



RR

SELLER'S GUIDE

YOUR GUIDE TO HELP YOU
WITH YOUR HOME SELLING
PROCESS!

ABI MACKENZIE, REALTOR®

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MEET YOUR *agent*

Hello I am
ABI MACKENZIE


YOUR LOCAL AGENT

Real estate is not just about transactions; it's about finding the ideal fit between people and properties. Each match represents a unique combination of personal preferences, lifestyle requirements, and financial considerations. The joy of witnessing clients discover their dream homes and seeing their visions come to life is the most rewarding aspects of my career!

I could not be more excited to assist you with selling your home! Let's do this thing!




LET'S STAY CONNECTED!

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VISIT OUR SOCIAL MEDIA



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MOZAIC

REALTY GROUP

YOUR SMARTEST MOVE YET

Mozaic Realty Group

GET TO KNOW ALL ABOUT YOUR LOCAL
REAL ESTATE BROKERAGE

Mozaic Realty Group is a fresh, 100% local brand and brokerage based in Edmonton, AB.

Mozaic Realty Group proudly differentiates itself as the only firm in Edmonton SPECIALIZING in new construction homes as a real estate brokerage.

It makes a huge difference since this business model combines the huge potential and product choice by the new construction sector and ALL POSSIBLE resources and tools accessible only to licensed REALTORS®.

The combination above allows our new homes team to serve equally well both the individual clients and the real estate agents by delivering the best choice, as well as understanding and implementing best practices in real estate.

Mozaic Realty Group collaborates directly with top managers of several award-winning new home builders. As a result, the company delivers the most competitive pricing and the most universal product knowledge both to individual clients and real estate agents.



LET'S SELL YOUR
HOME
TODAY!

WE ARE HERE TO GUIDE YOU
THROUGH YOUR HOME-SELLING
JOURNEY

every step of the way!

THE HOME SELLING PROCESS





MOST COMMON

SELLER MISTAKES

To avoid

Homeseller mistakes are common, but they can be disastrous & lead to unwanted process delays and financial issues down the road. Here are the top 6 common mistakes to avoid:

Not Clearing the Clutter From Your Home

- 1 Be sure to deep clean your home, and put away clutter

Not Working With A Real Estate Agent

- 2 Having a real estate expert helps make the home selling process go more smoothly overall

Pricing It Wrong

- 3 Setting the right price from the start can make a difference in how quickly you sell your home.

Not Expecting Home Selling Costs

- 4 Don't let home-selling costs catch you by surprise.

Using Listing Photos That Look Bad

- 5 It's important to work with an experienced pro to make your home shine on camera.

Limiting Showings

- 6 If you limit showings to specific times, you could be missing out on potential buyers. Be flexible.

10 steps TO SELLING A HOME

There are 10 key steps that are taken when it comes to selling your home. I will help guide you through each of the stages and explain each of the processes we will take. Below are the steps we will cover in this home seller guide.

- 1 BEFORE LISTING
- 2 PREPARING TO LIST
- 3 PRICING YOUR HOME
- 4 LASTING IMAGE
- 5 OUR MARKETING PLAN
- 6 LISTING YOUR HOME
- 7 HOSTING OPEN HOUSES
- 8 AFTER LISTING
- 9 CONTRACT TO CLOSING
- 10 FINAL STEPS!



before
LISTING



1

DETERMINING *factors*

IF YOUR HOME WILL SELL OR NOT

1 The Price

Regardless of how much you paid for your home or the renovations you've made, the price will always be determined by what the market will bear, based on homes in your area. I will help suggest your home's best listing price.

2 Condition

Don't overlook repairs hoping potential buyers won't notice. Little problems make them wonder what bigger problems could be looming behind the scenes. De-clutter rooms to make the space appear larger, and dress up your curb appeal to increase the likelihood of a successful sale.

3 Marketing

Exposure, marketing, online tools, reputation, and connection are all vital to getting homes sold in today's market. I will share with you the strategies I will put in place that have allowed homeowners just like you to sell their homes with ease, without stress, and for a high return on investment.



CONSIDER THESE FACTORS IN MIND WHEN LISTING YOUR HOME
TO HELP ATTRACT SERIOUS BUYERS

1

YOUR LISTING *strategy*

PRICING STRATEGY

Using the market analysis of your local area, we will price your home correctly the first time so that it sells quickly. If your home is priced at a fair market value, it will attract the largest number of potential buyers in the first few weeks.

The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.

STAGING YOUR HOME

We will help you to strategically stage your home if necessary to attract the most attention from potential buyers, so they can envision themselves living in your home. Staging a house prior to selling it is one of the best investments you can make to ensure it gets a quick offer for the highest value.

PROFESSIONAL PHOTOGRAPHY

We will take a variety of high-quality photos of your home, which will be used to market the property. Similarly, we will take advantage of modern resources such as virtual tours and aerial photography & videography to sell your home quickly and for the most money.

ADVERTISING & MARKETING

We will create an effective marketing plan to advertise your home, to reach a wide audience. Such as; placing your listing on online websites, and creating physical marketing material; brochures, postcards, and flyers.





preparing
TO LIST

PREPARING TO LIST

YOUR HOUSE FOR SALE

WHY SHOULD YOU PREP YOUR HOME FOR SALE?

Selling a house is already a lot of work. You have showings to deal with, you have to keep the place clean, and inspections, appraisals, and negotiations are a hassle. Why should you put in more effort before your home's even on the market?

For one, it helps you command a higher sale price. Homes that are clean, appealing, and in top shape simply sell for more than properties in less desirable conditions.

First Impressions

When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property ... or even if they will be interested in buying at all.

Cleanliness

Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to distract them from the value of your home. Which means a lower offer amount and more time on the market for you.



PREPARING *your home*

INTERIOR

- Wipe down the washer and dryer
- Clean counter, sinks, & cupboards
- Put all clothing away
- Clean or replace the shower curtain
- Check water is draining correctly
- Place fresh clean towels and mats
- Declutter closets and shelving
- Organize furniture to look spacious
- Launder bedding and pillows
- Tidy, discard, or pre-pack items
- Ensure all appliances are working
- Check lights are strong and working

EXTERIOR

- Address driveway cracks or stains
- Clean interior and exterior windows
- Check the gutters are clear
- Clean or paint the front door
- Tidy or remove outside furniture
- Touch up exterior paintwork
- Rake and remove fallen leaves
- Apply fresh paint or stain wood fences
- Repaint or stain the patio
- Mow lawn and trim edges

A clean, neutral, and streamlined look helps buyers to imagine what their life would be like in your home. Use these points to enhance the aesthetic appeal of your home.



STAGING YOUR HOME

TO REACH TOP DOLLAR



Staging makes your house look and feel like a model home. It's the process of simplifying, rearranging furniture, adding decorative elements, and depersonalizing a home to maximize its appeal to buyers. The whole point of staging your house is to make it easy for prospective home buyers to envision themselves living in your home. To be successful, there are a few things you need to understand about what characteristics of a house are universally appealing to home buyers.

Staged homes spend
90%
less time on the market

67% Top agents say
staging helps a
seller fetch more money for
their house at resale



PROS OF STAGING YOUR HOME

- Staging has been proven to get a higher price in a shorter timeframe
 - Demonstrates the homes full potential
 - Staging allows buyers to envision themselves living in your home
- Staging makes the listing photos look phenomenal, attracting more buyers into a home

PRICING

your home



3

PRICING YOUR *home*

As your realtor, I will help establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.

PRICING YOUR HOME COMPETITIVELY

The listing price is one of the most important factors in a successful home sale. Many people tend to list too high and they either have to move greatly on the price or it takes much longer to get any offer.

You can lean on me to help guide you through setting the perfect starting price. Homes that are competitively priced have a much greater chance of selling in a timely manner.

TOP 3 PRICE FACTORS

1

THE MARKET

Your local area's current housing market conditions will play a large factor in helping to determine the best price for your home to be listed at.



2

THE COMPETITION

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

3

YOUR TIMELINE

We will establish your urgency and flexibility for selling your home to set the best listing price for your home, to meet your goals.

A modern dining room with a dark table, grey chairs, and a staircase in the background. The room features a dark dining table with four grey upholstered chairs. In the background, a staircase with a dark metal railing and wooden steps is set against a wall of grey panels. To the right, a kitchen area with wooden cabinetry and a white countertop is visible. A large window with vertical wooden blinds is on the far right. The floor is made of light-colored wood. The text "Seating a LASTING IMAGE" is overlaid in the center of the image.

Seating a
**LASTING
IMAGE**

PHOTOGRAPHY



When taken by a professional photographer, real estate photos can significantly help real estate agents sell listings faster and for more money to a prospective buyer. Homebuyers judge whether or not to walk through a property by first seeing the listing photos online. As your agent, I will ensure that your listing will be shown in its best light.

A PICTURE CAN SAY A THOUSAND WORDS!

DID YOU KNOW

HOMES WITH PROFESSIONAL PHOTOGRAPHY

1. Receive an average of 87% more views than their peers across all price tiers.
2. A home with one photo spends an average of 70 days on the market, but a home with 20 photos spends only 32 days on the market.
3. Have a 47% higher asking price per square foot.



PROFESSIONAL *videography*

REACH MORE PROSPECTIVE BUYERS

Video is without a question the most effective tool real estate agents can use in their marketing strategies to generate more leads and increase sales.

Benefits of having a Listing Video

A video can show off all of the amenities and features of the house in a very easy way.

Video listings on websites get a 400% increase in inquiries than those without.

Listing videos can provide tons of information, such as room size, floor plan, etc

Property videos are accessible 24/7 to potential buyers and can also be watched over and over again.

70%
of buyers watch
video house tours
on listing websites

157%
More organic
search results when
listings have videos



4

VIRTUAL *home tours*

Virtual tours have been shown to attract more views and generate more leads than text and still images alone. We will incorporate virtual tours into your digital marketing plan, so this innovative technology can give you a solid advantage in a competitive sellers market.

With a virtual tour, buyers can spend less time visiting properties that end up being a poor fit for them. Sellers can spend less time straightening up their houses every time a buyer wants to visit



Benefits of Virtual Tours

- These tours offer a glimpse of the whole property without actually visiting it.
- Virtual tours save time for buyers, that can be accessed 24/7.
- Creates a lasting first impression.

DID YOU KNOW

Listings with virtual tours receive over

85% MORE

clicks compared to those using images



AERIAL

images

Drones can deliver breathtaking visuals of different properties and capture footage from a new perspective, which can help elevate a real estate company's marketing and sales performance.

DID YOU KNOW

Property listings with aerial images are

68% MORE

likely to be sold than listings without

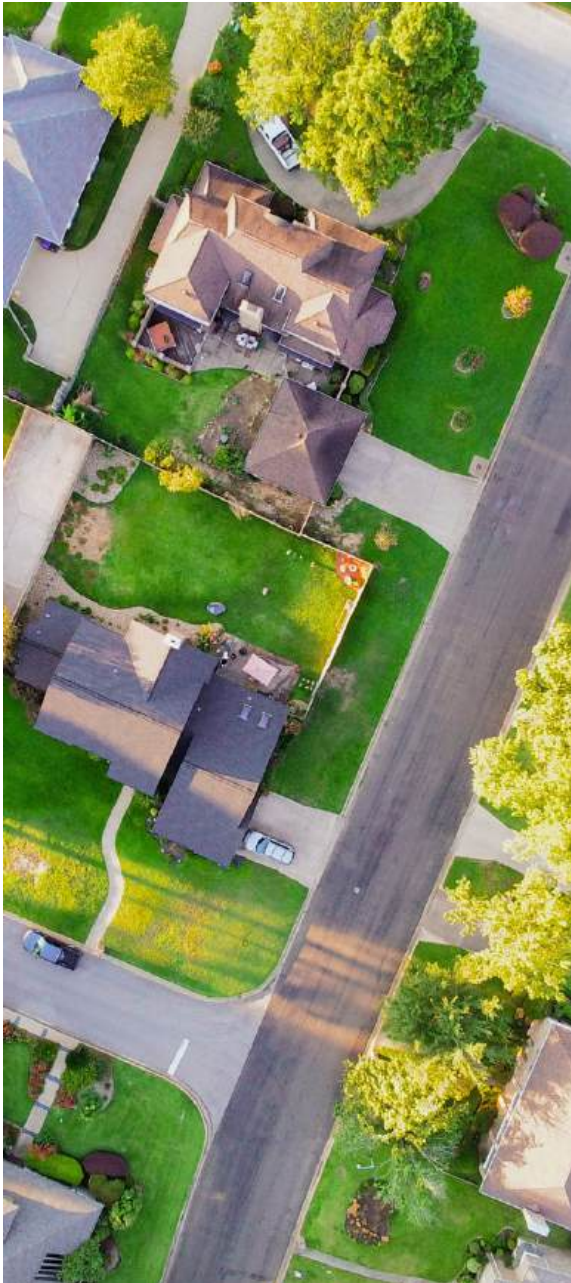
Benefits of Aerial Photos

● A great way to make your property stand out from other listings.

● Posting aerial photos and videos of your property on our social media can help generate interest and engagement.

● Truly capture and sell the ambiance of a property and allow homebuyers to visualize the lifestyle that your listing has to offer.

● Deliver a bird's-eye view of a property, allowing potential homebuyers to see a development in the context of its surroundings.



A minimalist interior scene featuring a potted plant with large green leaves on a wooden table to the left. In the center, a concrete ledge with a grey cushion is visible. To the right, a wooden table with two wooden stools is set up. The background is a plain, light-colored wall.

YOUR MARKETING *plan*

MARKETING PLAN

STRATEGY FOR MAXIMUM EXPOSURE

When we list your home, your listing will receive maximum exposure using our extensive marketing techniques by providing fresh marketing strategies when selling your home.



Brochures

Informative & creative brochures / flyers will be created



Open House

Hold open house events 1-2 weeks after listing your home



Photographs

Use professional quality and high resolution photography



Emails

Sent to current databases with thousands of buyers searching



Social Media

Set up a variety of social media campaigns to promote your home



MLS Listing

Featured in the MLS listing and major 3rd party real estate sites

it's time to list your home!



LISTING

your home



LISTING YOUR *home*

As your real estate agent, we will now use our connections to get the word out about your home to other agents and potential buyers. A real estate sales sign will be put in your front yard and all the marketing tools we have on hand will be implemented.



1 Start marketing straight away

As your agent, we will start marketing your home to potential buyers as soon as your listing is on the market. Harnessing the power of social media to share a short preview of your new listing and drive traffic through digital tools.



2 Stage your listing to stand out

When competition is fierce, can you really afford to not stage your home? Staging your home brings multiple benefits such as; creating a great first impression, highlighting the best features of a property, and selling your home faster!



3 Get as much visibility as possible

Publish your listing on the MLS with major real estate platforms. Also, consider:

- List on Facebook Marketplace
- Host open houses
- Change the featured photo regularly
- Use email lists

Congratulations

YOUR HOME IS OFFICIALLY ON THE MARKET

HOME SHOWINGS

THINGS TO CONSIDER



FLEXIBLE

Be as flexible and accommodating to the buyer's schedule as possible. We want to avoid having missed opportunities if at all possible.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

ODORS

Avoid strong-smelling foods; keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Not everyone is a pet person and it may hinder potential buyers' ability to picture themselves living in your home.

EMPTY TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

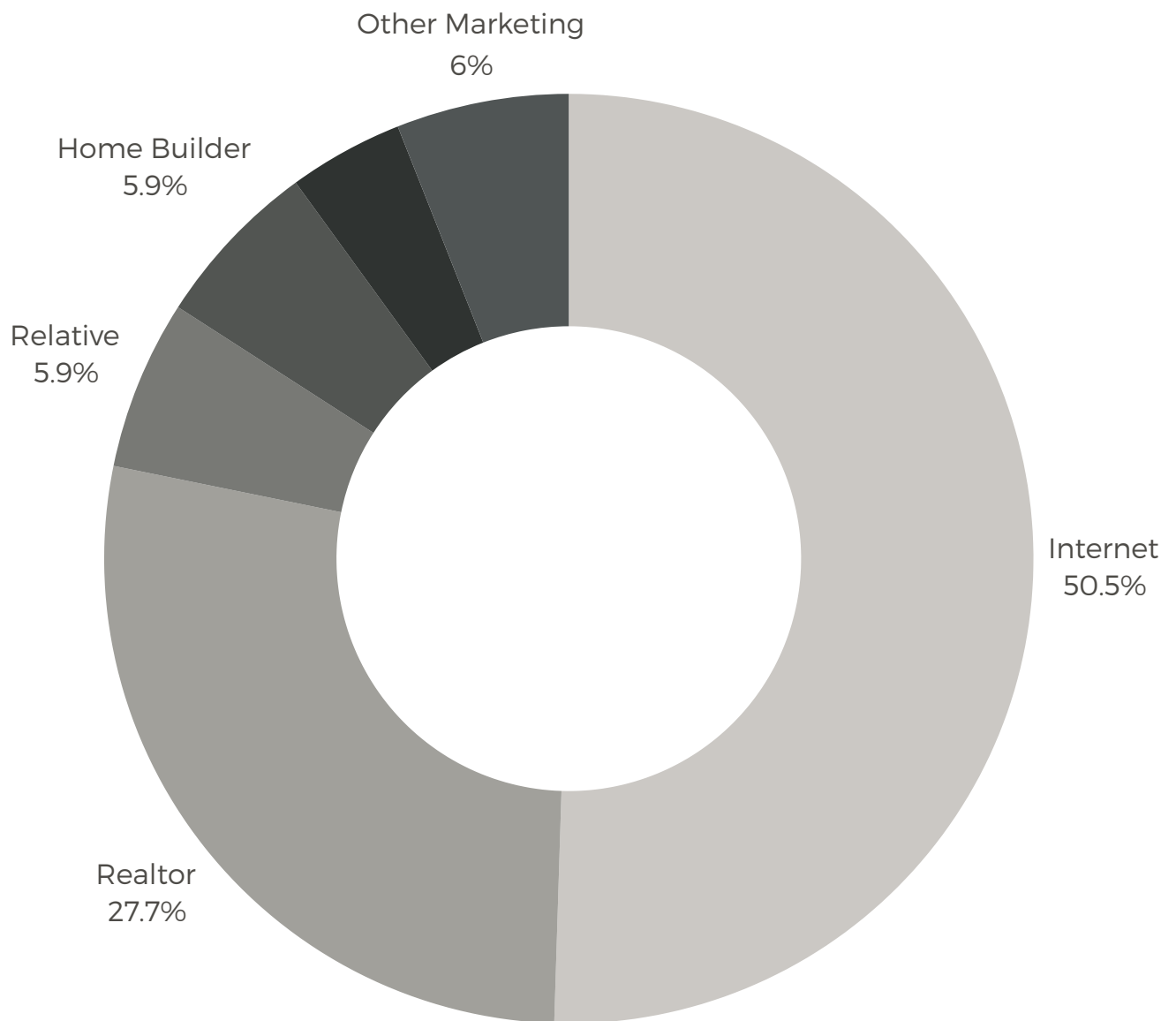
INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.



WHERE DO
HOMIE BUYERS
find their home?

VIEW OUR CHART BELOW



We strive to list your home for top dollar, all while promoting your home on our website and other similar sites, and creating marketing material to reach a large audience to sell your home quickly!



hosting open
HOUSES

OPEN HOUSE

HOSTING OPEN HOUSE EVENTS

Hosting an open house is a brilliant way to create a buzz about your house sale and get plenty of potential buyers through the doors in one go.



HOW WE PREPARE FOR YOUR OPEN HOUSE!

- 1 ONLINE MARKETING**
Post on popular real estate websites
- 2 YARD SIGNS**
Put up multiple "Open House" signs in the neighborhood on key corners
- 3 SOCIAL MEDIA**
Highlight your open house event on our social media platforms, such as Facebook & Instagram
- 4 MARKETING**
Print out postcards and flyers to hand out to potential buyers driving them to your open house

Captivating Staging!

Staging is what creates a "wow factor" when buyers first walk through the doors of your home. It's what creates an emotional response and often influences whether or not an offer is made. On the morning of your open house make sure you tidy and give a final clean. Also, have your property details on hand as potential buyers walk around!

A modern living and dining area. In the foreground, a square dining table with a white countertop and a wooden base is surrounded by teal velvet chairs with copper-colored metal legs. In the background, a grey sofa with patterned cushions sits against a brick wall. A large window offers a view of the outdoors. A decorative wheel is mounted on the brick wall, and a hanging light fixture is visible. The floor is made of light-colored wood in a herringbone pattern.

AFTER LISTING

your home

OFFER

negotiations

Once you receive an offer there are still several items that have to be handled properly. Making sure you properly disclose and obey all the terms of the contract are just a few important items. When we have an accepted contract, the escrow process begins. We help you every step of the way.



FACTORS TO TAKE INTO ACCOUNT WHEN REVIEWING OFFERS

Disclosures

The law requires the seller to disclose certain information to prospective buyers. The disclosures are designed to let buyers make informed decisions about purchasing a property. If a seller fails to disclose the appropriate information, the penalties can be severe.

Inspections

It is important to understand the contingencies in the offers that are received. The inspection contingency gives the buyer usually 14 days to complete all inspections. It is important that you understand what your obligations and options are during this period and that your agent stays on top of the deadlines in the contract.

Financing / Appraisals

It is important that your agent is skilled in helping you review offers and to make sure the buyers that have offered have been fully underwritten and are fully approved to avoid potential issues during this process.

Closing

Our goal is to help and coach you through the entire transaction. We understand that this is a process you only do a few times in your life, so we want to earn the role as your real estate professional for LIFE... not just a single transaction.

THE OFFER PROCESS

AFTER AN OFFER IS SUBMITTED

1

We can

- Accept the offer
 - Decline the offer
- If the offer isn't close enough to your expectations and need to further negotiate
- Counter the offer

2

The Buyer Can

- Accept the offer
 - Decline the offer
 - Counter the offer
- You can negotiate back and forth as many times as needed until you can reach an agreement or until someone walks away.

3

Offer Accepted

You will then sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.



TIP!

Being flexible will help the offer and negotiation process go smoother, moving one step closer to finalizing the sale of your home!

contract to
CLOSING



INSPECTIONS & *appraisals*

Property inspections are done to make sure the home is in the condition in which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or negotiate the terms for the sale.



Home Appraisal

If the buyer is applying for a loan to purchase the home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrated certain strategies to reveal the value of the home prior to the appraisal.

**THE HOUSE BUYER WILL PAY FOR
APPRAISAL & INSPECTION COSTS**



CLOSING *day!*



WHAT YOU SHOULD EXPECT

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by whom, prepare documents for closing, perform the closing, make sure all payoffs are completed, and the buyer's title is recorded. and that you receive payoffs that are due to you. Meet with your agent the day before closing to give them 1 of your house keys.

YOUR COSTS

- Mortgage balance and prepayment penalties
- The real estate agents fee
- Title insurance policy

THINGS TO LEAVE!

- Any manuals that should stay with the property
- All house keys
- Garage openers
- Mail box keys

congratulations

YOUR HOME HAS SOLD!

Give yourself a pat on the back – and start settling into your new phase of life



FINAL
steps to sold

FINAL STEPS

for sellers

CHECK FOR FORGOTTEN ITEMS

Do one more check throughout the home to make sure you're not leaving anything behind. One exception: You may want to leave unused or leftover paint cans in the colors currently used in the home

CHANGE ADDRESS

Let everyone know your new address. Submit a change of address to the post office.

DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place. Put together a packet of manuals, receipts, and any warranties as well.

ITEMS INCLUDED IN SALE

Ensure you leave all items included in the contract at the property. Ask your realtor for the items included list if you forget.

CLOSE ACCOUNTS

Cancel/move utilities and close the accounts. Keep a list of phone numbers for each of your utilities.

LOCK UP

The day before the settlement, make sure to close window coverings and lock the entry doors



A modern kitchen island with a white marble countertop and light wood cabinetry. Three black bar stools with wooden seats are tucked under the island. In the background, a kitchen with a marble backsplash and wooden cabinets is visible. Several large, spherical glass pendant lights hang from the ceiling. The text 'helpful RESOURCES' is overlaid on the image.

helpful
RESOURCES

CLIENT COMPLIMENTS

WHAT PAST CLIENTS HAVE TO SAY



EDDY T

AMBLESIDE |

“Abi is the best realtor you can get in Edmonton. Very professional and responsive.”

She would discuss with her clients every detail throughout the buy/sell process. She knows the housing market very well, and provided great insight. I am really satisfied with her performance.”



ANNA K

KESWICK |

“She immediately understood what we needed and very quickly found a house we liked.”

Always and in a short time answers calls and messages, quickly solves all problems. Very friendly and helpful. We really enjoyed working with Abi.



IRYNA B

WALKER |

“It is very easy to work with such a professional. I definitely recommend this realtor”

Abi helped us sell our property and then buy a new house. We are very pleased with the result. This is the case when a realtor answers any questions 24 hours a day.



RR

REFINED RESIDENCES

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