

# *Todd Skoby*

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***Todd Skoby PRESENTS***



***YOUR COMPLETE  
Listing Presentation Package***

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# About Me and My Company

I've been in the service industry for over 14 years now, 12 of which I have been a Realtor. Not only have I completed my Real Estate education with the Calgary Real Estate Board I am also an Assistant Manager at CIR and have been running a successful Mentorship Group for the past 4 years at CIR. I have also attended Fanshawe College in London Ontario, during which time I participated in the Sales and Marketing Program. I have always been interested in my own business and have found my passion in assisting clients buy and sell their homes by being a full time REALTOR®.

Whether selling your first home or buying your dream home I am happy to serve you. It is service to my clients that has become my passion in Real Estate. I have a passion to succeed, strong business ethics and an unwavering commitment to excellence, these continue to be my guiding principles. Negotiations surrounding your home are serious and important. I also believe that our time together will be enjoyable...and perhaps we can even have some fun!

## “Making Dreams Happen!”

As your REALTOR®, I will earn your long-term loyalty and trust by providing you with exceptional, personalized customer service. I will do so by putting your needs first and caring for the outcome of your negotiations. I take your satisfaction personally, I will provide you with the most comprehensive real estate service available and I will back it with my service guarantee.

Thank you in advance for choosing me to be your REALTOR®!



## CIR REALTY Leading the Industry

Real estate is mostly about the local market and that is why many strong independent companies dominate. CIR REALTY's journey began in 1983. Today, we hold claim to the second largest market share in Calgary. With over 700 REALTORS® and staff, we are proud to be one of Canada's largest and most successful real estate brokerages. To achieve these accomplishments we credit our strict adherence to important fundamental principals including integrity, sincerity and value. By focusing on our REALTORS® needs we help them to be successful in all markets. We deliver outstanding value to our REALTORS® so they can do the same for their clients. CIR REALTY is always 100% committed to the success of their REALTORS®.



Visit [cirrealty.ca](http://cirrealty.ca)

# Meet The Team...

## Mortgage Team

I work closely with mortgage brokers who are happy to meet with you to assist you in your necessary financing. These relationships will help lower your rates and put more money in your pocket. Please ask me for a referral.



## Professional Photography



Professional photography is paramount to ensure your property is marketed to its fullest potential.



## Legal Team

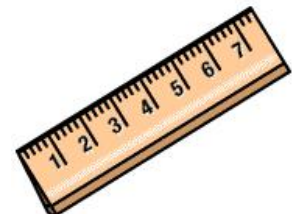


When it is time to transfer your title I can put you in touch with legal services including advice that won't break the bank!

## Professional RMS Measurements

Insured measurements complete with detailed floorplans.

## Inspections



Whether buying or selling a home inspection is always a good idea. Knowing if work is needed will certainly help negotiations to sell your home!



# Testimonials...

## What others clients are saying about me...

### **"With Sincere Appreciation"**

Todd, Thanks for being a very honest, patient and fun REALTOR®. Home search was the funnest business I've ever done. Keep up the great work and come over anytime for a BBQ and a swim.

*Daigo Kobayashi*

### **"Helped me find a house"**

Todd, Today is going to be the big moment when I receive the keys to my new house. What a Christmas present! However, it also means that our teamwork is coming to an end. At this occasion I would like to thank you so much for your great assistance in helping me find this beautiful home. I appreciated very much the way you handled the whole transaction from start to the end.

*Marianne Vogt*

### **"Thanks for going the extra mile"**

Todd, many, many, many thanks for all your hard work during the sale of our existing home and of course the purchase of our new home. You certainly did go that extra mile for both. Many thanks for "Todd's Tips for Selling". We used most of your suggestions and we truly believe that this helped sell our home for what we wanted! We always received positive feedback on the showing of the home and this was from great help from you. Many thanks once again.

*Steve and Rebecca Dalakoudis*

### **"Todd, thank you so much from both of us for being so honest"**

Todd, Thank you so much from both of us for being so honest and actually caring that we found our perfect house. It was incredibly tough trying to find something we really loved seeing as how it was our first home. The time and effort you put in was what really allowed us to find the home which we still love today. The "personal touch" as we tell our friends is what mattered. You wanted us to have our dream home as much as we did! Here's to you bud!

*Chuck and Leslie*

### **"Trustworthy Person"**

I had worked in a real estate office and had gotten to know a lot of REALTORS®, and Todd always stood out as a genuine, trustworthy person - when my husband and I were ready to start looking for our first home, I knew who I would call. Todd was always very professional and approachable, we felt comfortable telling him our honest opinion about the properties we looked at. He went above and beyond to help us find the perfect home, never pressured us in any way, and is always patient and supportive as we made our decision. Beyond that, he was genuinely excited for us when we found the right place! From start to finish, Todd helped to guide us through the maze of mortgage brokers, real estate lawyers, and paperwork - we would have been lost without him! We have recommended him to all of our family and friends and will continue to do so! Thank you Todd.

*Sincerely, Diana and Dan*

### **"You went above and beyond our expectations"**

Todd, thank you so much for your help with the purchase of our first home. Sean and I would have been lost without your support and guidance. Your knowledge, professionalism, and great sense of humor made us feel comfortable from the beginning. You went above and beyond our expectations and helped us find our dream home. We will gladly recommend you to our friends and family in the future.

Jodi & Sean



**Because a Great Experience Begins with a Great Agent.™**

# Testimonials...

## What others clients are saying about me...

### **“Knowledgeable of the Calgary Real Estate market”**

Todd is friendly, courteous and very professional. Todd is also very knowledgeable of the Calgary Real Estate market and particularly the NW (the area within which we hired Todd as agent to buy and sell our home). Todd went well beyond our expectations on numerous occasions, always finding time for us with his very busy schedule. Using Todd as our agent made the overall experience (both buying and selling) an extremely positive one and we would most definitely recommend his services to anyone looking for a Real Estate professional in the Calgary Real Estate market.

Thanks again,  
SM

### **“Professional and Very Knowledgeable”**

Todd and I have know one another for about a year now and when I decided to sell my house, it was without question I was going to use Todd as my REALTOR®. Todd is very professional in all aspects of his job. He goes above and beyond when gathering the facts. He made sure I understood everything I was doing, every step of the way. Todd is very supportive and made me feel very comfortable. He is a wonderful person who knows his job and always strives for excellence. I highly recommend Todd to anyone looking for that "perfect" REALTOR®. Thanks Todd for making the sale of my house effortless!

Tom Jinjoe

### **“He made a really stressful task seem easy.”**

It was such a pleasure working with Todd, he made a really stressful task seem easy. Buying our first home was a huge deal to us and Todd made us feel like it was also important to him. He worked hard to make sure we found our dream home and it truly does feel like a dream come true. I would recommend Todd to anyone I knew that was looking for a realtor because I know he would do an amazing job. Thanks Todd!

Brandon and Ashley Whiteside

### **“I never felt pressured...”**

*I really appreciated working with Todd as a first time home buyer. I met Todd through a mutual friend and his low-key approach and impressive listening skills helped me feel that Todd knew what I was looking for and wasn't wasting my time looking at places that weren't a fit. I never felt pressured to buy quickly and Todd's attitude of wanting to get me into a place I felt fantastic about was the key. During negotiations, Todd helped me manage to get the condo I wanted for a significantly lower price than I expected to pay. I highly recommend having Todd on your side during any real estate purchase! Thanks Todd for making the process so much fun!*  
Amie.B



**Because a Great Experience Begins with a Great Agent.™**

# Testimonials...

## What others clients are saying about me...

### "Helped us buy from a new home builder."

I have known Todd for 4 years and when the opportunity came to purchase our first home Todd was the first to come to mind. Todd was very professional, understanding, knowledgeable and nothing but a pleasure to work with. Buying a home can be stressful and scary and through this process our experience was stress-free and enjoyable. The best part of this journey was knowing that Todd was on our side and patient with us the whole way. You are an amazing individual. Thank you for all your hard work and personal touch we will be telling all our friends and family about you!

Rob Gallant & Kathy Burrows

### "We will forever recommend you to all our friends and family and the occasional random stranger"

Hello Todd,

Well, it's been three weeks since we moved in to our wicked awesome home and I'm sorry it's taken us so long to send out this thank you.

As first time home buyers, we were definitely apprehensive about the whole process. This was mainly because we were both uneducated in real estate and therefore had to put our trust into a complete stranger. Amazingly, you really stepped up to the plate. Your knowledge and expertise about the Calgary market was made clear after our very first meeting. However, it wasn't this that sold us. For me it was your high ethical standards and moral values that stood out. I could tell that you took your work seriously and would never let us get in over our heads, or settle for less for that matter. For Candace, it was your down to earth personality and eagerness to make our dream happen. I think most importantly, it was the ability for us to feel 100% comfortable and therefore we were able to honestly speak our minds. This is a very rare quality, not just for a Realtor, but for anyone.

We will forever recommend you to all our friends and family and the occasional random stranger so please keep up the good work, we don't doubt that you will.

Thanks again Todd,

Ryan and Candace

P.S. I think we're finally over the throwing-up stage. Thanks for holding our hair back.



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# Leading RE and Relocations

Leading Real Estate Companies of the World® (LeadingRE) is a global network of over 600 premier independent real estate firms with 5000 offices and over 150,000 sales associates in more than 30 countries around the world. CIR REALTY is a member of this prestigious group who have collectively sold more homes than any national brand.



## LeadingRE and CIR REALTY

CIR REALTY is a member company of the Leading Real Estate Companies of the World™ network. This premiere network has over 600 companies and over 150,000 sales associates in Canada, the United States and over 30 other countries. These companies are the highest producing and highest quality in the industry.

By listing your home with CIR REALTY you are entitled to having your listing appear on RELO Home Search - your link to the best independent real estate companies internationally. Last year LeadingRE members sold a combined \$250 Billion in real estate, *more than any other network or franchise!* Their aim is to quickly direct you to the very best local real estate professionals. As such, their site is geared to give you relevant community information while showcasing local real estate professionals who are members of our network.

## Relocation and Referral Department

CIR REALTY's relocation and referral department can help you, your friends and your family who are relocating or buying or selling investment properties through LeadingRE's world class company to company referral system.

## Luxury Portfolio

The Luxury Portfolio Fine Property Collection® is the luxury face of Leading Real Estate Companies of the World™. Their award-winning website was launched in 2005 and in its first year featured more \$1 million-plus residences than any other luxury real estate organization. It has grown to feature over 16,000 of the world's most remarkable homes and attracts over 1.2 million high-net-worth visitors each year. By presenting a gallery of the finest luxury properties and companies worldwide, the Luxury Portfolio brand is recognized throughout the world as the luxury standard of excellence.

The CIR REALTY logo, featuring the letters "CIR" in a large, stylized font with "REALTY" underneath it.

is a Proud Member of

LEADING  
REAL ESTATE  
COMPANIES®  
*of THE WORLD*

A stylized world map showing the continents in white against a blue background.

The network of trusted local experts selling more homes than any national brand.



Visit [luxuryportfolio.com](http://luxuryportfolio.com)

# Agency & Legalities



As your REALTOR® and representative, your best interest is always my first priority and as such I owe you 6 important legal duties:

Undivided Loyalty

Confidentiality

Full Disclosure

Obedience

Reasonable Care & Skill

Full Accounting

As a consumer, your interests are further protected through our regulating bodies to ensure your transaction is handled in a professional manner:

CREB – Calgary Real Estate Board

The Calgary Real Estate Board is the primary resource for Buyers and Sellers in the Calgary and area real estate market. One of the main functions of CREB® is the operation of the Multiple Listing Service (MLS®) System.

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 Appraisals.

CREA – Canadian Real Estate Association

The Canadian Real Estate Association is one of Canada's largest single-industry trade associations representing more than 96,000 real estate Brokers and Salespeople working through more than 100 real estate Boards and Associations.

CREA owns the MLS® and REALTOR® trademarks which signify a high standard of service and identify members of CREA.

PIPA — Personal Information Protection Act of Alberta

Deals with how companies can collect and use personal information.

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.





# Exclusive Seller's Bill of Rights



## You have the right to:

### A Competitive Asking Price

You will receive a well researched and comprehensive market evaluation.

### Actively Marketing Your Home

No two marketing plans are identical. I will develop a plan that is specific to your home which will yield the results you are looking for. I have the resources to market your home to the world and to ensure you get the most money in the least time with the fewest problems

### Up-to-Date Information

I will keep you apprised of the marketing of your property. I will tell you precisely how it is being marketed and keep you informed about showings.

### A Dedicated Advocate

My only priority is to earn your long-term loyalty and trust. When you win, we both win.

### Support with Sales Negotiations

I will review all offers with you personally. I will point out each offer's strengths and weaknesses and will represent your best interests in all negotiations.

### After Sales Service

I am committed to being there every step of the way - before and after the sale. I will provide post-closing information, consultation and services and be available to assist you with future real estate needs.



# A Brief Explanation of Pricing and Net

## What is a CMA?

It is a **Comparative Market Analysis**, used to determine the current and fair market value of a specific property based on:

LOCATION

SPECIFICATIONS

HIGHEST & BEST USE

FEATURE

CONDITION

The primary tool for assessing the current and fair market value is to compare similar homes in similar neighbourhoods which have recently sold or are currently for sale.

**IMPORTANT NOTE:** There are two values for your home. The first is the “Market Value” which is the final price you should expect to receive from your home. The second is the “Appropriate List Price”. This number can fluctuate considerably based on your motivation, market conditions, and how soon you need to buy or sell by.

## Is a CMA an Appraisal?

The short answer is no. CMAs are typically done by REALTORS® for free where as appraisals are done by professional Appraisers for a fee. Both groups use basically the same information, however Appraisers receive extra training and accreditations for assessing property value and provide more detailed reports.

## Why is the Net Value more important?

Understanding all costs associated with selling will allow you to determine the actual amount you will receive. Focusing on this number allows you to plan with confidence.



# Price it Right the First Time

## The Seller's Fatal Pricing Mistake

What would happen if the real estate market suddenly shifted in favor of sellers and you priced your home off comparable properties in your area that were now outdated (pricing too low)? In this case, you would likely have an offer on your home within a couple of days and within 98-100% of your listing 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 \$5000-\$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 home, 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 with the home. 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 reasonably originally, but is also now the victim of the slow market, is now lower priced than they were before. You may now actually get less than you would have

if it was originally priced lower, due to the stigma of your home and potential market fluctuations. It is now 90 days or more later. If you already bought another home, this can be a very stressful experience (especially with two mortgage payments).

In the example of pricing too low, you sold very quick, got on with your goals, and if the market went up, you hopefully bought again to take advantage of the increase. Yes, you may have left a few thousand dollars on the table. If you priced your house too high, you had to price reduce, you may have extra carrying costs, your home now has a stigma and if the market went up, you probably missed

out buying again to take advantage of the increase. In fact, if the market went down (in the first example you had already sold), then you will have to keep reducing until it becomes more appealing than the other homes in the community.

The key to pricing a home is to look at your goals and assess how soon you would like to sell. If you would like to sell quickly, then price your home 1-2% below market value to cushion yourself from fluctuations and get on with your goals. At market value, you should expect to sell in the average selling time (depends on your market). But when you are overpriced, no one wins. It is like passing up a guaranteed cash pay out in the lottery to go for the big prize. You might just get it... but at what cost if you don't?

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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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# Selling Factors

There are a number of factors that will affect the housing market.



## Market Conditions

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

## Area Influences

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

## Condition of Home

Necessary repairs?  
Additional repairs?  
Value differential  
Buyer perception

## Economic & Social Influences

Interest rates  
Political environment  
Labour market  
Vacancy rates  
Foreign ownership appeal



# Increase Your Properties Value

The most commonly asked question when looking through a client's home is "what improvements can I make that will increase the value of my property?" Many people make a profit by buying properties, improving them and then re-selling. You may not be in the property investment business, but the main concept is the same.

## Here is some insight into the home improvement game and some guidance into where you should focus your time:

### Market Value

The market value of your home is the price you can expect to receive for your home. This is based on location, motivation, market conditions, and of course, features and improvements. When making any major upgrades to your home, it is best to be sure that you will see a tangible increase in the market value when it comes time to sell.

### Put in a Nickel, Get Back a Dime

What is your time and effort worth? Too many times we meet people who are eager to do the work, but don't consider the buyer's perspective. Some people may pay more for some features that won't matter to others. Consult a professional to determine if the improvements you choose will be worth your money and will give you a return. Make sure this number is worth your time.

### Flooring

Upgrading from carpet or lino to hardwood and tile makes an enormous difference. Focus on look rather than price, since many buyers cannot tell the difference.

### Kitchens

This is usually the focal point of the house. Open concepts and modern colours are key. Consider refinishing existing cabinets and just replacing the countertop to save money.

### Saleability

The saleability of a home is best described as the overall impression your home leaves in the minds of potential buyers. These simple maintenance items may not add dollars to your market value, but will certainly ensure that your home sells as quickly and as close to your asking price as possible.

### Bathrooms

Freeing up room in the bathroom makes a big difference. Pedestal sinks can work well for this. Modern looking tile goes a long way.

### Paint

Interior and exterior. Use neutral or modern colors and unless you are a pro, avoid creative patterns. No murals.

### Floor Plan Alteration

People like to entertain and see their guests. When you enter an open concept home it also feels much larger. Furthermore, three small bedrooms may work better as one large master and a spare.

### Professional Basement Development

Builders, contractors or professionals only please. Poor workmanship will be adjusted for at the time of the sale. You can do some work yourself, but leave the finishing to the pros.



# Your Marketing Plan.....

The following represents a range of proven marketing strategies that may be used in your customized marketing plan:

## Diligent Marketing Research:

CMA? As discussed in "A Brief Explanation of Pricing and Net" a Comparative Market Analysis is used to determine the current and fair market value of a specific property. This leads to strategic pricing of your home. A guess is just not good enough...

## MLS Exposure:

Over 5,000 associates on the Calgary Real Estate Board and their buyers will have access to your home. I promise that your home will catch their eye.



## Websites & Social Media Marketing:

These include skobyrealestate.com, Instagram, Facebook, realtor.ca, creb.ca and cirrealty.ca. Market stats show that more than 70% of buyers use the Internet to search for their next home. We speak their language and ensure high-profile exposure through a number of sites. Check them out yourself!

Your home will be marketed to countless potential buyers via Facebook and YouTube.

I will also market your property on CIR Live. CIR Live is a real time 1 hour meeting hosted on [www.ustream.tv](http://www.ustream.tv) with an attendance of CIR Realtors with an average of 150 viewers every week!

NOTE: realtor.ca is the #1 searched real estate site in Canada which is accessed by thousands of buyers!

## Photographs & Virtual Tour:

Extensive professional photos will be taken and uploaded on a virtual tour with a link accessible via Realtor.ca, skobyrealestate.com, cirrealty.ca, Facebook and YouTube etc.



# Your Marketing Plan.....

## Lock Box and For Sale Sign:

Where possible a "FOR SALE" sign will be placed on your property to market the home to the community!

Ask me about the added security I have in place for your lockbox to protect you and your family.

## Our Team:

Our Team of Home Inspectors, Lawyers, Photographers and Mortgage Brokers...All working hard to ensure your sale runs smoothly.

Feedback: We gain valuable insight by collecting feedback from every associate who shows your property. Note-Not all Realtors provide feedback but I will do my best!

## Weekly Homeowner Updates:

I will provide you with feedback from showings, details about our marketing efforts and relevant activity in the marketplace.

## Detailed Feature Booklets

Printed Feature sheets seem to be a dying breed however I believe they are still an integral part of marketing your property. Therefore, I will provide full color Feature Booklets to be displayed in your home complete with photos of your home and an extensive write up.

## Professional Measurements

I will hire a professional measurement company to ensure we are marketing your home properly with the correct measurements in all rooms including total square footage.



## Public Open Houses:

I am happy to discuss with you public open houses and arrange a time that is acceptable to you to market your home.



# Your Home and Neighbourhood

Ten things that you love the most about your home & neighbourhood:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_





# Gathering Important Information

How long have you lived in your present home? \_\_\_\_\_

What major improvements have you made? \_\_\_\_\_

What is your primary motivation for selling? \_\_\_\_\_

Where would you like to move? \_\_\_\_\_

When would you like to move by? \_\_\_\_\_

What do you estimate your home's value to be? \_\_\_\_\_

What is the approximate balance on your current mortgage? \_\_\_\_\_

Do you know if there is there a payment penalty? \_\_\_\_\_

Does anyone else share in ownership of the home? \_\_\_\_\_

Are you married? (Dower Rights) \_\_\_\_\_

What items will be included in the sale? What items will be excluded? \_\_\_\_\_

Do you have any concerns about selling? \_\_\_\_\_

What are the best times to show your property? \_\_\_\_\_

What are the most important qualities you look for in a Real Estate Agent? \_\_\_\_\_

\_\_\_\_\_



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# Step by Step Guide to Selling

## Step 1 – REALTOR® Interviews and the Comparative Market Analysis (CMA)

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. Ask your agent lots of questions to ensure their motives are in the right place and they have the ability to properly represent you. Furthermore, you need to find out if you are comfortable with this person's style of business.

In addition to an interview with an agent, have them look at your house and give you an idea of value. The agent 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. This process is called a CMA.

## Step 2 – Document & Material Preparation

In order to sell, there are certain documents and materials that you should obtain. These include an updated survey of your property called a Real Property Report (you likely have one from when you bought the home), 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. Your REALTOR® should help you with the rest.

## Step 3 – Home Preparation

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 . . . "If this is wrong, then what else is wrong". 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

When you sign the listing documents, be sure that you understand you are signing a legal contract. Your REALTOR® should clearly explain each clause and the implications. 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

Be sure your agent mentions 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 REALTOR® know. Any house will sell if the value exists or is perceived in the mind of the buyer . . . this is the key.

## Step 6 – Showings

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. The more flexible you can be the better, however if there are specific times that will not work, or if you want a break, simply tell your REALTOR®. We are all human and buyers will understand that the home will not be accessible 24/7.

## Step 7 – Strategy Assessment

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. Your agent should remain proactive so the listing doesn't go stale.

## Step 8 – Offer & Negotiation

When someone decides to write an offer, you will be contacted by your REALTOR® and a time will be set to present it to you. The agent bringing the offer may want to present in person, however you ultimately have the choice. After some negotiations, signatures and initials will be required to finalize the agreement. The goal in a successful negotiation is to come to a win-win solution. Remember, people will pay your price if they feel they are getting value.

## Step 9 – Conditions

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

Once the conditions are removed, the deal is considered "firm" and you can prepare for possession. You will need to book an appointment with the lawyer (usually a date about a week before possession), and fulfill any part of the contract that you agreed to. If you said you would paint, clean, or something else, then this must be done before possession to avoid a contract breach.

## Step 11 – Closing & Possession

Possession typically happens at 12:00pm unless otherwise agreed to in writing. It is best to have your furniture moved on the previous day as some people like to get in a couple hours early to do a walk through (this is not a requirement and is simply a show of good faith). 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 the REALTORS®). 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.

# Sellers Required Items

Real property report (up-to-date compliance and conforming)

Condo documents (all available)

Keys (all necessary)

Tenant agreements (if applicable)

Warranty information (home and other goods)

Any city of Calgary 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



# Seller and Property Information

\_\_\_\_\_  
Address

\_\_\_\_\_  
Name

\_\_\_\_\_  
Home Phone

\_\_\_\_\_  
Work Phone

\_\_\_\_\_  
Cell Phone

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
Email

@ \_\_\_\_\_

\_\_\_\_\_  
Heating Type

\_\_\_\_\_  
Average Heating Cost per Month /for Winter /for Summer

\_\_\_\_\_  
Average Electric Cost per Month

\_\_\_\_\_  
Average Electric Cost per Month /for Winter /for Summer

Please list the age of the following items (in years):

\_\_\_\_\_  
Roof

\_\_\_\_\_  
Furnace

\_\_\_\_\_  
Hot Water Tank

\_\_\_\_\_  
Windows

\_\_\_\_\_  
Air Conditioning

## Mortgage Information

\_\_\_\_\_  
Amount

\_\_\_\_\_  
Rate

\_\_\_\_\_  
% Due

\_\_\_\_\_  
Payment

Do you have a real property report (if yes, please provide a copy) ?    Y    N    How Old?

# Moving Checklist

*Congratulations, on the sale and/or purchase of your new home!  
Now it's time to move, this checklist will help expedite a smooth Moving Day!*

- 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.
- Cancel newspaper delivery.



# Comments/Notes...

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