I am developing a 3 part Buyers Guide: Part 1) All About You Part 2) All About Vaughan Part 3) All About the Buying Process This project is for Part 1 and the successful design will be awarded Parts 2 and 3. PLEASE READ THIS BRIEF AND FOLLOW THE INSTRUCTIONS. A sample draft has been developed for Part 1 - Use this as a guide only. Start Here: (LOOK FOR PDF FILE NAMED: DRAFT BUYER GUIDE) The order of the pages may change, but the theme of Part 1 is All About You - (The house Buyer) We will focus several pages on them and then talk a little about me towards the last pages GOAL: 1) To Convince the Potential Buyer to Work with Me as their Real estate Agent They may already know other agents including friends, family, or a well known agent so this project is meant to have them consider using me and call me. 2) To motivate them to call me for more information and to view properties. Once their interest has been peaked through this project, then I can setup an appointment with them to meet me in person, to get to know them. To build a relationship and thus start working together. This is our joint challenge that must be achieved through your design DETAILS: Size: 8.5 x 14 Landscape format \* Must be consistent with existing artwork. Certain design elements will be provided. \* Front and back cover will be harder card stock paper - with Spiral Binding \* Full Colour 4/4 \* Very Little Reading - Lots of white space \* Large clear Fonts \* Pictures... Visual messages are key such as a picture showing 'Guarantee' PAGE DESCRIPTION AND COPY: COVER PAGE 1: (Landscape) \* TITLE - It's All About You \* SUBTITLE: Lets Find your New Home PAGE 2: \* TAB: Your Guarantee \* COPY: " If you're not 100% Satisfied after 30 days, then we provide you a full cancellation " \* PICS: Use guarantee badges, and other elements to instill confidence PAGE 3: \* TAB: Your Guarantee \* COPY: (Let the testimonials speak for themselves) (Use 2-3 Testimonials) \* PICS: Google Real Satisfied and find the images. Attached you will find screenshots of my testimonials PAGE 4: \* TITLE: It's All About You... \* COPY: Get the buyers guide, made with you in mind. Only from Miguel Burgos \* PICS: Buyers Guide PAGE 5: \* TAB: It's All About You... \* TITLE: Access to Multiple Databases \* COPY: COMPARISON TABLE: Currently you see: Realtor.ca, Kijiji, Craigslist, Other PUBLIC sites Versus MIguel Burgos Access: Realtor.ca, Kijiji, Craigslist, Other PUBLIC sites, Broker MLS System, Exclusive Listings, Pocket Listings, Realtor Networks, \* COPY: + Get Backend Access to Broker MLS system, only through Miguel Burgos \* PICS: (You choose, but make the comparison graphical) PAGE 6: \* TAB: It's All About You... \* PRETITLE: When you work with Miguel \* TITLE: GET Backend Access to Realtors (c) MLS System \* COPY: Do your own custom searches Instant notification of new listings See DOM - Days on Market LIKE - Chat - Favorites Simplify your searches and keep in track of favorites Use Maps or specific criteria to do searches \* PICS: (You choose) PAGE 7: \* TAB: It's All About You... \* TITLE: Miguel Burgos Researches and Protects you \* COPY: Sales in a specific neighborhood History of the Property you like Market News and Statistics Crime Reports Marijuana Grow-ops Clauses to Protect You: Example: ' The Seller Represents and Warrants to the buyer that the property... and will comply with all fire and safety standards.' \* PICS: (You Choose) PAGE 8: \* TAB: Who is Working for YOU \* TITLE: Miguel's Local Amenities &amp;amp;amp;amp;amp; Schools \* COPY: Miguel's Community specific Area Packages - Free for Clients See Schools / Bus routes Restaurants Cafes Community Centers Library Medical Offices Public Transportation Get Local Coupons \* PICS: Vaughan Community Package &amp;amp;amp;amp;amp; School Ratings and (Your Choice) PAGE 9: \* TAB: Who is Working for YOU \* TITLE: MEET OUR TEAM \* COPY: Kim - Office Maverick - Knows it all Jennifer - Appointments Magician Lina C - Deal Manager Ron Macintosh - Office Manager Brin - Mortgage Money man \* PICS: Find Pics of people that don't look fake. PAGE 10: \* TAB: Who is Working for YOU \* TITLE: Hardest Working Realtor. Available 24 / 7 \* SUBTITLE: About Miguel \* COPY: Sponsorships and Charity (Use Logos): Becel Ride for Heart World Vision Child Sponsor for 19 Years Work History: (Use Logos) ATI Technologies - International Sales Manager Samsung Electronics - Tier 1 Accounts - Sales Manager Koodo / Telus Mobility - Account Manager Interests: Biking, Volleyball, Tennis, Traveling, Movies, Entrepreneurship Skills Summary: \* Creative marketer, dynamic thinker, studied Negotiation, Education: \* Business Management and Enterprise development with a specialization in Business Communications - Ryerson University \* Marketing Management - Universidad del la Rioja \* Negotiation Tactics - University of Western \* International Business and Customs \* PICS: (Your Choice) PAGE 11: \* TAB: Ask Questions... \* TITLE: Tell Me about: \* COPY: O Recent Sales in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ O Step by Step Buying Process O What's Happening in the market O Should I Rent or Buy - Save more Money? Your Name \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Snap a Photo once complete and send to 647-700-0401 or propertybird@gmail.com () I'm Pre-Approved () Find me the Money () I'm Renting () 1st Time Buyer () Living with Family Rent Free () I'm Buying and Selling () Buying Bigger () Downsizing () I'm Investing () Looking to Rent () Planning to Flip House Page 12: BACK COVER: (Portrait) TITLE: It's All About You - Buying Your Home \* SUBTITLE: Lets Find your New Home You can select any Stock photography from www.depositphotos.com Use the image and I will purchase the file when your design has been selected. Some of my favorite images are here: http://depositphotos.com/folder/Buyer-Guide-Part-1-66611980.html Please use illustrator or InDesign to develop your artwork. I will not accept Photoshop files or other formats. If you have any questions, please ask