



# THE TW BUILDER GUIDE

THE **TRILLIUM**WEST SALES PARTNERSHIP



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TrilliumWest was founded by a group of highly trained and successful professionals with decades of new home sales and marketing experience. Our innovative team of new home sales specialists have assisted in creating strategies for low-rise communities, condominium projects, investment-based complexes, custom home construction and luxury high-rise buildings.

Whether your group is looking for the best possible sales solution, or an entire sales and marketing strategy, we can help. TrilliumWest has established affiliations with creative agencies, design firms, decor centres and even property management firms to keep your project in-house and on-track.

TrilliumWest provides a unique capability, as a local agency dedicated to developing and growing sales partnerships with builders.

We are viewed as an indispensable asset to our builders, not a mere sales entity. The intent is to create a valued relationship that does much more than solve a staffing problem. We become the face of your business on the street - a trusted team member to get your project the best promotion and highest prices possible, and to navigate the complex sales process with efficiency.

Simply put, by engaging in partnership with TrilliumWest, builders can transform what might have been viewed as a tedious sales expense into an asset that forms an integral part of the project, delivering the best possible sales results.



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**THE TRILLIUMWEST PARTNERSHIP IS WHAT EVERY BUILDER NEEDS TO GET THE INSIDE INFORMATION, THE RIGHT ADVICE, AND THE BEST POSSIBLE MARKETING OF THEIR HOMES.**

~ KEVIN MOTTON

PRINCIPAL - MOTTON CUSTOM HOMES

# SERVICES OFFERED

## PROJECT PREPARATION

- Assist you in acquiring the right land for your project, whether it is on or off MLS®, by drawing on our extensive real estate knowledge and experience
- Advise you on planning and zoning requirements, or how to engage city council if required
- Research the market thoroughly to determine the most suitable mix of housing types for your project
- Develop general building specifications and siting plans
- Engage the best and most creative design firms to establish plans, renderings, and marketing materials
- Create a strong price-point strategy for your products

## PRE-LAUNCH

- Assign top brokerage personnel to lead and support the launch
- Implement and manage the social media strategy for the project, an increasingly important component of sales
- Promote the project through TrilliumWest social channels including our Facebook, Twitter, and Instagram
- Develop and implement a Realtor® co-op program

## ACTIVE SALES

- Staff the sales centre with highly experienced, dedicated sales personnel
- Host information events at local venues
- Promote your project through TrilliumWest web channels
- List your homes on the MLS® system
- Update you on sales centre traffic and indicated buyer interest
- Support sales transactions with our qualified brokerage administrators

# THE TRILLIUMWEST ADVANTAGE

## LOCAL EXPERIENCE

- Decades of experience in new home marketing and sales, on the floor right here in the Region
- Continuous market research and data analysis on all local new construction projects
- Strong insight into where the new housing market in the Region is heading
- Staff who work and live in the Region, with firsthand experience with the communities, schools, and amenities that buyers will want to tap

## NICHE SPECIALIZATION

- In-house agents who specialize in particular areas, such as first-time buyers, family homes, seniors housing, investment properties, or luxury homes
- Years of sales success targeting specific demographics

## SOCIAL & MARKETING CHANNELS

- 'Liked', 'followed' and 'watched' on a daily basis through our social media profiles, to promote your project
- Extensive contact database of interested people, built up over the years, who receive via email our Monthly Market Review, updating them on real estate activity in the Region
- Strong focus on customized web and print media to target potential buyers
- The #1 rated real estate brokerage in the Region

# WHY USE A TRILLIUMWEST AGENT?

TrilliumWest Realtors® are trained professionals in the real estate field (with continuing educational requirements) who are passionate about guiding clients through the intricacies of the largest single purchase or investment they will likely make their lifetime .

TrilliumWest agents pride themselves in keeping up to date. We study market trends, know applicable contract law, and have an in-depth knowledge of our community. Perhaps the most overlooked difference is our ability to know not only what is on the MLS® system, but what properties are not. The inside scoop can be the difference between finding the perfect home and missing out.

Our connected agents have extensive backgrounds in new construction projects, resale homes, investment properties, luxury homes and everything in between. We know our product and our market and will help you buy with knowledge and confidence.

A TrilliumWest agent has the expertise to move seamlessly through the selling or purchase process. We help to align clients with the best possible specialists like lawyers, finance professionals, contractors and inspectors. We help to avoid costly mistakes.

A TrilliumWest agent knows the city and the market, and is held to a high standard of professionalism by our Brokerage. As a TrilliumWest agent, it is our responsibility to educate and protect our clients and ensure that the building, selling, investing or purchasing process is a successful and rewarding experience.

## WHY WORK WITH ANYONE ELSE?

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*Leading* REAL ESTATE COMPANIES OF THE WORLD™  
**TRILLIUMWEST**  
REAL ESTATE BROKERAGE