

real



AN INTRODUCTION TO YOUR SELLER'S GUIDE

LIST *to* SOLD



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WELCOME MESSAGE

VELUXE

- REAL ESTATE GROUP -

We're excited to help you navigate the process of selling your property. Our goal is to provide you with the resources and expertise you need to make the most of your real estate investment.

From pricing strategies to marketing techniques, we'll cover everything you need to know to sell your property quickly and efficiently. We're here to support you every step of the way and look forward to working with you to achieve your real estate goals.

- Annie Demello



ANNIE'S 2023 PERFORMANCE STATS



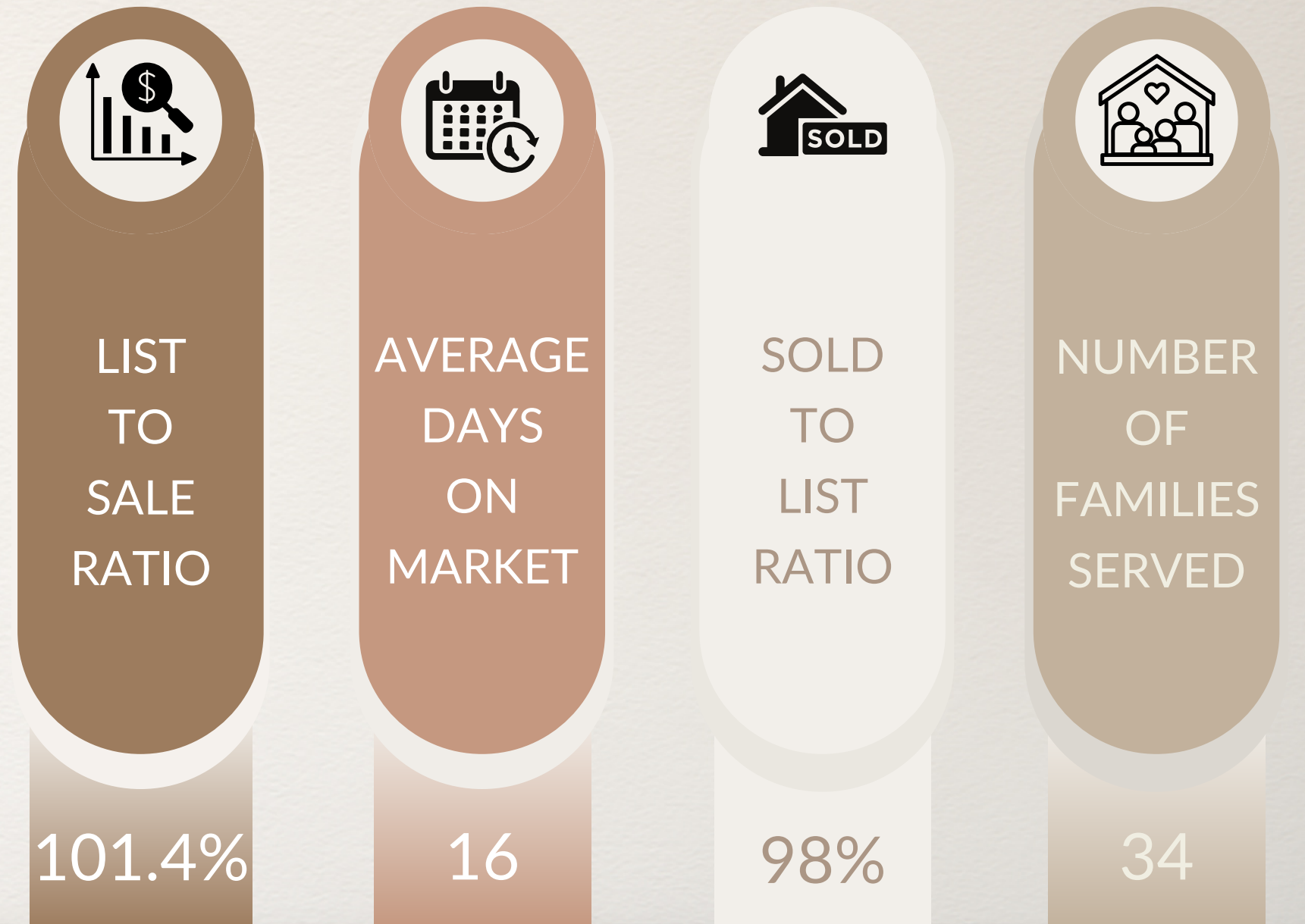
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AREA SPECIALITY
CHESTERMERE & CALGARY, AB



WE SAVE OUR CLIENTS OVER \$9,000 MORE THAN THE AVERAGE REALTOR

WHAT MAKES ME

a great agent



CONNECT YOUR HOME WITH PROSPECTIVE BUYERS

At Real Broker, we have a platform to market your home before going on the market to the public. This may save you the hassle of multiple showings. Once your home goes live, we'll expose your home to the largest potential audience through multiple platforms.

WORK FOR THE BEST RESULT FOR YOU

We will be able to help you negotiate top dollar for your home while weighing out the value of money and what's most convenient for you.

ATTENTION TO DETAIL

The process of buying a home requires a good deal of paperwork. We will help you fill out all documents and get them submitted properly. Everything can be done virtually and electronically.

PROFESSIONAL NEGOTIATOR

Remember that the whole point of negotiating is compromise. This means that you need to look out for yourself, but also be willing to budge in order to satisfy both parties. However, it's about getting what we've prioritized as important to you.

EXPERT GUIDE

We are there to help you with any questions you have along the way. We offer an objective opinion and can give you a much needed online presence. We will work with you as a team to navigate the market and our target market.



Seller's ROADMAP

1

FIND AGENT

Find a great agent that aligns with your values and goals

2

PRICING

Work with us to price your home strategically and competitively

3

STAGING

Don't rush this process to prepare your home for showings

4

MARKETING

Professional photography and strategic online marketing to create the most exposure

5

LISTING

Your home is live and viewable by potential buyers

10

FINAL DETAILS

Start packing and be prepared for delays

9

CLOSING

Attend the closing meeting, transfer keys and celebrate!

8

PENDING

The contract becomes binding after you and the buyer agree on the contract terms

7

OFFERS

We will help you consider all offers presented and negotiate fairly

6

SHOWINGS

Be as flexible as possible to get the most potential buyers viewing your home

Costs OVERVIEW 5 THINGS YOU'LL NEED TO BUDGET FOR

BEFORE CLOSING

Home Staging

Home Inspection / Immediate Repairs and Maintenance

Cleaners

UPON CLOSING

Lawyer/Notary

Mortgage Penalty

Realtor Fees

Moving Expenses

01. MORTGAGE PENALTY

Amount: If you break a mortgage agreement before the end of the term, there's a penalty. The penalty is intended to compensate the lender for the lost interest income they would have earned had the borrower continued to make payments on the mortgage until the end of the term.

Timeframe: Find this out BEFORE you decide to sell so we can run the numbers to see if it makes sense to sell right now.

02. HOME INSPECTION

This is optional but definitely a great option to explore so there's no surprises of any major items that could deter a buyer. This is important, especially in Buyer's Market.

Amount: \$400-\$650 (prices vary on the size of home, ie. condo vs acreage)

Timeframe: You can make repairs and fixes in advance before listing your home.

03. LEGAL FEES

Amount: Their fees can range according to the complexity of the deal but plan to pay approximately \$900 to \$1,200 for legal fees.

Timeframe: Your lawyer will book an appointment with you 1-2 weeks before your possession day to sign your paperwork.

04. HOME STAGING

This is optional, but in a Buyer's Market, the cost of staging will be less than your first price decrease.

Home staging is the process of preparing a home for sale by making it look more attractive to potential buyers. The costs of home staging can vary depending on several factors, including the size and condition of the home, the extent of the staging needed, and the geographic location of the property.

Amount: Typically there's a set up fee, plus a monthly rental fee. For an average home, it could look like \$2,400 set up plus \$600/mo for every month it sits.

Timeframe: Before listing photography/videography

05. REALTOR FEES

Realtor fees include things like marketing - staging consult, professional photography, virtual tour, and advertising costs, property showings and open houses, negotiations with buyers or sellers, and assistance with paperwork and legal documents. The total commissioned is split between the listing and buying agent's brokerages, then to the Realtors.

Amount: 7% on 100,000 and 3% on remaining balance

Timeframe: Upon closing with your lawyers.

SELLER'S HOMEWORK

prior to our meeting



Confirm mortgage balance & payout penalty

Find original RPR (real property report)

Documents of any active warranties

Spare key for the lockbox

List of goods staying with the home

List of recent home upgrades or repairs