

ANNIE DEMELLO

PRESENTS YOUR

# LISTING *Package*



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# WHY I'M THE RIGHT CHOICE

ANNIE,  
*Demello's*

## 2020 PERFORMANCE STATS + WHAT IT MEANS TO YOU



LIST  
TO  
SALE  
RATIO

97.7%

On a \$500,000 home, my negotiation skills can help you keep an additional \$5,000 in your own pockets.



AVERAGE  
DAYS  
ON  
MARKET

45

30 days of getting the right buyer in the door, and 2 weeks of conditions can reduce some stress for sellers.



SOLD  
TO  
LIST  
RATIO

100%

Did you know that only 57% of homes that get listed actually sell? I sold each one of my listings, and still maintained a 97.7% LP/SP average.



NUMBER  
OF  
FAMILIES  
HELPED

33

Numbers are great, but making an impact is greater. I had the opportunity to serve 33 families in 2020!

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# WHAT MY CLIENTS ARE SAYING



**Kristine Vye**

Local Guide · 10 reviews · 25 photos



**Positive:** Professionalism, Quality, Responsiveness, Value

A truly amazing realtor

"A great realtor is hard to find, difficult to part with, and impossible to forget."

We came across Annie who changed our lives when we meet her. Thank you for being that person. Thank you for helping our family find our dream home. Your guidance and support have meant the world to our family. We will be forever thankful to have a realtor like you!



**Sydney Hails**

4 reviews



**Positive:** Professionalism, Quality, Responsiveness, Value

Annie Demello was absolutely amazing! I had previously listed with an agent at a discount firm that had jaded my experience. When I listed with Annie she took care of everything and had an offer on the table within less than a week of listing! Annie answered questions super quickly (even when not related to my listed home) and always made me feel like I was in good hands.



**Damien COROLLER**

1 review



Highly recommend Annie Thai! Being a new home buyer, she was able to tailor houses based on my criteria's! She was available for any questions I had and made the process feel like a breeze. Last but definitely not least when we made an offer she was able to stick to the price strategy and negotiated the exact price we planned.



**Holly Fillion**

2 reviews



Annie Demello (Thai) is absolutely fantastic. We were first time home buyers and I was extremely anxious. She took care of everything down to the very last detail. I felt so reassured knowing she would be representing my family. She is fierce, knowledgeable, and very professional. If you're looking for a realtor, you need not look any further. If I could give her 10 stars I would!



**Maria Paculan**

Local Guide · 42 reviews · 27 photos



To say that Annie Thai is knowledgeable, or great at what she does is an understatement!

I am an out of town buyer and I had the pleasure to work with Annie! Her understanding of the market, her attention to detail and her engaging personality are just few of her traits that made my transaction organized and smooth. She explained all the details that we needed and answered all our questions promptly. See, it's a little more complicated as I am not from Calgary but she made it happen. From connecting me with lawyers, builders, etc! This is not my first time in real estate so I know how it's stressful this process can be. But Annie made everything so enjoyable and exciting--just how it's supposed to be. She's always doing things above and beyond!

She's a 100%! I definitely recommend her!



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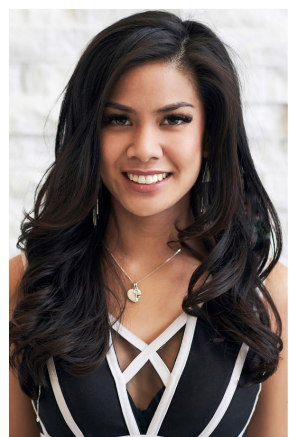


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# MEET THE PROFESSIONAL TEAM

ANNIE  
Gemello



✓ MORTGAGE BROKER

✓ PROFESSIONAL MEASUREMENTS

✓ PROFESSIONAL PHOTOGRAPHY

✓ HOME STAGING

✓ REAL ESTATE LAWYER

✓ HOME INSPECTOR

Born and raised in Calgary by Vietnamese immigrant, refugee parents have taught me to not take their second chance for granted. By the age of twelve, I was working in the hospitality industry developing the skill of discipline, hardwork and the value of money.

Becoming a realtor felt like a natural choice for me. The more families I help means the more I can help fund my parent's retirement and build a strong foundation with my husband, Ryan.

Real estate has allowed me to use my interior design certification, helping my clients prep for professional photos to sell their homes, and having a background in the financial industry to understand budgeting, markets and long term goal setting for my buyers. My eye for design and ability to romance your home is an asset for marketing where style meets functionality.

This leads to an answer that everyone wants to see; SOLD!

Whether it's your first home, investment property, retirement home or new home construction, I have the best team of professionals to help you achieve that next milestone.

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# AGENCY AND LEGALITIES

## *Legal Duties:*

1. Undivided Loyalty
2. Confidentially
3. Full Disclosure
4. Obedience
5. Reasonable Care & Skill
6. Full Accountability



**CREB®** | Calgary Real Estate Board. One of the main functions of CREB® is the operation of the Multiple Listing Service (MLS®) System.

**CREA** | Canadian Real Estate Association. CREA owns the MLS® and REALTOR® trademarks which signify a high standard of service and identify members of CREA.

**CARA** | Central Alberta REALTORS® Association. The Central Alberta REALTORS® Association is a co-operative association of Real Estate professionals, which facilitates the marketing of real estate.

**PIPA** | Personal Information Protection Act of Alberta. Deals with how companies can collect and use personal information.

**RECA** | Real Estate Council of Alberta. The Real Estate Council of Alberta is an independent non-government agency responsible for the regulation and licensing of Alberta's Real Estate Brokers, Mortgage Brokers, and Real Estate Appraisers.

**PIPEDA** | Personal Information Protection and Electronic Documents of Canada. Deals with consumer privacy.

**FINTRAC** | Financial Transactions and Reports Analysis Centre of Canada. Deals with protection from Money Laundering and Terrorist Financing.





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# PRICING CONSIDERATIONS



## MARKET CONDITIONS

Buyers or sellers market?  
Quantity of inventory  
Average days on market

## AREA INFLUENCES

What is the doing?  
Are there any special considerations?  
What is the highest and best use of this property?

## CONDITION OF HOME

Necessary or additional repairs  
Value differential  
Buyer's perception

## ECONOMIC & SOCIAL INFLUENCES

Interest rates  
Political environment  
Labor market  
Vacancy rates  
Foreign ownership appeal

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# PRICING IT RIGHT FROM THE BEGINNING

The prime marketing time occurs during the first few weeks. Make sure your home is priced right from the very beginning.



What would happen if the real estate market suddenly shifted in favour of sellers, and you priced your home off comparable properties in your area that were now outdated (pricing it too low)? In this case, you would likely have an offer on your home within a couple days and within 98-100% of your list price. You may even get competing offers and receive more than the original asking price. Your sale is now done and you can forget about it. You may have gotten \$5,000-\$10,000 more in 30-60 days, but that is only a "may".

What if you decide to speculate a bit and you list for a modest \$10,000-\$15,000 over the determined market value (assuming an average price of \$400,000 for the sake of scale)? Either the stars will align and the perfect person, who is looking for a house like yours, will completely ignore the rest of the homes on the market and decide to pay more for your property out of pure bliss and

emotion. Or it will sit for a while. No one knows how long for sure, but you will likely consider a price reduction before 30-45 days. If the market is moving up, then your home may sell in a few months when the market catches it, but what if it doesn't?

When considering a home to purchase, buyers don't look at price alone. They always want to know how long a property has been on the market. If it has been sitting, they want to know why, and automatically assume that something is wrong. Furthermore, when they first view a home and decide it is not for them (could be price, layout, etc) even a price reduction rarely entices them to take a second look if they already feel that they don't like the home. Finally, if you are forced to price reduce, this can be a slippery slope. After waiting for 30 days in a slower market, you will not be the only person who has reduced their price. You will still likely be overpriced, as everyone who was priced 'ok'

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Price is the **MOST** important factor to consider when selling.

When pricing a home, should you list competitively, or should you speculate a bit and see if you will catch the "big fish"?

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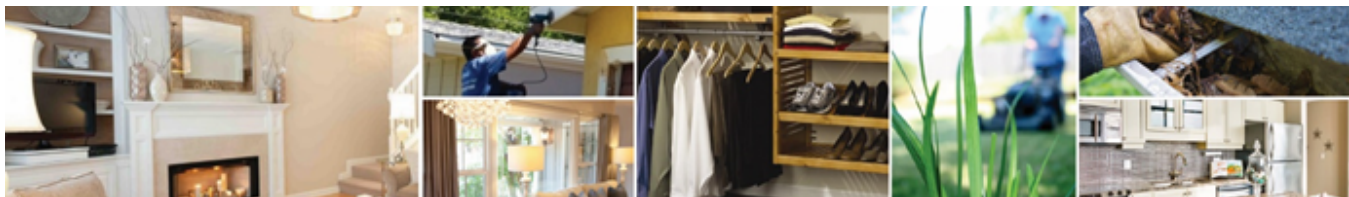
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# PREPARING YOUR HOME



## Exterior

- ☐ Cut the lawn
- ☐ Trim shrubs and plants
- ☐ Weed and edge gardens
- ☐ Pick up any litter
- ☐ Clear walk and driveway
- ☐ Repair gutters, eaves and roof
- ☐ Move all building supplies out of sight
- ☐ Move all gardening supplies out of sight
- ☐ Clear the patio of small items
- ☐ Clean oil stains from the driveway and garage
- ☐ Replace worn or personalized doormats
- ☐ Replace any bulbs that are not working
- ☐ Touch-up exterior paint

## Interior

- ☐ Oil squeaky doors
- ☐ Clean and tidy entrance
- ☐ Clear hallways and steps of any objects or clutter
- ☐ Remove identifying items such as photo frames
- ☐ Clean everything (appliances, furnace, windows, carpets, etc)
- ☐ Remove messages from the refrigerator
- ☐ Keep pets outdoors or out of the house
- ☐ Tighten and polish doorknobs
- ☐ Repair leaking taps and toilets
- ☐ Repair cracked plaster
- ☐ Remove extra items from all the counter tops
- ☐ Replace burnt out lights
- ☐ Clean and repair windows
- ☐ Touch-up chipped paint
- ☐ Organize closets and cupboards (thin them out)

## Preparing your home before showings

- ☐ Be absent during showings
- ☐ Turn all lights on
- ☐ Turn on fireplace (if applicable)
- ☐ Open curtains, window blinds and drapes
- ☐ Play quiet background music
- ☐ Ensure your home is show ready





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# YOUR MARKETING PLAN

MARKET STATS SHOW THAT MORE THAN 70% OF BUYERS  
USE THE INTERNET TO SEARCH FOR THEIR NEXT HOME.



I work with professional photographers that capture your home's best angles. Our team is very attention to detail to move around small objects to get a perfect photo, 30-50 times over.

Now more than ever, an eye catching online appearance is crucial. That's why I invest into a virtual 3D tours, with a floor plan to better provide visuals for your potential buyers before they walk in; the ones that do, are serious buyers.

Buyers' first impression, is the only impression. I'm is also a certified Interior Designer so I can best assist on how your home can be showcased.

Lastly, where possible a "FOR SALE" sign will be placed on your property to market your home to the potential buyers driving through your desired community.





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# OUR NEXT STEPS

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## STEP 1 – INITIAL MEETING

**INTERVIEW ME:** There are hundreds of critical mistakes you can make when selling your home, however there is a universal cure for them all - qualifying and choosing the right agent. In addition to an interview with an agent, have them look at your house and give you an idea of value. **COMPARATIVE MARKET ANALYSIS:** I will then assess the other homes in the area that are comparable to yours, make financial adjustments for the differences and give you an approximate value.



## STEP 2 – DOCUMENT & MATERIAL PREPARATION

**DOCS TO SELL:** These include an updated survey of your property called a Real Property Report, any relevant repair receipts (such as a new roof or furnace), any home warranty documents, a spare set of keys, relevant rental or lease agreements, etc. If you live in a condo, pull all the documents you have received from the board or management company.



## STEP 3 – HOME PREPARATION

**SAVE MONEY LONG TERM:** If there are major repairs that need to be made, consider fixing them before you sell, or offering a credit to a buyer for the repair. If you try to hide it or don't address the issue, then in the buyer's mind it will drastically reduce the quality and price of the property. **PRETTY & CLEAN:** In terms of a simple cleaning, the key is to de-clutter rooms (knick-knacks and excess furniture), and make sure the house looks clean and well maintained.



## STEP 4 – THE LISTING DOCUMENTS

**UNDERSTAND THE PAPERWORK:** When you sign the listing documents, be sure that you understand you are signing a legal contract. When does the contract begin and how does the contract end? What are my rights and responsibilities within the agreement? Most standard contracts are written to protect you (the seller) and the brokerage as well.



## STEP 5 – MARKETING

**LOOKS DO MATTER:** I will mention all the features of the house that convinced you to initially make your purchase, because other buyers will likely feel the same way. Look over the marketing materials and if you have any suggestions for additional information, feel free to let your me know.



## STEP 6 – SHOWINGS

**SHOW OFF YOUR HOME:** No one likes to be forced out of their home, but it is extremely uncomfortable for a buyer if you are present during a showing. If possible, make arrangements with a friend, neighbor or relative to be absent during showings.







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# OUR NEXT STEPS

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## STEP 7 – STRATEGY ASSESSMENT

**PROACTIVE GAME PLANS:** After a couple of weeks on the market, we should have enough feedback to assess the current marketing strategy, and it may be time to make some adjustments. This may include changing the marketing medium (newspaper vs websites, etc.) the features that are focused on, price, agent incentives, etc.



## STEP 8 – OFFER & NEGOTIATION

**NEGOTIATE FOR A WIN-WIN:** When someone decides to write an offer, you will be contacted by myself and a time will be set to present it to you. I can meet you in person, or complete a Zoom call or phone call, whatever works best for you. After some negotiations, signatures and initials will be required to finalize the agreement.



## STEP 9 – CONDITIONS

**THE FINE DETAILS:** It is most common for an offer to have some sort of condition on it. This might be that the buyers agree to purchase your house as long as they can get a home inspection first, or subject to their financing being approved. A due date is usually between 7 – 10 days and your house will be considered “conditionally sold” during this time. The shorter the condition dates the better, but it is important to give the buyers a realistic amount of time to save the headache of extensions on dates.



## STEP 10 – PREPARATION FOR POSSESSION

**FIRM DEAL:** Once the conditions are removed, the deal is considered “firm” and you can prepare for possession. You will meet with the lawyers (usually about a week before possession), and fulfill any part of the contract that you agreed to. If you said professional clean or anything written in the contract, then this must be done before possession to avoid a contract breach.



## Step 11 – Closing & Possession

**MOVING DAY:** Possession typically happens at 12:00pm unless otherwise agreed to.

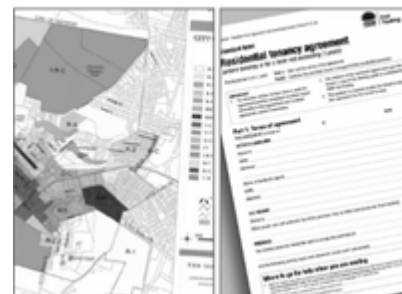
**KEYS:** Keys do not get released to the new owners until noon and only if the money has been transferred to your lawyer (they will notify me). Typically your cheque will be ready a couple days after, and if you are buying a new home, the lawyers will handle any money transfers that need to happen.





# YOUR HOMEWORK

- ☐ Spare keys for the lockbox (all necessary)
- ☐ Real Property Report — up-to-date compliance and conforming
- ☐ Condo documents (all available, if applicable)
- ☐ Tenant agreements (if applicable)
- ☐ Warranty information — home and other goods
- ☐ Any property tax info
- ☐ Any city of Calgary local improvement info
- ☐ Any zoning information
- ☐ Any information unique to the property
- ☐ Any related contracts to the home or goods — water softener, alarm system contracts, etc)
- ☐ Proof of any available building or development permits



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# YOUR MOVING CHECKLIST

- ☐ Mark your moving day on your calendar! Decide if you will use a moving company or rent a truck.
- ☐ Contact and book your moving company. Remember! Book this early (up to 2 months in advance to secure your moving day. Remember, weekend moves may be more costly and tougher to book)
- ☐ If moving yourself ensure that you confirm and book a moving truck, notify your friends and family to assist the day of your move.
- ☐ Begin to remove and sort clutter (start with the basement, attic, garage, and other storage areas). Decide what you will move and what you will sell or donate to charity.
- ☐ Get moving boxes and packing materials, don't forget to pack!
- ☐ Reminder if moving yourself, dismantle beds and other large furniture. (this may also save you time and money if using movers). Mark boxes with contents and rooms for easy placement in your new home. (your friends will love you for this one!)
- ☐ Contact the post office to redirect your mail and fill out change-of-address cards, to send to friends and family.
- ☐ Schedule disconnection of all utility services (i.e.: hydro, phone and cable) at your old home, and connection of them at your new one. Be sure to disconnect the day after you leave and connect the day before you arrive. Reminder to note all utility meter readings, on moving day for your records.
- ☐ Contact your insurance company to add/change or update your home insurance. Check with your insurance to see that your belongings are covered during the move. If you are moving in or out of an apartment, arrange for use of the elevator. Notify creditors, employer, Doctor, Dentist etc. of address change.
- ☐ Change your address on an subscription accounts, Amazon, etc.

