



SELLER'S *guide*

Getting your home sold for more money in less time



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WHO YOU WORK WITH MATTERS

- ✓ **AWARD-WINNING REALTOR**
- ✓ **100% OF HOMES LISTED BY ME SELL**
- ✓ **100% 5-STAR GOOGLE REVIEW SCORE**
- ✓ **100'S OF FAMILIES HELPED**
- ✓ **MY LISTING SELL IN LESS THAN 30 DAYS**
- ✓ **5+ YEARS OF EXPERIENCE**
- ✓ **UNPARALLELED MARKETING STRATEGIES**



ABOUT ME

Your neighbourhood expert

Anthony is a highly accomplished and award-winning realtor in Calgary, AB, renowned for his exceptional work ethic, unwavering integrity, and a commitment to going above and beyond for his clients. Drawing from his diverse background as a former business owner of a design and marketing firm, as well as his years of experience in blue-collar work, Anthony possesses a unique skill set that enables him to excel in the real estate industry. Anthony has a proven track record of success in leveraging cutting-edge technology and innovative online marketing strategies to provide his clients with a superior real estate experience ensuring their most valuable assets are handled with the utmost care and professionalism. His passion for real estate is evident in his unwavering dedication to delivering outstanding results for his clients. When he is not working, Anthony enjoys playing hockey on the rink during winter and exploring the beautiful rocky mountains during summer.

- *Anthony Taylor*



CLIENT TESTIMONIALS



I met Anthony at an open house while looking for my first property and considering self representing at the time. Anthony saw the opportunity and offered to be my agent. Since he came across as very polite, professional, persistent but not in a aggressive way, I decided to give it a try. It turned out to be the best decision made. Anthony ended up helping me find my ideal property, facilitate the whole process, and significantly lower my stress level going through each and every step. He was super patient, really having my best interest in mind and demonstrated excellent negotiation skills!



We were planning to buy our first property in Calgary and was confused with which realtor to trust as we were purchasing the property from out of province. We came across Anthony via his youtube videos where he was sharing quality details about the real estate market in Calgary and started discussing our needs and expectations. Anthony shared the listing details with us in the right neighborhoods and helped us purchase our first home. His approach and knowledge is commendable and he was very helpful in the purchase process and even after the purchase he is still supporting us



We deal with Anthony remotely to sell our house, he was on top of everything and our place was sold really fast, expectations were set from the beginning and he delivered with great customer service. I strongly recommend Anthony if you are planning on selling your property in Calgary



Anthony helped me purchase my first property when the housing market was super competitive. Despite having to work with an ultra-demanding checklist, he managed to find the right property in the right neighbourhood while staying within the budget. Mr. Taylor was able to tailor the showings to fit my hectic schedule. Anthony was patient and extremely knowledgeable at each step of the process. I would recommend Anthony to anyone looking to buy or sell, and will be using him again in the future.



SOME OF MY AMAZING CLIENTS



FAMILIES HELPED

100+

YEARS OF EXPERIENCE

5+

AVERAGE DAYS TO SELL

30

5 STAR REVIEWS

100%



MY MISSION

My mission is to provide consumers with the highest level of service possible and to exceed expectations at every step of the real estate process. This starts by staying true to my core values and ensuring you a smooth real estate transaction.

CORE VALUES

INTEGRITY

HARD WORK

TRUST

DEDICATION

PROFESSIONALISM

LOYALTY

A STEP BY STEP PROCESS TO GETTING YOUR HOME SOLD

Costs Associated with Selling a Home

Thankfully when you sell your home, we take care of all costs to get your home ready to list and all marketing efforts, however, there are some costs we would like you to be aware of upfront.

Mortgage

Paying off the remainder of the balance owed on your mortgage(s) plus any fees associated with terminating your mortgage early.

Realtor Fees

As you will see below, we put in an exhaustive amount of time and effort to get your home sold, and while care about you, this is how we put food on the table for our families!

Lawyer Fees

Once an offer has been accepted, the lawyers take over. Lawyer fees can vary but typically range between \$2,000 - \$3,000

Staging

We cover the costs of a staging consultation and digital staging, however if physical staging is needed the costs of this would be the home owners responsibility.

How we arrive at the price

- A thorough understanding of the market in your neighborhood, and specific location within the community.
- Evaluating the comparable properties that have recently sold.
- Evaluating the comparable properties that are currently for sale.
- Following the walk-through, we will take note of all details regarding the interior and exterior of the home and make the appropriate adjustments.

Analysis of Your Home

The next step is to evaluate your home via a formal walk-through. Using the metrics above, we will price your home correctly the first time so that it will sell quickly. If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks. If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location. Below you will see the negative effect of overpricing



PRE-LISTING STRATEGY

It is important to have your home ready for market on day one. We want to make sure we are giving the best first impression to potential buyers.

We will achieve this by going over the following items before we move on to marketing and listing your home.

- Complete a walkthrough of the home together and look for opportunities to add value
- Meet with the professional stager
- Completing repairs that need to be done
- Decluttering & Depersonalize your home
- Making sure the home is clean and smells fresh (Deep cleaning)
- Cleaning carpets
- Neutralizing spaces and walls
- Staging options (if necessary)

PRE-LISTING PROCESS

- Sign documents
- Professional Photos
- Professional Videos
- Create custom online social media marketing
- Create custom marketing campaigns
- Print custom brochures
- Tease the property with paid advertising to generate early interest
- Install For Sale sign
- Install lock box



MARKETING STRATEGY

In today's competitive market, merely listing a home on the MLS isn't sufficient to accomplish the task at hand. We proactively employ a diverse range of methods to guarantee that your home receives the necessary exposure for a swift and successful sale.

- ✓ **CUSTOM TAILORED WRITE-UP**
- ✓ **STAGING / DIGITAL STAGING**
- ✓ **CUSTOM PROPERTY WEBSITE**
- ✓ **PROFESSIONAL TWILIGHT PHOTOS**
- ✓ **CUSTOM PAID MARKETING**
- ✓ **CUSTOM FEATURES SHEETS**
- ✓ **OPEN HOUSES AND 3D TOURS**



- 24/7 exposure by leveraging social media
- Targeted paid ads that maximize your exposure
- Metrics that matter

OTHER AGENTS	OUR TEAM
	
"Professional" camera used	Professionally taken twilight photos
Taken by the agent	Hired the top photographer in the city
Expired after 270 days	Re-listed the property & SOLD

WHILE LISTED

This is where many agents fall short. Historically, many Realtors believe that once the property is uploaded onto the MLS, the job is done. For us, the job is just getting started. Once your home goes Active on the market, we do the following:

- Provide feedback from every showing (many will tell you they will do this, but fail to do so)
- Provide weekly updates on recent sales, new listings, and expired listings in your area.
- Market Watch Report: This shows how many times your home has been viewed online each day.
- Open houses: We consistently get a larger turn out than most, as we attract traffic by means of online marketing and both door knocking and calling your neighborhood to inform them.

Collect showing feedback

Weekly detailed status updates

Weekly analysis on competing listings

Qualifying leads



SHOWING TIPS

FLEXIBLE

Be as accommodating to the buyers schedule as possible. We want to avoid missed opportunities.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Not everyone is a pet person and it may hinder a potential buyers' ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.

OFFERS

What to expect?

We will want to be prepared as soon as we receive an offer, An offer is only open for a specific amount of time, generally no longer than 24 hours.

Things to consider

Well there are many components to an offer these are the mains points that will effect the offer.

• Price

This is typically one of the most, if not the most important factor in an offer. Although a lower price offer with better terms can sometimes be in your best interest.

• Financing

While you can receive an all-cash offer, most offers generally have a financing condition. The contract will state what percentage of the purchase price the buyers is financing for the mortgage

• Deposit

A typical deposit is roughly 2%-4% of the sale price. Once the offer is accepted the buyer will send an offer to our brokerage to be held in trust. This is generally 2-4 days after acceptance.

• Possesion date

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with a closing date that fits your needs will be most attractive to you.

• Condition date

This is the date that stipulates when the buyer will have to have all conditions waived including mortgage approval, a property inspection, and condo document review (if applicable).

• Additonal terms

Any additional terms you wuld like such as house cleaning.



NEGOTIATIONS

AFTER AN OFFER IS SUBMITTED

WE CAN:

- Accept the offer
- Decline the offer

If the offer isn't close enough to your expectation and there is no need to further negotiate.

- Counter-offer

A counter-offer is when you offer a different price or terms to the buyer.

THE BUYER CAN THEN:

- Accept the counter-offer
- Decline the counter-offer
- Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, financing, or anything else built into your purchase agreement will take place.

CLOSING

A few days before possession, you will need to meet with your lawyer. Your lawyer will go over all of the legal documents with you, will discuss title transfer, closing costs and disbursements, mortgage payout (if applicable), and will have you sign the documents to transfer the property's title to the buyer after they advance the purchase funds. You'll need to bring a photo ID to your meeting with your lawyer. Some lawyers require two pieces of identification – this could include a passport, driver's license, and/or credit card. Ask your lawyer specifically what forms of ID they accept.

POSSESSION DAY

Typically, the buyer will get the keys around noon on possession day. If the buyer included a pre-possession inspection as a term in their Offer to Purchase, your real estate licensee will arrange that with the buyer's real estate licensee. The attached goods and any inclusions should still be in place, and appliances should be in the same working order as when the buyer made their offer. In terms of cleanliness, the buyer expects the property to be in similar condition as when they viewed it before submitting their offer. While you are not required to clean the property to a certain standard, you should take reasonable efforts to ensure the property is clean.

FINAL STEPS



CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy.



CLOSE ACCOUNTS

Cancel or transfer all utility accounts.



CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.



DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.



GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



CLEAR OUT PERSONALS

Move out your personal belongings completely. Make sure you don't forget anything.



INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



CLEAN

Make sure home is in the same condition as when the buyer viewed it.



LOCK UP

Ensure all blinds are closed, and lock the windows and doors.



REASONS WHY HOMES DON'T SELL

POSITIONING

- The price has the greatest influence on positioning, where the intent is to get the most amount of money, in the least amount of time. Something that happens all too often, and is detrimental to homes, is overpricing because of the following:
- The property becomes stale. When buyers see a home that has been on the market for a lengthy period of time, they begin to wonder what is wrong with the property.
- No initial influx of showings. When a home is priced properly, buyers are eager to capitalize on the opportunity. However, since buyers are more educated now than ever, they know when a home is overpriced and will oftentimes wait until reductions begin to occur.
- Even if a buyer is interested, oftentimes they will not write an offer. The reason being is that offers are typically written close to fair market value, and if that value is considerably different from the list price, they do not want to offend the sellers and will hold off or move on.

MARKETING

As mentioned previously, many Realtors believe it is sufficient to put a listing on the MLS and wait for offers. In today's world, that is far from the truth. We actively search for buyers around the clock by leveraging our highly regarded techniques for online exposure, and utilizing the latest technology at the highest level to attract maximum attention.

CONDITION

We cannot stress enough how important it is for your home to show well. One of the most impactful influences on a buyer's decision to purchase is how the home is staged, almost 80% of Realtors admittedly feel uncomfortable talking to their clients about how their home shows and what improvements would aid in the sale.



THREE FEE OPTIONS

GOLD

- ✔ Marketed on MLS with detailed property description.
- ✔ For Sale yard sign
- ✔ Professional photography
- ✔ Showings done via Sentrilock
- ✔ Printed Feature Sheets
- ✔ Marketed through Social Media
- ✔ Detailed weekly updates
- ✔ Showing updates

PLATINUM

- ✔ Everything in gold plus...
- ✔ HD Twilight Photography
- ✔ Interactive virtual tour
- ✔ Property tour YouTube video
- ✔ Mega Open House
- ✔ Advanced paid marketing plan
- ✔ Door knock neighbourhood hangers
- ✔ Pre listing marketing

BLACK

- ✔ Everything in platinum plus...
- ✔ Professional staging consultation
- ✔ Multi page luxury printed brochure
- ✔ Increased ad targeted budget
- ✔ Professional cleaning
- ✔ Neighbourhood mailers

ALL OUR HOMES LISTED WITH **PLATINUM** HAVE SOLD
OVER LIST PRICE AND IN UNDER 30 DAYS

WHEN ONLY THE BEST WILL DO, WE ARE THE ONES TO HIRE



SELLER'S *guide*



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REALTY