



THE FREIS GUYS HELP YOU WITH

Why Choose The Freis Guys? 8 Questions Every Buyer & Seller Should Ask

THE FREIS GUYS' Guide to Finding the Right Real Estate Team - Choosing a REALTOR® is one of the most important decisions you'll make when buying or selling a home. The right agent shouldn't simply place a sign on your lawn or unlock doors—they become your trusted advisor, negotiator, marketer, and advocate throughout the entire process.

Jules and Laurel Freis, THE FREIS GUYS, believe you deserve more than basic real estate service. You deserve a team that educates you, protects your interests, and helps you make confident decisions every step of the way.

Here are eight questions every consumer should ask—and why our answers make all the difference.

1. How Much Experience Do You Have in This Market?

Real estate is constantly changing. Market conditions, buyer behaviour, interest rates, and neighbourhood trends can all affect the value of your home.

THE FREIS GUYS DIFFERENCE

With over 65 years of combined experience in real estate, construction, home design, and marketing, we don't simply follow the market, we study it.

We provide every client with:

- ✓ Detailed neighbourhood market statistics
- ✓ Recent comparable sales
- ✓ Pricing trend analysis
- ✓ Market forecasts
- ✓ Advice based on decades of local experience



Value-Added Perk

Every client receives a complimentary Customized Market Intelligence Report, helping you understand exactly what's happening in your neighbourhood before making any major decisions.

2. How Will You Market My Home?

Marketing today is far more than putting a home on REALTOR.ca®. Exceptional marketing creates excitement, attracts qualified buyers, and generates stronger offers.

THE FREIS GUYS DIFFERENCE

Laurel's award-winning marketing expertise allows us to create a customized marketing campaign for every listing.

Our marketing may include:

- ✓ Professional photography
- ✓ Cinematic video tours
- ✓ Drone photography (where appropriate)
- ✓ Social media advertising
- ✓ Digital marketing campaigns
- ✓ Professionally designed brochures
- ✓ Feature sheets
- ✓ Neighbourhood marketing
- ✓ Buyer database exposure
- ✓ REALTOR® networking

We believe every home deserves a unique marketing strategy—not a one-size-fits-all approach.

Value-Added Perk

Every listing receives a complimentary Personalized Marketing Plan, detailing what we do to ensure you are exposed to all potential appropriate buyers. We also create a Homeowners Binder detailing key aspects of your home. When buyers view your home and see the binder, it answers many questions about your property, and also describes things that is not necessarily visible in an average visit.

We include things such as:

- Comparable market data
- Tax information
- School, daycare, and university location



- Shopping and bus stop locations
- Manuals on elements that will remain in the home
- Receipts for any renovations or improvements you have done
- Any transferable warranties
- Any information that might not be visible - new wiring, new sewer pipes or sump pit, new insulation added to the attic, etc.

3. How Will You Support Me Throughout The Process?

Buying or selling a home involves many moving parts. Communication is essential.

THE FREIS GUYS DIFFERENCE

When you hire THE FREIS GUYS, you don't hire one REALTOR®. You get two experienced professionals working together on your behalf. We're with you from your first consultation to well after possession day. We'll guide you through:

- ✓ Pricing strategy
- ✓ Preparing your home
- ✓ Showings
- ✓ Offers
- ✓ Negotiations
- ✓ Conditions
- ✓ Financing timelines
- ✓ Legal requirements
- ✓ Possession Day

Value-Added Perk

Every client receives our exclusive Home Buying & Selling Success Binder, complete with checklists, timelines, moving tips, trusted contacts, and helpful resources to keep everything organized.



4. Do You Know My Neighbourhood?

Local knowledge matters.

Knowing what homes have sold is important.

Knowing why they sold is even more valuable.

THE FREIS GUYS DIFFERENCE:

We research every neighbourhood we work in, helping clients understand:

- ✓ Recent sales
- ✓ Current competition
- ✓ Buyer demand
- ✓ Future developments
- ✓ School districts
- ✓ Community amenities.



5. Can You Help Me Beyond Financing?

Your mortgage is only one piece of the puzzle.

THE FREIS GUYS DIFFERENCE:

We work alongside trusted mortgage professionals who can explain financing options tailored to your goals. We also help you understand the true cost of home ownership so there are no surprises on possession day.

Value-Added Perk

Every buyer receives our exclusive Home Buying Package, helping you become more aware of what we do and what you need to look for.

6. What Results Have We Achieved?

Results matter. We will demonstrate consistent performance and explain how our strategy helps our clients achieve strong outcomes.

THE FREIS GUYS DIFFERENCE

Rather than relying on luck, we combine strategic pricing, powerful marketing, professional presentation, and skilled negotiation to position your home for success. Our goal is always to maximize your home's value while minimizing time on the market.

Value-Added Perk

We provide a complimentary Seller Package, showing you how strategic pricing and marketing can influence both sale price and days on market.

7. How Do You Negotiate?

Negotiation is where experience pays for itself. The strongest negotiators don't simply respond to offers—they anticipate them.

THE FREIS GUYS DIFFERENCE

We negotiate with preparation, strategy, and professionalism. Our clients benefit from:

- ✓ Thorough market research
- ✓ Strong communication
- ✓ Careful contract review
- ✓ Creative problem-solving
- ✓ A calm, confident approach focused on protecting your interests

Whether you're buying or selling, we work to secure the best possible outcome while keeping your transaction moving smoothly.

Value-Added Perk

Before reviewing any offer, we walk you through every detail using our Offer Review Consultation, ensuring you understand all terms, conditions, timelines, and options before making a decision.



8. Can I Speak With Your Past Clients?

One of the best ways to understand how a REALTOR® works is to hear directly from the people they've helped.

THE FREIS GUYS DIFFERENCE

We're proud that much of our business comes from repeat clients and referrals. Our clients often tell us they appreciated our communication, honesty, patience, attention to detail, and commitment to making the process as stress-free as possible.

Value-Added Perk

We invite you to read our client testimonials and, upon request, we're happy to provide references from past clients who can share their experience working with THE FREIS GUYS.

Why Choose THE FREIS GUYS?

When you hire THE FREIS GUYS, you're getting far more than an a pair of REALTORS®. You're gaining two experienced professionals who combine expertise in:

- Real Estate
- Construction
- Architectural Design
- Home Preparation
- Renovation Advice
- Award-Winning Marketing
- Strategic Pricing
- Skilled Negotiation
- Client Education



Our philosophy is simple:

- Educate first.
- Advise honestly.
- Negotiate confidently.
- Deliver exceptional service.

From your first consultation to long after you've moved into your new home, we're committed to helping you make informed decisions and enjoy a smooth, successful real estate experience.

THE FREIS GUYS PROMISE

We don't measure success by the number of homes we sell. We measure success by the number of clients who trust us enough to call again, refer their friends and family, and confidently say, "**THE FREIS GUYS** made all the difference."



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REMAX EXECUTIVES REALTY

