

MARC DESSUREAULT

M O N T R E A L
r e a l e s t a t e b r o k e r



from start to

S  LD

Your ultimate guide to listing and selling your home in today's market



SERVICE OFFERING

3

Marc and
the REMAX experience

5

Planning your way to SOLD!

7

Exposure, Exposure, Exposure...

9

Programs and networks

11

Offers that will "move" You!





ABOUT MARC

34 YEARS AND COUNTING...

In 1993 Marc joins RE/MAX.

Following his start in real estate in 1991 with Village Real Estate, Marc is recruited by RE/MAX Royal Jordan in the west Island of Montreal.

A family drenched in Real Estate.

Marc's in-laws are the founders of the first RE/MAX franchise in Quebec who started the company in 1982. With his wife Sylvie, they formed a successful team up until the children came along, yet Marc remained as one of the most active realtors in Montreal. He is a loving father of two young men Max (25) and Sam (22) and highly involved in the fight to cure autism, a syndrome which affects his oldest son who remains non-verbal to this day.

It all comes back to you...

With now 34 years of experience under his belt, Marc's wisdom in transacting home and condo sales is highly sought after by hundreds of clients.

Throughout the years, he has seen virtually all scenarios which could jeopardize a sale and found solutions to each one, making your selling journey a more fluid and stress-free process. Having kept abreast of the new laws and regulations governing real estate in Quebec, Marc is best positioned to help you get sold and moved.



A DOMINATING TREND IN REAL ESTATE

RE/MAX dominates the market, and that translates into more buyers for you!



WHY RE/MAX ?



A BRAND OF TRUST

Quebecers' favourite real estate company year after year, according to a Léger study

1st in its category for

- its reliability
- the quality of its products and services
- customer loyalty

Source : Les entreprises les plus admirées des Québécois - 2024 edition Study, Léger

RESULTS



45.18%

of properties in Quebec are sold by RE/MAX brokers

more than
90,000

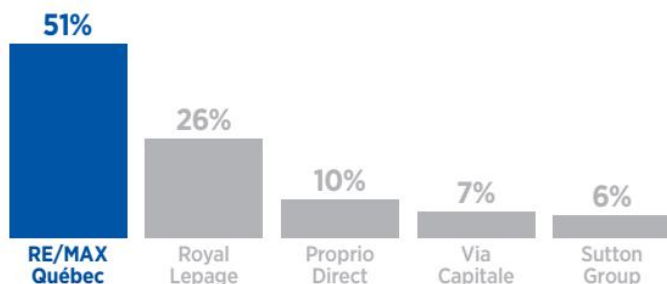
transaction sides carried out by a RE/MAX broker in 2024

NO ONE IN QUEBEC SELLS MORE REAL ESTATE THAN RE/MAX!

Sources : RE/MAX Québec, Centris

SEEN MORE, SOLD FASTER

The RE/MAX website is No.1 among all real estate banners in Quebec, accounting for over **50%** of all web traffic.



Source : Com-score, 2024 Cumulative

With more visits to its website than all its competitors combined, RE/MAX considerably increases the visibility of your property and your chances of finding a buyer.

With RE/MAX, you benefit from the maximum number of tools, programs and expertise for a unique, personalized customer experience.





PLANNING YOUR WAY TO SOLD!

The assurance of success

Given the final objective is to get your home sold, nothing can ensure a successful result more than proper planning. Here Marc showcases his devotion to getting you, your family and your home ready for market.

Strategic Planning

A PROCESS OF DILIGENCE



Pre-paving your journey to a successful sale demands you be energized and ready to launch yourself onto the market. Here are key elements he will tackle for you to create the best strategy from Day 1.

inquisition

Marc will have an opened and honest discussion with you regarding your goals and desires, your fears and concerns and answer any question you may have at the onset to ensure you are confident and comfortable with the process

documentation

Help you gather all documents required for both your legal files as well as those sought after by buyers such as renovation invoices, service bills, etc. and seek public records for those you may not have on hand.

evaluation

Provide you with a comprehensive market report on the sale and active listings of comparable homes in your area, supported by market trends and statistics to allow you to make an educated decision on your pricing.

presentation

Guide you in tactics to best present your house to buyers by recommending subtle changes or repairs, staging certain rooms, decluttering and other ways to maximize that first impression!

visitation

Recommend best practices regarding buyer visits, the dos and don'ts, how to provide easy access, if an open house is suitable or not and how to reduce stress and prep time when called upon to entertain buyers.

communication

Explain to you how the communication flow will be structured so that you will always be notified in advance of visits as well as be kept abreast on visitor feedback, market changes and time sensitive information.



MARKETING STRATEGIES TO EXPOSE YOUR LISTING

ATTRACTING BUYERS!



PRIMARY SOURCE SITES

All search engines provide 2 primary websites when consumers are looking for a home to buy, namely CENTRIS.CA and REALTOR.COM. Since your listing is only summarized at this level, buyers wanting more details on your property are then transferred to Marc's REMAX webpage which features all the pertinent details and photos of your home.



OPTIMIZING SOCIAL MEDIA CHANNELS

Using social media is an evolving art. Marc promotes your listing using various platforms and solicits his followers to share your listing to all their spheres of influence, increasing exposure and the chances of grabbing prospective buyers who otherwise would not have know about your home.



TARGETED EMAIL CAMPAIGNS

The use of email marketing is a great way to hit all those personal contacts in his database who know him and his business. They, as well as many brokers in your area, can be made aware of your listing through this key promotional tactic.



HI IMPACT NETWORKING

Since he exclusively represents your interests, the vast majority of buyers will come from other brokers. Knowing these brokers very well, he also knows the type of buyers they work with and therefore solicits them to highly consider your listing for their prospective clients.

THE POWER OF FIRST IMPRESSIONS

EVERYTHING HINGES ON YOUR LISTING SHEET...



Here is where our planning process takes all its meaning and power.

An invitation to visit

Buyers are highly influenced by what they see and read from the onset.

If your listing does not excite them, they will skip to the next choice regardless if your home was a perfect match for them...

It is therefore crucial for each and every aspect of your listing, from great photography to well sequenced and detailed content on your home's features and neighborhood characteristics be fully exposed.

The Law of Attraction is made obvious in any neighborhood through the adage; "birds of a feather flock together", meaning people of similar profiles will tend to move in areas that resemble them most.

So not only must your listing best describe your home, but even more importantly it must define your neighborhood!

This increases your chances of attracting the perfect buyer each and every time!

Marc provides you with special and unique programs for which he is a certified member. **Click on each icon** and discover the added benefits of dealing with him.



THE
RE/MAX
COLLECTION

Tranquilli-T

Coproprié-T

Integri-T

in collaboration with **ACQ** RÉSIDENTIEL

RE/MAX
C KEY Program





Marc's network of professionals provide the support you need for all contingencies and scenarios

TO EITHER SUPPORT YOUR TRANSACTION



INSPECTORS



LAB WORK



ELECTRICIANS



MASONS



ROOFERS



DECONTAMINATION



HVAC



PLUMBERS



TAX EXPERTS



FOUNDATIONS



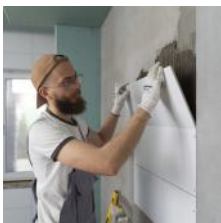
NOTARIES



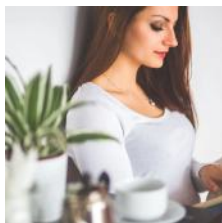
MOVERS

In 34 years, Marc has built a tested network of professionals that share his values and morals in servicing his clientele. Tested and true, they are there to assist you and avoid second guessing yourself on who you may need to hire off the internet or local directories.

OR HELP YOU FOR SPECIAL CIRCUMSTANCES



RENOVATORS



INTERIOR DECOR



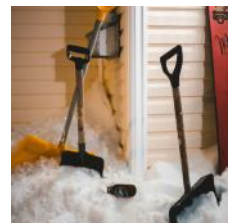
SMART HOUSING



LANDSCAPING



POOL SERVICES



SNOW REMOVAL



PAINTERS



FENCING



WINDOWS



FLOORING



FIREPLACES



AND MORE!

MARC CONNECTS YOU TO ALL YOU NEED IN ONE SERVICE OFFERING



GETTING MOVED!

REACHING THE FINISH LINE

Marc is a master negociator who solely represents your interests and goals. Yet an accepted offer is not paramount to a sale... A diligent follow up on conditions and agreements from your buyer requires him to ensure that the collaborating broker remains diligent in his or her responsibilities.

SIGNING OFF ON YOUR SALE

He will be present to accompany you at the notary and make sure all financial adjustments, costs and reimbursements are properly done. Furthermore he will make sure that the offer is well translated into your Act of Sale.

PREPARING YOUR MOVE

He will provide you with the appropriate checklists and to do's to help you coordinate all your transfers of information towards your new destination and closing of accounts from your existing home.

FAREWELL VISIT

On moving day, he will drop by to greet you farewell and see if your move is unfolding as planned. He will note any potential issues that may arise on the state of your property and the inclusions that were part of your sale.



**WE TAKE CARE
OF YOU**



514-704-0626

[or click here for request form](#)

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