

February 13, 2016

To: 0747744 BC

Re: MLS Listing of lots in the community of **Lakes of Muirfield**

Dear Sirs,

As a follow-up to the previous proposal on January 19, 2016, we are sending you this letter to provide more detail.

COMPETING LAND

After researching current lots for sale in surrounding communities and the Lakes of Muirfield we have found the following information:

Strathmore:

- lots in the communities of **Lakeview** and **The Ranche** starting at \$109,900 plus GST

Langdon:

- lots on the golf course in **Boulder Creek** starting at \$188,900 plus GST

Chestermere:

- lots in **Kinniburg** backing on to green space starting at \$212,000 plus GST

Lakes of Muirfield:

- lots owned by builders and insurance companies starting at \$80,000 plus GST

MUIRFIELD LOTS AND PRICES

We propose to list the following lots at the prices listed:

PHASE 1- LOT #	LIST PRICE (including GST)
Lot 58	\$109,900
Lot 65	\$109,900
Lot 88	\$99,900
Lot 116	\$124,900
Lot 143	\$124,900
Lot 152	\$119,900
Lot 170	\$99,900
Lot 181	\$114,900

PHASE 2- LOT #	
Lot 3	\$124,900
Lot 8	\$124,900

We have strategically priced two of the lots under \$100,000.00 for marketing purposes.

BUILDERS

If a client did not have a builder in mind, we would recommend the current builders in Lyalta but we also have a database of several reputable builders willing to build in Lyalta that we could also recommend.

MARKETING STRATEGY

- Professionally designed “For Sale” signage on the lots
- Market the lots on MLS and Realtor.ca
- Hire professional photographer to take photos of the amenities, sunsets and surrounding area for use in all marketing material
- Promote at weekly Realtor meetings
- Added to multiple real estate websites
<http://www.heatherdougall.com/>
<http://www.johnkearneyrealtor.com/>
- Monthly newsletter reaching 1500+ people
- LinkedIn reaching 1500+ people
- Facebook and Google campaigns reaching 10,000 people monthly
- Newsy Neighbor magazine- 15,000 copies distributed monthly door to door and on racks in Strathmore, Chestermere, Langdon, Carseland, Delacour, Shepard, Lyalta, Dalemead, Standard, Conrich, Rockyford, Cheadle, Nightingale, Namaka,
http://issuu.com/thenewsyneighbor/docs/tnn_100/7?e=1935666/33183412
- New Home Living magazine- 25,000 copies monthly in 1750+ locations in Calgary and surrounding area
<http://digital.sourcemediagroup.ca/NewHomeLiving/december2015/>
- East Side Living magazine- 17,000 copies each spring to Strathmore, Chestermere, Lyalta and Langdon
- Door to door flyers in Lakes of Muirfield on a monthly basis

This strategy will market the available lots plus the community of Lakes of Muirfield to over 100,000 people per month.

COMMISSION

-Our (Sellers) commission would be a flat rate of \$3000.00 plus GST per lot.

-Buyers Realtor commission would be 3.5% of first \$100,000 and 1.5% of the balance plus GST per lot

We would also keep the lot inventory at 10 lots so as one is sold we will add another lot from your current inventory.

Thank you for your consideration and we look forward to working with you. As residents of the Lakes of Muirfield we are very passionate about its success and would like to be a catalyst for the continued growth of the community.

Sincerely,

Heather Dougall and John Kearney



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