

real



AN INTRODUCTION TO YOUR SELLER'S GUIDE

LIST *to* SOLD



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WELCOME MESSAGE

VELUXe

- REAL ESTATE GROUP -

I'm here to make selling your property as smooth and stress-free as possible. My priority is to provide honest advice, practical resources, and a clear strategy to help you get the most out of your investment.

From setting the right price to showcasing your home to the right buyers, I'll take care of the details so you can focus on what matters most. Whether you're ready to sell now or just exploring your options, I'll be with you every step of the way, making the process straightforward and manageable. Let's work together to make your next move a success!

- Annie Demello

ANNIE'S 2024 PERFORMANCE STATS



MOBILE

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EMAIL

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WEBSITE

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INSTAGRAM

@_ANNIEDEMELLO

AREA SPECIALITY

RESIDENTIAL & COMMERCIAL REAL ESTATE

CRADLES TO CLOSING

IN 2024, WE JOYFULLY WELCOMED OUR SECOND BABY
—ALL WHILE STAYING DEDICATED TO SERVING MY
CLIENTS WITH PRECISION AND CARE; WITH THE HELP
OF MY ASSISTANT.



Sold Price vs. List Price

99.25%



Total Volume Sold

\$13,619,895



Average Days on Market

33



Average List Price

\$711,459



Average Sale Price

\$716,836



Clients Served

19

CHOOSING ME MEANS SAVING OVER \$9,000 MORE THAN THE AVERAGE REALTOR® OFFERS!



TESTIMONIALS

“Annie is knowledgeable, trustworthy, attentive, organized and so much more when it came to the process of viewing and saying yes to a home. “

Her answers were prompt and her warm and welcoming way of being made elevated the adventure to a whole new level. As anxiety levels rose, her advice was calm and comforting. She understood right off the bat what we were envisioning and provided exactly that. She went the extra mile to connect us with the right people and steps of what to expect next. If you're looking for a home, Annie's your person!

Kami & Coie

“From the start, she was incredibly professional, responsive, and knowledgeable about the market.”

Her negotiation skills were top-notch, and she went above and beyond to make sure we were happy with the entire process. We couldn't be more satisfied with the service we received and highly recommend Annie to anyone looking for a dedicated and trustworthy real estate agent!

Pierre & Alyssa

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