email program (Jupiter)

Facebook

- The more places we are, the more people can find your listing
- We have a Facebook Page as well as run targeted banner ads on Facebook



A screenshot of the Facebook page for 'The Dusk Team'. The page header includes the Facebook logo, a search bar, and the page name 'The Dusk Team' with a 'Become a Fan' button. Below the header are tabs for 'Wall', 'Info', 'Photos', 'Discussions', 'Reviews', and 'Video'. The main content area shows a post from 'The Dusk Team' with a video player and text: 'The Dusk Team Learn who we are and hear real testimonials.' Below this is another post from 'The Dusk Team' with a photo and text: 'The Dusk Team (TheDuskTeam) on Twitter'. The left sidebar contains 'Edit Page', 'Promote with an Ad', 'Suggest to Friends', 'List by Date, sort by Like', and 'Information' (location: 291 Main St. North, Brampton, ON, L6K 1N7). The bottom of the page shows 'Insights' and 'Video' sections.



A screenshot of Facebook ad targeting details for 'The Dusk Team'. The ad name is 'The Dusk Team'. The audience is defined by the following criteria:

- who live in Canada
- who live in Ontario
- age 25 and older
- who are engaged or married
- who speak English (US)
- who are not already connected to The Dusk Team

The ad image shows a banner for 'Increase Quality Score' with a green and white color scheme. Below the ad image are buttons for 'Like', 'More Ads', and 'Chat (Offline)'.

Twitter

- We increase the buzz around your listing by tweeting links to your virtual tour and features of the home to grab the attention of prospect buyers in the Twitter space online
- The more places we are, the more people can find your listing



Thank You

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