



## PROPERTY INFORMATION BOOKLET: 24 PAGES

In today's competitive world you need to be different and offer something unique to rise above the crowd. Creating a multi-page Property Information Booklet will help Buyers and Sellers decide that you clearly are their best choice as the REALTOR® to represent them in what will be one of the largest transactions of their lifetime.

Most listing Agents will provide the MLS® printout for showings and others will create stunning four page glossy property brochures as a listing handout. Impressive? Can be. Can you do better? Absolutely....and you should as it will strengthen your business.

This project is ideal for those who have a level of computer skill and knowledge of;

1. Microsoft Office Publisher or other publishing software
2. Knowledge of how to work with images (placing, resizing)
3. Know how to capture a snapshot of a pdf and paste/sresize into the booklet software

If this is not in your skill set your option is to hire a third party to create a template for you and perhaps even find someone who can compile the booklet for your listings.

### The Strategy:

1. Create a Property Information Booklet with a **multiple of four pages** so it can be folded and stapled in booklet format (ie 8, 12, 16, 20 or 24 pages.) If your office photocopier does not have the capability to fold and staple you can send the file online to Staples for printing.

NOTE: Your office should be the more economical solution as some charge the same for a single colour print of a 8.5 x 11 sheet of paper (one up) as a single colour print for an 11 x 17 sheet of paper (two up resulting in a 50% savings of your printing costs!)

2. You will create **two versions** of your Property Information Booklet;

- i. One for REALTORS® with Buyers; *and*
- ii. One for BUYERS unrepresented (includes REALTOR® version pages)

Following we offer page suggestions as to what each version can include. We recommend 12 pages for the REALTOR® version (information on the property only) and 24 pages for the unrepresented Buyer version (includes the 12 pages of the REALTOR® version plus Buyer specific information in the last 12 pages.)

3. When in a showing with an unrepresented Buyer use the script provided on page 12. We suggest you give a copy of your Information Booklet to each and every Buyer party for every showing. The reason being is that your Buyer version is jam packed with information for them to know and consider when shopping for a property and more importantly to **educate them that they need a professional REALTOR® like yourself to represent them.**

Using the proven script provided you should result in you easily obtaining the Buyers contact information to follow up with the gift of the full SnapStats® report as promised, a Buyer drip email campaign and a phone call.

4. Real Estate Etiquette Alert: When sharing the REALTOR® version for their interested clients (**version does not solicit Buyers**) be sure to offer and give the booklet to the REALTOR® to share with their client. Do not offer or give it to their client first. TIP! Give it to the REALTOR® when their client will see the offering so that they will ask for it later.

The unit cost of a booklet can run up to a two to three dollars, therefore, you will **use discretion when sharing it with other REALTORS® and their clients.** We suggest you only share it if their Buyer sincerely seems to be interested in your listing. The investment cost of the booklet is well worth it, as it is an impressive listing tool to show how you will market the Seller's property. Remember you are striving to be different.

Following are suggested pages of content.

## **REALTOR® Version: Suggested Page Content (does not solicit Buyer)**

*Ensure at minimum every other page has your contact information in the footer or elsewhere in the template.*

1. Cover Page: Title *Everything you want to know about this home and more!*
2. MLS Sheet
3. Photos of Listing (two pages)
4. Just the Facts/Sellers Top 10 Favourite List
5. Maps (Google, Walkscore)
6. Strata Plan or Lot Plan
7. Floor Plan
8. Tax Assessment (only if it makes sense to do so)
9. Comparable sales (only if it makes sense to do so but powerful when it does)
10. SnapStats (current copy, single relevant page of listings location) if it makes sense to do so (depends on current market conditions.)

## **Buyer Version (unrepresented): Suggested Page Content (solicits Buyer)**

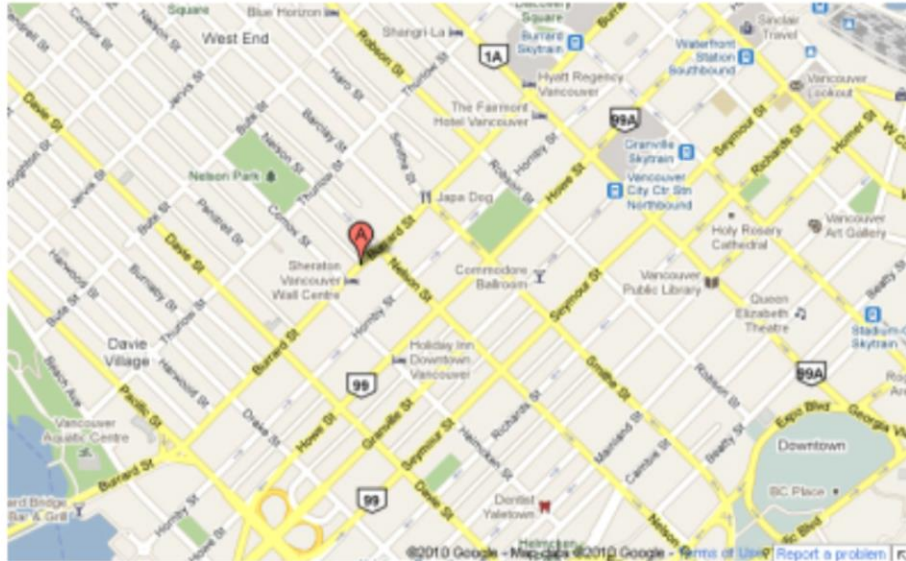
*Add the following to the above list of page contents. Give out this version to each and every one of your non-represented Buyer showings. Samples of most pages follow.*

1. Mortgage Broker sheet (ask your Mortgage broker to provide you one)
2. General Buyer Articles/Items of Interest: See samples following
3. Glossary of Real Estate Terms
4. CMHC First time Buyer programs (IMPORTANT: keep the details current!)
5. Your Bio
6. Your Personal Stats (Days on market, Sale Price/List Price)
7. Testimonials (fill up two pages if you can)
8. Flow Chart of Buying Process (Find in our Members Resource [Library](#))

Sample pages to include in the Non-represented Buyer Version follow.

# SAMPLE PAGE: SELLERS/BUYERS UNREPRESENTED BOOKLET

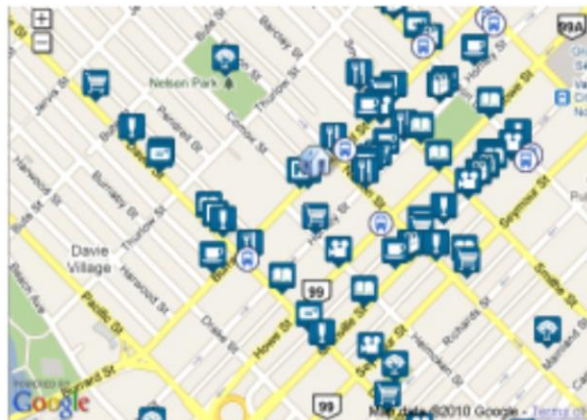
## Location, Location, Location!



## Walkscore.com = 98/100 “Walkers Paradise”

Cafe De France Ltd	0.12km
<b>Groceries</b>	
Sorrento Market	0.14km
<b>Shopping</b>	
Dare To Wear	0.31km
<b>Hospitals</b>	
Providence Health C	0.05km
<b>Parks</b>	
Nelson Park	0.32km
<b>Books</b>	
B C Courthouse Libr	0.26km
<b>Pubs</b>	
Sheraton Vancouver	0.04km
<b>Entertainment</b>	
Scotiabank Theatre	0.2km
<b>Post Offices</b>	
Canada Post	0.38km

[View more amenities](#)



### Public Transportation

Transit Score: **100**

Rider's Paradise

52 nearby routes: 49 bus, 3 rail, 0 other

# SAMPLE PAGE: SELLERS/BUYERS UNREPRESENTED BOOKLET

## **Just the Facts, Nothing but the Facts...**

1. Concrete and built in 1994
2. Pets & Rentals Permitted
3. Strata Fee includes air-conditioning & heat (forced air & heat pump)
4. Concierge in Lobby
5. Hotel amenities use for only \$44/month for two people (pool, Jacuzzi, sauna & gym)
6. Beautiful engineered floors, spotless condition, and efficient floorplan
7. Faces east to enjoy the morning sun
8. One Parking & One Storage Locker
9. Well managed and proactive council
10. Furniture Package is negotiable

## **The TOP 10 Favourite Things About my Home**

- 1 - It's in Wall Center, which is well known and retains its value.
- 2 - It as a great view because it is on the 14th floor and oriented toward an open area.
- 3 - Walking distance to beach, and a wide variety of stores and shopping areas.
- 4 - Interior design by Inspiring Interiors.
- 5 - Central air conditioning in the summer.
- 6 - Hotel services (cleaning, room service, etc.) available if needed.
- 7 - Floor to ceiling windows with full coverage shades.
- 8 - It is well managed and has a proactive council.
- 9 - On site Fitness Center.
- 10 - Reduced traffic and noise because it is not facing Burrard or a main street.

*As written by the Home Owner.*

**TIP!** Use the copy from this Top 10 Favourite list provided by your Seller as the basis of your MLS public remarks.

# SAMPLE PAGE: BUYERS UNREPRESENTED BOOKLET

## What's next? And then after that??



### The First Steps

- ☐ Find and book showings of properties of interest or select a REALTOR® to do it for you.
- ☐ Develop your Buyer's Strategy Plan or book a consultation with your REALTOR® to customize one for you
- ☐ Get Pre-Approval Financing but be careful not to sabotage your vulnerable Beacon score!
- ☐ Go out and view properties.

### At Time of Firm Deal (Subjects Removed)

- ☐ Celebrate!
- ☐ Conveyance Lawyer contact information (if you do not have one I am happy to make a referral)
- ☐ Give Notice to Vacate your Rental residence by midnight on the last day of the month (if applicable)
- ☐ Book Movers & Packers (or truck for the Do It Yourself Move)
- ☐ Notify Management of Move Date and Time to Book Elevator (both ends) as soon as possible
- ☐ Arrange Insurance (don't forget "Betterments Insurance" if suite has been renovated since original construction). Best to use the same insurance company as the buildings insurance company.
- ☐ Utilities: Book the disconnection & connection services (telephone, hydro, cable, internet)
- ☐ Arrange "Mail Forward" delivery with Canada Post to your new address
- ☐ Obtain complimentary "Change of Address" postcards from Canada Post
- ☐ Arrange any special needs (ie pet care) for move day
- ☐ Move Date \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_



# SAMPLE PAGE: BUYERS UNREPRESENTED BOOKLET

## The Psychology of a Seller's Asking Price

The first thing most Buyers are interested to know about a home is the price. With that in mind, you want to understand that some properties on the market are for a price that will attract Buyers, others not so much. For you to understand how seller's think in the market, it's important for you to know how the majority of sellers price their homes. If they price it too high, they've just lost a potential Buyer. Here are **four** common strategies enlisted by seller's;

### Clearly Overpriced

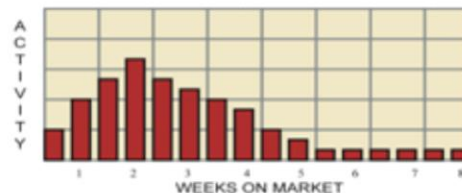
Every seller wants to realize the most amount of money they can for their home, and real estate Agents know this. If a property is clearly overpriced it can be for one of two reasons;

1. The price is the Seller's price and not in alignment with the agent's recommendation. Sometimes a seller just needs to learn first hand that the market (the buyers) do not agree with their personal assessment of the value of their home.
2. If more than one Agent is competing for the listing, an easy way to win the battle is to over inflate the value of the home. This is done far too often, with many homes that are priced 10- 20% over their true market value.

Neither of the two scenario's, are in the Seller's best interest, because in most cases the market won't be fooled. As a result, the overpriced home could languish on the market for months, leaving them with a couple of important drawbacks. Firstly, the home will likely be labeled as a "troubled" house by other Agents, leading to a lower than fair market price when an offer is finally made (good for the Buyer).

### Somewhat Overpriced

About 3/4 of the homes on the market are 5-10% overpriced. These homes will also sit on the market longer than they should. There is usually one of two factors at play here: **either the seller believes in their heart that their home is really worth this much despite what the market (you the Buyer) has indicated** (after all, there's a lot of emotion caught up in this issue), **OR they've left some room for negotiating.**



### Priced Correctly at Market Value

Some sellers understand that real estate is part of the capitalistic system of supply and demand and will carefully and realistically price their homes based on a thorough analysis of other homes on the market. **These competitively priced homes usually sell within a reasonable time-frame and very close to the asking price.**

### Priced Below Fair Market Value

Some sellers are motivated by a quick sale. These homes **attract multiple offers and sell fast** (usually in a few days) at, or above, the asking price. When buying in a multiple offer scenario it is critical that you work with an Agent that has extensive experience and understanding of your legal rights in such a circumstance. Time is of the essence! **Nancy has extensive experience with multiple offers and 99.9% of the time presents the winning offer.**

# SAMPLE PAGE: BUYERS UNREPRESENTED BOOKLET

## The Eight Biggest Mistakes Condo Buyers Make and How to Avoid Them!

*Following is an excerpt from our popular Eight Part "Now You Tell Me!" Series covering must know tips when shopping for your home or risk Buyer's Remorse! Send us an email to receive the full informative series to ensure you have thought of everything before you buy your next home!*

**"What do you mean your truck won't fit in your new parking stall?"** Sounds funny but it's not, especially if you just dropped \$500,000 to buy your new condo and parking is a premium. The stories I could write from my former 14 years as a strata manager; but instead I will share with you the **Eight Biggest Mistakes Condo Buyers Make & How to Avoid Them** David Letterman style from our popular **Now You Tell Me!** Series.

### **Number 8: Don't Forget Fido**

"I saw someone with two dogs so I thought I could have two." Pet Owners! You must write a subject (condition) within your Offer to Purchase to obtain written permission for your pet(s). The strata council has every right and all authority to demand you remove an illegal pet from the property permanently or you risk high fines.

### **Number 7: Size Does Matter! Parking & Lockers**

Make sure you are satisfied with the size of the parking stall and storage locker. If in doubt with the parking, test your car to make sure it fits in the stall. Whatever you do, do not eyeball it for fit.

### **Number 6: Nuisance Behaviour**

Often in strata minutes there will be an anonymous mention of someone complaining about excessive noise from a neighbouring unit or another type of nuisance problem. That is your flag to call the property manager or a council member and query if the suite suffering from the noise is the suite that you are thinking of buying.

### **Number 5: Common Property Noise**

Purchasing a suite located above or immediately near an entrance system, elevator line or a noisy underground garage gate. When inside the unit viewing it, arrange for the activation of all to ensure it will not disturb you.

### **Number 4: Feng Shui Faux Pas**

Bathrooms that are directly off of primary living areas such as livingrooms, diningrooms or kitchens will not be comfortable or private for you or your guests. This is one of those on the list that at first don't seem that big of an issue but you will soon learn and vow "never again" once you have guests and friends visit.

### **Number 3: Let There Be Light!**

Facing south is great, but only if you are a corner unit or have the opportunity of cross breezes to cool down the home. Inside south facing units can be dangerous in high summer temperatures to both people and especially pets. If you are considering "inside" units as a corner unit be sure that the unit can accommodate a portable air conditioner with ease to protect you from those heatwaves, or very hot summer days.

### **Number 2: Locker Remorse**

My friend has many items scattered throughout the city being stored at friends homes. Why? Because she does not have a locker. The lack of a storage locker will impact the resale ability of her home. This of course can be offset by any other unique benefits the home may offer such as a grandiose deck or ceiling skylights.

### **And the Top Biggest Mistake Condo Buyers Make:**

Trying to sell a condominium without a balcony is like trying to sell a VCR machine today. Do not buy a property without a balcony! Sure it may be a better price but there is a reason for that, and if you are ok at having a harder time selling it when the time comes, and for less money than a comparable suite with a balcony... go for it. Otherwise, do not buy a property without a balcony.



# SAMPLE PAGE: BUYERS UNREPRESENTED BOOKLET

## Glossary of Common Real Estate Terms

**Appraisal:** A determination of the market value of a piece of property done by a qualified professional trained in appraisal techniques and familiar with the local market. The usual phrase used is, "The value at which a given property will sell, between a willing seller and a willing purchaser, given a reasonable period of time for exposure to the market."

**Assessed Value:** The value placed on a property by the B.C. Assessment Authority for the purposes of determining annual property Taxes. Assessed Value multiplied by the "Mil Rate" equals the tax levy for the year.

**CMHC - Canada Mortgage and Housing Corporation:** A Crown Corporation that insures High Ratio (over 80% of the appraised value) mortgages against default.

**Closing:** The act of completing the registration of the Land Transfer to the Purchaser in the Land Title Office, obtaining Mortgage Funds, if any, and Paying out the Balance of Sale Proceeds to the Vendor.

**Closing Costs:** Expenses over and above the purchase price for buying and selling a property.

**Conventional Mortgage:** A mortgage loan where the mortgage loan does not exceed 80% of the appraised value of the property and is therefore not required to be insured by a government agency such as CMHC.

**Conveyance:** The term used to describe the process of transferring the seller's title to a property to a buyer and includes all the steps necessary to complete that transfer. A lawyer or notary usually executes this process.

**Counter offer:** An offer made by the seller back to the buyer altering one or several terms and/or conditions of the offer as originally written. A counter offer may in turn be countered back by the buyer. This process continues until both seller and buyer agrees to all terms and conditions.

**Deposit:** A sum paid to secure the right to purchase a home or property at terms agreed upon by the buyer and seller. The Deposit should be sufficient to satisfy the Seller that the Purchaser would not willingly forfeit the deposit if he or she found another home more to their liking after the Interim Agreement was made but before Closing.

**Down payment:** The net difference between the purchase price and the mortgage amount.

**High Ratio Mortgage:** A mortgage loan in which the amount borrowed exceeds 80% of the appraised value of the property.

**Market Value:** The price a property will sell for, given reasonable time and market exposure, to a willing buyer from a willing seller. Comparable recent sales and current listings can be used to help determine a property's probable market value range.

**Possession Date:** The date on which the purchaser is to take occupancy of the premises.

**Property Disclosure Statement:** This form enables sellers to disclose known defects. If the seller decides not to complete the form and does not disclose known defects, he or she can still be held liable. The form also serves as a checklist for buyers enabling them to address concerns about the property's condition on the spot. The British Columbia Real Estate Association developed this form. Submission of the form is required before any listing is placed on the Real Estate Board's MLS® system.

**Property Transfer Tax, also called PPT, Property Purchase Tax:** A Land Transfer Tax levied on the transfer of a real property by the Provincial Government. The rate is 1% on the first \$200,000.00 and 2% on the balance. Certain exemptions exist for transfer between spouses or between certain related parties, and there are exemptions for people who have never owned real estate before. Many restrictions apply. Please consult the current rules to ensure that you qualify for an exemption before making a commitment to purchase your property.

**"Subject-to" Clause:** A statement of a condition to be fulfilled before the contract will become firm and binding; must include a specific deadline for removal.

# SAMPLE PAGE: BUYERS UNREPRESENTED BOOKLET

**CRITICAL! The sample page program details below are NOT current so you MUST research and update with current program details, legislation, laws and restrictions.**

## Home Buyers Purchase Programs (non-investor)

### CMHC/GE Capital Home Loan Insurance (5-20% down payment program)

When you need a mortgage loan that is more than 80% of the purchase price of your home (high-ratio mortgage), *mortgage loan insurance*, is required. It protects the lender and, by law, most Canadian lending institutions require it. Under this program CMHC or GE Capital insures mortgages for 80-95% of the purchase price. The mortgage insurance premium can vary from 0.5% to 4.25% of the purchase price and is on a case by case basis. The premium can be financed with your mortgage. **The home must be your principal residence.**

### Property Transfer Tax Exemption for First-time Buyers (PTT)

First-time Buyers are exempt from the property transfer tax. **Normally PTT is 1% on the first \$200,000 and 2% on the balance.** To qualify, a Buyer must not have owned an interest in a principal residence anywhere in the world. The purchaser **must be a Canadian citizen or permanent resident and have resided in B.C. for a minimum of 12 months** prior to the purchase or transfer. The exemption is subject to a maximum purchase price depending on location in the province. Mortgage financing must be 70% or greater of the purchase price and there are limits to the amount that the mortgage can be paid down in the first year. The property **must be an owner-occupied principal residence.** To obtain full exemption, the purchase price must not exceed \$425,000. A partial exemption is available for homes between \$425,000 and \$450,000. **The tax must be paid in cash at time of conveyancing and you must live in the property for a minimum 12 months or pay the pro-rated exemption amount.**

### RRSP Home Buyers' Plan (HBP)

Participants are eligible to withdraw a maximum \$25,000 tax-free from his/her own RRSP for a down payment. Participants must not have owned a home that has been used as a principal residence within the **last five years** and **MUST** intend to occupy the home as a **principal residence**. The minimum repayment schedule is 15 equal installments. **The funds to be withdrawn must have been invested into the RRSP for a minimum of 90 days prior to withdrawal.** It is important to note that if you have an outstanding RRSP Home Buyer's Plan balance from your last home purchase, and you are planning on selling and buying another property, **you must pay off in full the outstanding balance** before you can claim this incentive again.

### HST New Housing Rebate: Resale homes are exempt from the HST.

An HST partial rebate on new housing will be provided to purchasers in an amount equal to 5% of the purchase price up to a maximum rebate of \$26,250 (2010).

New House Price (not including HST)	GST Portion - New Housing Rebate	PST Portion - New Housing Rebate	Total Rebates
\$350,000	\$6,300	\$17,500	\$23,800
\$400,000	\$3,150	\$20,000	\$23,150
\$450,000	\$0	\$22,500	\$22,500
\$500,000	\$0	\$25,000	\$25,000
\$525,000	\$0	\$26,250	\$26,250

Note: For current information regarding the HST payable, please refer to the Canada Revenue Agency resources.

### Miscellaneous Note: Down Payment & Contract Deposit Amount

Your down payment should be in Canadian funds, accessible with a proven 3 month statement record, and not from non-traditional sources (ie borrowed or gift from friend.) At time of subject removal (see previous page) **you are required to provide, in the form of a bank draft, approximately 5% of the total purchase price as the consideration of the offer payable to our office "In Trust".**

# SAMPLE PAGE: BUYERS UNREPRESENTED BOOKLET

## Your Top Ten Wish List

Once you make the decision to make a move you need to know what it is you want and need in your next home. What you want are the cherries on top of the what you need. Once you identify your needs (ie pets must be allowed because you have a dog) consider these your "deal breakers", meaning, if the property doesn't offer it you cannot consider it. If it truly is not a need then it is likely better categorized as a "would be nice". Identifying these deal breakers in advance will save you valuable time and disappointment down the road.

Following are some common needs and wants to help you create your own list:

- |   |   |
|---|---|
| <input type="checkbox"/> Balcony, Patio or Outdoor Space                        |   |
| <input type="checkbox"/> Pets Allowed   | <input type="checkbox"/> Age of Construction: New or Old                |
| <input type="checkbox"/> Gas or electric range                                  | <input type="checkbox"/> Condition of Home: Renovated, Fixer upper      |
| <input type="checkbox"/> In-suite or shared laundry                             | <input type="checkbox"/> Move in condition: Minor cleaning and repairs  |
| <input type="checkbox"/> View (water, city and park)                            | <input type="checkbox"/> Availability of Visitor parking                |
| <input type="checkbox"/> Rentals Allowed  | <input type="checkbox"/> Entertainment Space (dining room, family room) |
| <input type="checkbox"/> Parking (underground, garage)                          | <input type="checkbox"/> Amenities (pool, gym, sauna, Jacuzzi)          |
| <input type="checkbox"/> Storage Locker   | <input type="checkbox"/> Noise Level                                    |
| <input type="checkbox"/> Location (quiet, busy, remote, urban)                  | <input type="checkbox"/> Level of Light (bright, dark)                  |
| <input type="checkbox"/> Construction Type (concrete, frame, highrise, lowrise) |   |

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# SAMPLE PAGE: BUYERS UNREPRESENTED BOOKLET

## How Much Mortgage Payment can You Afford?

Based on your income a general guideline is to allow no more than 30% of your gross monthly income (before deductions) to make your monthly housing payments. This test of your ability to repay a mortgage loan is generally referred to as the Gross Debt Service Ratio.

**Complete the following calculation** to determine the approximate amount you may be able to afford for the mortgage payment, the property taxes and where applicable, 50% of the strata maintenance fees. Some lenders will require that this total maximum monthly payment also covers heating costs.

\$ _____	Your Gross Monthly Income
\$ _____	Co-signors gross monthly income (if applicable)
\$ _____	Other monthly income
\$ _____	<b>Total Monthly Income</b>
\$ _____	Multiply the <b>Total</b> line above by 30% to calculate your <b>Total Monthly maximum housing payment</b>

### Based on your Other Financial Obligations

If you have other monthly financial obligations, such as car or credit car payments, the lending institution will also apply the Total Debt Service Ratio (TDSR) test to determine the maximum mortgage loan for which you can qualify.

### Complete the Following Calculation

\$ _____	Your Monthly Housing Payment as calculated previously
\$ _____	Your Monthly Deb Payments (car, credit card etc)
\$ _____	<b>Total Monthly Payment</b>

A general guideline should be that the total of your monthly housing payment added to your other monthly debt payments should not exceed 40% of your monthly gross income.

The Gross Debt Service Ratio (GDSR) and the Total Debt Service Ratio (TDSR) tests protect both you and the lender by ensuring that you do not take on more debt than you can reasonably afford to repay.

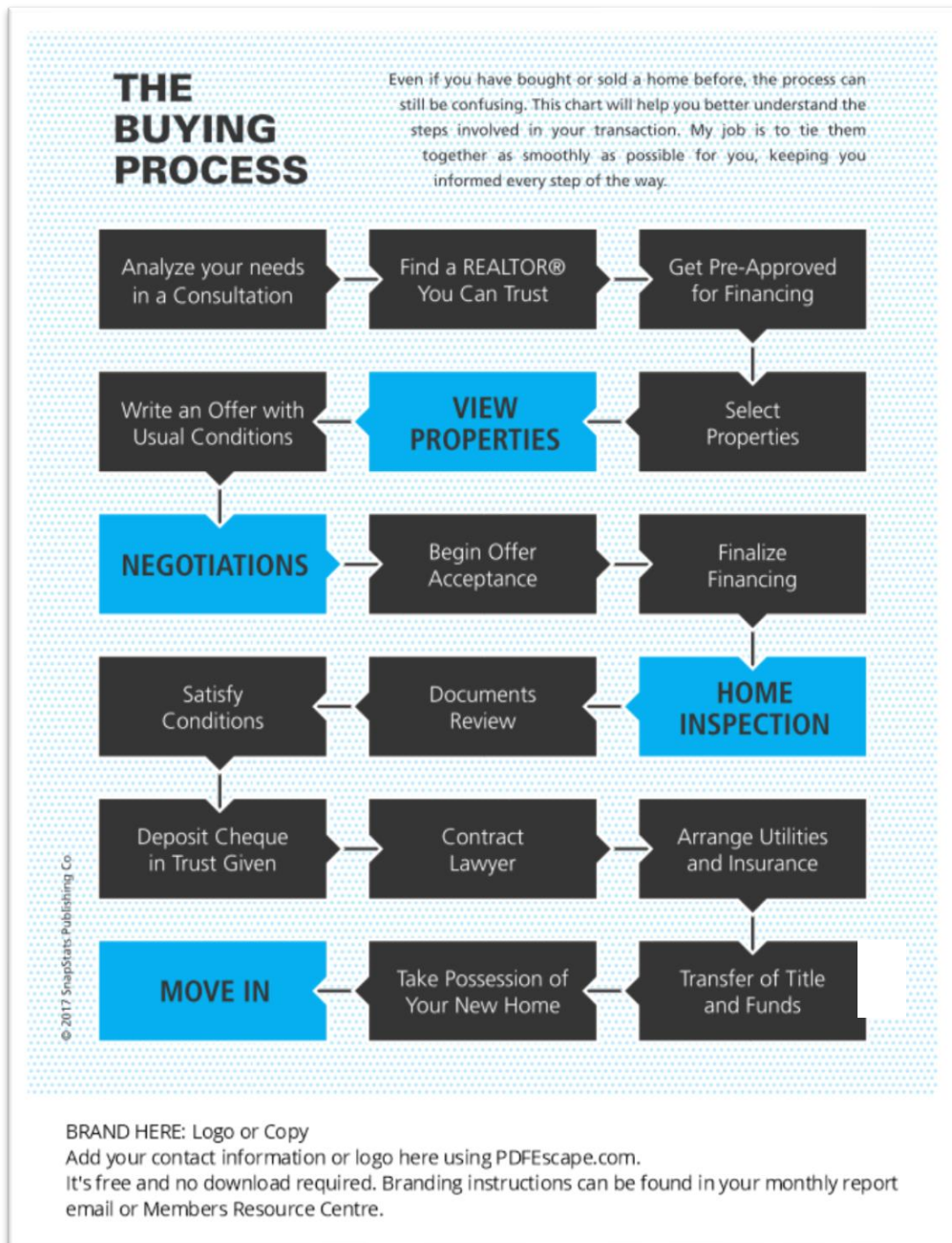
Many lending institutions will prequalify you for a specific size and type of mortgage loan before you begin searching for your new home. Taking the time to apply for a pre-approved mortgage will give you the security of knowing how much you can afford to spend.

Before concluding the loan agreement, most lending institutions will require an appraisal of your selected home. The appraised value is a professional opinion of the value of the home and may differ from the purchase price you are willing to pay. The appraised value may affect the approved value of the loan.



# SAMPLE PAGE: BUYERS UNREPRESENTED BOOKLET

This **Buyer's Flow Chart** is available to you in our Members Resource Centre at [www.snap-stats.com](http://www.snap-stats.com) (login top right.)



# SCRIPT FOR BUYERS UNREPRESENTED BOOKLET

I'm not here to sell you anything, but I do want to make sure you know what is all involved in purchasing a property and would like to give you this Information Booklet which includes statistics I provide my clients each month. [Point to the SnapStats report page.] Anything *up to* 11% indicates a Buyer's Market as per the Real Estate Board. We break the report down by price and neighbourhoods.

*[Wait for reaction of interest]*

If you like, after the open house today, *[pick up and start flipping through the full Report stapled in booklet format and in colour]* I can email you the full report which shows you all the suggested Buyer Markets from [state first area report page to last area of report page ie Burnaby to Maple Ridge].

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**IMPORTANT:** Be sure to email your SnapStats report within the time frame promised to instill trust in the potential lead.

**OPTION:** Provide them with a FREE bonus gift such as the SnapStats How to Use a Fire Extinguisher or Laundry Care Symbols poster that you can **brand** with your contact information. You can find it in our [Members Resource Centre](#) under Tools: Business & Calculators (search for 'Client Appreciation' and 'branding'.)