

Informed Seller's Guide

REALTOR® / OWNER

John Mattiello

RE/MAX ELITE



John Mattiello

REALTOR® / OWNER

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I was born in Edmonton and raised on the south side. I know the city and care about the people and communities that make this city great. My dedication and integrity have earned me the respect and admiration of my clients and colleagues alike. I am a proud member of the RE/MAX Hall of Fame, and my legacy in real estate has been built upon my understanding of each client's specific wants and needs.

Experience

I began my journey in real estate when I decided it was time to initiate a new career path that would provide me with the opportunity to make a real difference in people's lives. I have spent the last 25 years learning everything there is to know about the real estate industry from cooperative market analysis to negotiations.

I apply this knowledge in my role as a REALTOR® for RE/MAX Elite where I love to help people fulfill their real estate dreams. Forming relationships and creating bonds with people have always been my passion, and nothing is more fulfilling than being able to help a family achieve the lifestyle they desire.

Accomplishments

I have been exceptionally blessed in my career choice and the opportunity to work with excellent mentors. I continue to participate in learning opportunities and as a result I have received numerous awards for sales achievements. I am also recognized for my leadership skills and dedication to the industry. I am a proud supporter of countless community initiatives, and in my role as an owner of RE/MAX Elite, I have helped more than 200 agents achieve success in the real estate industry.

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Olga Chemerys

CLIENT CARE MANAGER

I'm Olga, the dedicated Client Care Manager for John Mattiello, bringing over 12 years of invaluable experience supporting senior-level executives. With a focus on administrative excellence and efficient time management, I ensure stress-free operations in our dynamic real estate environment.

I'm thrilled to be a part of the RE/MAX Elite team, immersing myself in the world of real estate. Beyond conventional administrative tasks, my passion lies in actively engaging with clients, fostering seamless communication, and building lasting relationships.

Community connection is essential to me, and I'm eager to contribute my skills to make your experience with John Mattiello truly top-notch. I look forward to bringing a blend of experience and dedication to our collaboration.

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Process For Sellers

Getting To Know You, Your Motivations, And Your Home Selling Goals, Are All Keys To Finding The Right Buyer Quickly For The Highest Price Possible.

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My Commitment to You

John Mattiello Profession Service:

- Absolute fidelity toward protecting and promoting the interests of clients
- Shielding clients from fraud and misrepresentation
- Keeping informed of laws and regulations affecting the real estate industry
- Staying current on all financing alternatives that might best serve the needs of sellers and buyers
- Arranging open houses for your benefit
- Providing advice on repairs or other possibilities to show your home to its highest potential (including referrals to interior designers, stagers, home repair companies, etc.)
- Evaluating and adjusting the listing price of your home accurately by providing a detailed, comprehensive market evaluation, including the best price for the current market.



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My Guarantee

Easy Exit Listing Agreement

Put the pressure on us to get the job done to your satisfaction: if you are not happy for any reason, you can terminate the listing agreement! (Please allow us 2 business days to have the sign removed and the listing withdrawn from the MLS.)

You can relax, knowing you won't be committed to a long-term contract with no way out. You can be assured that we'll work hard from day one, knowing you can fire us at any time.



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1. Selling Consultation
2. Pricing Strategy
3. Strategic Marketing Plan
4. Understanding Your Role
5. Negotiate Like a Pro
6. Conditions & Waivers
7. Meet The Lawyer
8. Possession Day

The 8 Steps Of Becoming An Informed Seller



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STEP 1

Selling Consultation

Step A - We Will Discuss:

- Agency relationship
- Designated agency listing contract
- Reasons for selling & timing (your future plans)
- Gather information in order to prepare a Comparative Market Analysis
- Thorough inspection of your home, detailing features, upgrades & renovations
- Your likes and dislikes of your home and neighbourhood
- Are there any issues to be aware of
- Your expectations
- My expectations
- Communication (when and how will I contact you)
- "Success Fee" I only get paid when your home is SOLD!

Preparing To List Your Home Checklist:

- ☐ A copy of a current RPR/survey
- ☐ Your most recent annual tax assessment
- ☐ The average cost of utilities
- ☐ Copies of keys (for realtor key box)
- ☐ Details of recent upgrades and renovations
- ☐ Pictures of seasonal features
- ☐ Anything in the home that might be on lease or monthly payments. eg. home alarm, hot water tank or furnace ...
- ☐ Receipts and warranties for recent home improvements
- ☐ Other relevant information (copies of floor plans, builder plans, and/or model name)
- ☐ Alarm Codes (if applicable) and Names of pets and if they'll be home (if applicable)

For Condominium Owners:

- ☐ Condo fees and list of what the condo fee includes
- ☐ Name of management company
- ☐ Available condo documents
- ☐ Copies of pass/key to the building (for realtor key box)
- ☐ Parking and locker numbers
- ☐ A list of by-laws and restrictions

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Step B - We Will Plan To Impress:

- Discuss prepared Comparative Market Analysis and determine effective marketing price
- Recommend repairs and improvements
- Home staging ideas and techniques to highlight the features of your home
- Arrange for professional photographer to take interior and exterior photos, video, virtual tour, measurments
- Prepare and execute all listing paperwork
- Gather pertinent documents - Title, surveys, RPR, mortgage info, condo docs, etc ...



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Properly Pricing Your Property Is A Balancing Act

STEP 2

Pricing Strategy

Setting the price for your home is challenging. Choosing the right price is essential to maximize your home's value. If priced too low, you risk not getting as much as you can for the property. Priced too high, and you risk losing potential buyers who may think your property is out of their price range which helps the competition sell faster. To further complicate things, your home is an emotional asset and it's hard to see it objectively. Additionally, today's buyers are educated and have researched property values. Most have already viewed a number of homes and are typically not under any undue pressure to buy.

Key Factors For Pricing:



Similar homes that have sold around you
Market conditions
Interest rates
Recent renovations
Homes that tried to sell I and were not successfuI
Similar homes currently on the market "our direct competition"

Common Misconceptions About How Price Is Determined:



What you paid
What you need
What you want
What your neighbour says Cost to rebuild
Your property tax assessment

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Dangers Of Overpricing:

In a balanced or buyers market, overpricing your home can hurt you. If you do not price your home correctly from the start, you stand to lose value in your property. As time marches on, buyers lose interest and we lose our push. The first 30 days of a listing are the most crucial. This is when all buyers on the market are going to look at your home. After 30 days all the current buyers have seen your home, and if too expensive or if it doesn't offer enough value, they'll choose to purchase elsewhere. As a result, you now have to wait for new buyers, and your chances of selling go from 40% in the first 30 days to 12%. Furthermore, when buyers and agents are searching, and your home is priced higher than their targeted price range, it won't be captured in their search and you will miss an opportunity for it to be shown to your most likely potential buyer.

What If They Bring You A Low Ball Offer?

Don't be discouraged. An offer is a starting point and negotiating a favourable price is part of the process. We will negotiate the offer as high as possible. You can make a final offer at any point and if you are not happy with where the negotiation ends, you always have the option to say no.



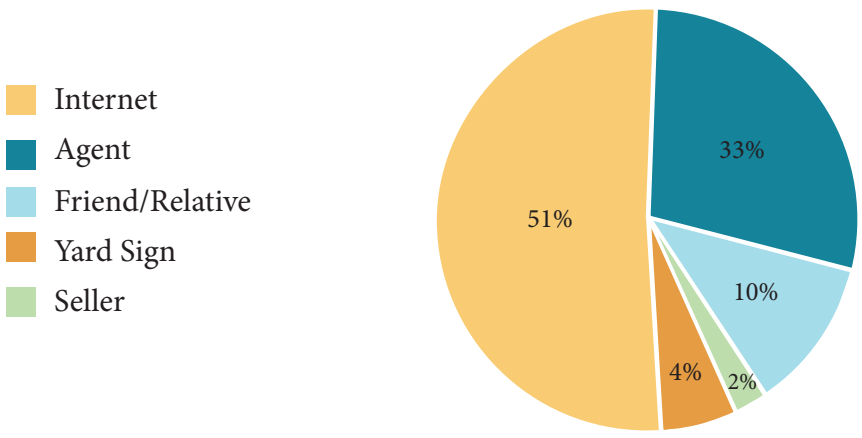
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STEP 3

Strategic Marketing Plan

Marketing is a fine balance between promotion, elegance and professionalism. It is essential to understand where your prospects are coming from, how they are searching, and who is likely to purchase your home. Statistics show that 87% of home buyers initially find their home through a Realtor, a lawn sign/open house or online. The key to my marketing plan is to optimize marketing efforts to bring your home to the correct audience, maximize the number of showings, and spend time marketing where the majority of people are most likely to see your home.

Where do Buyers Come From



Home Staging & Property Enhancement:

I will complete a detailed walk through of your home and make suggestions and recommendations that will highlight the features of your home. I will also advise you of best practices that will show off your home's assets to maximize buyer appeal. I can also recommend a professional home stager to help your home stand out above the rest.

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Professional Photography:

Professional photographs capture the finest aspects of your home, both inside and out, and ensure your home will rise above the competition.

Brochures:

Professionally designed brochures will be created to elegantly capture the finest features of your home. They'll be eloquently written and displayed at your home as takeaways for potential buyers and viewing agents.

Professional Videography:

Video tours can be shot as an online walk through of your home. Buyers will experience the flow of your home like a 24/7 open house on Facebook.

Virtual Tour:

Each property we list is complete with a virtual tour. This gives potential buyers a 360-degree view and flow of each home. This is an ideal way to give the greatest exposure to a home without unnecessary foot traffic.

Advertised Open Houses:

With crucial planning and marketing my open houses get more traffic and top qualified prospects. Strategic timing, saturating the neighbourhood with key sign placement and by advertising on MLS, johnmattiello.ca and realtor.ca I will ensure your open house will be a success.

Professional Network:

Your home will be directly promoted to up to 225 Realtors in my brokerage through weekly emails and communication. These agents will also be prospecting on your behalf.

RMS Measurments:

Property size is quite often one of the key elements for buyers

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OVER 95% OF HOME BUYERS SHOP ONLINE FIRST

Social Media:

Your home will be marketed to my entire sphere through all of John Mattiello Real Estates social media platforms including Facebook and lnstagram.

Market Exposure:

Your home will be listed on the largest network of properties (MLS) and realtor. ca. This provides 24 hours a day, 7 days a week exposure to thousands of buyers looking for homes just like yours. Market exposure demands more then placing a property on MLS.

I Will:

- Strategically time the release of your listing
- Use specific key phrases to ensure we are marketing to our target demographic to generate the most interest
- Market the property on different web sites, including our own internationally ranked REMAX.ca

WHERE WILL I ADVERTISE?

- ✓ **johnmattiello.com**
- ✓ **Remax.ca**
- ✓ **LinkedIn**
- ✓ **Facebook**
- ✓ **Instagram**
- ✓ **Youtube**
- ✓ **X (Twitter)**
- ✓ **realtor.ca**
- ✓ **eliterealestate.ca**
- ✓ **edmontonrealestate.com**

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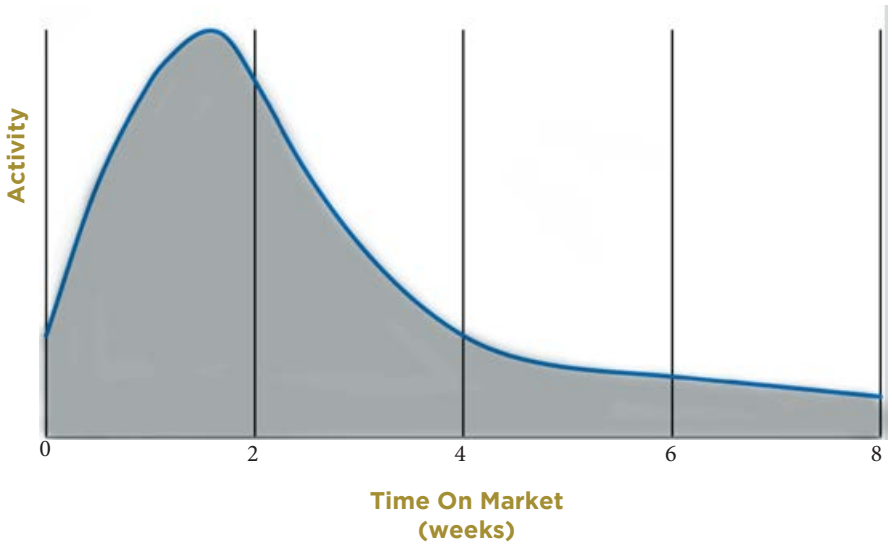
STEP 4

Understanding Your Role

Interested Buyers Will Want To See Your Home Right Away. It's Important To Be Ready To Show It Off Immediately.

Understanding your role is critical to successfully sell your home. Interest will be highest in the first few weeks after listing. It's especially important during this window of opportunity that you are ready to show your home at its best. Equally as important is that you make your home available, preferably at the time requested by the buyer's agent. Occasionally this may pose an inconvenience, but you'll certainly want to maximize the number of qualified, motivated buyers who want to see your home. Doing so just might make a difference in when you sell, for how much you sell and under what terms. I will contact you directly to inform you of each request. I will also ask for feedback after every showing. I will report back to you with positives and negatives so you know what to keep doing, and what can be done differently to improve each showing.

You Only Get One Chance to Make a First Impression



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STEP 5

Negotiate Like a Pro

Negotiating The Transaction Is The Most Complex Part Of Selling A Home And Often Involves Creativity.

The Process:

- A buyer, typically with the help of a licensed Realtor, will make a formal offer on your property by way of a purchase contract.
- The offer (contract) will include a sale price, condition date, possession date, deposit amount, and conditions, such as but not limited to, subject to financing and subject to a home inspection.
- The buyer's Realtor will contact me with an offer (email, text or phone call)
- The offer can be countered, accepted, or rejected.
- I will represent your best interest and priorities throughout the negotiation process. I will keep you informed through every step of the negotiation.

After Acceptance:

John Mattiello REAL ESTATE WILL:

- Deliver all deposit cheques to Remax Elite to hold in a secure brokerage trust account for both parties until closing.
- RE/MAX Elite will deliver copies of all pertinent documents to you ,your lawyer, and your financial institutes.
- Ensure all conditions are fulfilled before the "pending period" expires.
- Ensure waivers are executed promptly and deadlines are adhered to.
- Coordinate financing and inspection requirements.
- Provide constant updates and post closing follow up

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STEP 6

Conditions & Waivers

The Transaction Most Often Involves Conditions That Have To Be Fulfilled By The Buyer

Typical Conditions Include:

- Buyer to secure financing
- Independent home inspection of the property
- Additional contractual promises such as buyer incentives, home improvements, or repairs.

Typically, it is common after a less than satisfactory inspection the buyer may suggest further negotiation in order for the sale to move forward. This could be based on expensive repairs that are necessary, or improvements that are required in order to make the home saleable.

It's Important To :

- Remember your priorities - don't let small things stand in the way of a successful sale
- Ask questions
- Understand your obligations
- Remain calm and patient
- Trust me to fully guide you through this process

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STEP 7

Meet The Lawyer

Your Lawyer Will Complete The Following:

- Determine the total amount due from the buyer and collect the cheque on your behalf
- Calculate all the adjustments and ensure they are factored into the transaction amount
- Determine the payments, credits and adjusted net proceeds
- Respond to the buyer's lawyers requisitions
- Transfer the title with the land titles office on your behalf into the buyer's name
- Attend to closing matters such as paying out and discharging any mortgages, paying any outstanding property taxes or utility accounts, forwarding the balance of the real estate commission to RE/MAX Elite, forward your net proceeds to you, and submit a final report to you with all sale documentation

You will meet the lawyer to sign all documentation prior to the possession date.



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STEP 8

Possession Day

On the morning of the possession day, the buyer's lawyer will send the amount owing to your lawyer. Upon receiving the money your lawyer will release the keys and the new owners will take possession.

Remember To:

- Place the garage door openers and all remaining keys (mailbox, and shed) on the kitchen counter
- Write down any helpful hints (such as the mailbox number and location) that could help the new owners transition to the home smoothly
- Leave behind information for any transferrable warranties
- Have the home clean and move in ready for the new owners



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CONGRATULATIONS
YOUR HOME IS NOW SOLD!



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RE/MAX Associates are mindful of the impact they make locally, not just in real estate but also as caring citizens. We are proud supporters of:

Boyle Street Community Services

Boyle Street Community Services has been working in the inner city of Edmonton since 1971 to serve, support, and empower people to take control of their lives and escape the cycle of poverty and homelessness. Boyle Street Community Services provides 39 programs and services to over 9000 individuals every year. The mission of Boyle Street Community Services is to build and provide community support for people with multiple barriers to inclusion. Our vision is to see that all people grow healthier through involvement in strong, accepting and respectful communities.

www.boylestreet.org

Children's Miracle Network

The Children's Miracle Network has two simple goals:

Help as many children as possible by raising funds for children's hospitals; and keep funds in the community in which they were raised to help local children.

www.childrensmiraclenetwork.ca.

The Stollery Children's Hospital Foundation

The Stollery Children's Hospital Foundation is dedicated to enhancing health services for children by raising money to support programs that promote health, prevent disease, and treat illness. Funding provided by the Foundation supports health services for children through education, research, special services and acquisition of equipment.

www. stollerykids.com

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A Name You Can Trust – RE/MAX

- **RE/MAX** is a world leader in residential Real Estate with over 140,000 agents in 110 countries. There are over 25,000 RE/MAX agents in over 700 offices across Canada.
- **RE/MAX** has a 32%+ market share in the Greater Edmonton Area.
- The average **RE/MAX** Agent outsells the competition by an incredible 3 to 1. More sales = more experience.
- **RE/MAX** spends more money on advertising than our six largest competitors combined. This includes TV, radio, outdoor, magazine, and newspaper advertising.
- Over 70% of a **RE/MAX** Agent's business comes from repeat business and referrals from past customers and friends more than twice the industry average.
- **RE/MAX** Agents control the marketing programs for their listings John Mattiello uses many different marketing strategies.



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Contact Directory

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Testimonials

"I highly recommend John Mattiello as a real estate agent. He did a great job marketing the house we sold and got us a good price in a reasonable time. He was also patient and thorough when showing us new properties to purchase. He listened to our needs and preferences and showed us many options until we found one that worked. He was professional, friendly and responsive throughout the whole process. He went out of his way to help arrange many of the related activities like inspections and movers. Thank you, John, for making our move easy and stress-free!"

-- Rich

"When buying, John understood what we wanted most in our home and made sure to help us get the best house for our budget. He made sure we looked at every possible option before making a decision. John was extremely helpful, knowledgeable and responsive as our agent. In the end, we bought the perfect house for what we wanted.

His professionalism, experience and expertise and excellent interpersonal skills combined to make him a wonderful representative for anyone wanting to purchase a home.

Furthermore, and most importantly, John provided personalized care and attention despite his busy schedule. He was always in good communication and followed up promptly on commitments made to us. We highly recommend John when purchasing a home!"

-- Teresa and Alan

"Thank you, John, for your help with our sale! Your professional experience and wisdom made the difference between a successful sale and a time/energy wasting experience. I appreciated your patience and skills. Still savouring the feeling of peace and freedom!! Thank you for your professional support".

-- Jan

"I highly recommend John Mattiello as your realtor. He is a true professional whose service and effort went above and beyond with selling our condo. He made the process stress free and delivered on all services promised. His expertise, knowledge and experience were instrumental in helping close our sale in a timely manner."

-- Tony

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