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Vancouver's newest Real Estate Brokerage promises Cash Back and FREE Additional Services.

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Vancouver Real Estate will never be the same now that Captain Vancouver has arrived on our shores.

Ian Brett, REALTOR® and Professional Project Manager, has now become the brand pitchman for a new Real Estate brokerage called Captain Vancouver Real Estate Sales. On a sunny day you might see the Captain walking around Vancouver in full dress uniform with his crew handing out golden keys with an exclusive code to access an online virtual treasure box. All the while extolling the virtues of why you should sell your house with him in town crier fashion promising to make selling your home fast, fun and profitable through free Advertising Services to sell your house, and Cash Back for sellers.

For the more seasoned Vancouver home owner, you may remember Ian's first venture into Real Estate as the creator and programmer of the Real Estate 'Home Channel,' the first interactive TV real estate channel in North America for Shaw Cable and Rogers Cable back in 1988.

"The Real Estate Channel revolutionized how Real Estate was bought and sold in Canada. It was before the internet became popular and it was the first time ever that the public could virtually tour listings from the comfort of their homes", says Ian. The Real Estate Channel changed how REALTORS® marketed their listings and proved to them that there was more than one way to sell a house.

Ian believes that the service Captain Vancouver offers is the next step in the evolution of how houses are sold. The focus is on selling homes through strategic segment advertising, custom ads created by a professional marketing team under the oversight of Captain Vancouver licensed REALTORS®. Recently Stats Canada research has suggested that over 90% of searches for homes is conducted online. *"We think the focus should be on selling each home through creative strategic marketing, with the goal of getting the best value within the shortest time frame for the seller. That's ultimately what's behind our brand position. We have shifted the focus from selling individual REALTOR® names to providing more resources into the sale of each house."* says Ian.

Currently, home sellers have three options for selling their home. They can go with a REALTOR® who provides traditional full service, use a virtual agency that offers limited online do-it-yourself services, or pare down the services they receive in exchange for paying lower commission. Captain Vancouver offers the best of all selling options with a unique program called Traditional Service PLUS™. Our model for selling is truly different than what is currently out there, says Ian. It's the marriage between old and the new. We offer all the Traditional services that the

public has come to expect like experience, personal door-to-door service, comparative market analysis, full MLS® exposure across Canada, open houses, and negotiation services. In addition we also offer free value added services that includes thousands of dollars in custom strategic home selling advertising. Ultimately this is meant to increase your odds of selling faster and for an optimal selling price. This also includes a Cash Back rebate for sellers. We offer this as an extra bonus that can provide the home owner with potentially thousands back.

How about making the selling process stress-free? It is pretty hard to alleviate the stress that accompanies buying or selling a home. This has long been considered to be one of the most stressful of life events. *“No one is really immune from it because there are fears, high expectations, potential loss, and a lot of unknowns. We have addressed this in a practical way by creating a dashboard for each listing. It's called The Captain's Bridge, a private online dashboard where clients can see the custom plan for selling their home unfold and monitor the progress of its sale. It even has monitoring capabilities to allow seller's to see how many people are viewing ads related to their listing. This puts the home owner at the helm, gives them a sense of control so they can make informed selling decisions.”*

There is a new era for Real Estate Sales on the horizon. Consumers are increasingly seeking out companies that provide a degree of authenticity, transparency and accountability with the services they offer. Add to this a new generation of home owners that is tech smart and marketing savvy. Home owners now want agents to prove what they do for their commission. They want to know that you are offering tangible ways to show you care about the service you are offering.

The first Captain Vancouver was an expert cartographer. He mapped Vancouver and the entire west coast. Today Captain Vancouver has mapped out a strategy to increase the odds of selling faster and for more money.

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