

LISTING

CONSULTATION

for

presented by

Krista Traptow

CIR REALTY®

Because a Great Experience Begins with a Great Agent.

ABOUT ME
AND MY COMPANY



Krista Traptow

Realtor

ktraptow@cirrealty.ca
kristatraptow.com

c 4039511205

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 Alberta marketplace for 40+ years.



Over 900 Realtors and Staff.



Eighteen offices in Central and Southern Alberta, as well as an office located in Kelowna, British Colombia



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



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



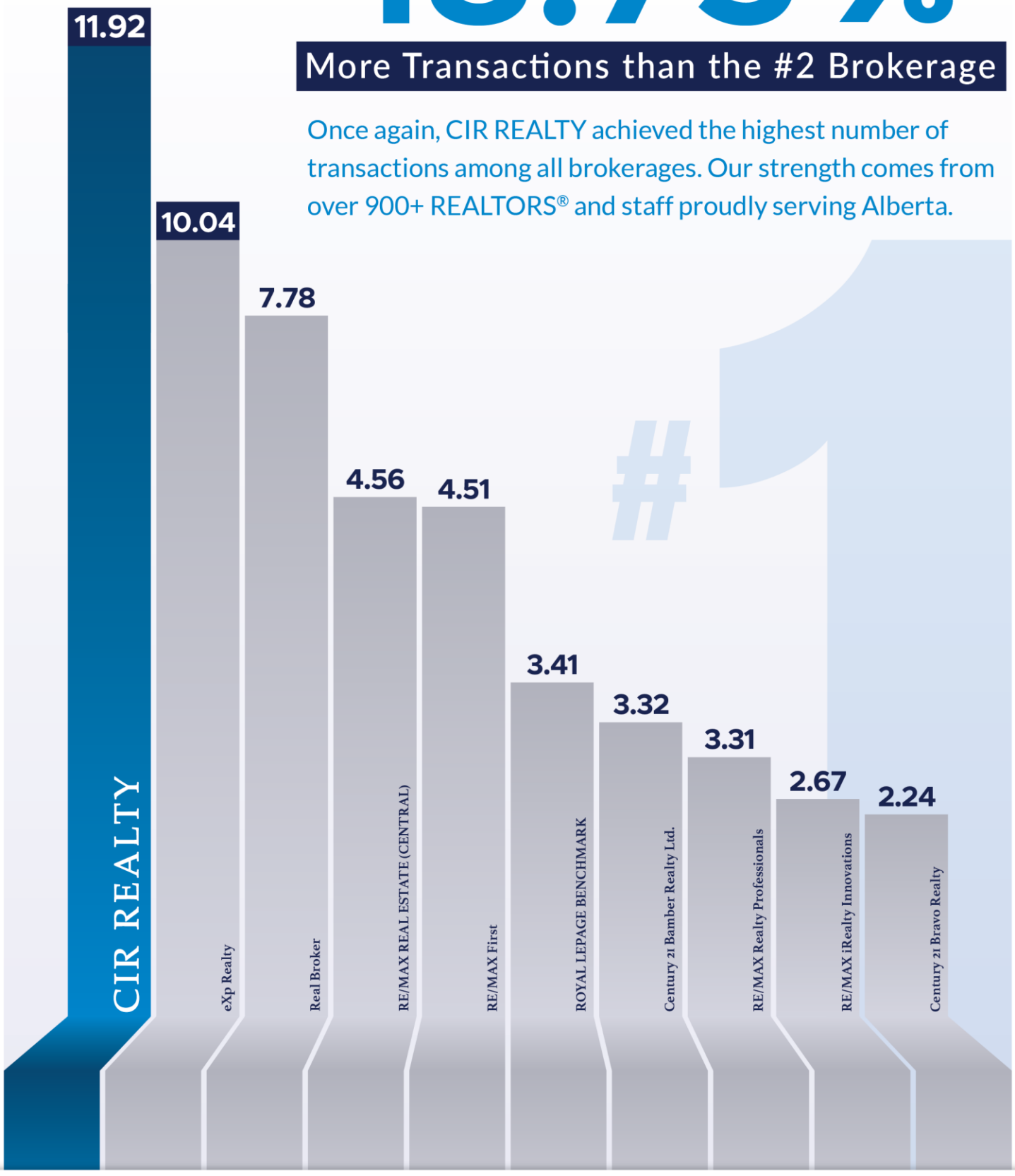
A winner in the Calgary Herald Reader's Choice Awards category, "Best Real Estate Company" for the past 15 years in a row.

CIR REALTY

18.75%

More Transactions than the #2 Brokerage

Once again, CIR REALTY achieved the highest number of transactions among all brokerages. Our strength comes from over 900+ REALTORS® and staff proudly serving Alberta.



% of Total CREB® MLS Market Share for 2024 — using Pillar9 data



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 comprised of over 565 premier independent real estate firms with 4300 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 other 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 f ranchise! 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, buying or selling investment properties through LeadingRE's world class company to company referral system.

CIR REALTY

CIR REALTY®



INDUSTRY-LEADING SALES. **WORLD-CLASS SERVICE.**

1.1 MILLION
GLOBAL TRANSACTIONS

550
COMPANIES

4,600
OFFICES

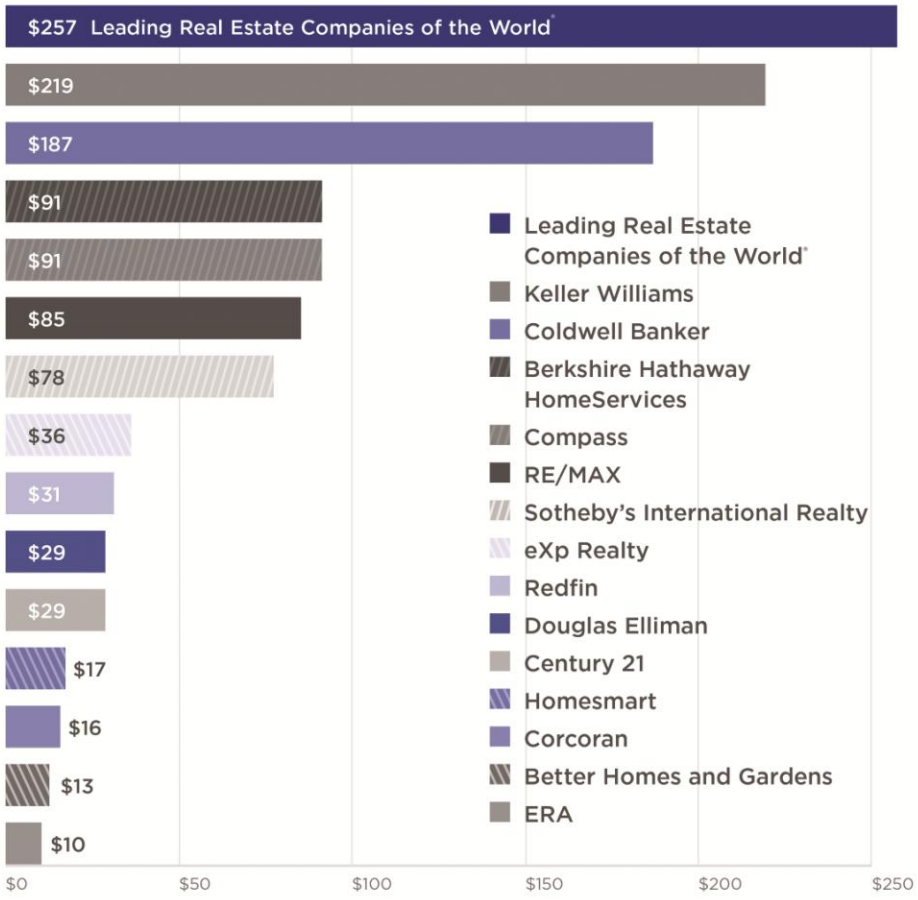
135,000
SALES ASSOCIATES

70
COUNTRIES

MORE U.S. HOME SALES VOLUME

THAN ANY OTHER REAL ESTATE NETWORK, FRANCHISE OR COMPANY. $257 BILLION IN U.S. HOME SALES VOLUME.

As an affiliate of Leading Real Estate Companies of the World,® our brokerage is a local and global market leader working on your behalf. LeadingRE's world-class marketing resources and connections allow us to provide you with a truly exceptional real estate experience.



Volume shown in billions of dollars.
This bar chart is sourced from REAL Trends Top 500 for 2019, realtrends.com.

Leading® REAL ESTATE COMPANIES OF THE WORLD

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C-Sales Volume. 04.20
Equal Housing Opportunity.



LUXURY PORTFOLIO INTERNATIONAL®

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

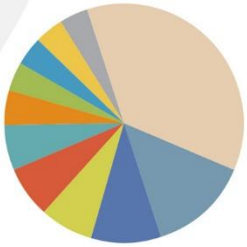
CIR REALTY®



REACHING THE RIGHT AUDIENCE

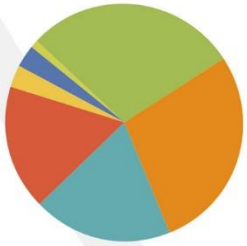
Each property on LuxuryPortfolio.com is translated to nine languages and 60+ currencies, which results in reach to over 200 countries/territories. And it's not just any consumer visiting the site. Of our average 3 million a year, a typical visitor has a household income of $1.12 million, owns a primary home valued at more than $3.4 million and is more likely to own a second home. In fact, 53% of LuxuryPortfolio.com visitors own a second home as compared to only 24% of the typical affluent consumer. Bottom line? We are reaching the right people: people who love and own significant properties.

Through a proprietary tracking tool, LuxeAnalytics,™ our agents can provide comprehensive reporting on the online activity of the potential buyers viewing your property. Luxury Portfolio monitors their location, both domestic and international, language and preferred currency to assist in gauging market response to your home. This analytical insight is critical in connecting with today's global buyer, and a competitive edge for you to make informed marketing decisions to maximize your options when weighing offers from interested parties.



Visits by Country

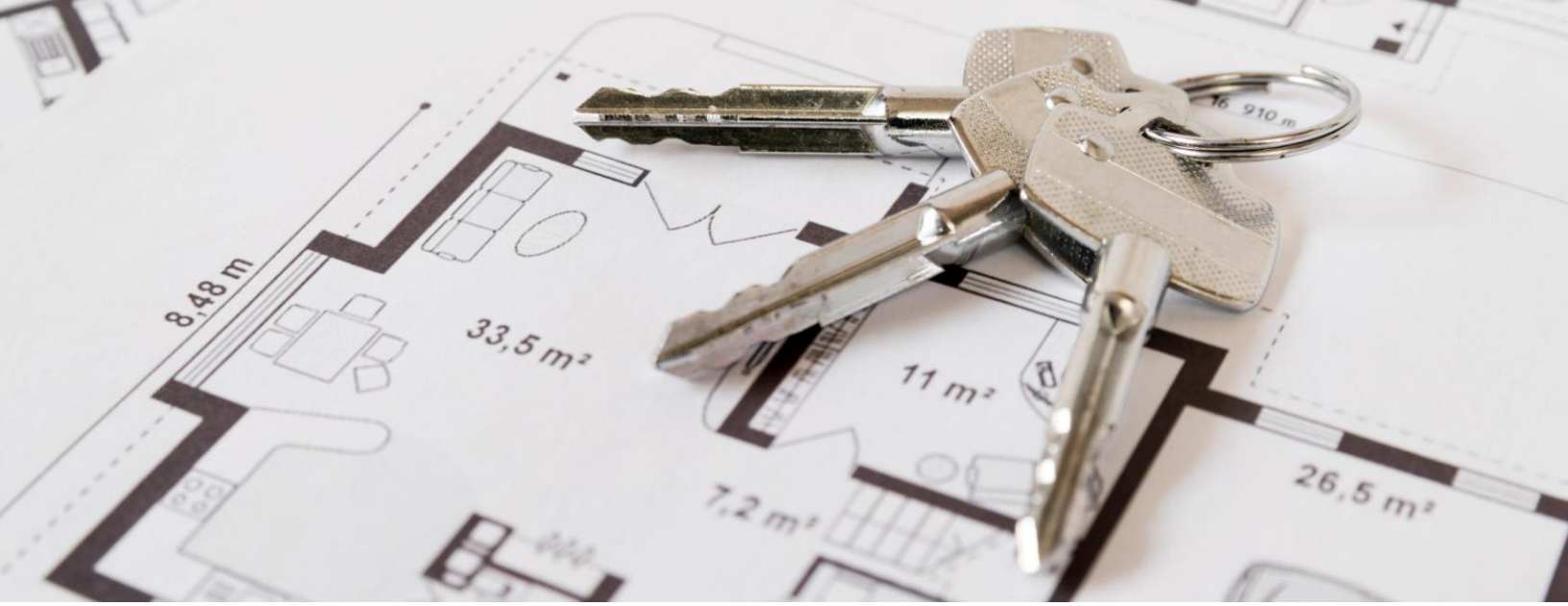
- China
- United Kingdom
- France
- Germany
- Canada
- Republic of Korea
- Australia
- Spain
- Sweden
- Belgium
- Switzerland



Visits by Language

- Spanish
- French
- Chinese
- Russian
- Italian
- Japanese
- German

LUXURY PORTFOLIO INTERNATIONAL®



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:

1 UNDIVIDED LOYALTY

2 FULL DISCLOSURE

3 OBEDIENCE

4 REASONABLE CARE & SKILL

5 CONFIDENTIALITY

6 FULL ACCOUNTABILITY

CIR REALTY®

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

CARA
CENTRAL ALBERTA REALTORS® ASSOCIATION

LDAR
LETHBRIDGE AND DISTRICT ASSOCIATION OF REALTORS®

RASCA
REALTORS ASSOCIATION OF SOUTH CENTRAL ALBERTA

AWRA
ALBERTA WEST REALTORS® ASSOCIATION

RECA
REAL ESTATE COUNCIL OF ALBERTA

CREA
CANADIAN REAL ESTATE ASSOCIATION

PIPA
PERSONAL INFORMATION PROTECTION ACT OF ALBERTA .

PIPEDA
PERSONAL INFORMATION PROTECTION AND ELECTRONIC DOCUMENTS OF CANADA.

FINTRAC
FINANCIAL TRANSACTIONS AND REPORTS ANALYSIS CENTRE OF CANADA.

Each market area typically has their own real estate board which oversees a co-operative association of real estate professionals, they facilitate the marketing of real estate, and strive to enhance professional standards, ethics and education for the benefit of all.

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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? _____

What do you estimate your home 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 in the sale? _____

Do you have any concerns for selling? _____

What are the best times to show your property? _____

What are the most important qualities you look for in a REALTOR®? _____

_____



YOUR HOME AND NEIGHBOURHOOD

10 things that you love the most about your home and neighbourhood.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

NOTES: _____

COMPARATIVE MARKET ANALYSIS



CIR REALTY

A BRIEF EXPLANATION OF **PRICING CONSIDERATIONS AND NET**

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 neighborhoods 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.*

IS A CMA AN APPRAISAL?

The short answer is no. CMAs are completed by REALTORS® solely for the purpose of determining value relating to a potential real estate transaction. Appraisals are more in-depth and are completed by professional, accredited Appraisers. Both analyses use similar information, however Appraisers receive extra training, consider more factors and use various valuation methodologies for legal or financial purposes.

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.**

THERE ARE A NUMBER OF FACTORS THAT WILL AFFECT A HOME' SPRICE

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



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ABSORPTION RATE

THE ABSORPTION RATE IS THE RATE AT WHICH THE MARKET CAN SUPPORT SALES IN A NEIGHBOURHOOD

HOW TO FORMULATE ABSORPTION RATE:

$$\frac{\text{ACTIVE LISTINGS}}{\text{SALES PER MONTH}} = \text{TYPE OF MARKET}$$

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

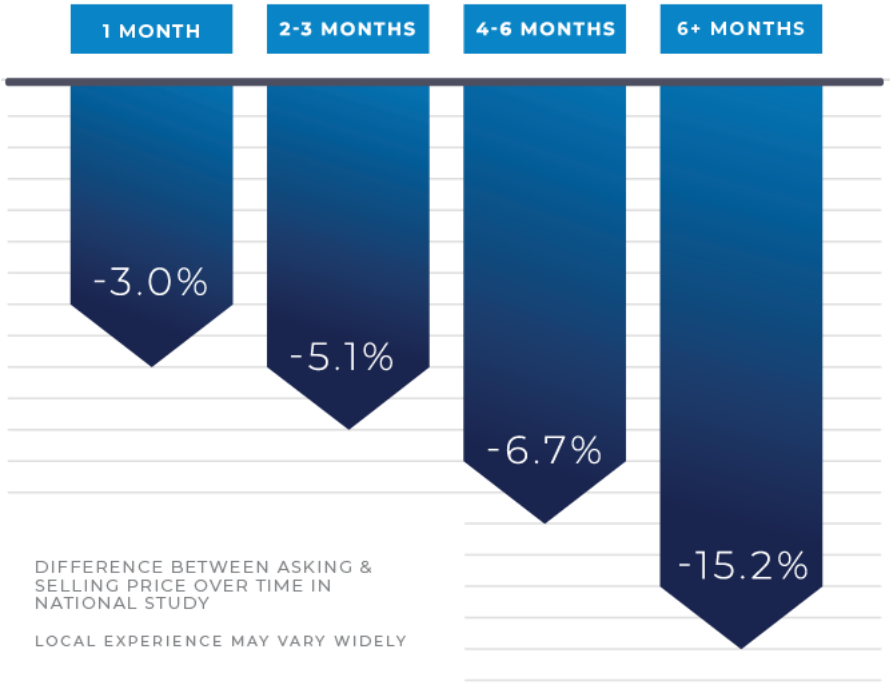
HOMES SELL CLOSEST TO ASKING PRICE IN THE FIRST FEW WEEKS.

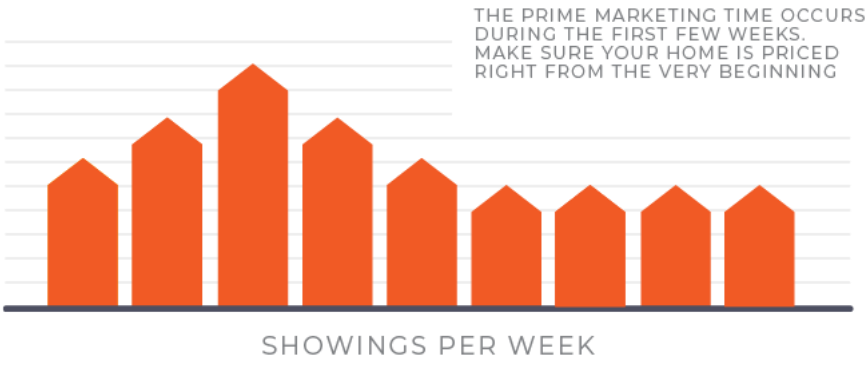
It's a fact. Properly priced homes sell faster and for more money in the first few weeks of the listing. Don't miss your prime marketing period by selling a higher price than justified by your CMA.

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





CIR REALTY

THE SELLER'S FATAL PRICING MISTAKE

Author, Lindsey Smith
Co-owner, CIR REALTY

PRICE IS THE MOST IMPORTANT FACTOR 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" ?

WE 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 based off comparable properties in your area that were now outdated (pricing isn't 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. Your home may sell in a few months when 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 priced lower 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, and 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 payout in a lottery to go for the big prize. You just might get it... but at what cost, if you don't.

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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 are some insight into the home improvement game and some guidance about 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? Often, 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 replacing the countertops 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 sale.
You can do some work yourself, but leave the finishing to the pros.

CIR REALTY®

PREPARING
YOUR PROPERTY

FIRST IMPRESSIONS COUNT

Often a small investment in time and money will provide your home a competitive advantage over others at the time of showing.

EXTERIOR

- [ ] Cut the lawn
- [ ] Trim shrubs & 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
- [ ] 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

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

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 counter-tops
- [ ] Replace burnt out lights
- [ ] Clean and repair windows
- [ ] Touch-up chipped paint
- [ ] Organize closets and cupboards (thin them out)

CIR REALTY®

YOUR CUSTOMIZED MARKETING PLAN



CIR REALTY

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





REALTOR.CA & MLS EXPOSURE

The #1 searched real estate site in Canada
Access to thousands of buyers



CIR DESIGN+PRINT CENTRE

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



BLUESTREAM & CIR LIVE

Average 150 REALTORS® signed in per session
Weekly exposure to REALTORS® with multiple buyers through online chat

ADWERX

ADWERX JUST LISTED ADVERTISING

Exclusive domain
Detailed information beyond MLS
Utilization of existing marketing efforts

CIR REALTY.

MARKETING RESOURCES

Continued



PERSONAL WEBSITE

Exclusive domain
Detailed information beyond MLS
Utilization of existing marketing efforts



LOCAL NEWSPAPERS

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



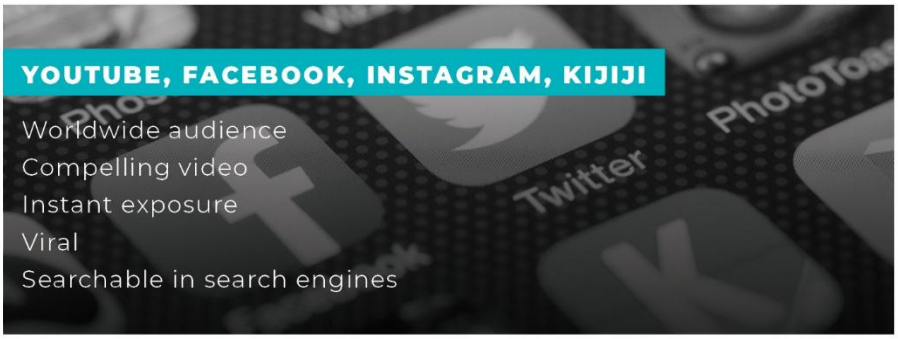
NATIONAL NEWSPAPERS

NATIONAL POST, GLOBE & MAIL
National exposure for unique properties
More affluent demographic
Web exposure



GOOGLE ADS

Specific target market
Capture interested buyers immediately
Instant exposure to millions of people



YOUTUBE, FACEBOOK, INSTAGRAM, KIJIJI

Worldwide audience
Compelling video
Instant exposure
Viral
Searchable in search engines



MARKETING RESOURCES

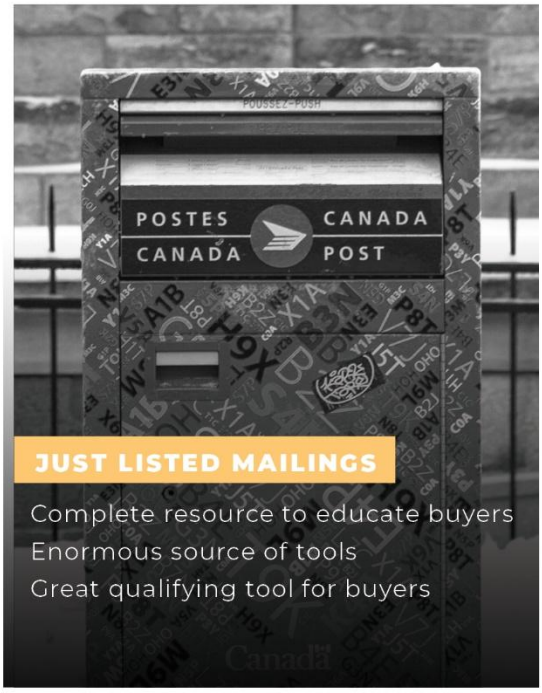
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AVENTURE NETWORK

The Aventure™ Realty Network is a membership organization that connects leading independent real estate brokerages across Canada, giving CIR Realtors access to solid referral platform and expanded market reach

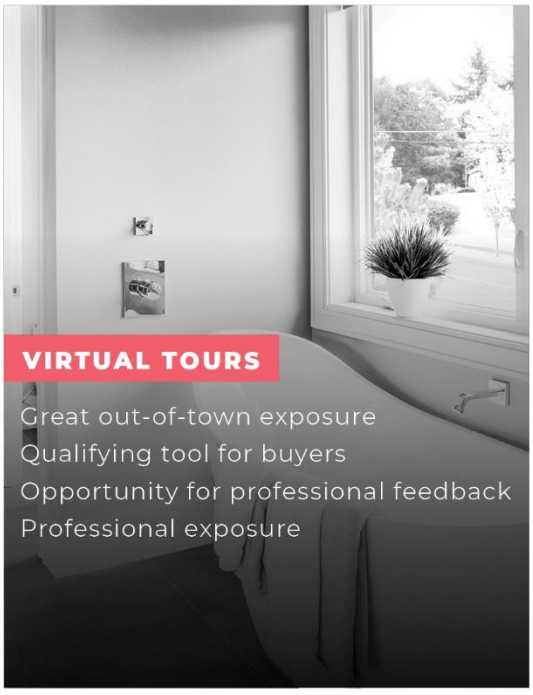
INVESTOR AND CLIENT DATABASE

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

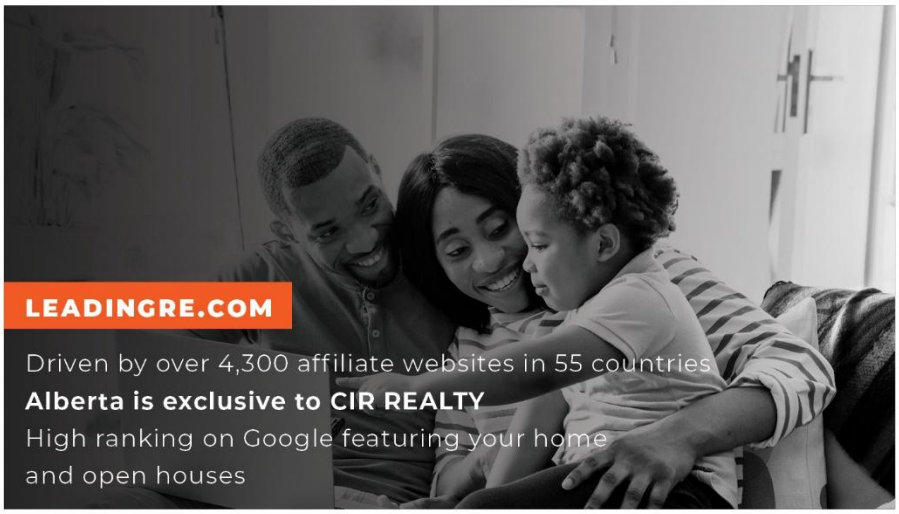


TARGET MARKET PROMOTIONS

STUDENTS, INVESTOR, FIRST TIME BUYERS, ETC
Target market specific
Compelling data
Creative strategies

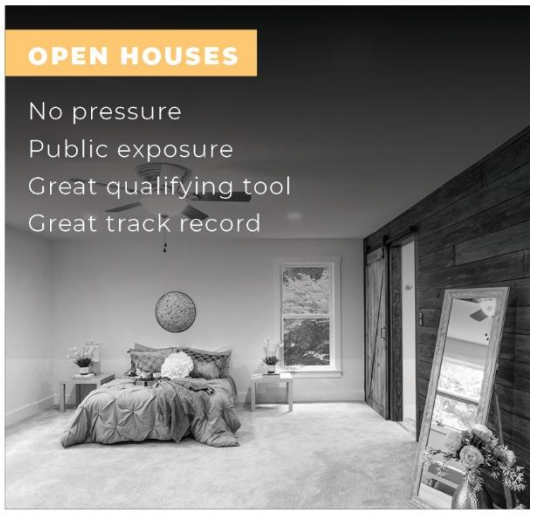
MARKETING RESOURCES

Continued



LEADINGRE.COM

Driven by over 4,300 affiliate websites in 55 countries
Alberta is exclusive to CIR REALTY
High ranking on Google featuring your home and open houses

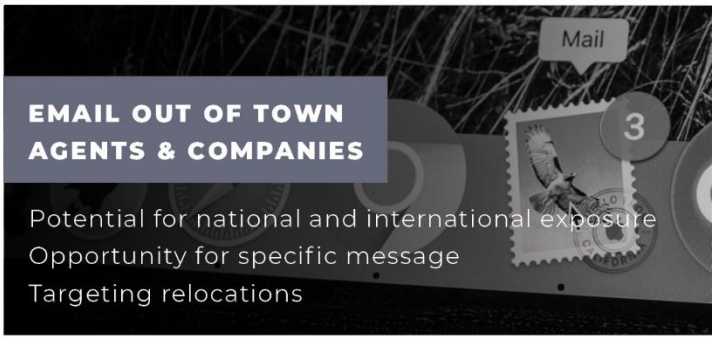


OPEN HOUSES

No pressure
Public exposure
Great qualifying tool
Great track record

COLLABORATIVE INDUSTRY WEBSITES

IDX exposure on thousands of REALTOR® sites
Utilizing link power of worldwide web
Works when we can't!



EMAIL OUT OF TOWN AGENTS & COMPANIES

Potential for national and international exposure
Opportunity for specific message
Targeting relocations



COMMUNITY CALLING

Extremely market specific
Captive audience
Truly interactive tool



LUXURYPORTFOLIO.COM

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

CIR REALTY.

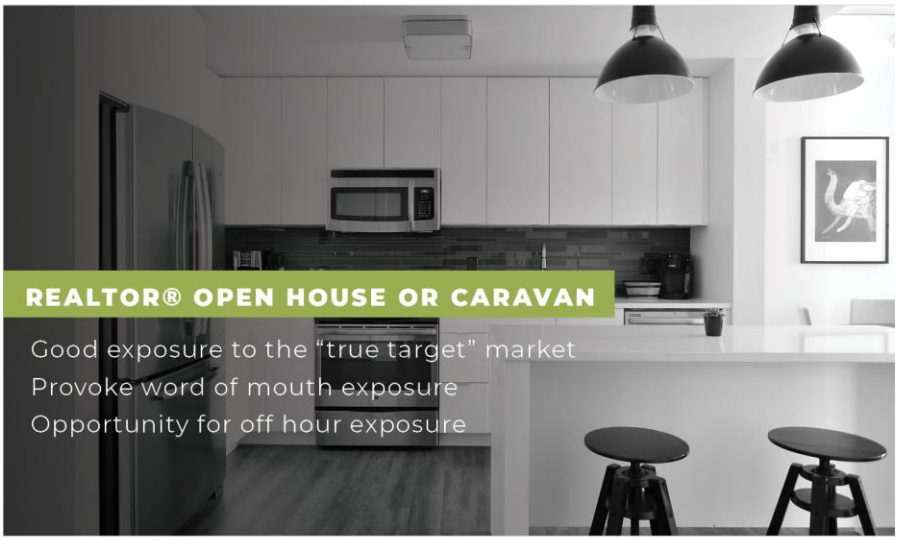
MARKETING RESOURCES

Continued



COMING SOON CAMPAIGN

Captive audience
Compelling approach
Engaging



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



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.)

NEXT ACTION STEPS



CIR REALTY

STEP BY STEP GUIDE TO SELLING

STEP 1 | GET EDUCATED

There are hundreds of critical mistakes you can make when selling your home. However, there is a universal cure for them all... Qualifying and choosing the right agent. Ask your agent lots of questions to ensure their motives are in the right place and they have the ability to properly represent you. Furthermore, you need to find out if you are comfortable with their style of business.

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, or a comparative market analysis.





STEP 2 | DOCUMENT AND MATERIAL PREPERATION

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 BY STEP GUIDE TO SELLING *Continued*

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 buyers 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 contact 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 key.



STEP BY STEP GUIDE TO SELLING *Continued*



STEP 6 | **SHOWINGS**

Your home is now a show-home, and making sure your home is very clean and tidy during every showing can put thousands of dollars back into your pocket. It is true that you never get a second chance to make a first impression. In addition, 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.

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 BY STEP GUIDE TO SELLING *Continued*



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. However, it is important to give the buyers a realistic amount of time to save the headache of extensions on dates.



STEP BY STEP GUIDE TO SELLING *Continued*



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 information
- [ ] Any city of Calgary local improvement information
- [ ] 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.



CIR REALTY®

SELLER & PROPERTY INFORMATION

PROPERTY INFORMATION

Heating Type

/for Winter /for Summer

Average Heating Cost per Month for Winter

/for Winter /for Summer

Average Electric Cost per Month for Winter

PLEASE LIST THE AGE OF THE FOLLOWING ITEMS (IN YEARS):

Roof

Furnace

Windows

Hot Water Tank

Air Conditioner

MORTGAGE INFORMATION

Is the mortgage assumable (circle one)? Yes No Unsure

Amount

Rate

% Due

DO YOU HAVE A REAL PROPERTY REPORT? Yes No
(If Yes. Please provide a copy)

How old?

CONTACT INFORMATION

Name(s)

Address

Cell Phone

Home Phone

Work Phone

Email

Fax Number

CIR REALTY

Today, more than ever before, life must be characterized by a sense of universal responsibility, not only nation-to-nation & human-to-human, but also human to other forms of life. - *DALAI LAMA*

REALTORS® AT CIR REALTY ARE Proud Supporters

of the **Ronald McDonald House Charities** of Central and Southern Alberta and the **Alberta Animal Rescue Crew Society** [AARCS]

Ronald McDonald House Charities

Southern and Central Alberta

Imagine learning that your child is ill and you will need to travel to a different city to receive the medical care they need. In the midst of your worst nightmare as a parent, you must now also leave your home, your job and your support system. This is the reality for more than 70 per cent of Canadian families with seriously ill or injured children.

During this time, the Ronald McDonald House Charities Southern and Central Alberta is there to help. Their Houses provide a home away from home for families with children receiving vital medical treatment in Calgary and Red Deer. Most importantly, their warm, welcoming and affordable accommodations help ease the heavy financial and emotional burdens placed on the hundreds of families who come through their doors each year.

In 2016, 590 out of town families stayed at their Houses in Calgary and Red Deer. An additional 1,314 local families received health services through their Care Mobile Program.

The Alberta Animal Rescue Crew Society

AARCS is made up of a large network of volunteers, foster homes and animal lovers. They are a non-profit animal rescue organization dedicated to making a difference in the lives of animals in our community.

AARCS focus is to rescue small animals (cats and dogs) from rural communities in Alberta that have limited animal services. At the discretion of the intake committee and when space in their program allows, they will take surrendered animals or transfer animals from other shelters. In 2016 alone, AARCS saw over 3,000 animals come through their programs, and cared for them by providing medical care, spaying/neutering, vaccinating and then found their forever families. In an addition AARCS' also has assistance programs such as Spay/Neuter, TNR (Trap-Neuter-Return) for Cats and Emergency Medical Assistance.

AARCS relies solely on donations from the public, corporations [like CIR REALTY!], fundraising events and adoption fees to run their programs.

CIR REALTY®

AARCS
ALBERTA ANIMAL RESCUE CREW SOCIETY

RONALD MCDONALD HOUSE CHARITIES
SOUTHERN & CENTRAL ALBERTA



CIR REALTY

Best My Nest®

Your *FREE* VIP MEMBERSHIP Includes:

- Special discounts from numerous stores and service providers that serve local homeowners!

- Monthly subscription to Best My Nest news

  'House Hacks' and fun tips will help you live your best and most efficient life in your home(written by our exclusive Best My Nest vendors!)

- Invitations to monthly hands-on classes and seminars

  by CIR and our partner vendors, to help teach skills and inspire creativity that you can use in your day-to-day home life.

No Purchase Necessary



Discounts + House Hacks + Workshops

EXCLUSIVE TO CIR REALTORS

CONTACT ME TODAY FOR DETAILS

For more information and a current vendor list visit: **www.bestmynest.com**

CIR REALTY

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Matthew Wiebe
NORTHWEST MANAGER



Cheryle Becker
BROKER DELEGATE &
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