

Diandra
JOHNSON
REAL ESTATE PROFESSIONAL

Step-Up SYSTEM





STEP ONE

Discovery

It's our first meeting together. During this meeting, we'll sit down together and discover what you have now versus what you need, want and the why behind it. It's important to ensure we meet your needs and expectations. When I'm clear on the reasons why things aren't working, I can assist you better. Knowing your lifestyle will help me find suitable properties and locations.

I'll also have you give me a tour of your home. You can walk me through your pain points, your home's features, and all the pros and cons. You can point out any renovations or upgrades you made throughout the years. From a listing perspective, it allows me to collect all the information on your home. From a purchasing perspective, it gives me a deeper understanding of why this home no longer works for you or your family.

ONCE YOU MAP OUT YOUR MUST-HAVES AND WANTS YOU CAN MAKE DECISIONS ON PROPERTIES AND LOCATIONS WITH MORE CLARITY. WHEN YOU UNDERSTAND YOUR 'WHY' AND THE MOTIVATING FACTORS BEHIND THE CHANGES YOU MUST MAKE, YOU CAN STEP INTO THE PROCESS WITH UNWAVERING CONFIDENCE. NOT TO WORRY THOUGH IF YOU GET UNSTEADY, I'M HERE TO BRING YOU BACK TO YOUR WHY AND HELP YOU REASON OUT YOUR CHOICES.

Preparation

Now it's time to make sure you're prepared. Being prepared can help bring a sense of calm to the process and can prevent hang-ups down the line. When you're ready and motivated to take steps toward leveling up, the devil is in the details. Buying? That means getting you pre-approved before you go shopping. If you already have a trusted lender you will want to set up a meeting with them to discuss your budget. If you aren't currently working with a lender I can offer you some recommendations.

In a competitive market, you need to be ready to make decisions. When you're clear on your budget and your lender has collected the information they need in advance, they can work to get your final approval once you submit an offer. In my five years in real estate, I can tell you that people miss out on properties when they aren't pre-approved before shopping. I don't want you to make that mistake and miss out on your dream home.

Once your pre-approval is all set we can discuss what we need to do to prep your home. Before your home hits the market we want to make sure it's looking its best. We'll talk about decluttering the space and putting away any personal items. This is also a great time for you to start packing away things you don't use. We want your buyers to envision themselves in the space. I'll connect you with stagers, cleaners, or painters (as required). Once the home is photo-ready it's time for us to bring in the Paparazzi. I'll arrange for professional photos and measurements to be taken. In some cases, I'll also suggest a floor plan, virtual tour, or drone imagery.

JUST LIKE WITH A HOME, WE NEED TO START WITH A SOLID FOUNDATION. PREPARING THE GROUNDWORK WILL PAY DIVIDENDS IN THE END. THIS WILL HELP TO ENSURE YOU CAN MAKE A SOLID OFFER THAT FITS YOUR BUDGET. WE WANT TO PRESENT YOUR HOME IN PRISTINE CONDITION TO MAKE A LASTING IMPRESSION ON A BUYER TO GET YOU TOP DOLLAR!

ONE
TWO
THREE
FOUR
FIVE
SIX
SEVEN
EIGHT
NINE
TEN
ELEVEN
TWELVE
THIRTEEN
FOURTEEN
FIFTEEN
SIXTEEN
SEVENTEEN
EIGHTEEN
NINETEEN
TWENTY





Clarity

It's that part in the process where we talk about all the paperwork, processes, and systems. I know it's not the sexiest step. But it's an important one. I want to make sure you have a good understanding of the process. This is your opportunity to ask all your questions. I want to make sure you know what will happen from here on out. I want to accurately represent your property to avoid issues later. We'll also be discussing the pricing of your home. We want to make sure it's competitive in the current market.

This is a great time for us to go over the systems we use to streamline our processes. In a world where things happen at lightning speed, we need to be ready to sign documents, approve a viewing and provide access to your property quickly and on the go. If tech isn't your jam, I understand. I'll walk you through how to use these tech tools. Keep in mind that these tools don't mean we no longer speak. I don't set you up and forget about you. I send weekly updates on your listing stats and activity as a seller and connect with you often (at your comfort level) as a buyer. Beyond this, I'm always happy to take your email, call, text, or arrange for an in-person meeting when it's convenient.

I MAKE IT MY MISSION TO PROVIDE MY CLIENTS WITH TRANSPARENT AND TIMELY HELP WITH HONESTY AND INTEGRITY. TREATING EACH TRANSACTION WITH CARE AND SKILL; AS IF IT WERE MY OWN. THE BUYER AND SELLER AGREEMENTS ARE MY PROMISE TO YOU, TO DO THAT. THEY ALSO OUTLINE YOUR RESPONSIBILITIES TO ME AS A BUYER AND SELLER.

Action

You've poured the foundation. You know what you want. You've completed all your tasks, and are clear on your roles, responsibilities, and expectations. We know the process and the systems we'll use to help you reach your leveling-up goal!

Now it's time to take ACTION.

Selling? Now is the time we begin to market your property. I'll arrange for a coming soon sign and do a coming soon social media post. This helps us generate interest before your home goes live. Next, we activate your listing. The showing requests begin. Your home continues to be in pristine condition for showings and you get an OFFER! I'll sit down with you and help you understand the offer. We'll talk about the conditions and whether or not you want to counter back. Once you sign back it's time to play the waiting game. This is when 2 weeks can feel like a month but as with your purchase, a buyer needs time to meet their conditions. Once we receive the buyer's waiver, you've got a FIRM SALE.

Buying? I'm going to set you up with a search portal for properties that meet the criteria we discussed earlier. We'll narrow down the list of properties you wish to see. Once we find you your DREAM home we get your offer ready. We'll talk about what makes a strong offer. And then I'll present it to the seller agent. Once accepted, your lender completes the final approval. We book an inspector (I can provide referrals if you'd like). We get your home sold! We complete any other necessary terms and conditions. Once satisfied we send your waiver of conditions, you've got a FIRM PURCHASE.

WITHOUT ACTION, WE CAN'T LEVEL UP. SO NOW IS THE TIME TO ACTIVATE YOUR LISTING AND BEGIN YOUR SEARCH TO MAKE THE LIFESTYLE YOU WANT A REALITY.

“Attitude drives actions. Actions drive results. Results drive lifestyles.”

- Jim Rohn

FOUR
STEP





STEP FIVE

Leveling Up

That's it, imagine yourself leveling up! How does it feel? Are you doing a happy dance?

You now get to focus on your move. Ensuring that all the agreed contract inclusions, manuals, warranties, keys, codes, openers, and/or trash/recycling bins are all left behind for the new owners. You're responsible to leave the home in reasonably the same condition as when it was viewed.

Your journey doesn't stop here. You're a homeowner and that means you must continue to protect one of your largest investments. How do you do this? Continue to maintain your home! This doesn't mean following all the latest renovation trends. It means planning and saving, so it continues to be a place you enjoy living and can be proud to continue to call home. Buyers appreciate well-maintained homes, even if dated! Start a home maintenance fund now (even for a new home). When you're ready for renovations or the furnace goes, you will be glad you did.

Never hesitate to reach out for input on Renos. I'm happy to provide you with insights on which areas have the best ROI. We can also look at comparable properties to ensure you don't over-renovate for the area you're in. I recommend signing up for a quarterly market report once you're in your new home. This way you may continue to watch the sales in your area and stay up-to-date on the market.

IT'S IMPORTANT TO ME THAT YOU KNOW I'M HERE FOR YOU LONG AFTER THE TRANSACTION HAS TRANSPIRED. I PLAN TO CHECK IN ON YOU AND I HOPE YOU FEEL COMFORTABLE REACHING OUT FOR MARKET INSIGHTS OR A VENDOR REFERRAL AT ANY TIME.

Let's Connect

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Ready to level up your living?

Schedule a Call

Diandra
JOHNSON
REAL ESTATE PROFESSIONAL



"Diandra helped my wife and I with both the sale and purchase of a new home. We would (and do) recommend her to absolutely everyone.

She is a realtor that does things right. Diandra devoted a lot of time, energy, and resources into listing our home and again when we purchased a new home. you will never meet a realtor, let alone any professional, that cares for you as much as

Diandra will."

~ Adam and Danielle

"I couldn't have asked for a better experience. From putting up the for sale sign to placing the sold sign on, I had no problems.

Diandra's attention to detail in helping stage the house was helpful as well. Great advertising sure made a difference, 5 weeks to sell my house was fabulous. I

can't thank Diandra enough. It was a pleasure doing business with her. Thanks for everything!"

~ Patti

READ MORE

testimonials