

The Vidal & Co.

PRE-LISTING / EVALUATION

Maximizing Your Home's Value in the National Capital Region.

Your Home. Your Story.





Every Home Tells a Story

Selling a home represents the closing of one beautiful chapter and the exciting beginning of the next.

We believe in Accessible Luxury—the absolute conviction that every client deserves high-end representation to maximize their equity, whether it is a cozy urban condo or a sprawling country estate.

**We don't just list homes.
We launch them.**

What to Expect at Our Upcoming Meeting

Collaborative Walkthrough

Walking through your home to note its unique features and updates together.

Localized Market Insight

Reviewing data-driven comparables for your specific Ottawa community.

No Pressure, Just Value

An honest, educational consultation giving you total clarity—with absolutely no obligation.



Why We Operate Differently: The Power of the Collective

The Traditional Solo Agent



A single individual forced to juggle administration, staging, photography, digital marketing, and negotiation simultaneously. This generalist approach dilutes expertise and compromises final asset valuation.

The Vidal & Co. Specialized Integration



You partner with a dedicated Lead Agent who serves strictly as your strategic advisor and master negotiator. They are backed by an elite, in-house backend infrastructure: Media Producers, Digital Strategists, and Legal/Administrative Coordinators.

Navigating Ottawa's Nuanced Market

Buyer motivation shifts drastically within a 10-minute drive. Hyper-local expertise is how we position your home correctly from day one.



Kanata/Stittsville

Tech Sector driven. Highly sensitive to interest rates; proximity to top-tier schools is paramount.



Central Urban Core & The Glebe

Government, Arts & Professional Services. Driven by walkability, lifestyle, and architectural integrity. Low sensitivity to inventory fluctuations.



Barrhaven/Riverside South

Value for square footage. Highly sensitive to carrying costs.

The Physics of a First Impression



The Asset Valorization Process



Step 1: Spatial Flow Audit

Neutralizing buyer friction by establishing clear pathways.



Step 2: Strategic Staging

Optimizing your existing furniture, defining room purpose, and maximizing natural light.

To ensure a flawless presentation, we highly recommend a professional deep cleaning before photography. We are happy to connect you with our vetted network of local professionals.

Your First Showing Happens Online

We don't do low-quality slideshows. If the digital presentation isn't flawless, buyers simply swipe past.



HDR Photography

Captures complex lighting and architectural details flawlessly.



Cinematic 4K Video

Gimbal-stabilized cameras and drone footage that tell the narrative and flow of your home.



3D Matterport Tours

A complete digital twin allowing buyers to navigate your layout from anywhere in the world.

Phase 3: Omnichannel Surround Sound

Reaching the modern buyer where they live, work, and scroll.



A Premium, Tangible Neighbourhood Presence

The Classic Power Pack

We dominate the physical neighbourhood to capture the attention of active house-hunters already exploring your area.



Interactive Turf Signage

Buyers text a custom code to instantly receive property details, photos, and 3D tours directly to their phone, capturing high-intent leads instantly.



The Architecture of Pricing: The Launch Effect

Buyer Interest Over Time

The Launch Effect

Days 1-14: Highest visibility, peak buyer excitement, and strongest offers.

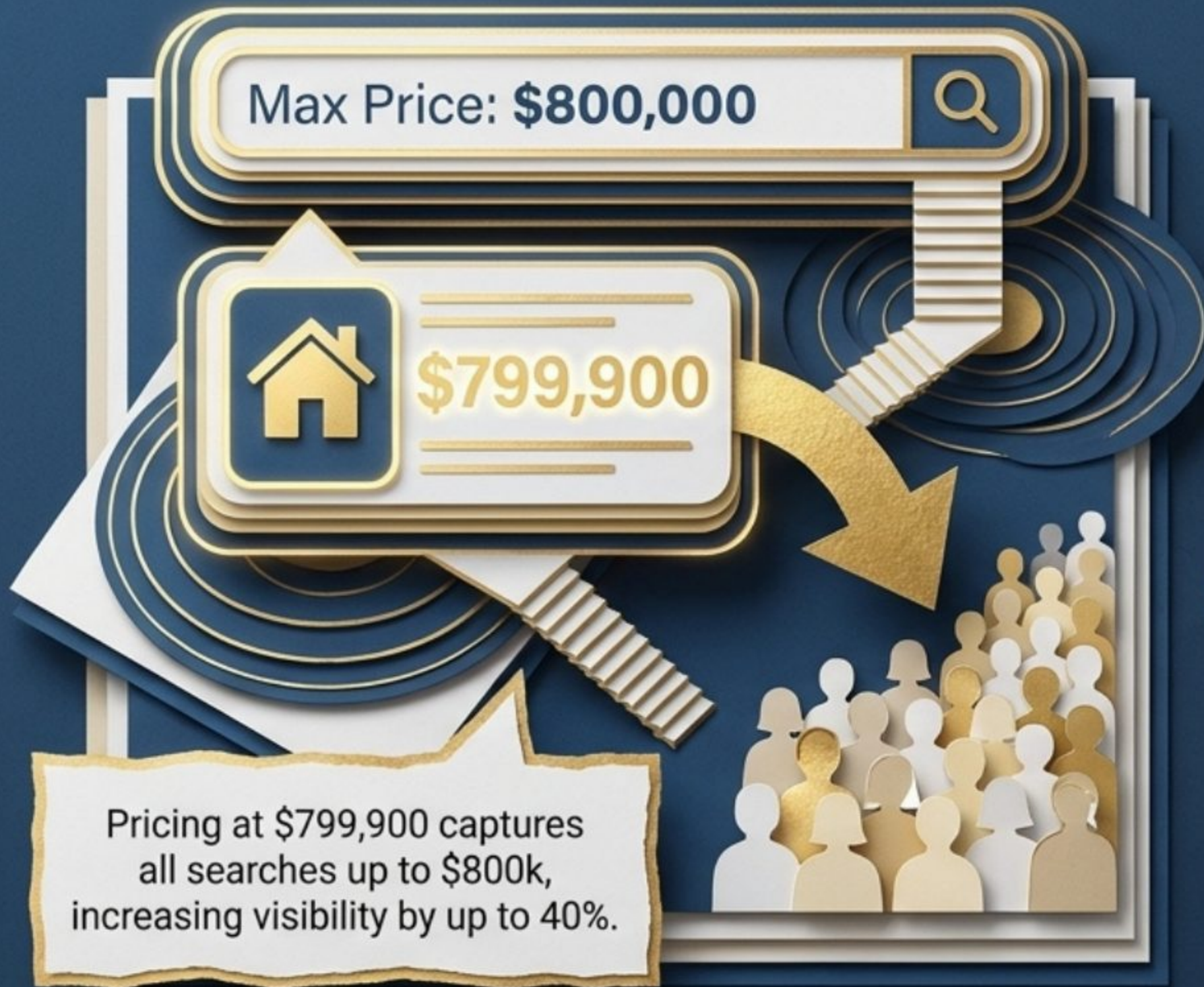
Listing Fatigue

Days 30+: Interest declines, buyers become suspicious (*What's wrong with it?*), resulting in lost leverage and lowball offers.

Pricing is a science, not a guessing game. Our goal is to engineer maximum momentum during your critical 14-day window.

The Psychology of Search Brackets

Buyers search in strict increments.



Real Estate with Purpose: Buy a Home, Save a Dog

The Initiative

We are lifelong animal lovers. For every transaction where our clients buy their next home with us, we cover the adoption fee for an approved family, or make a \$300 direct donation split between our rescue partners in your name.

The Seller Advantage

Your listing will feature our custom sign rider. This creates immense neighborhood goodwill and results in your listing being organically socialized across the massive, passionate networks of our rescue partners—an emotional connection traditional listings simply cannot match.



Navigating Your Questions

Do you offer this level of marketing for smaller homes?

Absolutely. Our Accessible Luxury philosophy means every seller receives elite HDR photography, video, and omnichannel marketing, regardless of the property's size.

How long will our upcoming appointment take?

Typically 45 to 60 minutes. We will conduct a collaborative walkthrough, review data-driven comparables, and answer all your questions.

How is my privacy protected?

We establish an iron-clad wall of protection around you under RECO standards. Your motivations and bottom line are kept strictly confidential. You are always in the driver's seat.



Your Iron-Clad Protection

Before the marketing engine starts, we establish a wall of protection around your best interests, guided by strict RECO standards.

Undivided Loyalty

Your motivations and bottom line are kept in strict confidentiality.

Total Control

You dictate exactly how multiple offers are handled and leveraged.

Strategic Advocacy

We shield you from the massive risks of negotiating blindly against professionally represented buyers.



Your VIP Preparation Checklist

- ☒ **1. Gather Recent Updates**
Note the timelines for major structural updates (roof, furnace, windows).
- ☒ **2. Highlight Premium Finishes**
Jot down specific interior upgrades that add unique value to your spaces.
- ☒ **3. Note Neighbourhood Gems**
Identify special community features (parks, walkability, schools) that you love.

You know your home best. Help us highlight exactly what makes it special so we can properly valorize it during our walkthrough.





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REAL ESTATE TEAM



Whether you decide to list your home this season, next year, or not at all, our upcoming meeting is designed to provide you with rich, actionable guidance. We look forward to serving as your trusted advisors and helping you prepare for your next chapter.

Let's Begin Your Next Chapter.

Take some time, gather your notes, and walk around your property through the eyes of a buyer.

Get ready for a level of accessible luxury, strategic marketing, and flawless execution like you've never experienced before.

We look forward to meeting you, answering your questions, and engineering a customized market event for your property.

**VIDAL
& CO.**

Protected Equity. Strategic Negotiation. Confident Results.





THE VIDAL COLLECTIVE



Miguel Vidal
Team Lead / Founder



Cristofer Vidal
Realtor®



Adam Trepanier
Realtor®



Joe Di Vincenzo
Realtor®



Jay Richmond
*Marketing &
Operations*



Amber Vidal
*Transaction
Co-ordinator*



Taya Vidal
Social Media





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& CO.**

REAL ESTATE TEAM



REACH OUT TO
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REPRESENTATIVE
TODAY

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