



# MARKETING PROPOSAL







## LANDQUEST MISSION STATEMENT

Dedicated to being “The Source” for rural, recreational, ranch, resort & development properties throughout British Columbia.

Matt’s Area of Expertise with LandQuest:

(Office in Revelstoke, BC)

Kootenays, Shuswap, North Okanagan, & North Thompson

**MATT CAMERON**  
LANDQUEST REALTY CORP.

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(EMAIL) [matt@landquest.com](mailto:matt@landquest.com)

\* Not intended to solicit or induce a breach of any existing agency relationships \*

[www.landquest.com](http://www.landquest.com)



## MARKETING PROPOSAL

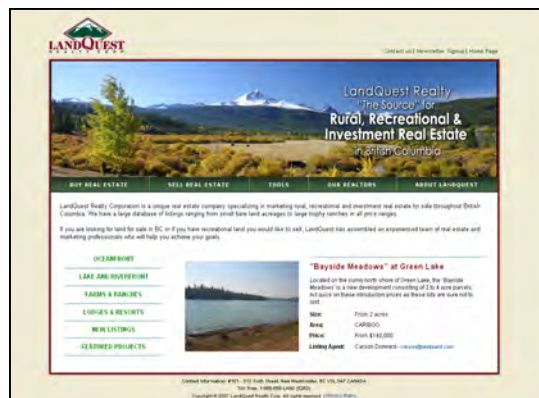
LandQuest Realty Corporation is a specialized real estate company focused on marketing & selling rural & recreational real estate all over British Columbia. The marketing system LandQuest provides & Matt builds upon, creates a unique opportunity to effectively communicate the appeal of your property to the right people, at the right time, & through the right marketing medium.

Matt was recruited by LandQuest in 2007 after having worked as a recreational property buyer's agent. Since then he has used his extensive client list of buyers, experience, and post secondary education in Real Estate Marketing & Finance, along with his Geography Degree and love of BC & the outdoors to benefit his clients ever since.

LandQuest & Matt continue to innovate, update & improve their marketing & selling techniques to stay ahead of the changes which are driving the marketplace.

This proposal will now highlight how & why Matt & LandQuest can help you achieve the most favorable results. My marketing program includes a minimum of the following advertising & promotional campaign.

**Contact Matt for more details.**



[www.landquest.com](http://www.landquest.com)

*The LandQuest website averages  
40,000 visitors / month from over  
2,200 cities around the world!*



[www.recreationallifestyle.com](http://www.recreationallifestyle.com)

*Recreationallifestyle.com is being  
optimized for Property in the Kootenays,  
Shuswap, North Okanagan, and  
Thompson regions.*

[www.recreationallifestyle.com](http://www.recreationallifestyle.com)



## PRINT ADVERTISING

Print advertising is an important component of any marketing plan. Each publication we advertise with is selected carefully & constantly evaluated for effectiveness. We do not promote our Realtors, just the properties we are selling. Our advertisements all promote a select group of properties with a picture and description. The banner on each advertisement encourages potential buyers to log onto our key selling tool, the LandQuest website, where they will find detailed information on each property we have for sale. This plan has worked extremely well over the past 16 years & has helped build up a monthly following of **45,000 visitors & still growing!**

New listings will be advertised in the 1st possible issue of the appropriate publications. Current print advertising includes:

- **National Post**—1/3 page every Thursday  
(over 400,000 readers across Canada)
- **The Western Investor**—full page color every issue  
(40,000 readers in Western Canada)
- **Pacific Yachting**—full page color every issue  
(reaching over 100,000 readers)
- **Beef in BC**—full page color every issue  
(circulation to over 1,500 ranchers)
- **BC Outdoors**—full page rotates between fishing/hunting  
(reaching nearly 175,000 outdoor enthusiasts)



[www.landquest.com](http://www.landquest.com)





## MARKETING BROCHURES

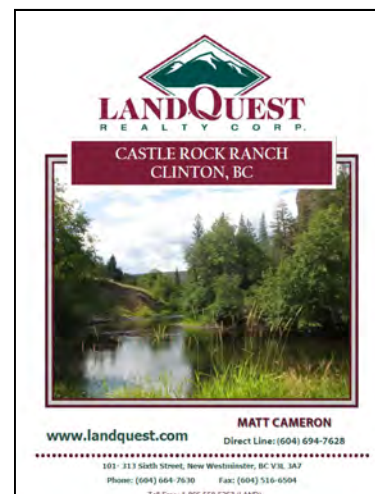
It is important to provide detailed full color information to potential buyers & real estate agents rather than just a simple feature sheet. We take the time to educate buyers & other Realtors about every detail that will help sell your property.

Our information packages are bound, full color & range between 8-16 pages; they include maps, plans, photos, aerial images & descriptive text on not just the property, zoning & investment features, but also the surrounding area & the lifestyle your property affords. It is amazing how much of the buying decision can be positively influenced through in-depth & quality information.

After the listing contract is signed, the package is prepared with input from the owner. Immediately upon its completion, it is then put on the internet in its entirety, linked to the mls listing & used in conjunction with the marketing plan for your property.

The brochures also serve as a great follow up & way to stand out from the other properties the buyer has viewed as more often than not they have been viewing and researching several options.

### Example Brochure Cover





## WEB OPTIMIZING

It is no secret over 90% of buyers find property on the internet and that targeted web exposure is paramount to successfully market & sell your property. At LandQuest and under my additional marketing program your property will benefit from the ten's of thousands of dollars & hundreds of hours of programming (over \$40,000 invested in 2011 alone) has been spent optimizing the **www.landquest.com** website.

Internet users and potential buyers from around the world can now get easily connected to all the details regarding your listing on landquest.com—maps & plans, Google Earth images, pictures, area info, property description etc., it is all posted on line. Last year we had almost a 1/2 a million visitors from over 100 countries!

This year I am currently investing further into promoting my listings via another website **www.RecreationalLifestyle.com**. Having my own site in addition to the LandQuest site gives me the flexibility to customize it more for the properties I am currently marketing. I have recently hired programmers to do an 500 hours of programming on this new website in preparation for its re launch later this year and I make the commitment to you to never stop improving upon my internet marketing program .

Below are some of the example searches that will have your listing promoted either number one or on the first page of potential buyers search results

<u><b>Land for Sale</b></u> in BC	<u><b>Businesses</b></u> for sale BC	<u><b>Riverfront property</b></u> for Sale BC
<u><b>Ranches</b></u> for Sale BC	<u><b>Recreational Land</b></u> For Sale	<u><b>Waterfront Property</b></u> for Sale
<u><b>Lakefront Property</b></u> BC	<u><b>Investment Property</b></u> BC	<u><b>Waterfront cabins</b></u> for sale BC
<u><b>Resorts</b></u> for sale	<u><b>Recreational Property</b></u>	<u><b>Kootenay</b></u> property for sale
<u><b>Acreages</b></u> for sale	<u><b>Timber Property</b></u>	<u><b>Agricultural property</b></u> for sale BC



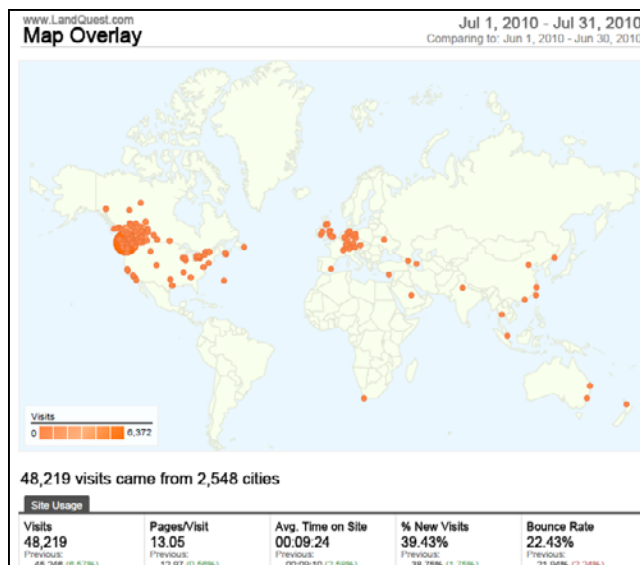


## INTERNATIONAL EXPOSURE

Today, the most effective tool for reaching the international market is the internet. The [www.landquest.com](http://www.landquest.com) website reaches out to buyers in over 100 countries each month! In 2012 we had approximately ...

- 40,000 visitors in the **US**
- 11,000 visitors from **Germany**
- 8,700 visitors from the **UK**
- 8,500 visitors from **Switzerland**
- 7,000 from **Asia**
- 3,000 from **Mexico**

Internet users anywhere in the world have the ability to view & download the entire info package for each property.



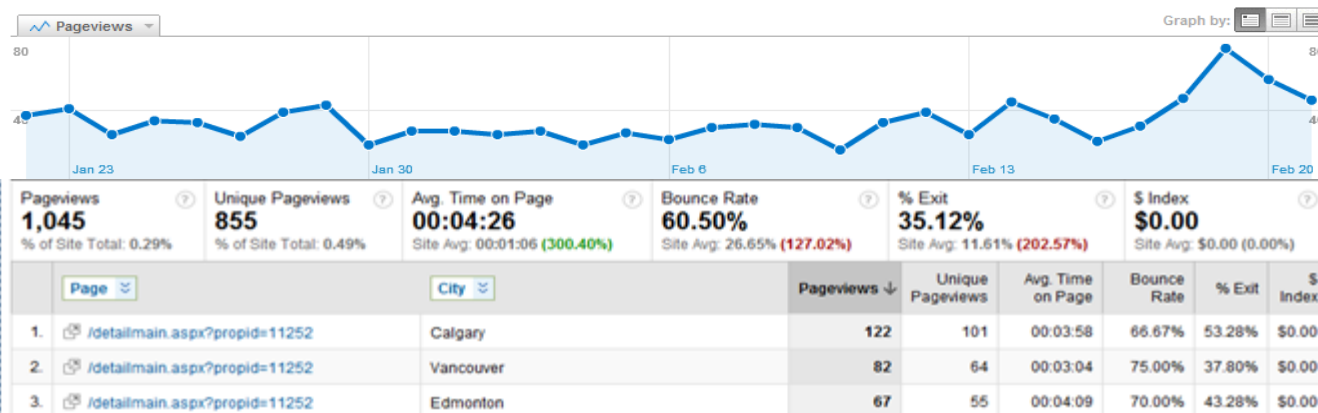
## INTERNET EVALUATION

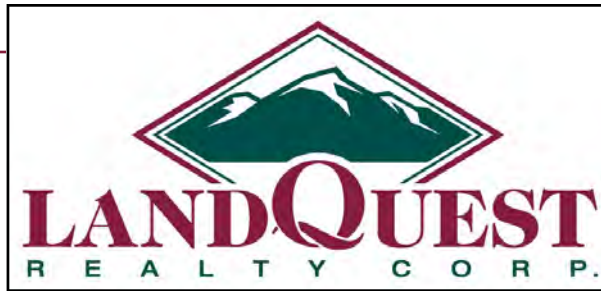
To track the effectiveness of our internet advertising we monitor the traffic for each individual listing - [sample monthly report below](#). I can email this report to each client monthly so you know exactly how many people are looking at your property from what city, & how long they looked. This information is invaluable to understand where the market for specific properties is heading.

### Content by Title Detail:

LandQuest E-Brochure Horsethief Creek Ranch - "Mountain Valley Ranch" - Invermere, BC

Jan 22, 2012 - Feb 21, 2012





## SOCIAL MEDIA

Social media is growing rapidly in virtually every industry and worldwide; it offers a “soft selling” & more credible approach than traditional advertising. The key is being consistent, offering info of value and having a plan to create a targeted “*following*” & entice others to “*share*” the information you are providing and lead them back to the website where all our listings are displayed. It is essentially online networking—the more contacts you have the greater the exposure for your property. Four of my sales since 2010 have come from leads generated via social media - **ask me how!**



**LinkedIn:** Member of real estate & investment networks comprised of 100's of brokers & investors. Promote listings & market relevant stats within the groups to build awareness.



**Twitter:** Strategically offer market stats, facts & insights, blended with timely promotion of new listings, price drops & property promotion. Also used as a key source of market relevant information for my listings. **Clients are encouraged to follow BC\_Real\_Estate.**



**Panoramio:** Submit & upload a scenic photo of your property with GPS coordinates to Google Earth, encourage dialogue with viewers and drive traffic to website listings.



**Facebook:** Market property via its marketplace, regularly take out targeted & paid ads for listings (there is not a single more targeted form of advertising) & encourage web users to “*share*” & like my listings with their contacts.

Follow me on Twitter for up-to-date market info, new listings, deals & more - sign up for an account at **www.twitter.com** & then search **BC\_Real\_Estate”** and click follow.





## MLS / ICX & REALTORS

The multiple listing system (MLS) system a powerful tool when marketing any real estate product. On mls / icx your property will be advertised to over 18,000 Realtors across the province & many thousands more across Canada & the world.

To fully leverage this selling resource I offer higher than average cooperating fees—these are paid out of gross fee agreed to with the seller (no additional cost to sellers). However, often the hardest part for a Realtor to sell a listing other than their own is it is very hard to sell what you don't know much about. By providing them with extensive property brochures I am better able to sway them towards promoting your property over the one that only has a simple feature sheet.

Instead of waiting for Realtors or buyers to find your property on the mls system or on the internet I proactively send out mail outs to assure Realtors in your area & property focus are fully informed.

The public knowledge of the mls is also extremely high with **millions of hits each month**. CREA has also launched the new Realtor.ca app for the iphone, Blackberry & Windows phone application, making it easy for buyers to find your property based on GPS coordinates.

The full color brochures are uploaded to all my mls listings assuring other Realtors & buyers alike have not just feature sheets, but promotional brochures available to them wherever they go.





## DIRECT MAIL

One of the most effective & targeted methods of marketing is direct mail. The 1st direct mail advertisements your property will be featured in will be a New listings mail out sent to nearly 3,000 potential buyers who have signed up for our bi-weekly e-newsletters.

**Sign up for our newsletter at [www.landquest.com](http://www.landquest.com) (top right).**

Beyond this I use social media for direct mailers as well as hard copy mail outs to my own personal database. My database contains details on buyers such as the type of property they are looking for, location, price range, reason, financing situation & the types of properties they are interested. I can then customize mail outs that meet only their specific desires. I also have a list of Realtors in various specialties and locations who I contact with the details of the property not just by email, but with hard copy brochures

Another targeted direct mail method I use is done through the Canada Post Admail Program & our partner company Landcor Data. Landcor has purchased the entire assessment role from the province dating back to 1972. Through Landcor I can search where the buyers in any particular area or property type are coming from; this info is invaluable when selecting areas to send mail outs

**LANDQUEST REALTY CORP.**  
New Recreational Property Listings

LandQuest Realty  
"The Source" for  
Oceanfront, Lakefront, Islands,  
Ranches, Resorts & Land  
in British Columbia

Welcome to LandQuest's market update!

We're pleased to showcase a selection of LandQuest's newly listed properties below. For full descriptions please click on the property to view the complete e-brochure, featuring color photos, maps and a printable pdf brochure.

Regards,  
LandQuest Realty Corporation

**TO VIEW ALL OF OUR NEW LISTINGS CLICK HERE**

<b>Buying Real Estate</b> <a href="#">Featured Projects</a> <a href="#">Oceanfront</a> <a href="#">New Listings</a> <a href="#">Lakefront &amp; Riverfront</a> <a href="#">Timber Properties</a> <a href="#">Farms &amp; Ranches</a> <a href="#">Lodges, Resorts, Businesses</a> <a href="#">Big Game Territories</a> <a href="#">Deals/Reduced</a> <a href="#">SOLD Properties</a>	<b>285 Acres Overlooking Lower Arrow Lake</b> Castlegar, BC  <b>Listing #</b> - 09243 <b>Agent</b> - Larry Lang <b>Area</b> - Kootenays <b>Price</b> - \$249,900 <b>Size</b> - 285 acres  <b>Description</b> Just 7 minutes out of Castlegar near Syringa Provincial Park, this property has several building sites with spectacular views of Arrow Lake and surrounding mountains.  <a href="#">CLICK TO VIEW FULL ONLINE E-BROCHURE</a>	
<b>Quick Links</b> <a href="#">About Us</a> <a href="#">Mission Statement</a> <a href="#">Find A Realtor</a> <a href="#">What We Do</a> <a href="#">Contact Information</a> <a href="#">Join Our Team</a>	<b>Country Home &amp; Tree Nursery on 2 Titles</b> Quesnel, BC  <b>Listing #</b> - 09193 <b>Agent</b> - Brian Harris <b>Area</b> - Cariboo <b>Price</b> - \$429,000 <b>Size</b> - 10 acres (2 titles)  <b>Description</b> Spacious country home (with in-law suite) on two 5 acre titles. Property contains a 4000 + Colorado Spruce tree farm - a great income generator / hobby farm, detached shop, irrigation system & several new upgrades.  <a href="#">CLICK TO VIEW FULL ONLINE E-BROCHURE</a>	
<b>Tools</b> <a href="#">Resources</a> <a href="#">BC Weather Reports</a> <a href="#">BC Road Reports</a> <a href="#">Mortgage Calculator</a> <a href="#">Currency Converter</a>		



From anywhere... De partout...  
to anyone jusqu'à vous

[www.landquest.com](http://www.landquest.com)





## TRADE SHOWS

### **BC Boat & Sportsman's Show**

Tradex | Abbotsford

### **Salmon Arm Fall Fair**

Salmon Arm, BC

### **Vancouver International Boat Show**

BC Place | Vancouver, BC

### **100 Mile House Fair**

100 Mile House, BC

### **BC Hunting Show**

Tradex | Abbotsford

### **BC Log Home, Timber Frame & Country Living Show**

Tradex | Abbotsford

### **BC Cattleman's Convention & Trade Show**

2012 - Fort St John, BC (Different location in BC each year)





## WHAT YOU CAN EXPECT—Pre-listing to 1st 30 days

Below is an outline of work / process you can expect. Every step may not be required for each property and the order of events may alter.

### **Marketing Proposal Discussion**

- ◇ After you have had time to review this proposal we line up a date and time to discuss and address any questions or concerns you may have.

### **Market Evaluation**

- ◇ First, we gather info about your property, legal address (PID is best), maps, pictures, details on services, and other property attributes; the more info you provide the better.
- ◇ We also learn about the motivation to sell, timeframe & overall selling scenario.
- ◇ Property viewing arranged if possible—take photos & notes on property
- ◇ Pull all sales in the local area within last couple years from BC Assessment and mls.
- ◇ Brainstorm and pull sales in other areas that the same buyer would consider.
- ◇ Look at the current listings / competition both on mls and other sources.
- ◇ Look at expired / unsuccessful sales attempts.
- ◇ Pull the subject property sales history. Get the recorded appreciation BC Assessment shows for the area and property since the purchase, factor in any improvements since the purchase, depreciation etc.
- ◇ Compare ratios between assessed value and sales values
- ◇ Discuss findings with the seller & determine the most applicable price.

### **Listing Paperwork & Term Discussion**

- ◇ Discuss & review the listing terms & paperwork—Contracts, Working with a Realtor Brochure, Property Disclosure Statements, FINTRAC forms.
- ◇ Reach a mutual agreement—this can be done by fax, phone, email or in person.

### **Due Diligence on Property**

- ◇ Lots of phone calls, email inquiries & data is then pulled on the property. We have a legal obligation to personally confirm everything. Items we confirm are: zoning, taxes, acreage, dimensions, occupancy permits, charges on title, ALR land or not, forest reserve land or not, tax implications of sale, flood plain or not, water license data, archaeological data etc. This can take up to a week or more to gather.

### **MLS Forms & Data Entry**

- ◇ For MLS listings I prepare the data entry forms and enter in a lot of the info I gather, property description, pictures, map location, access details & instructions for other Realtors.

### **LandQuest Website & Brochure Prepared**

- ◇ Prepare the marketing description for the brochure and website with the sellers input, the more info you provide the better, details such as why you bought and what you like about the property are very helpful. Sections in the brochure and web include a property description, area info, recreational highlights of area, legal details, investment features, improvements, services, history, price, several maps

### **Websites Uploaded**

- ◇ Format data for the LandQuest, RecreationalLifestyle & other local and property specific sites.
- ◇ Upload photos, maps, plans and Google Earth images.





## WHAT YOU CAN EXPECT—Ongoing

Depending on the timing of some of the items previously mentioned we may be able to complete some of the following in the first 30 days, below is an outline of what we may be working on during this timeframe. All clients are encouraged to follow me on Twitter to stay as informed as possible. It is a small step in keeping you up to date and I always encourage sellers to take this active interest in the real estate markets and news effecting them. **Follow BC\_Real\_Estate on twitter**

### **Signage**

- ◇ Order & arrange for signage that suits

### **Print advertising**

- ◇ The first advertisement we book is National Post, it is usually booked within few days of the listing going online, and typically go to print by about the 30 day mark.
- ◇ Additional advs. may be booked and run throughout the listing term in the Western Investor, BC Outdoors, Beef in BC, Cottage magazine, Pacific Yachting & follow up advs in the National Post.

### **Brochures Printed**

- ◇ Brochures are finalized, printed & mailed out to the target audience, copies are sent to seller as well.

### **Mail Outs**

- ◇ By about the 30 day mark a new listings mail out will go out to the LandQuest data base.
- ◇ Around the same time as the LandQuest mail out I send a brochure to those in my personal database
- ◇ I use twitter to promote the listing to the electronic followers
- ◇ Within my network of brokers and agents I promote the listing on LinkedIn.
- ◇ Brochures are sent out to local real estate offices, key brokers, and clients.

### **Sales meeting**

- ◇ LandQuest holds a sales meeting for agents each Monday, each Realtor gets a chance to promote one listing, depending on the number of new listings this may take place within 30 days

### **Showings**

- ◇ Showings are carefully planned, prepared for, and carried out

### **Google Analytics Report / Client / Realtor update**

- ◇ The first Google analytics report will be available after the listing has been online for 30 days, this can be sent to the seller's email, it is reviewed & goals set for the coming 30 day period for ongoing analysis
- ◇ Feedback provided to seller on not only the web exposure & mail outs, but the # of calls, & emails, details on any showings, market stats, relevant sales or new listings in the area, etc.
- ◇ Client encouraged to update Realtor on any possible changes on their end, increased or decreased motivation, changes to the property good or bad, etc.

### **Marketing Evaluation**

- ◇ At about the 120 day mark (depends on season & motivation of seller) it is time to discuss our marketing, seasonally adjust the web description, possibly freshen up pictures & discuss whether a price adjustment may be in order.
- ◇ The next 120 days are planned & discussed with the Seller, all focused towards reaching a success sale



## BASIS OF ENGAGEMENT

Any and all real estate contracts are negotiable & should be customized to suit the market conditions, property & motivation of the sellers. In general, the level of commitment required in undertaking a marketing campaign for any rural / recreational property in today's marketplace is considerable. LandQuest & myself are fully prepared to offer our commitment & are ready to commence our efforts upon your notification.

As a commitment from the seller we will require a listing agreement for a period of 9 months or more depending on the pricing strategy, season & property. The term of the listing is important to fully commit to a marketing campaign & invest adequately in advertising. Additionally, the costs & time involved in preparing online ads, direct mail & booking print ads with lead times often being 45 – 60 days ahead of publication & a further shelf life of the magazine often being 2 months or more suggests a reasonable listing term of 12 months.

All normal costs of marketing will be borne by LandQuest Realty Corporation—Matt Cameron with our success fee earned and payable only upon the sale of your property.

## BROKER CO-OPERATION

We co-operate & actively encourage other brokers in promoting the sale of our listings & provide them with detailed information and assistance to aid in the sale of your property.

## FEE STRUCTURE

The success fee for marketing & selling this type of property is negotiable based on the price point, accuracy, location and level of marketing required. Contact Matt for more details.



Purcell Mtn Lodge - Sold



Kootenay Riverfront - Sold



Estate Property - Sold



Painted Pony Ranch - Sold





## MATT CAMERON



Matt brings a wealth of knowledge, experience & ambition to all his clients. As a forward looking & innovative Realtor that specializes in marketing rural & recreational real estate, he has the ideal background, personality & experience to provide you with the most informative & professional service the industry offers. Matt has had numerous accomplishments to which he is proud of & continuously works hard to expand upon:

- ◇ Graduated with a B.A in Geography from Saint Mary's University in Halifax (Honors)
- ◇ Traveled to over 15 countries & to every corner of BC
- ◇ Started up & successfully operated a tourism operation based out of Revelstoke, BC
- ◇ Graduated from the Commercial Real Estate 2 year DiplT. program at BCIT (Honors)
- ◇ Worked as a commercial broker with Royal LePage City Centre - Vancouver, BC
- ◇ Started up his own business: Recreational Lifestyle which served buyers of recreational property. The site is currently being re-launched to further promote property in the Kootenays, Shuswap & North Okanagan.
- ◇ Proud father of his two daughters Fia & Ella, and son Rylan
- ◇ Hiked, biked, golfed, taken photos, skied, swam, snowmobiled, vacationed, worked, kayaked, canoed, camped, drove through, and seen as much of the most beautiful place on Earth -British Columbia - as he possibly could. *"I love what I sell ... beautiful pieces of BC"*

Matt is aware that the very success of his business depends on the quality of relationships he builds. By hiring his specialized services he will take the time to understand your situation fully, provide insightful knowledge, communicate effectively & develop a strategy to successfully market & sell your property. You can be assured Matt will work diligently towards achieving positive results on your behalf.

## SOLD PROPERTIES

- Purcell Mountain Lodge, near Golden, BC
- 111 acres on the Kootenay River, Settlers Rd
- Lakefront Cabin Weaver Road, Gun Lake, BC
- Hoodoos 9,700 acres, Fairmont, BC
- Lakeview lot, Scotch Creek, BC
- 9,000 sq.ft Log home, N. Thompson River, BC
- Painted Pony Ranch, Radium Hot Springs BC
- 40 acre Equestrian Property, Chase, BC
- Sunset Ranch, Radium Hot Springs, BC
- Okanagan Organic Farm, Lumby BC
- Spur Valley Acreage, East Kootenays, BC
- Tete Jaune Lodge, North Thompson, BC
- Water access lot , Upper Arrow Lake, BC
- View Acreage, Lower Arrow Lake, BC
- 2 acre lot on Tyaughton Lake, BC
- Crown Royal Island Lot—Lac la Hache, BC



**MATT CAMERON**  
REPRESENTATIVE

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

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