



ADAM

CAMPBELL

R E A L

E S T A T E TEAM

advantage  PLUS
REALTY CORP BROKERAGE

Integrity | Trust | Accountability

Welcome



As one of the area's most successful listing and selling agents, Adam Campbell is determined to sell your home for the highest possible market dollar and in the shortest period of time, while reducing the many inconveniences associated with selling.

Adam Campbell, Broker of Record and Owner of Advantage Plus Realty Corp. has been assisting thousands of families over his 30 year career. Born and raised in Oakville, Adam and his wife Carol have 3 lovely daughters and contribute regularly to the community.

As a skilled negotiator with extensive experience, Adam offers a unique style to his business approach ensuring each and every client is both comfortable and confident that Adam and his team of professionals are doing everything possible to market their homes to the highest paying prospects.

To achieve the best results when selling a home, the selection of your Broker is your most important decision. For a successful sale to take place, Adam's innovative marketing techniques and the full resources of his team are essential. In addition to the massive exposure that the team provides in this very complex and competitive marketplace, Adam drives additional buyers to your home by utilizing all vital components essential to attract the highest possible market dollar for your home.

Once authorized, Adam will immediately implement his marketing efforts and utilize the teams expertise to expose your property to every potential qualified Buyer looking for a home in this area. While his track record speaks for itself, Adam and his Team at Advantage Plus Realty Corp. are committed to providing only the highest possible levels of service and results.

OUR MISSION STATEMENT:

ADAM CAMPBELL is committed to lead in providing exemplary service, marketing expertise and results. As a specialized boutique style brokerage, Advantage Plus Realty affords each and every client an exceptional level of attention in order to achieve a commendable, honest and positive real estate experience. Our core values will go a long way in building long term and trusting relationships.

Why list your home with ADAM CAMPBELL?

While offering a proactive approach to marketing, Adam's communication and people skills are second to none. Effective communication combined with a solid work ethic has made Adam one of the area's most prolific negotiators and top sellers.

Service

Advantage Plus Realty prides itself on providing exemplary service and communication standards. The team is always available to answer questions in a prompt, professional, and courteous manner. As solution based thinkers, Adam and his team are there for you every step of the way.

Results

An entrepreneur who thinks well outside the box, Adam Campbell, and his team have sold hundreds of homes in your area. When other homes are not selling, Adam is consistently achieving top dollar on his listed properties.

Accountability

Adam and his team offer unprecedented accountability. A review of the testimonials represent and support client satisfaction.

Reputation

Integrity, honesty and knowledge are the cornerstones to the success of Adam Campbell, his team, and Advantage Plus Realty Corp. Adam's client base has grown exponentially over the past 30 years due to his reputation as an integral deal maker. New clients are often overwhelmed at the service provided and results achieved.

Marketing

Marketing objectives are aggressive, extensive, and extend well beyond the Golden Horseshoe. A base of international networking affiliates attracts relocation clients from across the country and around the world. Adam and his team work cooperatively and aggressively with each and every real estate company to drive qualified prospects to your home.

Communication

Good communication is essential to establish a comfortable working relationship. To avoid typical home selling stress, Adam and his team consider effective communication a priority.

Comfort

Adam's philosophy is to offer a much more personalized and accountable level of client services and support. He believes that there is nothing more satisfying than to leave something of such great importance in the hands of someone you can trust. Adam will earn your trust and provide you with that confidence.



ADAM CAMPBELL

What to expect from ADAM CAMPBELL



Initial Consultation/ Evaluation

During this initial meeting, Adam will be carefully looking over your property to assist in establishing its current market value. He will also define our target market and discuss our marketing strategies.

Preparation

Once a date to list the property has been determined, Adam will review what items of importance will take priority. Getting your home in its best “show ready” condition is a must. The photographer will be booked and we will commence work on all of our customized marketing materials and electronic presentations. These will highlight all of the many features and upgrades of your home. If there is any information you would like to include, please be sure to let Adam know as soon as possible.

Multiple Listing Service (MLS)

Following your authorization for Adam to list your home, all property information, details, features and highlights will be loaded onto the MLS computer system accessible on 3 different real estate boards: The Oakville, Milton and District Real Estate Board (OMDREB), the Toronto Real Estate Board (TREB), and the Realtors Association of Hamilton-Burlington (RAHB). This provides instant information about your property to approximately 25,000 agents in the GTA and surrounding areas.

Agent Open House

An open house will be scheduled and booked for the programmed time and day for agent open houses in your area. This is an opportunity for agents from all real estate companies to view your home and its features so that it will remain fresh

in their minds when speaking with their clients. Adam will suggest a few ways to increase 'agent inspection' traffic for these events.

Marketing & Advertising

While your home will be featured prominently and consistently in the local real estate print media, it is the Electronic Media Marketing (EMM) that has become our primary source for attracting buyers to your home. Research indicates that in excess of 60% of all potential buyers look to the internet for their real estate information on homes and properties. It is essential that the electronic presentations and communications are skillfully created to maximize buyer interest and appeal. The extensive photo galleries and vibrant virtual tours are combined to provide a detailed visual presentation to online buyer prospects. Nothing is left to chance.

Showings

It is so important to try our best to accommodate the Buyers preferred viewing time as best we can. As Selling a home is inconvenient, it is our goal to get you through this process as soon as possible. Unless you just can't possibly accommodate a showing, let's try our best not to turn any down. For showing appointments, we will contact you with the name of the agent wishing to show, the time of the appointment and any additional information we can provide. Once this appointment is confirmed by you, we will then confirm the showing with the buying agent. It is essential that we make every effort to ensure that your home is ready for the showing. It is also very important to turn on all lights, and as Buyers prefer to be relaxed and comfortable when viewing a home, it is recommended that you are not at home during their viewing. Depending on buyer interest, a typical showing can last 30 minutes to one hour.

Feedback

A valuable tool for us is to obtain feedback from the prospects' agents who are showing your home. Often a minor change can have a tremendous impact on how your home is being viewed. Feedback will also give Adam a clear picture of how the buyers see your home.

Offers

In order to neutralize the stress and pressure common in most real estate transactions Adam, in a relaxed manner, will review and discuss some of the most effective ways to negotiate an offer while obtaining the highest market price for your home.



ADAM CAMPBELL

ADAM CAMPBELL

celebrates 30 years

Published in Oakville Beaver Oct 2014



Adam Campbell is just thrilled to celebrate his 30th year as a realtor in Oakville. "I can't believe where the time has gone," Adam says. "As a resident of Oakville for over 46 years, I can honestly say that I know this town inside and out and this knowledge has proven invaluable for my clients." It's unlikely you will meet a friendlier person, however it's all business when it comes to negotiating contracts and working for his more than 2,000 clients.

Adam was born in Oakville and has resided here for most of his life. He was actively involved in both minor hockey and lacrosse for many years and had started investing in real estate practically out of high school. After achieving his college diploma, Adam went on to complete his real estate courses and registered as a Sales Representative in 1984 and obtained his Broker's license in 1989. After registering in 1984, Adam worked for a large real estate company for close to 20 years. In 2005 he purchased the real estate brokerage, Advantage Plus Realty Corp.

"My decision to purchase the Advantage Plus Realty Corp. brokerage, was likely one of the easiest decisions that I have ever had to make. Already a successful real estate brokerage with a stellar reputation, my mission to provide a superior service with a much stronger focus on our clients has obviously paid off," he says. "Based in the heart of Bronte since 1993, we are truly one of Oakville's best kept secrets."

Starting his career at 22 years old was considered an awfully young age for a realtor at the time. "Gaining the trust and confidence of my clientele was of course my biggest challenge. As a very positive and optimistic minded person, it was just another hurdle in life to overcome."

As one of Oakville's most prominent and successful realtors, Adam is known as an extremely skilled negotiator. "The negotiation process is the most important part of the buying and selling procedure. It is the one area in which I offer a real advantage to my clients," he says. "Without a very experienced, first-rate negotiator on your side, you could really be selling yourself short."

People have come to learn that Adam possesses tremendous communication and negotiating skills, which can often save them thousands of dollars on their transaction costs. "It is so important to be properly represented by the right person who has a keen interest in seeing his clients win," says Adam.

Effective negotiating is a very refined skill and understanding human behavior is a huge part of Adam's success. Doing it over and over again has afforded his clients not only

incredible results due to his extensive experience, but it has also afforded him hundreds of referrals from his many satisfied clients over the years.

Having handled thousands of contracts has enabled Adam to be truly one of the best realtors around. What makes him so much different from the average realtor is his uncanny ability to make people comfortable. "I treat each and every client as if they were a member of my own family and my results can attest to that."

There are many people in Adam's life that have aided in his overwhelming success including his family and his support team. "Of course I owe an awful lot of appreciation to my beautiful wife of 20 years and my three lovely daughters and greatly appreciate their love and support for all these years," says Adam.

"I also owe a considerable amount of thanks to my support team who are the kindest and most service orientated people I have ever worked with. Our accomplishments as a team, and as a company, are nothing short of phenomenal. We love real estate and we love to provide exceptional service and results to our clients."

There have been many changes in the real estate industry over the last 30 years from licensing and education to services and marketing. Adam feels the biggest innovation was the introduction of the Internet and the revised MLS systems that allow much more information to flow. Another big plus was the public's ability to search and access data through

www.realtor.ca, a luxury that was for years denied. Many people have misconceptions about the real estate industry that make the market that much more difficult to understand. "I think that the biggest misconception the public has with real estate is that 'bigger is better.' I challenge any realtor to 'out-service us'. Service and accountability are the cornerstones of our success."

"I have had so much enjoyment throughout my 30 years in the real estate business and have had the opportunity to meet all kinds of wonderful people," Adam boasts. "I am always looking for more business opportunities, if you are thinking of buying or selling a home, let my knowledge and experience benefit you when choosing a realtor that best suits your needs and expectations."



Testimonials

We were very pleased with the service that Adam Campbell provided. He was very detailed with us before putting the house on the market. Once on the market, Adam was very accessible to field any questions that we had. Our closing was quick and we were thrilled that we got everything that we had asked for. We would definitely recommend Advantage Plus Realty to our friends and family.

[D & A](#)

Our house sold in 2 days and for a lot more than it was listed for. We were so pleased with the professional way he handled everything, causing minimal stress. We would recommend Adam and his team's services to anybody.

[Mr. & Mrs. K](#)

Outstanding! Everyone was wonderful, starting with the girls at the office who answered the phones. Everyone was very patient with us and very helpful. After dealing unsuccessfully with another firm, we were extremely frustrated. Referred by our neighbors, Advantage Plus Realty, YOU ARE THE BEST!! Thank you again!

[Mr. & Mrs. W.](#)

After an unsuccessful attempt with a larger firm, we decided to give Advantage Plus Realty a call who was referred to us from our friends. Our experience with Adam was great. We never once felt that things weren't given 100% effort. The support staff were so wonderful. Of course we sold for a fabulous price.

[B & E](#)

ADAM CAMPBELL

Selling your home can be: Complicated, inconvenient, frustrating and very emotional!

Adam Campbell will assist you:

- Owner & Broker of Record for Oakville's largest independent full service brokerage
- 30 years solid real estate track record of results. A seasoned, experienced professional
- Consistent top producer of sales at all types, location and price range of residential properties
- Supported by a full team of experienced real estate professionals
- Creative marketing expertise in residential real estate
- Trustworthy and accountable—always working to protect your best interests
- An effective & dynamic skilled negotiator
- An excellent communicator
- Professional, personable and always approachable
- Direct hands on involvement—always thinking “outside of the box”

How your home will be marketed:

- Provide and maintain a professional “FOR SALE” lawn sign
- Install a secure key lockbox
- Professionally photograph your home inside and out
- Photo slide show & virtual tour (optional)
- Dynamic brochures highlighting all of the special features and upgrades your home has to offer
- Consistent advertising prominently featuring your home
- Electronic Media Marketing—Online presentations easily accessible and printable for all prospects worldwide
- Strategic marketing concepts designed to create emotional responses and encourage multiple offers for your home
- Target marketed—to all top selling agents in all real estate offices
- Exposure to over 25,000 agents in the GTA area alone
- Open houses—agent and public
- Communication—responsive and continuous
- Feedback: Provide consistent updates concerning all showing feedback
- Recommendations: Provide constructive recommendations when and where necessary
- Skillfully negotiate the sale of your home to achieve the highest available market dollar

Fortunately Adam
is here to guide you!



Why Adam Campbell:

- Largest independent 'non-franchised' brokerage in Oakville
- Exposure—Networking—Reputation—Results
- Tailored marketing approach (specifically targeting our primary market)
- Boutique style extreme client services
- Committed to serving our clients best interests
- Live service—24/7
- All calls returned as soon as possible
- Member of 3 real estate boards:
 - Oakville, Milton & District Real Estate Board
 - Toronto Real Estate Board
 - Realtors Association of Hamilton and Burlington
- We market and network to ALL companies and brokerages
- Experienced—30 years in Oakville
- A very well respected, successful and full service brokerage

Items to discuss:

- Pricing and misconceptions
- Tips, preparation, de-cluttering and staging
- Market timing
- Competition
- Recommendations: Mortgage brokers, Lawyers, Movers, Contractors etc
- Do's & Don'ts

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Service



Results

“Your Trust is Our
Highest Achievement”

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