



WHY WORK WITH A REALTOR®

# BE BETTER PREPARED

**Have No Regrets.**

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

Welcome Home  
Since 1981



# 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



**Dana Demmings**  
REALTOR®

**Caitlin MacTavish**  
REALTOR®

**Heather Howe**  
REALTOR®

**Karen Holloway**  
Client Services



# WHY WORK WITH THE PROFESSIONALS?

## We know buying a home may be your biggest investment.



You are trusting us with helping you find your most valuable possession – your home. THE PROFESSIONALS take this responsibility very seriously. We have access to our local board's MLS® system. 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, and the market history of the home you are considering purchasing.

## 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 buying.



Home buying can be a daunting and complex process. Remember, a REALTOR® works for you and is there to look after your best interests.

THE PROFESSIONALS will help you succeed with the biggest purchase of your life. With our vast experience, we know how to make this as stress-free as possible for you.



## 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 Buyers get to see all of your home's value and features.

**REAL ESTATE AIR** is perfect for waterfront properties and private yards and provides a rare bird's eye view.

[Check us out on YouTube, Facebook, Google+ and Instagram.](#)





# PRICING YOUR HOME

You may have heard that “location, location, location” is the most important aspect of real estate. However, “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 days of a house being on the market 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.



# 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.



# YOUR MARKETING PLAN

After **THE PROFESSIONALS REAL ESTATE GROUP** lists 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 REAL ESTATE GROUP**, 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.
- Arrange for a water test to be conducted.
- Once listed, set up appointments for showings and obtain showing feedback from agents.
- Provide regular reports, including local market activity and 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 Your Move



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 child care providers of your change of address.



Redirect your mail.



Provide family and friends with your new contact information.

**“Working with  
The Professionals  
was like working  
with a bunch of  
super heroes”**

**-Michelle & Doug  
New Maryland, NB**



## GIVING BACK

**THE PROFESSIONALS REAL ESTATE GROUP** 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 Atlantic 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.

[TheProsGiveBack.ca](http://TheProsGiveBack.ca)

*Welcome Home Since 1981*

**WorkWithProfessionals.com**

