

Builder Guide

The TrilliumWest Sales Partnership

Prepared by **TRILLIUM**WEST Real Estate Brokerage Ltd.



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The TrilliumWest Sales Partnership

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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

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.

Services Offered

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This is the finest leadership group I have ever seen. I could not imagine running my business without them in my sales centres.”

Jason Fabbian | Principal - Gemini / Fabbian Fine Homes

Project Preparation

- **Assist** you in acquiring the right land for your project, whether it is on or off MLS(R), 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, Pinterest, YouTube & Houzz
- **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

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“The TrilliumWest marketing channels are the ultimate tool to advertise any new project in Guelph. This is what we do”

TrilliumWest Agent

Local Experience

- Decades of experience in new home marketing and sales, on the floor right here in Guelph
- Continuous market research and data analysis on all local new construction projects
- Strong insight into where the new housing market in Guelph is heading
- Staff who work and live in Guelph, 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
- Dedicated websites like GuelphLuxury.com and GuelphInvest.com to support particular niche markets

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 Guelph
- Strong focus on customized web and print media to target potential buyers

Get in touch
 build@trilliumwest.com