

Seller's Guide

Selling your property can be a stressful experience! This is especially true in a slow market. It's important that sellers have a realistic understanding of the process, the challenges and what they should expect. It's unfair for a Realtor to get the listing on misinformation only to disappoint the seller in the end. The typical Realtor spends 70-80% of their day prospecting for new clients. Very little of their time is actually spent marketing their listings or searching for that perfect property for their buyers. I operate my business differently. I work exclusively by referral. Instead of cold calling people from lists or door knocking I spend that time marketing my listings and searching for that ideal property for my buyers. All I ask is that if I do a good job for my clients that they refer me to their friends and family. That way everyone wins. The most important thing in marketing a listing is setting a realistic price. Some people believe it's important to provide a cushion in the price to allow for room for negotiation. The only thing you are accomplishing in overpricing your home is helping to sell other similar homes. Homes that are priced according to market value will sell faster and will probably result in a sold price higher than those that are overpriced to begin with. Properties that are overpriced will result in less showings and end up going stale. Some people see a house that has been on the MLS™ for an extended time and assume that there must be something wrong with it. Most times the first offer you receive will be the strongest. It's important to price the house correctly to begin and market the heck out of it. You never have a second chance to make a first impression.

Here is a general overview of the steps I take to sell your property:

- Eye catching For Sale sign. I think it's important to get this up ASAP to let everyone know it's available.
- For Sale Door Hangers distributed to your neighbours. They might know a friend or family member who is interested in moving into the neighbourhood.
- Professional pictures to highlight the uniqueness and beauty of your home. I also have a Professional videographer create a video to upload to social media. Video is overtaking images as the preferred medium online. It also results in a much larger reach.
- Professional Measurement of property according the Residential Measurement Standards(RMS)
- I promote your property during our weekly Monday Morning RE/MAX Landan sales meeting to between 20-40 top Realtors. A lot of times

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Properties never make it to the MLS™ in our office. They are sold within our sales meeting to other Realtors looking on behalf of their buyer clients.

- Monday Morning RE/MAX Landan Tour. Imagine 20-40 top Realtors through your property in the first week it's listed! Realistically, we will get a better turnout the closer your property is to our Midnapore office
- Uploading listing onto MLS™ for thousands of Realtors and Consumers to view
- The listing is also displayed on my website:RandyGallantRealEstate.com, RE/MAX Landan website, RE/MAX.ca. This allows 100,000+ RE/MAX Realtors from around the world to view the property. They could have clients looking to relocate to the Calgary area.
- I promote your property on my Facebook page as well as my Instagram page. This may include paid advertisements to target a unique niche. This is where people go to find things these days. I have worked hard to build up a loyal online Community
- Professional sales sheets to highlight the features of your home. This will be used to handout to people viewing your Property.
- Open House to the Public to view your home. I distribute door hangers to 40-50 of your neighbours to invite them. The Open House is advertised on the MLS™ listing. I also put up 6-10 signs on busy roads the day of the Open House to direct people to your property.
- Potential Realtors' Open House targeting Brokerage Offices near your property.
- I'm constantly watching the market to ensure we are priced correctly. I'm checking other similar properties for price adjustments and recent sold and new listings that are similar. We need to know our competition and keep ahead of the market.
- I communicate with other agents that have showed our property. We want to know what their buyer clients thought of the property and if they are interested in submitting an offer.
- I negotiate the highest possible price and best terms for you. I want you to feel that you did well on the sale of your house.
- Once a conditional sale is made I assist the buyer's agent to help their client remove conditions: e.g Be present for the home inspection, provide condominium documents if applicable etc.
- I follow the process along to ensure your lawyer has all the necessary documents required to have a stress-free closing. I keep you informed of the process every step of the way.

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- The process isn't over even after closing. I have a Client Appreciation Program that I maintain. I keep in touch to lend a hand where I can. I also send out items of value.

Of course this is a very general blueprint of my approach to selling your house. Every Seller and every house is unique and requires a custom approach. Please contact me if you would like to discuss my detailed approach to take your house from "For Sale" to "Sold". I would also be happy to provide a FREE CMA(Comparative Market Analysis). This can provide you with an idea of how much your house is potentially worth right now.