

Gordie & Lina McNab

Get it listed. Get it Sold.

Getting to Know Gordie & Lina McNab

Gordie & Lina McNab are a husband and wife team with over 36 years of experience in real estate in the Lethbridge marketplace. They have a solid process that they have developed to sell homes – a proven process that you can take advantage when working with their team.

Gordie McNab is a professional realtor with a solid background in homebuilding. Some of his achievements include:

- B.A. in Urban Planning
- Certificate of Carpentry
- Home builder for several years
- Completion of Alberta Real Estate R1000 (1992)
- Professional realtor for 18 years
- Continually updating skills with industry related educational courses.

Lina McNab is a professional realtor with a diverse background that has assisted her in the real estate industry. Lina's credentials include:

- 17 years in the banking industry
- Professional realtor for 18 years
- Resident of Lethbridge for 29 years
- Recipient of many industry awards
- Completion of Alberta Real Estate R1000 (1992)
- Completed many industry related educational courses to update skills.

Gordie & Lina always make their clients their number one priority, and focus on the needs of their clients at all time. They also believe in being there for their clients inside and outside of the deal. In fact, many clients have also become lifelong friends over the years.

Gordie & Lina look forward to getting to know you and helping you sell your home!



SOLD

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10 Reasons To List Your Home With Us

1 You will be working with a team of experienced and professional real estate agents. With over 30 years of experience, Gordie & Lina know the market and they know how to sell homes. With their expert advice, tips and approach, they can get your home sold – fast!

2 McNabHomes.com is one of the best resources in Lethbridge for selling your home. It is a site developed by real estate web experts, which means we have more web-based marketing expertise available to you. This includes MLS listing features unlike any other in the Lethbridge marketplace. We will also provide you with your very own web space to sell your home!

3 Gordie & Lina are agents with Sutton, Lethbridge's largest real estate office, selling 30% of all city residential real estate. Sutton Group nationally has 200 offices with nearly 9,000 agents, and, approximately 110,000 relocations are done through the Sutton referral directory.

4 The McNab's work as a team. Their primary focus is to market your home until it is sold, even finding you the perfect next home! We employ a full-time assistant and a full-time showing agent so our time is solely focused on getting your home sold.

5 Gordie & Lina have set up a unique and relaxed office environment adjacent to their residence in south Lethbridge.



You won't find any high pressure sales here – *just results!*

6 It's all about systems, support and results. Effective real estate systems don't just happen; they must be developed and updated constantly. This is what we have focused on to give our clients the best service possible.

7 Innovative marketing moves homes! Gordie & Lina promise to always keep abreast of new and innovative ways to sell your home. In 2009 they had their website redeveloped by real estate web experts, and also hired a professional marketing agency. These actions and the results that have been created strengthen their marketing capabilities, while adding more power and presence to marketing your home.

8 **30/60 Day Market Plan.** Let's face it you want your home sold fast. To do that, the home must show well, be competitively priced and professionally marketed. That is what we will do for you!

9 The business of selling real estate has changed significantly. Technology plays a larger role, but when buying or selling a home you still want the personal touch. That is certainly something you will find when working with our team.

10 It's all about results and working in your best interest. We will handle all the details involved in the sale of your home and we will protect you. It's just one more reason to have a professional real estate agent working for you!



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When Listing Your Home With Us What We Do To Get Your Home Sold.

When listing your home with our team, we always ensure a successful and enjoyable experience for each of our clients. From our first meeting to the listing of your home to the sale, we take care of every detail so you don't have to worry. Take a look at our process:

Step 1

Let's Meet!

Let's meet so we can help you determine the market price range of your home and provide you with a **Comparative Market Assessment (CMA)**. We will listen to your needs and respect your opinions. We will also make constructive suggestions to help you maximize the selling value of your home.

Step 2

Listing Your Home

When listing your home we will meet at our office to review your goals and adjust our strategies to provide you with a customized **30/60 Day Market Plan**. This plan will explain the process we follow to get your home sold. Let's get it listed! Let's get it sold!

Step 3

Staging Your Home

Some homes are ready to be put on the market, while others may need some renovations or staging (decorating to sell). We will make suggestions and provide you with a **FREE** one-hour consultation with a staging professional. When the stage is set, we're ready to go!

Step 4

Selling Your Home

With a **30/60 Day Market Plan** in place and the fix-ups and staging complete, we are ready to show your home. We coordinate all showings with you and provide weekly feedback. At this point your home will be on the MLS (Multiple Listing Service) – this is where the power to market your home really is! When we put your home on the **MLS system**, it can be viewed world wide on www.mls.ca, www.homesacrosscanada.com or www.mcnabhomes.com 24 hours a day, 7 days a week. Results come from one of 250 city realtors showing your home to qualified buyers. All of our **services** are provided **FREE** until our promise is fulfilled.

We believe in building long-term relationships with our clients, and we look forward to getting to know you throughout the process and in years to come!



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The 30/60 Day Market Plan

Our Guarantee To You!

- We guarantee that when you hire us, it is **RISK FREE**. That's right! If you are not happy with our service, we will simply cancel the listing!
- We guarantee to do **ALL** paperwork efficiently and accurately, checking listing information on the computer programs and the world wide web.
- We will immediately install a **SUTTON** for sale sign and electronic lock-box, deliver feature sheets and advertise your home weekly in the Real Estate Focus Magazine.
- We will inform you of **MLS** Realtor Inspection schedule, all showings and open houses – that means no surprises for you!
- We will update you weekly on the progress we have made to get your home **SOLD!**
- We will keep accurate and complete listing file information including utility information, tax assessment information, copy of **Real Property Report** (if available), mortgage information etc. to better advise you.
- We will provide you with value added services. For example, appliance coupons (to get you the best deal) for new appliances for your next home, and a **FREE** 1 hour consultation with a professional stager!
- We commit to getting as many qualified buyers as possible into your home until it is **SOLD!**
- We guarantee to price your home properly to the current market conditions, getting you the most money in a reasonable time.
- We suggest a total review of the activities and listing price after **30 days** and an automatic price change after **60 days** on the market.

