

Selling your home with Team McDadi



SAM McDADI
REAL ESTATE BROKERAGE



2024 Marketing Package

In a rapidly changing market, **work with the experts**

The real estate market has significantly changed in the past few years. From record-breaking sold-over-asking transactions to slow downs in the market, one thing is for sure: the housing market is always adapting and rapidly evolving. No situation is ever the same, but Team McDadi has experienced them all.

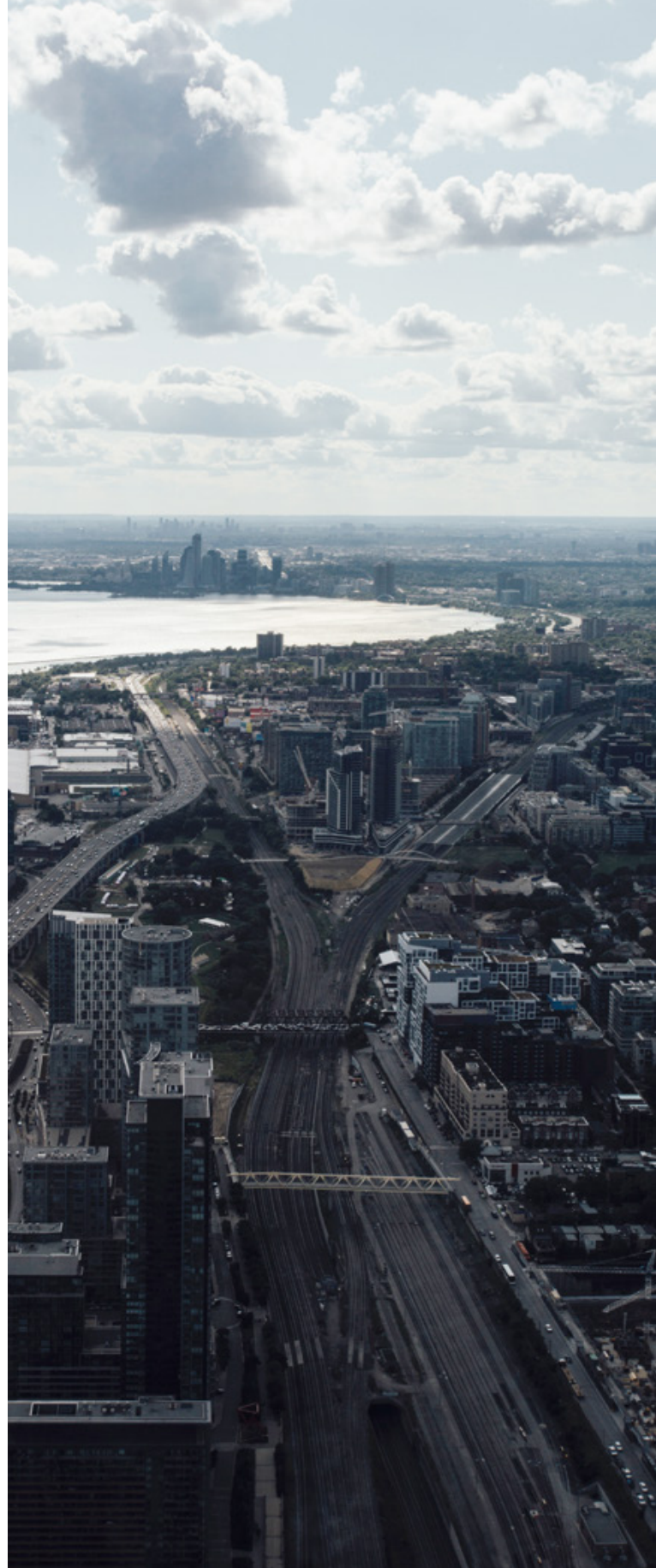
If you want to explore your options for buying and selling with confidence, we have the tools, knowledge and expertise to be successful in any market.



Sam McDadi

BSc., M.B.A., Owner,
Sales Representative

Sam McDadi Real Estate Inc. Brokerage



No home is too big or too small for **Team McDadi**

This is our motto. No matter the size, location or price of your property, we have the tools to help you. Whether you are interested in buying or selling a condo, a townhouse, a single detached home or an estate mansion, our aim is to provide each client with the ultimate real estate experience.

This is why Team McDadi is the leader in Mississauga for 30+ years** and is ranked the #1 real estate team in the GTA for 13 years in a row*.

The **McDadi difference**

- Free home evaluations
- Highly-competitive commission rates
- Sam McDadi's 35 years of real estate experience
- All the benefits of being the leader in the GTA for 13 consecutive years*
- Access to an exclusive network of brokers via our established relationships
- Unrivalled full-service marketing strategies
- Full-time photographers and videographers creating top-notch imagery, aerial photos, videos, and virtual tours with navigable floor plans
- Staging including furniture and accessories
- Pre home-inspections and reports
- Access to lawyers and mortgage advisors
- Complimentary home cleaning
- Access to the best trades professionals

Strength in numbers

#1

REAL ESTATE
TEAM IN
THE GTA

*

OVER
16K

HOMES
SOLD

**

OVER
\$10B

IN REAL ESTATE
SALES

**

OVER
\$1.4B

SOLD IN
2021

3x

MORE SALES
THAN THE
#2 REALTOR

4x

READER'S
CHOICE WINNER
2020 TO
2023

20+

LANGUAGES
SPOKEN
BY TEAM
MCDADI

60+

AGENTS
+ FULL
SERVICE
TEAM

7

OFFICE
LOCATIONS
IN THE
GTA

The right strategy to promote your home

Marketing goes way beyond what you see as the final product: advertising. Coupled with the dedication of our team and our established relationships in the real estate market, the results of our approach and tactics are unmatched. And that's why Team McDadi sold more than one home a day for the last 35 years*.

As part of our highly-competitive commission rates, our full-service marketing plans include:

- In-house Marketing and Design Department producing compelling visuals for your listing
- Advertising online in the most visited property websites in the market
- Strong presence in print and outdoor media
- Home of the Week on CP24 and Digital Billboards
- Local, national and international exposure
- Social media channels with 47K+ followers
- Relationship with local news media and publishers
- Ads and articles in well-renowned publications
- Curated list of ethnic-focused publications

Your McDadi Sales Representative will help you enter the market with the most powerful exposure in the GTA.



*Total career sales with a team of 60+ agents, TRREB stats 1988-2022.

What to expect

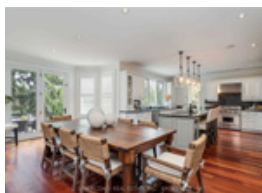


Comparative Market Analysis

We will provide you with a comprehensive written evaluation of your home which will indicate its value. Together, a listing price can be decided which is both acceptable to you and realistic in terms of the prevailing market conditions and your goals.

Pre-inspection, Staging and Accessorizing

Team McDadi will make recommendations with respect to repairs and improvements that will enhance the saleability of your home and ensure the maximum selling price. We also have full-time exclusive stagers to work with our sellers and a warehouse full of furniture.



High-end Imagery

Our in-house photographers and videographers will produce the best-in-class asset library for your home, including exterior drone shots, interior photography, dynamic videos, and 3D tours, which will be used to promote your home in all web listings and other marketing collaterals.

Just Listed Postcards

As soon as your property goes live on MLS, the first marketing piece we prepare is the high-impact Just Listed postcard, which will be widely distributed by Canada Post.



Open Houses

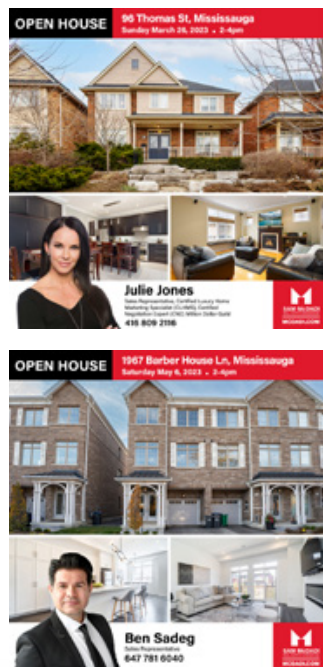
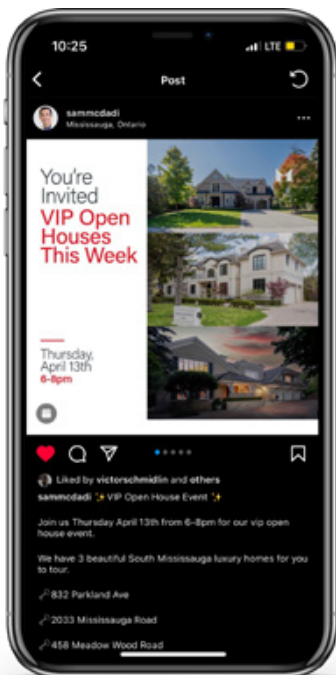
When people visit a well kept and nicely decorated house, they can see themselves living there and taking advantage of each space. It's a great way to attract buyers.



VIP Open Houses



Team Caravan



Catalogues and Feature Sheets

Our full-service Marketing Department will prepare attractive brochures we call Property Catalogues, which will be available to all prospective purchasers and real estate agents that visit your home, to provide them with a convenient and detailed visual reminder of the property.



McDadi.com Website

McDadi.com is ranked among the top when individuals are searching the internet for homes for sale in Mississauga and the GTA. In other words, people who are ready to purchase their dream home or expand their real estate portfolio frequently visit our website. Listing your property with Team McDadi means receiving maximum exposure to all potential buyers.



16K
PAGE
VISITS/MONTH

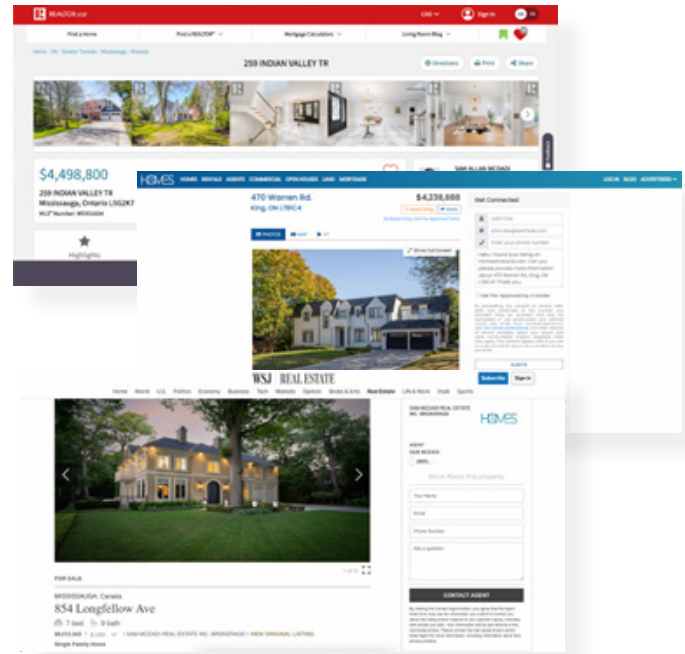
7.8K
HOMEPAGE
VIEWS/MONTH

3.3K
LISTING
VIEWS/MONTH

5.7K
UNIQUE
USERS/MONTH

Online Advertising

Your listing will be featured on McDadi.com and on the most popular online sites. Luxury homes are also included in the two most searched web portals for high-end properties: luxuryhomes.com and luxuryrealestate.com (Both of these sites are limited to just a few select Realtors).



Online exposure



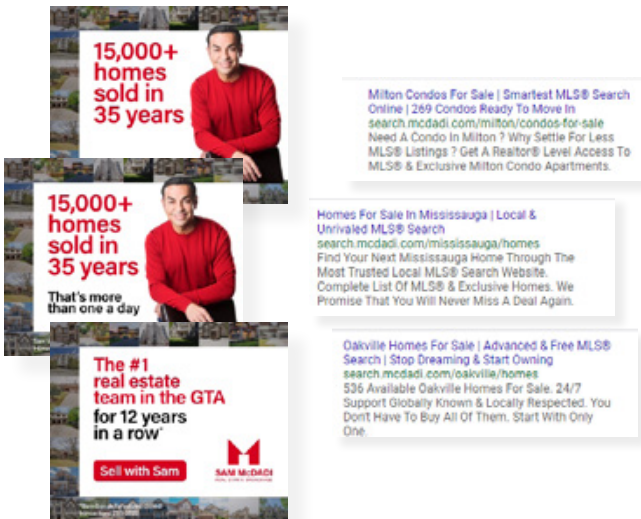
Enhanced international presence and luxury market exposure



Social Media Presence



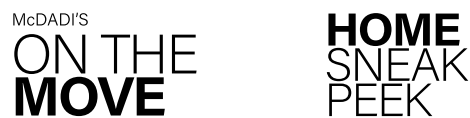
The phenomena of social media has completely changed how homes are promoted today. It allows people to experience video tours and interact with agents in real-time. Team McDadi is active on all main social platforms including Facebook, Youtube, Instagram, Tik Tok and LinkedIn, keeping our following informed of new listings, open houses, market updates and much more.



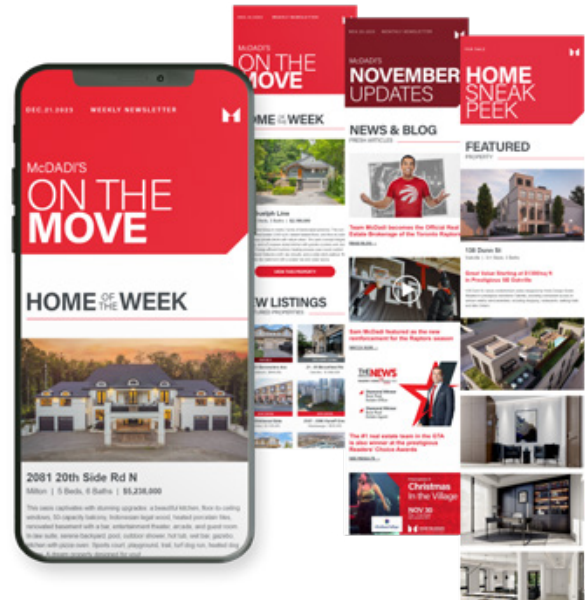
Google Ads Network

Sam McDadi Real Estate Brokerage invests thousands of dollars every month to reinforce its brand awareness and to create consideration for its listings. Our automated Google Search ads cater to specific areas and keywords, like when a user searches for "homes for sale in Mississauga", leading them straight to our listings page. Also, our digital banner ads promoting the company as the real estate leading team in the GTA attract an impressive amount of visitors to our website on a daily basis.

E-Blasts to Broker Network And Registrants



Our listings are promoted directly to our database with tens of thousands of subscribers. Our e-blasts and e-newsletters are sent straight to their inbox, reaching potential home buyers and a broad network of Realtors and brokerages.



Home Of The Week Program

On TV

This is an exclusive program we run which we're really proud of and differentiates our company from our competitors. Every week on CP24, two listings are featured as our Homes of the Week on the news channel, and they help increase McDadi.com website visits, which benefits all of our clients.



On News Outlets

Insauga has become one of the largest hyper-targeted news, lifestyle and entertainment coverage portals in Canada, with 12 million page views a month from residents of Mississauga, Brampton, Halton, Hamilton, Durham and Niagara. Sam McDadi's listings are a constant presence in their articles, featuring one home a week in each of their 6 main regions.

Other news outlets also regularly feature our local listings on their real estate sections, like The National Post (sold homes), Oakville News, YourCityWithin.com, and many others.



Print Advertising

Advertising is critical to successful sales and brand awareness. We will select advertising media such as local newspapers and regional magazines to promote homes and also the benefits of working with us. Our ads can be seen in the most important local publications across the GTA.

THE
Real Estate
Book

Lakeshore Living

NEIGHBOURS
OF LORNE PARK

NEIGHBOURS
of Mississauga Road

NEIGHBOURS OF
MILLCROFT

ourhomes
CELEBRATING LIFE AT HOME

IN THE HILLS
A magazine of country living in the Headwaters region

WEST



Luxury Real Estate Marketing

Marketing luxury real estate properties requires specific tools that are different from those we utilize to advertise other homes. For instance, we ensure we market all our luxury properties to international buyers.





Outdoor Advertising

Along the Toronto-Hamilton corridor, you can see digital billboards exhibiting our Home of the Week and open house ads.



Area-Targeted Sales Activity Reports

This tool helps our agents to clearly educate our prospective clients on market trends, neighbourhood activity and the benefits of working with Team McDadi.



Print newsletters

Every month, selected communities receive our regular newsletters featuring market stats, news, and updates on our new and sold listings, keeping previous clients and area residents on top of new market trends and opportunities.



When you choose Team McDadi, **you help**

Sam McDadi Real Estate
Brokerage is proud to donate
a portion of each sale to the



In 2018, Team McDadi donated \$250,000 to Trillium Health Partners Foundation. In 2020, we increased our pledge to donate \$1,000,000.

Team McDadi is also a proud supporter of numerous charitable organizations, sports programs and community events:

- Batter Up Baseball School
- Canadian Cancer Society
- Canadian Diabetes Association
- Clarkson Christmas in the Village
- Clarkson Halloween in the Village
- Erindale Little League Tennis Canada
- Family Jingle and Mingle
- Heartland Dragons Minor Hockey Association
- Hoops for Her
- Mississauga Girls Hockey League
- Mississauga Santa Claus Parade
- Port Credit Buskerfest
- Port Credit Skating Club
- Princess Margaret Hospital Association
- Rouge Valley Health System
- Schizophrenia Society of Ontario
- Sick Kids
- Tennis Canada
- The Art of Giving
- The Compass Food Bank
- The Mississauga Food Bank
- The Mississauga Tigers

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THE OFFICIAL REAL ESTATE BROKERAGE OF THE **TORONTO RAPTORS**

Toronto's beloved home team meets GTA's #1 home team*.
Two powerhouses together for the win.



Sam McDadi BSc., M.B.A. Sales Representative.

*Based on dollar volume closed transactions 2011-2023.



SAM McDADI

REAL ESTATE BROKERAGE

North Mississauga | 905 502 1500

5805 Whittle Rd #110, L4Z 2J1

Oakville | 905 845 1500

78 Lakeshore Rd West, L6K 1E1

Burlington | 905 333 1100

3 - 4130 Fairview Street, L7L 4Y8

South Mississauga | 905 823 1500

1034 Clarkson Rd North, L5J 2V9

Toronto | 416 544 1500

3311 Yonge St, M4N 2L9

Hamilton | 905 664 5100

110-442 Millen Rd, L8E 6H2

Milton | 905 876 1300

1264 Main St East, L9T 6H7



Facebook

/teammcdadi



Youtube

/sammcdadi



Instagram

/sammcdadi



LinkedIn

Sam McDadi



Tik Tok

sam.mcdadi

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McDadi.com