



Listing Presentation *for*

ABC Street, Calgary, Alberta

presented by
Walter Tomandl

Because a Great Experience Begins with a Great Agent.™





Because a Great Experience Begins with a Great Agent.™

ABOUT ME and MY COMPANY

Walter Tomandl

Walter Tomandl

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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 will provide you with the most comprehensive Real Estate service available.

In real estate, timing influences your home's sale price. As your REALTOR®, I work to make sure this works in your best interest based on the specific goals you have for your property. I will also make sure you are educated on the important factors affecting the market so we can calculate your home's value within the market and price it competitively. As an expert in real estate marketing, I will present you with a marketing plan that will position your home in a way that makes it stand out from its competition, attract more viewers and ultimately sell faster and for a better price.

When you enlist my help, you are not just gaining support to buy or sell a house - you are gaining an ally who will help you make the most out of your home. My commitment to you will be to guide you through every step of the process, explain the current market, help navigate complex paperwork and offer invaluable advice.



MY COMMITMENT TO YOU

Knowing that the industry continues to rapidly evolve, it is my duty as your REALTOR® to stay relevant and educated with the most up-to-date information and services to better serve you. I look forward to building a trusting relationship with mutual respect that will last a lifetime. I will guide you every step of the way through all of your real estate needs.

THE CIR REALTY DIFFERENCE

Independently owned and operated in the Calgary and area market place for 30+ years.

Over 600 REALTORS® and Staff.

Four corporate Calgary offices.
Nine regional offices.

Proud member of Leading Real Estate Companies of the World® and Luxury Portfolio, the largest international collection of luxury real estate.

#1 Brokerage in Calgary for Total Sales three years in a row (2011, 2012, 2013) – According to the Real Trends Canadian 250 Report

Recipient of Leading Real Estate Companies of the World® "MOST INNOVATIVE BROKERAGE AWARD"

A winner in the Calgary Herald Readers Choice Awards category, Best Real Estate Company" for the past six years in a row.

Thanks to You, the 2014 Real Trends Canadian 250 Report has announced that...

For the third year in a row, CIR REALTY has achieved the highest number of transactions among *all* Brokerages in both the Calgary and Central Alberta Real Estate Boards.

Over 600 REALTORS® servicing Calgary and areas including the Red Deer area, Airdrie, Okotoks, Cochrane, Sundre, Strathmore and all towns and cities in between.

Locally owned and operated, CIR REALTY is a dynamic real estate company, offering a variety of tools, training, technology, and other support to our REALTORS®. The many aspects of our company can be categorized into three pillars: *Support, Innovation and Culture*. There is not one category that is more important than the other. Combining the aspects of all three pillars; a REALTOR® will have everything they need to succeed!



A Proud Member of



LEADING REAL ESTATE
COMPANIES OF THE WORLD®

CIR
REALTY®

cirrealty.ca



Media Release

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CALGARY'S CIR REALTY AWARDED MOST INNOVATIVE REAL ESTATE BROKERAGE AT INTERNATIONAL REAL ESTATE CONFERENCE IN LAS VEGAS

Calgary, AB – CIR REALTY was the recipient of a Leading Real Estate Companies of the World® Achievement Award presented February 27, 2013 at the network's Annual Conference at The Cosmopolitan of Las Vegas. The event was part of the network's Conference Week, which attracted a sell-out crowd of nearly 2,000 top real estate professionals from 17 countries.

CIR REALTY was presented the Most Innovative Brokerage Award, which honors one brokerage that has made an extraordinary difference for their company and their business community through a program that has demonstrated a high level of innovation and creativity. Fellow nominees for the award included some of the largest brokerages in Spain and the United States. LeadingRE President and CEO Pam O'Connor presented the award in recognition of the brokerages' commitment to in-house technology solutions, unique agent recruiting and retention strategies, transparent communication systems that relay information about real estate

transactions to not only their REALTORS® but also REALTORS® from other brokerages and finally, their leading edge on-line, live meeting and training system that attracts hundreds of participants each week.

"Earning a Member Achievement Award is a true distinction, signifying an exceptional level of real estate expertise and professionalism," Pam O'Connor said. "To be acknowledged among this elite group of market-leading firms is a notable accomplishment, and we are delighted to honor **CIR REALTY** for being among the top real estate firms in the world."

Kirsten Faverin, Marketing Manager at CIR REALTY says that the award is a true representation of **CIR REALTY's** core values and commitment to providing their Agents with tools that are reflective of the local market and technology that enables them to focus on people, not paperwork. "The benefit of being an independent brokerage is that we can react to market trends and technology almost instantly. Our in-house team of expert staff, managers and IT have the tools and local expertise to implement change and create systems that our REALTORS® need to do business in an ever changing industry. There is no red tape. We are empowered to be innovative and find creative solutions to REALTORS® needs," says Faverin.

CIR REALTY is the Calgary representative of Leading Real Estate Companies of the World®, the largest network of premier locally-branded firms producing over \$234 billion in annual home sales internationally.



Because a Great Experience Begins with a Great Agent.™

LeadingRE and RELOCATIONS *YOUR CIR REALTOR® CAN HELP YOU BUY OR SELL ALL OVER THE WORLD.*

Leading Real Estate Companies of the World® (LeadingRE) is a global network of over 500 premier independent real estate firms with 4000 offices and over 120,000 sales associates in more than 40 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. 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 LeadingRE.com - your link to the best independent real estate companies internationally. Last year LeadingRE members sold a combined \$272 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.

visit luxuryportfolio.com



I'M LOCAL I'M GLOBAL™

OUR NETWORK
AFFILIATES INCLUDE
THE TOP-SELLING
COMPANIES ACROSS
NORTH AMERICA.

OVER ONE MILLION TRANSACTIONS
VALUED AT \$314 BILLION
IN ANNUAL HOME SALES

OVER 500 FIRMS

3,500 OFFICES

120,000 SALES ASSOCIATES

NEARLY 50 COUNTRIES

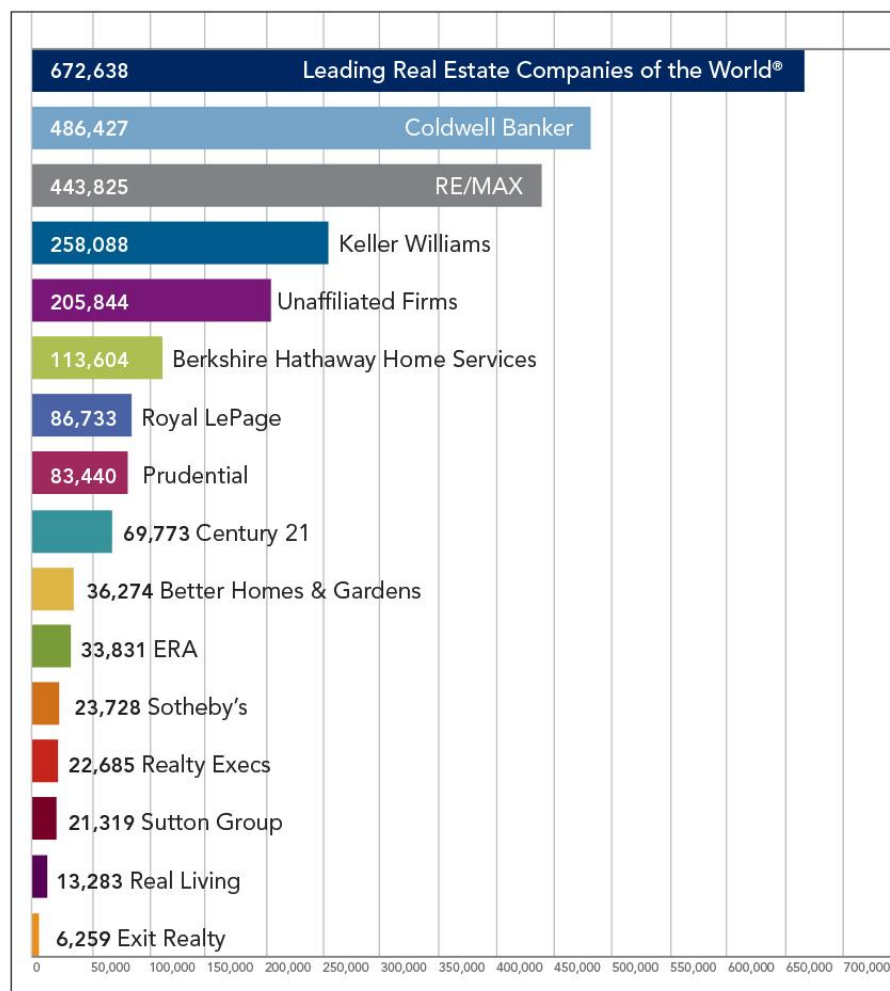


We bring you the power of our worldwide invitation-only network, Leading Real Estate Companies of the World.® As a global organization, we connect tens of thousands of buyers and sellers every year.

Our network dominates in homes sales units among the top 250 firms in Canada and the U.S. According to REAL Trends 250, the premier third party industry report ranking 2013 sales of the top 250 real estate companies in Canada and the U.S., our network was responsible for over 672,638 sales units.

2013 COMBINED HOME SALE UNITS FOR THE TOP 250 LARGEST BROKERS IN CANADA AND THE U.S.

Franchise/Independent Performance Among Top 250 Brokers in 2013



Source: REAL Trends Canadian 250 and REAL Trends 500, realtrends.com

powerful network

LUXURY PORTFOLIO CONNECTS WITH THE AFFLUENT REAL ESTATE CONSUMER

luxuryportfolio.com

SARASOTA, FLORIDA | \$9,750,000

LUXURY
PORTFOLIO
INTERNATIONAL™

CIR
REALTY®



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AGENCY and LEGALITIES

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

UNDIVIDED LOYALTY

CONFIDENTIALITY

FULL DISCLOSURE

OBEDIENCE

REASONABLE CARE & SKILL

FULL ACCOUNTABILITY

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.

CARA | Central Alberta REALTORS® Association. The Central Alberta REALTORS® Association is a co-operative association of Real Estate professionals, which facilitates the marketing of real estate, and strives to enhance professional standards, ethics and education for the benefit of all.

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 Appraisers.

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.



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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 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 REALTOR®? _____

ADDITIONAL NOTES: _____



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YOUR HOME and NEIGHBOURHOOD

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

1

2

3

4

5

6

7

8

9

10



Comparative Market Analysis



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"This Comparative Market Analysis, Income Analysis or price estimate was prepared solely for the client for the purpose or function indicated in the report and is not intended for subsequent use. It was not prepared by an authorized real estate appraiser and is not a real estate appraisal. It does not comply with the standards of professional appraisal practice and should not be used in lieu of an appraisal performed by an authorized appraiser."





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A BRIEF EXPLANATION OF PRICING CONSIDERATIONS and NET

THERE ARE A NUMBER OF FACTORS THAT WILL AFFECT A HOME'S PRICE:

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

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 | FEATURES | 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.



direction



stability



strategy



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ABSORPTION RATE

The **ABSORPTION RATE** is the rate at which the market can support sales in a neighborhood:

How to formulate absorption rate:

ACTIVE LISTINGS

SALES PER MONTH

==

TYPE OF MARKET

Pricing strategies based on absorption rates:

Months of Inventory	Price
0 – 2	price with market to 2% above market
2 – 4	price aggressively with the market
4 – 6	price with market to 2% below
6 – 12	price 10% below the market
12+	price to sell, whatever it takes



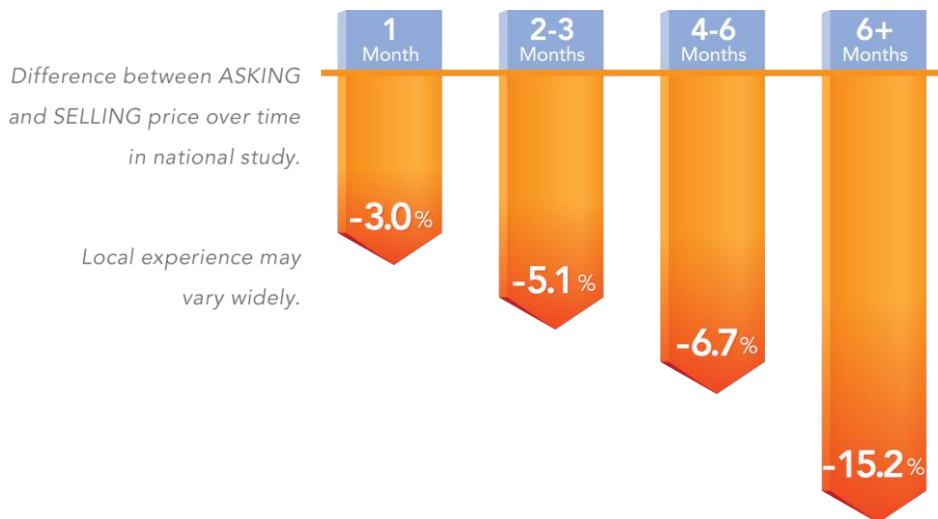


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PRICING IT RIGHT IN THE BEGINNING

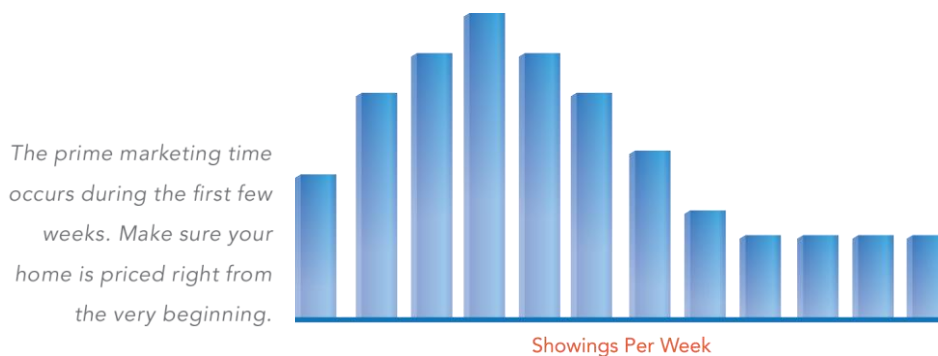
**Home sell closest to asking price
in the first few weeks.**

It's a fact, properly priced homes sell faster and for more money in the first few weeks of the listing. Don't miss your prime marketing period by setting a higher price than justified by your CMA. **You risk the possibility of selling for even less later.**



A new listing that is priced properly generates:

**EXCITEMENT | SHOWINGS MORE OFTEN | GENERALLY NETS HIGHER PRICE
THAN OLDER, STALE LISTINGS**





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The Seller's Fatal Pricing Mistake

Price is the MOST important factor to consider when selling. So when pricing a home, should you list competitively, or should you speculate a bit and see if you will catch the "big fish"?

Take a look at both options.

What would happen if the real estate market suddenly shifted in favour of sellers, and you priced your home off comparable properties in your area that were now outdated (pricing it too low)? In this case, you would likely have an offer on your home within a couple days and within 98-100% of your list 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 \$5,000-\$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 property out of pure bliss and

emotion. 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. 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 'ok'

originally, but is also now the victim of the slow market, is now lower priced than they were before (chasing the market down). 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 (two mortgage payments).

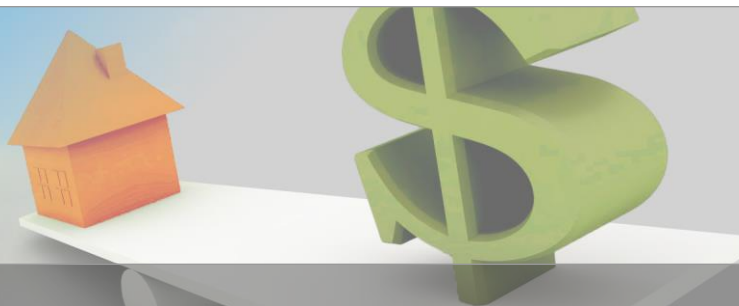
In the example of pricing too low, you sold very quick, got on with your goals and if the market went up, you hopefully bought again to take advantage of the increase. Yes, you may have left a few thousand dollars on the table. If you priced your house too high, you had to price reduce, you may have extra carrying costs (two mortgages), 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 it to sell. If you would like to sell quickly, then price your home 1-2% below market value to cushion yourself from fluctuations and to 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 a lottery to go for the big prize. You just might get it.... but at what cost, if you don't? ■

Author, Lindsey Smith



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INCREASING YOUR PROPERTY'S 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, Will You 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 colours and unless you are a pro, avoid creative patterns. No murals.

Floorplan 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.

PREPARING YOUR PROPERTY



FIRST IMPRESSIONS COUNT Often a small investment in time and money will provide your home a competitive advantage compared to others at the time of showing.

EXTERIOR

- ☐ Cut the lawn
- ☐ Trim shrubs and plants
- ☐ Weed and edge gardens
- ☐ Pick up any litter
- ☐ Clear walk and driveway
- ☐ Repair gutters, eaves and roof
- ☐ Move all building supplies out of sight
- ☐ Move all gardening supplies out of sight
- ☐ Clear the patio of small items
- ☐ Clean oil stains from the driveway and garage
- ☐ Replace worn, stained or personalized doormats
- ☐ Replace any bulbs that are not working
- ☐ Touch-up exterior paint

INTERIOR | General Maintenance

- ☐ Oil squeaky doors
- ☐ Clean and tidy entrance
- ☐ Clear hallways and steps of any objects or clutter
- ☐ Remove identifying items such as photo frames
- ☐ Clean everything (appliances, furnace, windows, carpets, etc)
- ☐ Remove messages from the refrigerator
- ☐ Keep pets outdoors or out of the house
- ☐ Tighten and polish doorknobs
- ☐ Repair leaking taps and toilets
- ☐ Repair cracked plaster
- ☐ Remove extra items from all the countertops
- ☐ Replace burnt out lights
- ☐ Clean and repair windows
- ☐ Touch-up chipped paint
- ☐ Organize closets and cupboards (thin them out)

THE BUYING ATMOSPHERE

- ☐ Be absent during showings
- ☐ Turn all lights on
- ☐ Turn on gas fireplace
- ☐ Open drapes to let light in
- ☐ Play quiet background music
- ☐ Be sure the doorbell works



Your Customized Marketing Plan



Because a Great Experience Begins with a Great Agent.™





#1 in Home Sales
Among ALL Calgary Brokerages
for the Second Year in a Row

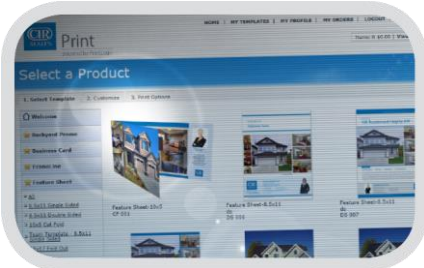
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MARKETING RESOURCES



CIRREALTY.CA | High advertising budget to drive traffic | Features your property to thousands of visitors monthly | A premiere resource for Alberta real estate information



CIR PRINT | Professional quality materials | Modern designs with an eye-catching look | Online marketing hub for your marketing needs



REALTOR.CA & MLS EXPOSURE | Over 5,100 associates on the Calgary Real Estate Board and over 650 on the Central Alberta REALTORS® Association | The #1 searched real estate site in Canada | Access thousands of buyers



CIR LIVE | Average 130 REALTORS® signed in per session | Weekly exposure to REALTORS® with multiple buyers through online chat



PERSONAL WEBSITE | Exclusive domain | Detailed information beyond MLS | Utilization of existing marketing efforts



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MARKETING RESOURCES (...continued)



YOUTUBE, FACEBOOK, KIJJI |

Worldwide audience | Compelling video
| Instant exposure | Viral | Searchable
in Google and Bing

GOOGLE AD WORDS | Specific
target market | Capture interested
buyers immediately | Instant exposure
to millions of people



LOCAL NEWSPAPERS (Herald, Sun, CREB® Real Estate News) |

Largest local distribution services
available | Widespread demographic |
Reputable and credible resource |
Web exposure

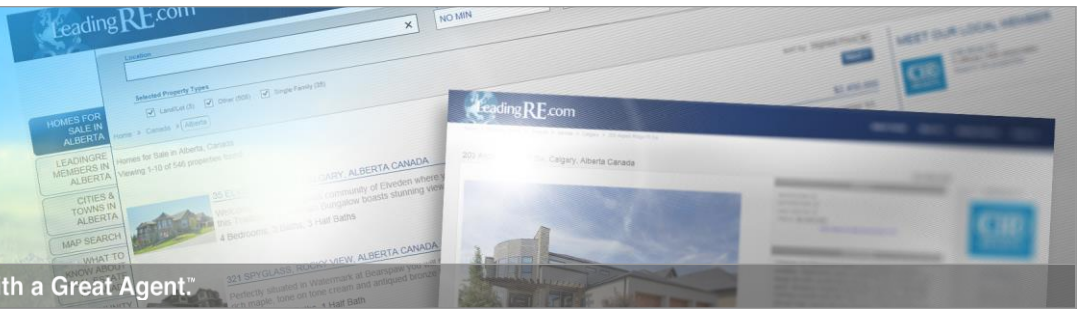
LOCAL REAL ESTATE MAGAZINES

| Superior property representation |
Higher quality | Target market specific
| Web exposure



NATIONAL NEWS PAPERS (National Post, Globe & Mail) |

National exposure for unique properties
| More affluent demographic |
Web exposure



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MARKETING RESOURCES (...continued)



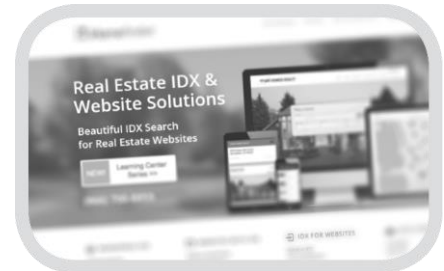
LEADINGRE.COM | Driven by over 4,000 affiliate websites in 40 countries | **Alberta is exclusive to CIR REALTY** | High ranking on Google featuring your home and open houses



LUXURYPORTFOLIO.COM | The leading luxury brand in North America | An award winning site ranking #1 in Google | Traffic from virtually every country worldwide



EMAIL OUT OF TOWN AGENTS AND COMPANIES | Potential for national and international exposure | Opportunity for specific message | Targeting relocations



COLLABORATIVE INDUSTRY WEBSITES | IDX exposure on thousands of REALTOR® sites | Utilizing link power of world wide web | Works when we cannot!



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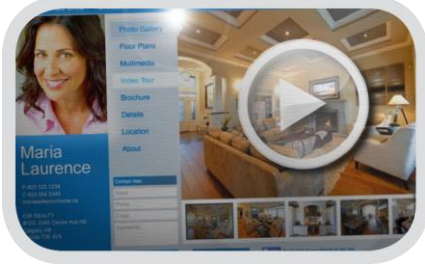
MARKETING RESOURCES (...continued)



INVESTOR AND CLIENT DATABASE | Hundreds of qualified buyers | Extremely captive audience | Opportunity for specific messages



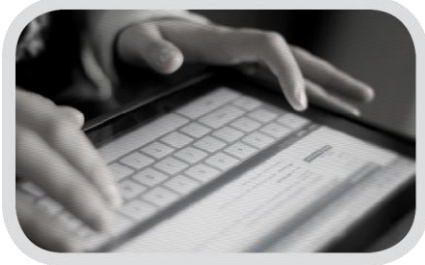
JUST LISTED MAILINGS | Complete resource to educate buyers | Enormous source of tools | Great qualifying tool for buyers



VIRTUAL TOURS | Great out of town exposure | Qualifying tool for buyers | Opportunity for professional feedback | Professional exposure



TARGETING SPECIFIC AGENTS (Preferred Agent List) | Certain agents work with certain buyer types | Extremely captive audience | Ensure quality transaction | Provokes word of mouth exposure



TARGET MARKET PROMOTIONS (Students, Investor, First Time Buyers, Etc) | Target market specific | Compelling data | Creative strategies



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MARKETING RESOURCES (...continued)



OPEN HOUSES | No pressure |
Public exposure | Great qualifying tool
| Great track record

COMMUNITY CALLING | Extremely
market specific | Captive audience |
Truly interactive tool



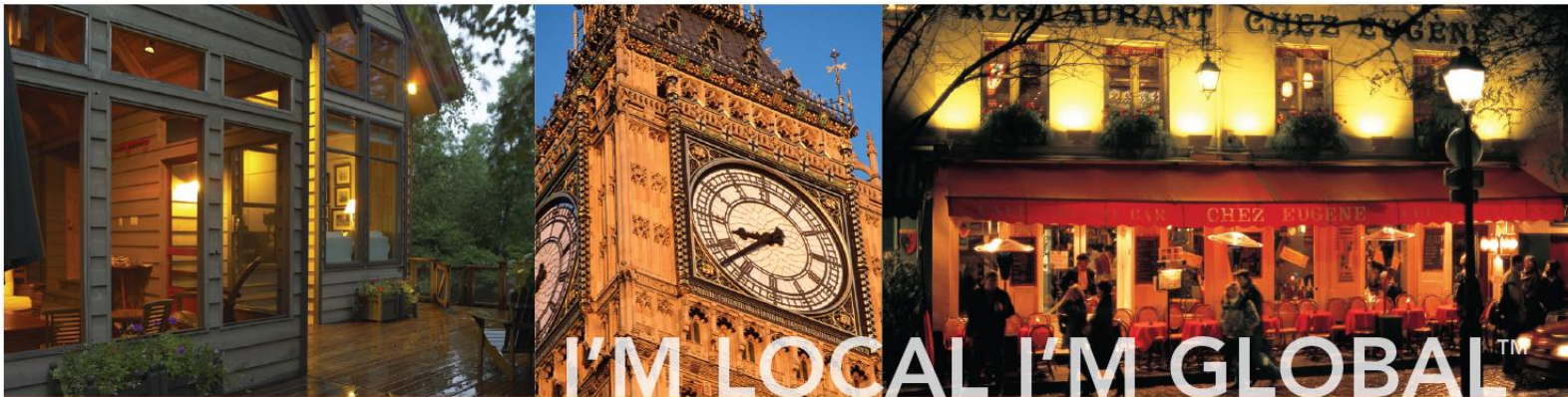
CIR REALTY YARD SIGNS |
Fantastic neighbourhood exposure |
Credible resource/branding | Interactive
opportunity for buyers

COMMUNITY SIGNS | Exposure
for out of the way properties | Credible
resource/branding | Good special
event exposure (open houses, garage
sales etc.)



**REALTOR® OPEN HOUSE OR
CARAVAN** | Good exposure to the
“true target” market | Provoke word of
mouth exposure | Opportunity for off
hour exposure

DOOR KNOCKING | Captive
audience | Compelling approach |
Engaging



OVER ONE MILLION TRANSACTIONS
VALUED AT \$314 BILLION
IN ANNUAL HOME SALES

OVER 500 FIRMS

3,500 OFFICES

120,000 SALES ASSOCIATES

NEARLY 50 COUNTRIES

LOCAL EXPERTISE, GLOBAL CONNECTIONS, POWERFUL MARKETING.

WE MARKET YOUR PROPERTY TO THE WORLD.

When selling your home, you need global exposure in addition to the strong marketing expertise we deliver locally. As an affiliate of Leading Real Estate Companies of the World®, we have the resources to market your property to the highest possible number of potential buyers. With 120,000 talented associates around the world, we expose your property to buyers on six continents ensuring more eyes on your property. In addition, we receive inbound clients from other affiliates around the globe who are interested in purchasing a home.

Leading Real Estate Companies of the World® is a pedigree denoting the very best companies who represent qualified clientele and wish to do business with similar firms. Each year our network is collectively responsible for over one million transactions on a global basis.

When your home is posted to our website locally, it is immediately promoted on the LeadingRE.com website. It is also immediately connected to the websites of over 500 or our affiliated real estate firms in the world.





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NEARLY 50 COUNTRIES

GLOBAL REACH, HUMAN TOUCH.

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Next Action Steps



Because a Great Experience Begins with a Great Agent.™





Because a Great Experience Begins with a Great Agent.™

SOLD

STEP BY STEP GUIDE TO SELLING (steps 1–6 of 11)



STEP 1 Your REALTOR® 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...working with the right agent.

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 and 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, neighbour 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.



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STEP BY STEP GUIDE TO SELLING (steps 7–11)

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 and 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.

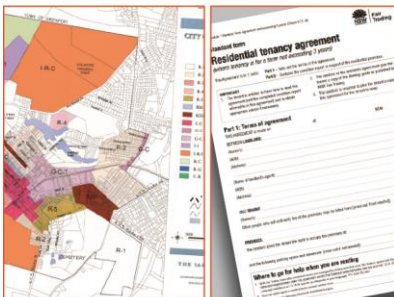
STEP 9 Conditions | It is most common for an offer to have some sort of condition on it. This might be that the buyers agree to purchase your house as long as they can get a home inspection first, or subject to their financing being approved. A due date is usually between 7–10 days and your house will 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 and Possession | Possession typically happens at 12pm 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 property 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



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SELLER AND PROPERTY INFORMATION

PROPERTY INFORMATION

Heating Type _____

_____ / for Winter

_____ / for Summer

Average Heating Cost per Month _____

_____ / for Winter

_____ / for Summer

Average Electric Cost per Month _____

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

Roof _____

Hot Water Tank _____

Air Conditioning _____

Furnace _____

Windows _____

Mortgage Information:

Is the mortgage assumable (circle one)? Yes No *Not Sure*

Amount _____

Rate _____

% Due _____

Payment _____

Do you have a Real Property Report (if yes, please provide a copy)? Yes No

How old? _____

CONTACT INFORMATION

Address _____

Name(s) _____

Phone (home) _____

Phone (cell) _____

Phone (work) _____

Email _____

Fax Number _____