



**LISTING WITH  
THE VRECKO REAL  
ESTATE GROUP**



778-760-2860  
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## OUR MISSION

PROVIDE EXPERT GUIDANCE, TRANSPARENT COMMUNICATION, AND GENUINE CARE THROUGHOUT EVERY STEP OF THE PROCESS. WITH OUR COMMITMENT TO INTEGRITY AND PERSONALIZED SERVICE, WE STRIVE TO TURN YOUR REAL ESTATE GOALS INTO TANGIBLE ACHIEVEMENTS, ENSURING A POSITIVE AND MEMORABLE EXPERIENCE ALONG THE WAY.



## CORE VALUES

ACCOUNTABILITY  
DEDICATION  
INTEGRITY  
PERSISTENCE  
PROFESSIONALISM



## QUINCY VRECKO

Quincy is a true expert in the skill of sales. His long-standing success in the luxury industry speaks for itself. He has been in luxury sales for over 30 years, gaining extensive experience ranging from high-end apparel to automotive and luxury real estate. His sales, closing skills, and results are unmatched.

Quincy comes from a disciplined background. From a young age, he strived to achieve high goals, training as a national-level gymnast for 15 years. This level of drive and ambition catapulted him into the world of high-end sales and negotiations.

Quincy made the natural progression into high-end luxury real estate. Now, 12 years later, Quincy and his wife Tracey have established a successful real estate business with a unique approach based on experience, knowledge, and expertise.

Quincy has a strong following of satisfied, loyal clients who appreciate his professionalism and candid approach to selling their homes and taking care of a diverse range of their needs above all else.

# MEET THE VRECKO TEAM

## TRACEY VRECKO

With 18 years as a successful Realtor, Tracey has vast experience in all aspects of the real estate transaction.

Her patience and understanding has created lasting relationships and loyal clients, a true testament to her exceptional service and dedication.

Born and raised in Winnipeg she started working in sales at a young age. While living in Calgary with her now husband and partner, she made a natural progression into real estate. Her business acumen and creative marketing have made her a sought-after dynamic professional.

Tracey and her husband Quincy balance family and real estate naturally. They moved to the Okanagan in 2009 to raise their 2 boys and established a successful real estate business. They are passionate about giving back to the community and are highly involved with Autism Okanagan, a cause near and dear to them.

With an expertise and passion for marketing, Tracey tracks trends and analytics to ensure each property listed with the Vrecko Real Estate Group has the right marketing plan to attract the right buyer. She is competitive and dedicated which has made her one of the top real estate agents in the Okanagan.





## 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 an in depth knowledge of the local real estate market with insight into top Kelowna neighbourhoods that align with the clients 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

THIS IS US, LETS HEAR ABOUT YOU





# WHY YOU SHOULD LIST WITH US

## LISTING EXPOSURE

A STRONG ONLINE PRESENCE GETS MORE VIEWS TO YOUR PROPERTY. 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 YOUR HOME WITH US, 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

WE KNOW IT TAKES TIME TO PREPARE YOUR HOME FOR SHOWINGS, AND EVERY SHOWING COUNTS. WHEN SHOWING REQUESTS ARE RECEIVED, THE VRECKO TEAM HAS A PROCESS IN PLACE TO ENSURE THERE IS A QUALIFIED BUYER VIEWING YOUR HOME. WE PERSONALLY RELAY IMPORTANT INFORMATION ABOUT THE PROPERTY AND POINT OUT THE FEATURES AND HIGHLIGHTS OF THE AREA. WE UNDERSTAND THE IMPORTANCE OF NOT JUST SELLING, BUT ALSO SELLING A LIFESTYLE.

## TARGET MARKETING

EVERY HOME IS DIFFERENT, THEREFORE, EACH LISTING NEEDS A UNIQUE MARKETING STRATEGY TO ATTRACT THE RIGHT BUYER. THE VRECKO TEAM WILL DETERMINE THE TARGET MARKET FOR YOUR PROPERTY SO MORE DIRECT MARKETING CAN BE DONE TO ATTRACT A BUYER. WITH DETAILED ANALYTICS, THE VRECKO TEAM CAN TRACK THE VIEWING ACTIVITY ON EACH LISTING TO DETERMINE WHERE THE ACTIVITY IS COMING FROM. WE TAKE A PROACTIVE APPROACH TO ATTRACTING YOUR BUYER.

## PRESENTATION

BEFORE LISTING YOUR HOME FOR SALE, 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

THE TEAM AT VRECKO REAL ESTATE GROUP HAVE AN EXTENSIVE BACKGROUND IN SALES AND MARKETING. WE ARE EXPERIENCED IN EVERY ASPECT OF THE REAL ESTATE TRANSACTION. WE ARE AGENTS WITH STRONG DIVERSE SKILLS TO ENSURE YOU ARE GETTING THE BEST EXPOSURE RESULTING IN TOP DOLLAR FOR YOUR HOME. YOU ARE 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 MOVE FORWARD
- ★ 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

Analytics enable us to delve into specific data regarding your property's market trends, buyer behavior, and optimal pricing strategies, empowering us to fine-tune our selling approach to secure the best possible outcome for each individual property.

## 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 HAVE 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 BOTH ORGANIC AND PAID ADVERTISEMENTS

## 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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