



Informed Home Seller Presentation

WHERE
REAL ESTATE
HAPPENS

Why List with MaxWell Realty

MaxWell

®

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REAL ESTATE
HAPPENS



**Thank you for considering
MaxWell Realty for the sale
of your home.**

**I am confident in our ability to provide
you with the best real estate experience possible.**

About MaxWell Realty

MaxWell Realty is a proud Canadian real estate company established in Alberta in 1999 by two bold visionary leaders in the real estate business. MaxWell Realty was founded on the principle of providing leading customer service with honesty and integrity to our clients.

Since then, MaxWell has grown to support nearly 1000 REALTORS® across western Canada, with dedicated agents in 17 communities across Alberta and B.C. We are Positioned for further expansion across Canada.

We understand that all real estate is local. Our powerful network in both small and large centers ensures our clients have the professional support they need no matter where they live.

MaxWell has become the preferred choice as a top tier local real estate company. We have earned confidence through our ability to provide exceptional personalized service and deliver the best buying and selling experience possible for our clients, from coast to coast.

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**Honesty.
Transparency.
Knowledge.**

**It's not just good business practice
- it's good human practice.**



ABOUT US

As part of providing quality service to our clients, we have developed a huge network of qualified professionals that we've worked with for years to ensure the sale of your home goes smoothly, and save you money along the way.

Our network of more than 100 professionals includes:

- Lawyers
- Insurance Specialists
- Real Property Report Surveyors
- Professional Movers
- Carpet Cleaning
- Painters
- Plumbing/Heating Specialists
- Air-Conditioning Specialists
- Roof/Siding Professionals
- Deck/Fence Professionals
- Building Supply Experts
- Property Management Companies
- Financial Advisors/Mortgage Specialists
- General Contractors
- Home Inspectors



REALTOR[®] Responsibilities

As your REALTOR[®], it is my duty to know your rights and protect your best interests. I will explain your rights as a Seller (also referred to as 'Vendor') and inform you of your responsibilities in regards to any offer, counter offer or sale I will also give you options moving forward.

I believe it's important that you understand every step of the process so you can make the most informed decisions.

MaxWell REALTORS[®] are accountable to several organizations; all of which serve to protect you, the consumer, during your transaction. These include the Calgary Real Estate Board, Canadian Real Estate Association, and the Real Estate Council of Alberta.

The REALTOR[®] Code of The Canadian Real Estate Association is recognized as the measure of professionalism in real estate. Your MaxWell REALTOR[®] is expected to deliver the high standard of performance demanded from those licensed to display the REALTOR[®] trademark.



Client Responsibilities

As a vendor, you have certain responsibilities to fulfill in order to successfully complete the sale of your property.

For example, you will be responsible for:

- Providing a Real Property Report showing the exact citing of your property and improvements
- Having appropriate insurance on the property and its contents, even if the property is vacant
- Hiring a lawyer to transfer the property title and distribute the proceeds from the sale
- Determining your ability to meet any financial obligations related to and remaining after your sale, including payment of your mortgage balance and any possible penalties
- Keeping us informed if there are any changes to the property's condition, status or title
- Communicating and cooperating with me and my team in order to ensure my ability to carry out any necessary duties as your REALTOR®

I will explain all of your responsibilities in our Seller Representation Agreement before we move forward with any next steps.

I will keep you advised on what will be required from you, the Seller, throughout the selling process.

The MaxWell logo is a red oval with the word "MaxWell" in white serif font. A registered trademark symbol (®) is located to the right of the oval.

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What I Will Do to Help Sell Your Home

If we agree to work together, we will clarify and finalize all of the details in our Seller Representation Agreement before proceeding with any further action. Here's what I will do to help you sell your home:

1. Setting the sale price and terms to be competitive in today's market to your best interest
2. Coordinating and securing all documentation
3. Putting your home on the market
4. Implement our Exclusive 8-Week Marketing Plan
5. Review and help negotiate offers to purchase
6. Satisfying all conditions and closing of the sale
Help with your future

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1. Setting the Sale Price and Terms

Properly pricing your home ensures the greatest likelihood of it selling within an opportune timeframe. I will advise you on how to set your price and terms.

I will conduct a Comparative Market Analysis (CMA) to gain insight on current and historical market factors. This will help you set the most competitive price for your home before advertising it on the market.

This CMA will provide you with an understanding of:

- comparable properties on the market(your competition)
- current market conditions
- historical pricing and trends
- what comparable properties have recently sold for
- and any other relevant factors that could have an impact on the value of your property

Along with the CMA, I will collect details about any goods to be included or excluded in the sale that may have an impact on your final price or terms.

Once all the necessary information has been gathered, I will advise you on a reasonable asking price to help you get the best value for your property. I will make recommendations on any other terms to consider on the sale.

As we move into the offer and negotiation phase, I will use my expertise and guidance to keep you in the most competitive bargaining position possible.

2. Coordinating and reviewing documentation

You will be required to obtain and provide various types of documentation in order to enable the sale of your property. There will be costs associated with this that you will need to plan for.

For example, you will need to obtain a current Real Property Report which identifies your property's exact boundaries and structures as well as any relevant land facts.

If you are selling a condo property, you will need to obtain certain documents and provide them to the buyer for review. This includes items such as the latest Reserve Fund Study, Condo Bylaws and Annual General Meeting minutes.

I will advise you on how to obtain these documents and convey them to any necessary parties, including your lawyer or the buyer's REALTOR®. I will also help you plan for any associated fees.

3. Putting your home on the market

Marketing your home involves administrative duties, marketing costs and dedicated time. As your REALTOR®, I will manage these responsibilities on your behalf.

We will start with a marketing consultation on how to get the best exposure for your property.

During this process, I will collect information about what is and is not included with the property (such as fixtures, appliances or any unattached goods) and obtain property measurements. I will also place a secure lockbox on the property to facilitate property showings with potential buyers and other REALTORS®.

At the end of our consultation, I will provide you with our exclusive 8 WEEK Marketing Plan to get your property maximum exposure to potential buyers and showcase its best features for buyers' consideration.

4. implement our Exclusive 8 WEEK MARKETING PLAN

You only have one chance to make a first impression. The best way to do this is have a proven and effective plan in place that works. Many agents and brokerages stumble on this step and don't really know how to market the property once it's on MLS. Our detailed plan that we've spent years developing will work for you!



4. Reviewing and negotiating offers to purchase

During the offer and negotiation phase, I will work to get you the best deal possible by negotiating with potential buyers and other REALTORS® on your behalf. I will provide you with experienced guidance and expertise throughout the entire process.

I will help you review and consider any offers to purchase in order to determine how serious an offer may be, and decide if it makes sense to respond with a counter offer or accept the offer. If you choose to counter offer, I will help you stay competitive with your terms and protect your best interests as a property seller.

I will advise you on how to navigate potential conditions on the sale, so you can use them to your advantage for protection and have them satisfied as quickly as possible.

5. Satisfying conditions and closing the sale

Several steps will be involved in closing the sale of your property, including the satisfaction of any conditions on an offer to purchase.

For example, if a pre-sale inspection determines any need for repairs, they will have to be finished before the sale can be closed. If you're currently living in the property, you will need to make plans to move out by the agreed upon date.

I am here to help you navigate the closing process successfully and plan for any associated costs. As your REALTOR®, I will

- Advise you on how to obtain the removal of any conditions in order to help the sale close successfully
- Coordinate a pre-sale home inspection with the buyer
- Coordinate an appraisal for the buyer's lender
- Negotiate any extensions requested for removal of conditions
- Manage any deposits on the sale
- Provide conveyancing and trust accounting
- Prepare the final sale contract and coordinate any other necessary documentation



6. Closing Day Final Steps

On Closing Day, your lawyer will be responsible for formally signing over the title deed and paying out all respective parties for the proceeds and commissions of the sale.

Once the lawyer has finalized the transaction and released full payment, the keys will be released to the buyer.

I will coordinate the key release to the buyer on your behalf. You do not have to be present for this part of the process.



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Maximum Advantage – Property Marketing Strategy

In order to market your home to potential buyers, I will use the following tactics:

- Take interior and exterior photos and video of your property
- Have professional measurements (RMS) taken of the property to protect seller
- Help with complimentary staging and recommendations (repairs...etc)
- Create a listing for your property on the MLS®
- Implement Exclusive 8 WEEK MARKETING PLAN
- Post your listing on Realtor.ca and MaxWellRealty.ca
- Create a stand-alone website for your property that can be shared and advertised anywhere
- Order 'For Sale' signage to put up on the property
- Install secure and professional lockbox on property
- Arrange property showings with potential buyers and other REALTORS®
- Supply Showing Checklist for you
- Host all Open Houses
- Supply feedback from other REALTORS® and clients who have seen the property
- Review current real estate market situation(s)
- Set you up on a search to keep you up to date with the market, and homes in your area



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