



**VRECKO** | REAL ESTATE  
GROUP

# LISTING PACKAGE



**RE/MAX Kelowna**



# OUR MISSION

ACCOUNTABILITY  
DEDICATION  
INTEGRITY  
KNOWLEDGE  
PERSISTENCE  
PROFESSIONALISM  
UNDERSTANDING

"PROVIDING AN UNPARALLELED APPROACH TO BUYING AND SELLING FAMILY HOMES, PREMIUM PROPERTIES AND LUXURY ESTATES IN CANADA. OUR PROMISE IS TO EXCEED THE EXPECTATIONS OF ALL CLIENTS AND COLLEAGUES BY ALWAYS PROVIDING ABSOLUTE EXCEPTIONAL SERVICE FOR EVERY TRANSACTION".



## CORE VALUES

"PROVIDING AN UNPARALLELED APPROACH TO BUYING AND SELLING FAMILY HOMES, PREMIUM PROPERTIES AND LUXURY ESTATE IN CANADA".





## QUINCY VRECKO

Quincy is the founder and owner of Vrecko Real Estate Group and is the lead Luxury Real Estate Agent for the firm's Collection (properties listed at more than \$1 million). As a recipient of the Top Luxury Sales Award for RE/MAX Kelowna, Quincy continually proves that he is a successful facilitator whose unique skillset makes him a respected figure in the industry.

With more than 28 years of experience in the luxury industry—in both real estate and automotive sectors—there aren't many situations Quincy hasn't already encountered. Quincy is an expert in sales and has strong negotiating skills, if something different does come up, he's always ready to take on a new challenge.

That level of proficiency, combined with a solid sales background and unflappable work ethic, allows Quincy to engage clients and communicate with industry peers on a meaningful level. Quincy spent some time in Calgary where he met his wife and had 2 children before returning to BC. Having worked in both BC and Alberta, he has established a network of contacts across Western Canada, further aiding his endeavors in luxury real estate

# MEET THE VRECKO TEAM

## TRACEY VRECKO

Tracey is the lead Kelowna real estate agent for Vrecko Homes, the division of Vrecko Real Estate Group that focuses on mainstream properties (less than \$1 million). With more than two decades of experience in the field, Tracey has endured, and adjusted to, fluctuations in the market over the years. This ability to get creative has allowed Tracey to exceed her clients' expectations, no matter which way the market is trending.

Working in partnership with her husband Quincy, who heads the Kelowna real estate firm, Tracey is driven to succeed in her business career. Competitive and hard-working, she is continually one of the top producing Kelowna Realtors for the local RE/MAX office.







## CHRIS WARD

As a Senior Real Estate Consultant Chris Ward has been involved in buying and selling homes in the Okanagan Valley for over 27 years. Chris has complete knowledge of the local real estate market with insight into top Kelowna neighbourhoods that align with your specific real estate needs. For expert knowledge backed by years of experience, Chris is a wealth of information. During his long-standing real estate career, as a Kelowna Realtor he specialized in family homes, condos and townhouses and larger scale real estate developments.

Chris has been a member of the Vrecko Real Estate team for over 10 years. He has achieved top honors as a Kelowna Realtor at RE/MAX Kelowna and is recognized by his peers as one of the top 5 Kelowna realtors in the Kelowna RE/MAX office.

# MEET THE VRECKO TEAM







# WHY YOU SHOULD LIST WITH US

## LISTING EXPOSURE

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A STRONG ONLINE PRESENCE GETS MORE VIEWS TO PROPERTY LISTINGS. VRECKO REAL ESTATE GROUP HAS ONE OF THE BEST REAL ESTATE WEBSITES IN THE OKANAGAN WITH TOP REAL ESTATE TERMS SECURING TOP WEB RANKINGS. THIS MEANS MORE EXPOSURE FOR VRECKO LISTINGS. WHEN LISTING A HOME FOR SALE IN KELOWNA, THE REACH TO POTENTIAL BUYERS GOES MUCH FURTHER. STRONG WEB PRESENCE ALONG WITH A LARGE SOCIAL MEDIA PLATFORM WITH THOUSANDS OF FOLLOWERS THAT SHARE VRECKO LISTINGS THROUGH ALL SOCIAL NETWORKS ENSURES MAXIMUM VIEWS.

## INFORMED SHOWINGS

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IT IS IMPORTANT AS A HOMEOWNER TO PREPARE A HOME FOR SHOWINGS SO EACH SHOWING COUNTS, AND THAT TAKES TIME. WHEN SHOWING REQUESTS ARE RECEIVED, THE VRECKO TEAM HAS A PROCESS IN PLACE TO ENSURE THERE IS A QUALIFIED BUYER VIEWING THE HOME. THE VRECKO TEAM PERSONALLY RELAYS IMPORTANT INFORMATION ABOUT THE PROPERTY AND POINTS OUT THE HIGHLIGHTS OF THE AREA. A HOME IS MORE THAN JUST A HOME, IT'S A LIFESTYLE AND THE TEAM UNDERSTANDS THE IMPORTANCE OF SELLING A LIFESTYLE.

## TARGET MARKETING

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EVERY HOME IS DIFFERENT, THEREFORE, EACH LISTING NEEDS DIFFERENT MARKETING. WHEN LISTING A HOME FOR SALE IN KELOWNA, THE VRECKO TEAM WILL FIRST DETERMINE THE TARGET MARKET FOR THAT LISTING. FROM THERE, MORE DIRECT MARKETING IS DONE TO ATTRACT A BUYER. (LONG GONE ARE THE DAYS OF JUST PUTTING UP A SIGN UP. WITH DETAILED ANALYTICS, THE VRECKO TEAM CAN TRACK THE VIEWING ACTIVITY ON EACH LISTINGS TO DETERMINE WHERE THE ACTIVITY IS COMING FROM. THE VRECKO TEAM WILL FIND THE BUYER!

## PRESENTATION

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BEFORE LISTING A HOME FOR SALE IN KELOWNA, FIRST STEP IS STAGING IDEAS TO PREPARE THE HOME FOR PHOTOGRAPHY. VRECKO REAL ESTATE GROUP WORKS WITH THE BEST REAL ESTATE PHOTOGRAPHY TEAM IN KELOWNA THAT TAKES PROFESSIONAL PHOTOS AND PRODUCES A VIRTUAL TOUR. THIS MARKETING NOT ONLY SHOWS OFF THE FEATURES OF THE HOME, BUT THE LIFESTYLE THAT GOES WITH IT.

## EXPERIENCE

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ALL TEAM MEMBERS AT VRECKO REAL ESTATE GROUP HAVE A SALES BACKGROUND AND ARE EXPERIENCED IN A WIDE VARIETY OF REAL ESTATE SALES INCLUDING: LUXURY PROPERTIES, WATERFRONT HOMES, FAMILY HOMES, TOWNHOMES AND CONDOMINIUMS, NEW HOME CONSTRUCTION AND REAL ESTATE DEVELOPMENT. THEY ARE A DIVERSE GROUP OF AGENTS WITH STRONG SKILLS TO ENSURE TOP SERVICE FOR THEIR CLIENTS. WITH STRONG NEGOTIATION SKILLS AND TECHNIQUES, ANY HOME INVESTMENT IS IN GOOD HANDS WITH THIS EXPERIENCED TEAM.



# THE VRECKO GUARANTEE

## WE GUARANTEE TO WORK WITH YOU

- ★ ANSWER YOUR QUESTIONS
- ★ ACT WITH PATIENCE AND ACT PROMPTLY
- ★ PROVIDE YOU WITH NECESSARY INFORMATION
- ★ OFFER FEEDBACK TO IMPROVE THINGS
- ★ ENSURE YOU ARE SATISFIED WITH THE END RESULT, WHETHER BUYING OR SELLING

## WE GUARANTEE TO WORK FOR YOU

- ★ PUT YOUR NEEDS ABOVE OUR OWN
- ★ TREAT YOUR BUYING AND SELLING EXPERIENCE LIKE OUR OWN
- ★ CONTINUE YOUR EXPERIENCE BEYOND A SUCCESSFUL CLOSING
- ★ USE OUR LEADERSHIP SKILLS TO MINIMIZE COMPLICATIONS THAT MAY ARISE
- ★ USE OUR PROFESSIONAL POWER TO BRING SELLERS AND BUYERS TO AN ACCEPTABLE PURCHASE AGREEMENT



# REPORTING

## GOOGLE ANALYTICS

OVERVIEW -SHOWING OVERALL MARKETING SUCCESS RATE BASED ON ORGANIC VIEWS (SEO OPTIMIZATION), TIME ON SITE, SITE VISITS BASED ON GEOGRAPHICAL LOCATION AND EXIT RATE

## IGUIDE ANALYTICS

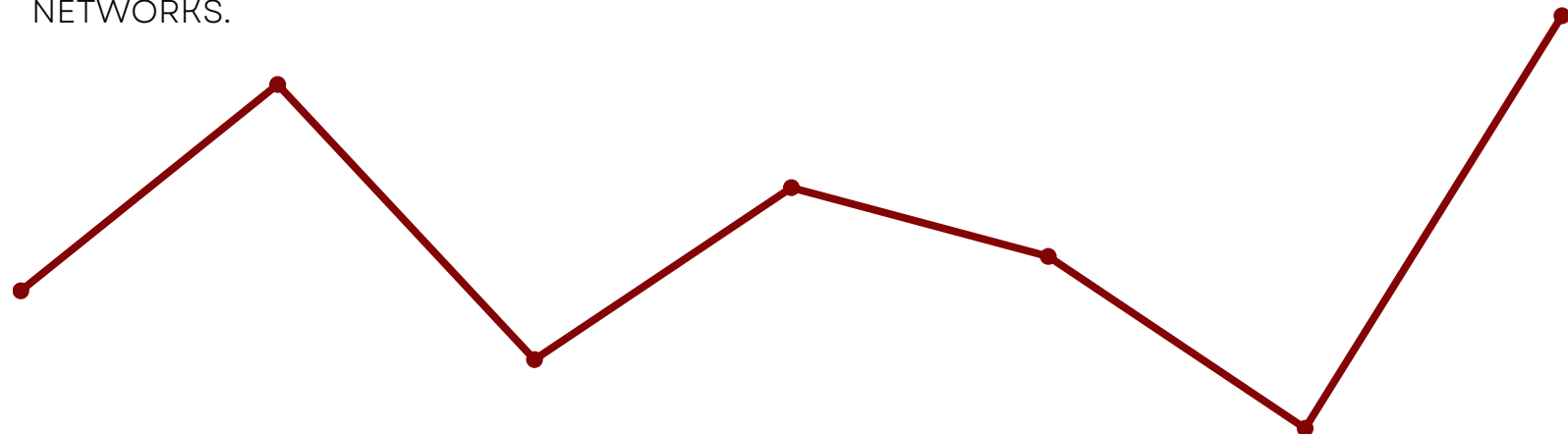
3D VIRTUAL TOUR PLATFORM ANALYTICS THAT'S VALUABLE CALL-TO-ACTION INSIGHTS FOCUSED ON WHERE YOUR LISTING IS GETTING THE MOST TRAFFIC AND BY WHOM

## SOCIAL MEDIA

COVERING ALL MAJOR PLATFORMS SUCH AS FACEBOOK, INSTAGRAM WITH PAID ADVERTISEMENTS ON NEED BASIS

## REALTOR.CA

LISTING STATS ALLOWS YOU TO SEE HOW MANY TIMES YOUR MLS® SYSTEM LISTINGS HAVE BEEN VIEWED, SAVED AND SHARED ON REALTOR.CA AND REALTOR.CA DDF® ADVERTISING NETWORKS.



# CONTACT

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