

Average doesn't work here.

The Professionals

SELLING GUIDE

WHY WORK WITH
A REALTOR®

Have no regrets.

BE BETTER
PREPARED

Buying or selling a house is one of the
Largest financial (and emotional)
Investments you may ever make.



THE PROS

OUR PROMISE

When you hire us, you are getting a team of professionals who are blatantly honest, sometimes make uncommon requests and who help with the heavy lifting – all so that we can help you get the absolute best deal.

Selling or buying a home is the end result of a transaction, but when you work with us, your experience will be shaped by the quality of our communication, presentation, problem solving and service.

What we deliver reflects our values – the standards that drive our team, which we absolutely refuse to compromise.

Anyone can make appointments and show houses; anyone can put up a For Sale sign, or list a home – it's how we go above and beyond that sets us apart:

- Knowing good value
- Recognizing and solving problems
- Really listening to you
- Understanding your constraints and priorities
- Knowing when other professionals are needed for specific tasks

Bottom line, we believe that **AVERAGE** is just an excuse.



WHY WORK WITH THE PROFESSIONALS?

➤ **We know your home is your most valuable asset.**



You are trusting us with your most valuable possession – your home. As REALTORS®, we take this responsibility very seriously.

We have access to our local board's MLS® system. When your home is listed on MLS® it will also be advertised on REALTOR.CA®. It is Canada's most popular Internet search tool for residential real estate and a big reason why over 85% of Canadians who search for a home start their search on the Internet.

We can provide you with exclusive features of the board's MLS® system, such as immediate notification when new properties are listed.

➤ **We are bound by the Code of Ethics**



The Canadian Real Estate Association's (CREA) REALTOR® Code has been the measure of professionalism in organized real estate for over 40 years.

The regulatory role in our province is fulfilled by the New Brunswick Real Estate Association (NBREA) office of the Registrar in conjunction with the Financial and Consumer Services Commission (FCSC).

➤ **We remove the stress of selling.**



Chances are, if you've lived in your home for more than a few years, you can probably turn a tidy profit.

That's great news!

But sealing the deal requires more than just a handshake. You'll have to consider timing, marketing, pricing – all factors in how long it may take your home to sell. With our vast experience, we know how to make this as stress-free as possible for you.

PRICING YOUR HOME

You may have heard that “location, location, location” is the most important aspect of real estate. However, we know “price, price, price” is everything when it comes to real estate.

You may have the best home in the best location, but if it is overpriced, the house runs a real risk of not selling.

In most markets, houses should be priced within 3% of their actual value, or you risk them sitting on the market longer than expected. To compound this risk, the first 30 listing days are the most critical. This is because the excitement about your house being on the market is at its peak. As time wears on, the initial excitement from Buyers and REALTORS® begins to diminish.



How much you paid for your home has no bearing on what it is worth today.

The following criteria have no bearing on what your home is worth:

- How much you paid for it
- How much you need in order to purchase your next home
- The cost to build the same home today
- How much you spent on improvements (we factor any improvements into our pricing, but unfortunately, they do not always have a direct return on investment)

With our extensive experience, we will complete a comprehensive analysis of what similar homes have recently sold for in your neighbourhood and take into account your home’s unique features.

This Competitive Market Analysis (CMA) is an accurate determination of what potential Buyers are willing to pay for your house.

A CMA is broken down into three categories:

ACTIVE – Similar properties currently on the market that are your competition.

SOLD – Similar properties that have recently sold. By analyzing these, we can see what Buyers have paid over the past few months.

EXPIRED – Similar properties that were on the market and did not sell, usually because of price based on condition, or price based on location.

HOUSE PHOTOGRAPHY



We have 3 seconds to make an impression. **THAT'S ALL.**

After 3 seconds, if the Buyer's interest is not captured...we've lost them!

So why is it that we see REALTORS® taking such terrible pictures of homes? At **THE PROFESSIONALS**, we are crazy serious about taking pictures of your home that are worthy of posting on the Internet and that DO capture Buyers' attention.

People go to the Internet to see pictures of homes and they want to be sure they are interested in a home before they call someone to view it. Yet another reason why it is important to have several high-quality photographs of a home.

Professional photographs are also important because they will inspire other REALTORS® to send **your** listing to **their** Buyers. (REALTORS® need to be sold first).

We have the “eye” for photography and the right equipment for it too.

If the pictures of your home don't “WOW” you... and everyone else, you need a different photographer.

Don't settle for anything less – you've only got 3 seconds!

STAGING YOUR HOME

The days of simply slapping a For Sale sign on your front lawn and hoping for the best are long gone! Buyers today are more educated and completely focused on what they want. The onset of networks such as HGTV and TV shows such as “Love It or List It” and “Buy This House” have changed the way people look at real estate. In order to get you the most money possible out of your home, we look at your home from the perspective of the Buyer. Prior to listing your home, we have a Professional Home Stager view your home (free of charge to you) and evaluate it from a Buyer’s perspective. Our Stager provides you with a written report and makes recommendations in order to sell your home faster with fewer objections and for a higher price.

BEFORE

AFTER



BEFORE



AFTER



You will be surprised at how much can be accomplished for very little, or no cost at all.

We know (as does our Staging Specialist) what Buyers like and what they do not like. By planning for these objections before Buyers view your house, we will sell your home faster and maximize its value.

Simply put, don't make the mistake of forcing potential Buyers to imagine the possibilities of what your home **COULD** look like.



REAL ESTATE AIR

When you sell your home with THE PROFESSIONALS, you get a unique opportunity to take advantage of something we were the first to market.

Real Estate Air takes aerial videos and close-up shots of your home and property, ensuring potential Buyers get to see all of your home's value and features.

Real Estate Air is perfect for waterfront properties, private yards and provides a rare bird's eye view.

Check us out on YouTube, Facebook, Google+, and Instagram



YOUR MARKETING PLAN

After **THE PROFESSIONALS** list your property and a price has been agreed upon, these are some of the steps we will be taking to sell your home for the most amount of money in the least amount of time.

No two homes or two real estate transactions are the same. While this is a basic list, when you work with **THE PROFESSIONALS**, we will tailor these tasks to your home and your situation.

Once the listing agreement is signed, we:

- Schedule completion dates for home improvements and/or repairs.
- Schedule our Stager to help you decorate/organize/de-clutter your home so it looks its best for potential Buyers.
- If required, provide you with a list of service providers.
- Professionally photograph your property's exterior and interior, and edit the photos for maximum online appeal.
- Install a lawn sign.
- Install a lockbox.
- Input listing on MLS® and update as required.
- Create a video and slideshow of your property using our unique **Real Estate Air** service.
- Create "**Just Listed**" flyers for surrounding areas.
- Upload your listing to numerous public access websites for maximum exposure.
- Create custom full-colour brochures and booklets to remain at your house for showings.
- Ensure you have your fireplace/woodstove/etc. WETT-certified (if required).
- Arrange for a water test to be conducted (if required).
- Once listed, arrange appointments for showings and obtain feedback from REALTORS®.
- Provide regular reports, including local market activity and Internet stats specific to your listing.
- If still listed after 30 days, meet to discuss progress and plans for moving forward.
- Keep you informed about changing market conditions.
- Keep you up-to-date on what comparable homes are selling for.
- Provide regular updates on our progress.

MOVING CHECKLIST FOR YOU

- Provide your lawyer with all of your new contact information and any extra keys.
- Ensure all closing cost funds are available for your lawyer by closing day.
- Schedule a moving company.
- If necessary, schedule time off work for the move.
- Once all of your items have been removed from your house, arrange for a final house cleaning.
- Transfer utilities (power, phone, cable, Internet, etc.) to your new address.
- Arrange for any school, medical, dental and vet records to be transferred.
- Advise banks, credit card companies, insurance companies and stores of your new address.
- Notify newspapers, magazines and any other subscriptions of your change of address.
- Notify employers and childcare providers of your change of address.
- Redirect your mail.
- Provide family and friends with your new contact information.

GIVING BACK...



At **THE PROFESSIONALS**, we believe that being a successful real estate team encompasses many different aspects that go beyond the buying and selling of properties.

We believe in strong community spirit and we are always seeking opportunities to give back to the community.

One of the best examples is the annual **Walk A Mile In Her Shoes™** event. Along with our Royal LePage/Gardiner Realty colleagues, we raise funds for the **Royal LePage Shelter Foundation** which supports the Fredericton Women in Transition House, as well as other women's shelters across the country.

To show that we are focused on always giving back, we will ensure that every home bought or sold with us will **"have a heart"**. For every successful purchase and sale, **THE PROS** will make a donation to a charity.

AVERAGE DOESN'T WORK HERE.

WORKWITHPROFESSIONALS.COM

