

Real

Seller's Guide

I appreciate the opportunity to provide you with a comparative market analysis for your property. Prepared exclusively for you, this analysis contains a summary of the recent real estate transactions in your area for properties which are similar to yours. While none of the properties included in this analysis are exactly like yours, they do provide a good basis by which to compare your property with the "competition". The following pages contain descriptions of each property with their "status", that is, whether the property is currently available for sale, under contract, sold, or was listed for sale, but did not sell. A short description of each property is provided, followed by a summary table of each property's key features. This will allow you to easily compare the features of your property with the others in your area.

Your property may have special features or improvements that could substantially affect your price range in which it should be listed. We will discuss in more detail after you have had a chance to review the enclosed information.

Please give me a call if you have any questions or would like any additional information. I look forward to working with you and selling your property quickly.

Sincerely,
Ryan Gillard

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Ryan Gillard

403-471-4212
ryan@ryangillard.ca
www.ryangillard.ca

My Mission

- To help you get as many qualified buyers as possible into your home until it is sold.
- To assist you in negotiating the highest dollar value, between you and the buyer.
- Price your home competitively to open the market vs narrowing the market.

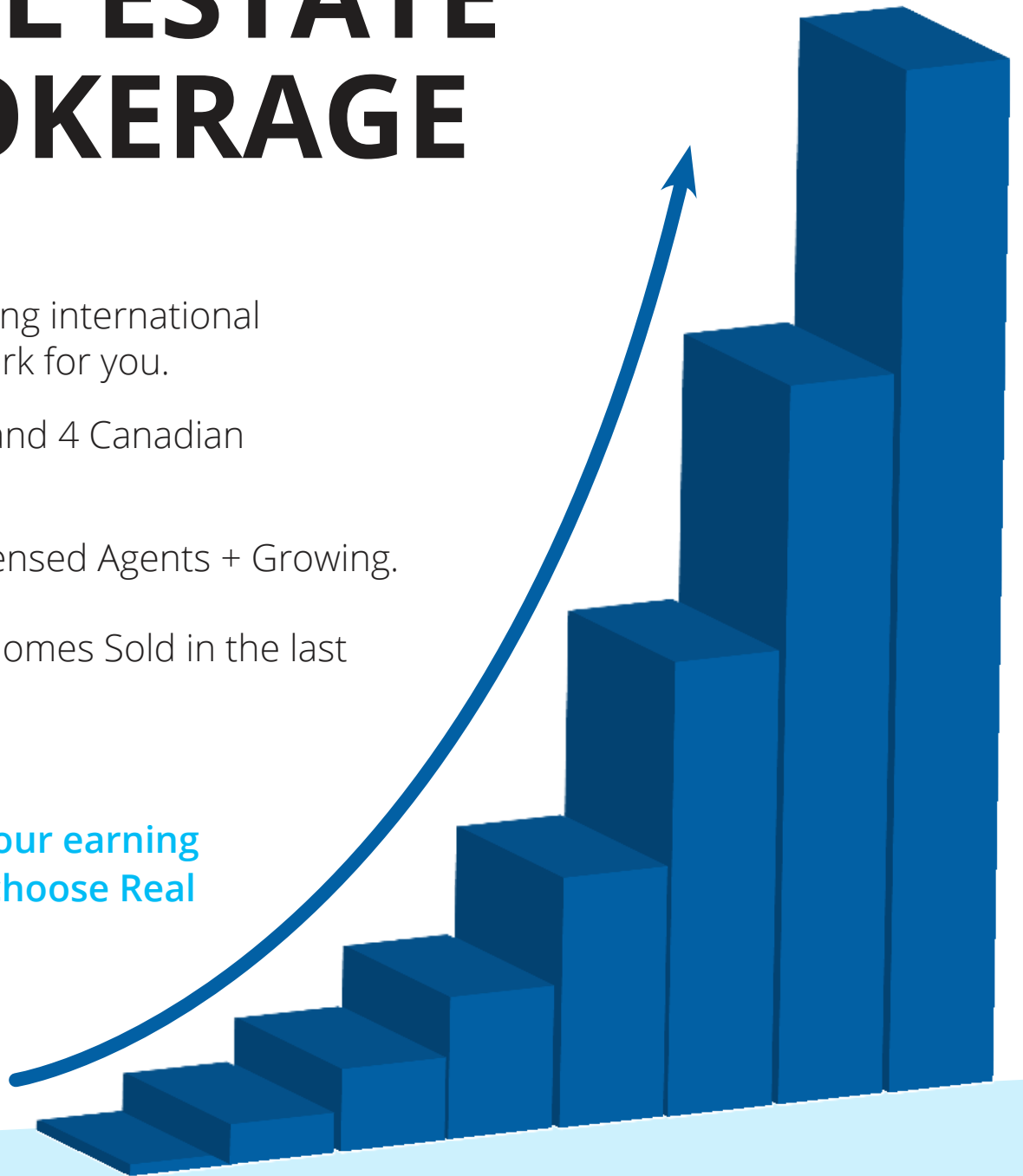


To uphold the highest standards of integrity and professionalism in representing my clients, I offer a personalized and specialized service that distinguishes myself from the norm. My objective is to create a positive, unforgettable experience for my clients, fostering enduring relationships and securing lifelong client loyalty.

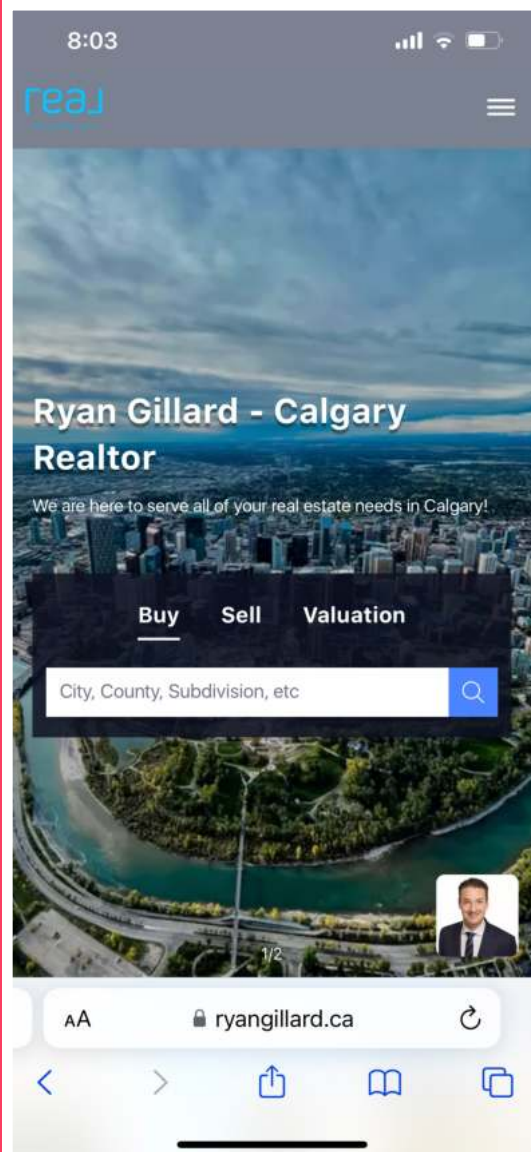
real IS THE FASTEST GROWING REAL ESTATE BROKERAGE

- Put our strong international brand to work for you.
- 48+ States and 4 Canadian Provinces.
- 11,000+ Licensed Agents + Growing.
- \$18.7 B in Homes Sold in the last 12 months

Maximize your earning potential - choose Real



NATIONAL EXPOSURE



realtor.ca is the most popular and most trusted real estate website in Canada. With over 240 million visits each year, realtor.ca provides listing information for residential, commercial, and rental properties across Canada.

Hundreds of thousands residential, commercial, and rental properties displayed at any given time.

The most trusted and used real estate website in Canada.

MLS Syndication

Syndication refers to an agreement between a broker and a third party to advertise the broker's listings on non MLS websites. Automatically, your home will show up on thousands of websites around the country and world.

92% of homes in Canada sell with realtors using the MLS + syndicated websites.

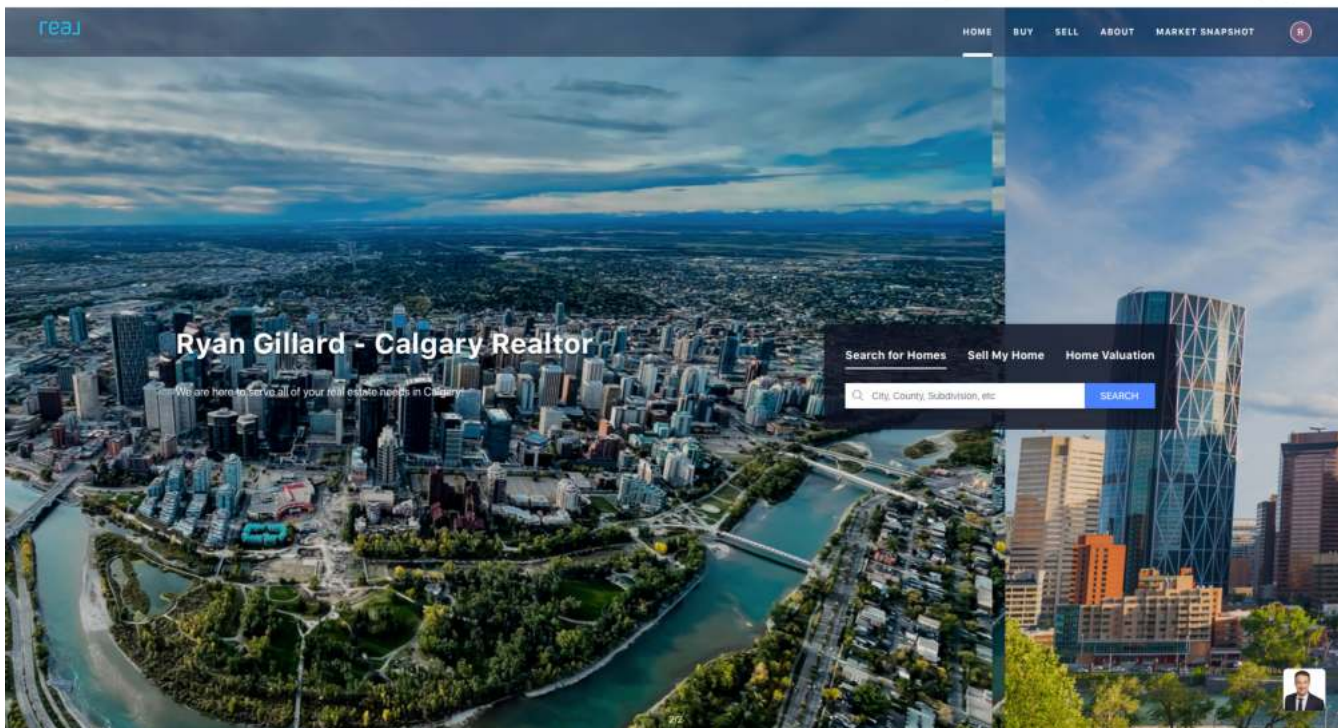
Automatically syndicate your home to thousands of websites.

Including agent websites, brokerages, and social media platforms.

MY WEBSITE

www.ryangillard.ca

- Search all Calgary and Area homes
- Search by specific community
- Schedule a viewing on a specific home
- Home value estimates



- Powerful and cutting edge website
- Intelligent CRM to help with lead conversion
- Integrates with 3rd party programs to add additional exposure and lead conversion

PRICING

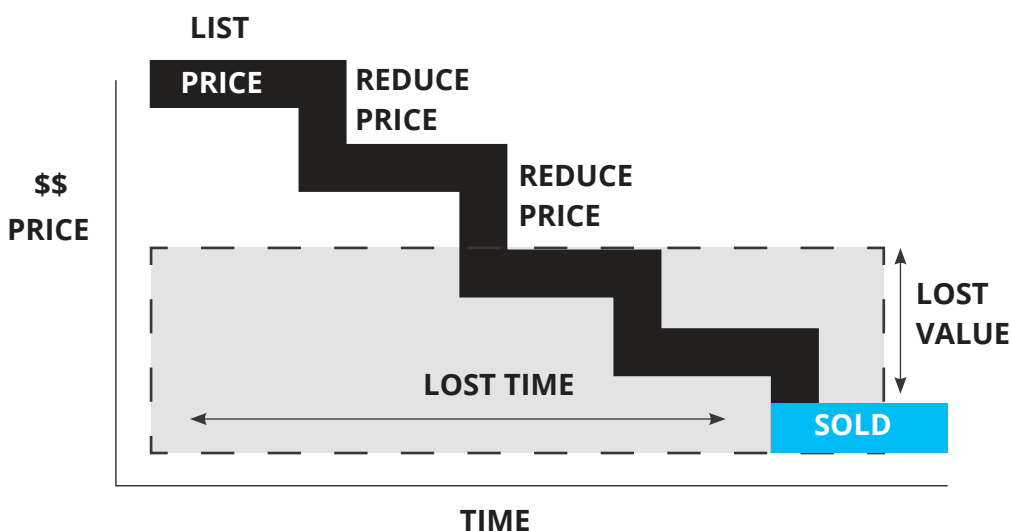
Benefits of Pricing Your Home Properly

A Higher Sales Price: If a home is priced right, the market will usually bear a higher sales price, and there's less carrying costs.

A Quicker Sale: A home that's priced well usually sells faster than the competition. Buyers will likely choose to make an offer on a well priced home vs one that's overpriced. Less inconvenience for you in terms of preparing the home for showings and adjusting your lifestyle.

Better Response From Realtors: Realtors are excited to show a well priced home.

Better Response From Advertising And Sign Calls: Sign calls can turn into showings, especially if buyers fear losing out by not acting quickly. Buyers don't waste their time on overpriced listings. Buyers may not even know the home is available if it's priced out of their budget.



Understanding Market Conditions

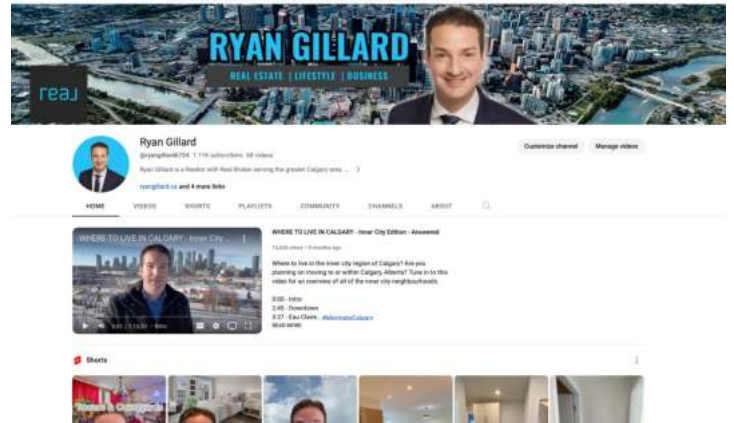
Conditions	Characteristics	How it affect your sale
Buyer's Market	More homes for sale than there is demand	Longer days on the market, less negotiating power. buyers may be more aggressive on price and terms
Balanced Market	The supply of homes and demand for them are equal	Stable prices, homes sell in a reasonable amount of time, reasonable offers
Seller's Market	More demand for homes than there is supply	There could be multiple offers, sight unseen offers, less conditions, higher prices, lots of showings

YouTube

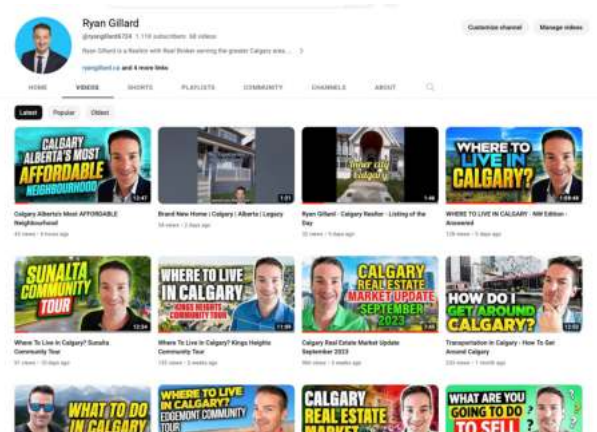
YouTube is owned by Google and is the #2 search engine in the world.



My YouTube channel is one of the fastest growing real estate channels in Calgary

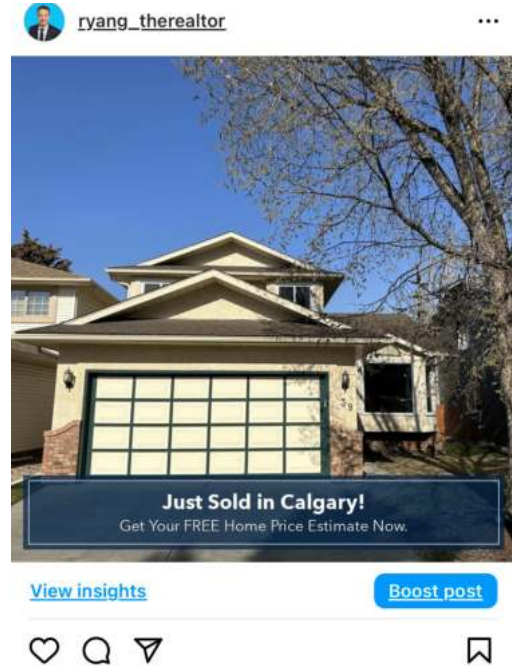


Home and Neighbourhood Tours create additional exposure



SOCIAL MEDIA

I regularly run ads and promote my listings and sales on all social media platforms. Effective social media campaigns can help promote listings and drive traffic to my website allowing for connections with potential buyers.



Connect With Me

website: www.ryangillard.ca

YouTube: [@ryangillard6724](https://www.youtube.com/@ryangillard6724)

Instagram: [@ryang_therealtor](https://www.instagram.com/ryang_therealtor)

facebook: [@gillardrealestate](https://www.facebook.com/gillardrealestate)

TikTok: [@ryangillard_realtor](https://www.tiktok.com/@ryangillard_realtor)

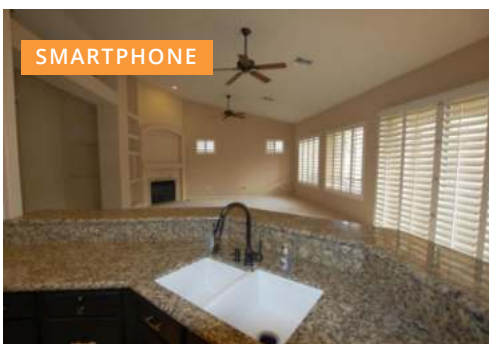
X: [@Ryan_Gillard](https://twitter.com/Ryan_Gillard)

LinkedIn: [@ryan-gillard](https://www.linkedin.com/in/ryan-gillard)

PROFESSIONAL PHOTOGRAPHY SERVICES

I hire professionals who use the best possible photography equipment and techniques to make your home look its absolute best.

Available Services include: professional photography, video tours, measuring & floor plans, matter port 3D tours, aerial photos, virtual staging, and iGuide tours

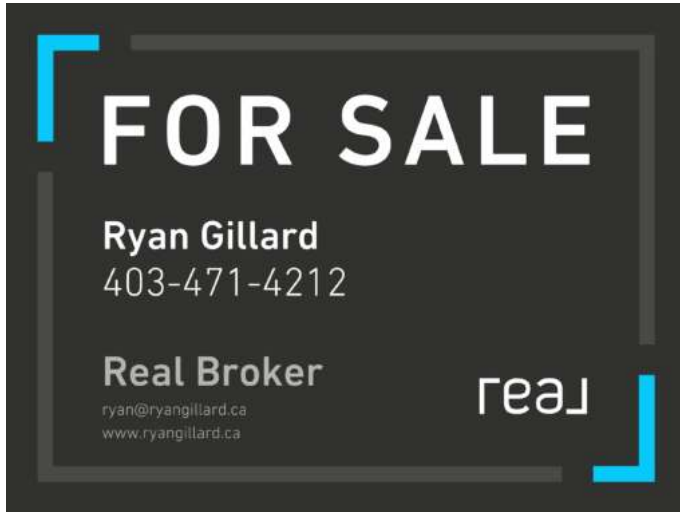


PROFESSIONAL PHOTOGRAPHY SERVICES

- IGuide
- Virtual Open House 24/7
- Precise Measurements and Floor Plans
- 3D Tours
- Dollhouse View
- Inside View
- Video Tours
- Options Aerial Photos
- Virtual Staging



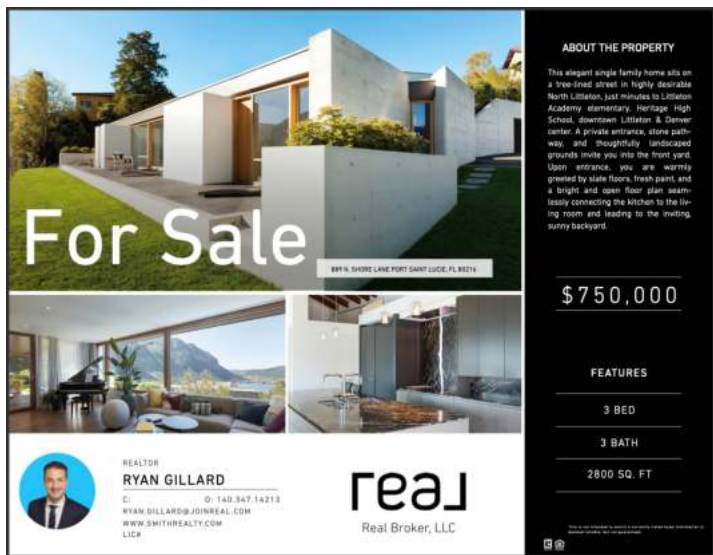
MARKETING MATERIALS



Professional Signage



Brochures



Flyers



Postcards

SHOWINGS AND SECURITY

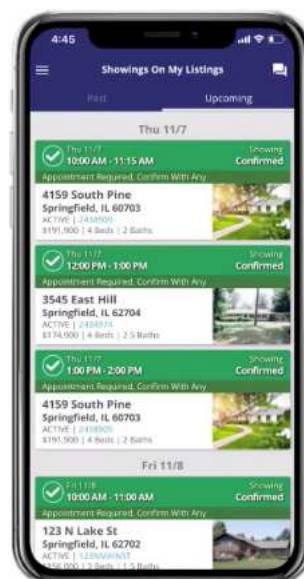
Lockboxes

- Safe and secure computerized lockbox to allow Realtors easy access when showing.
- Instant notifications
- Easy smartphone app
- Convenient access codes
- Each showing entry is recorded with the time and which agent accessed the home
- Special codes so nobody can enter the home without receiving the code



Showingtime

- Showingtime is the real estate industry's leading showing management technology provider serving
- Close to 1 million realtors in the USA and Canada.
- Showingtime helps automate the showing process and can be used 24/7
- We are able to track feedback after viewings.
- Helps keep track of who is coming in and what times
- We are able to customize your home's availability and also block off specific times.



COMMUNICATION

Feedback

We will keep you informed of what's happening either by phone, in person, or email throughout the process.

We follow up with realtors twice for their feedback. Once after the showing and the second time 24 hours later.

Please keep in mind most Realtors don't provide feedback.

New listings, sales, and market update reports can be sent to you to keep you informed.



We will be 100% honest with you in terms of marketing your home, and if any changes or strategies need to be implemented to sell your home, we will let you know ASAP.

We are fully committed to providing you the best possible service available! If you are not satisfied with the results, we offer all sellers an easy out of the contract.

CLOSING COSTS

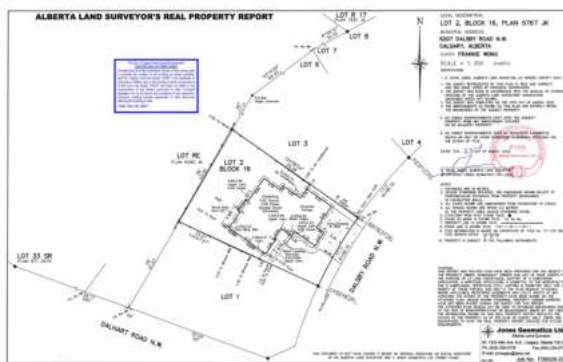
Real Estate Commissions

Reimbursements

Adjustments for property taxes, condo fees, howe owner associations fees, and property taxes

Real Property Report

A legal document that illustrates permanent above ground structures and registered easements in relation to property boundaries. An RPR is necessary to confirm compliance with municipal bylaws. The city of Calgary reviews and stamps the RPR to indicate if the improvements meet the local requirements of local bylaws.



Early preparation is recommend to avoid closing delays. These reports start at \$650 plus the cost of the compliance stamp.

Legal Fees

Consult with your lawyer regarding their specific fees. Typically real estate legal fees are around \$800-1500

GST

GST is charged on real estate commission fees. There isn't GST on the purchase price of a resale property. GST may apply if you are buying a brand new home.

THE PURCHASE CONTRACT

Negotiating an Offer

Price

Depends on market conditions, but usually the offer price is lower than the list price.

Deposit

The deposit shows the buyer's good faith and applied against the purchase price at closing. The deposit is refunded if the buyer does not remove their conditions.

Terms

There can be many terms but the most common include pre possession walkthroughs, additional visits, and professional cleaning.

Conditions

Common conditions are financing, home inspection, condo review, and the sale of buyer's home.

Inclusions/Exclusions

These can include appliances and certain fixtures like window coverings, alarm systems, water softeners, etc. Typically if something is fixed to the home it is implied that it's staying unless specifically excluded. It is important to clearly identify what you'd like to include and exclude to avoid confusion.

Possession Date

Typically the buyer takes possession around 12 noon on the possession day. Once funds are received by the seller's lawyer keys are releasable and the buyer is able to take possession.

Offers

You can accept an offer, reject an offer, or counter the initial offer which is the most common practice.

Multiple Offers

Typically we will notify all the Realtors for the prospective buyers that there are competing offers. We will review all offers with you and go over the best course of action to proceed with.

Conditional Sale

We will work with all parties to ensure all the conditions are met in a timely matter. Please keep in mind that many offers can (and do) fall apart during this stage.

Firm Sale

All conditions are removed and the home is sold!



HOME STAGING TIPS

First impressions count with buyers. You don't get a second chance to make a good first impression. A small investment in time and money can give your house the advantage over competing homes in your neighborhood. The following are suggestions for preparing your homes for showing.

MAINTENANCE

- Repair leaky taps and toilets
- Clean furnace and humidifier
- Tighten door knobs and cupboard latches
- Repair cracked plaster
- Touch up chipped paint
- Clean and repair windows
- Repair seals around tub and basin
- Replace burnt out light bulbs
- Oil squeaky doors

CLEANLINESS

- Clean and freshen bathrooms
- Clean refrigerator and stove
- Clean furnace exterior
- Clean washer and dryer
- Clean carpets

GIVE YOUR HOME SPACIOUSNESS

- Clean halls and stairs of clutter
- Store surplus furniture
- Clean Kitchen counters and stove
- make closets neat and tidy

CURB APPEAL

- Cut Lawn
- Trim hedges and shrubs
- Weed and edge gardens
- Pick up litter
- Clean driveway/walkway of snow and leaves
- Repair soffits and eavestrough
- Clean out garbage
- Touch up paint

CREATE A BUYING MOOD

- Arrange to be absent during the showing
- Turn on all lights
- Turn on air conditioning when necessary
- Turn up the heat!
- Light the fireplace
- Open drapes in the daytime
- Clean and tidy porch and foyer
- Does the doorbell work ?
- Is the door hardware in good shape?
- Is the air fresh?



Ryan Gillard



Phone: 403-471-4212

Email: ryan@ryangillard.ca

Website: www.ryangillard.ca

As a Calgary native, and a seasoned real estate professional with 11 years of experience, I recognize and value the trust my clients place in me and I strive every day to exceed their expectations. My experience attracts both new and returning clients who appreciate my polished, thorough, and competent expertise of the real estate market. I am dedicated to building long term relationships, continuous self improvement, and providing a friendly and professional sales experience. Prior to entering real estate, I served my country in the Canadian Army Infantry with a tour of Bosnia in 2003. These experiences instilled in me the discipline to do whatever it takes to get the job done. Outside of real estate, I enjoy travel, sports, hiking, and scuba diving.

"Like most people, I don't have a ton of experience in buying a home. Over my lifetime, I've bought six properties spanning a little over 35 years. It is an intimidating process no matter how often you do it. I met Ryan when he was the listing agent on a property I had some interest in. I decided I wasn't interested in that property, but was impressed with Ryan and sought his advice on a few different properties I was interested in. It culminated in a successful transaction with a property I am very pleased with. Ryan was always helpful with any requests or questions and gave me good advice to negotiate a final deal. The whole process was as pleasant as buying a property can be.

Even after the sale closed, Ryan was patient answering my queries and concerns. It never felt forced. Professional and competent throughout."

-M. Vachon

"My wife and I are satisfied with Ryan's work. We found him on YouTube and we were impressed with his level of knowledge about the market in Calgary. His responsiveness was very good. If he didn't pick up the phone he always called back right away. He provided all the information we needed to buy our house, for instance: Inspection companies, lawyers companies, etc. He really did a great job. If you are thinking of buying a house in Calgary, do not hesitate to contact him."

-Neovaldiva

"We recently had the pleasure of working with Ryan. He helped us purchase our first house and made the process seamless and stress-free. We found him through his YouTube videos and from the very first interaction he exhibited a level of professionalism and dedication that exceeded our expectations. He made himself readily available and was always quick to respond to our enquires. Whether it was a phone call, text, or video call, he ensured we had all the information we needed to make an informed decision. He worked tirelessly to secure the best possible deal for us."

-A. Dhakal

"Ryan has been excellent all-round, professional, genuine, prompt responses, available when needed, knowledgeable about the Calgary market. He was punctual at our appointments and consistently came prepared, Ryan had a positive attitude and energy about him that I knew would be a match to get a property under contract. I'm posting this review as an aspiring real estate investor who used his services as my buying realtor. Provided that real estate is something that will continue to interest me, I have found a important player to join my team and I would trust him with my business as well for further selling or buying transactions in the Calgary area. Usually I wouldn't say to find your next realtor from YouTube, but I took a chance on him and very satisfied I did. Check out his channel if you're in doubt or just call or email him."

-B. Sipps

WHAT MY CLIENTS SAY

"I had a great experience working with Ryan Gillard. Ryan was professional, responsive, and always went above and beyond to ensure that I was satisfied with every step of the process. His communication skills were excellent, and he kept me informed throughout the entire buying and selling process. His negotiation skills were also impressive, and he was able to secure the best possible deal for me. I would highly recommend Ryan Gillard to anyone looking for a knowledgeable and trustworthy Realtor in the Calgary area."

-A. Fontaine

"Ryan is a great Realtor. He sold my home in record time when other realtors could not sell it. Ryan could even sell over asking price."

-M. Strobl

"As a first time homebuyer, I was intimidated by the prospect of buying a property. Ryan couldn't have been more patient with helping me find a place that I love in a challenging and fast paced market. Ryan made the process easy, stress free and answered all of the questions I had along the way. Thanks Ryan."

-A. Mudry

"Ryan is very friendly and honest realtor, he could help me sell a property in a period that I had no hope to sell. Thanks very much."

-A. Abrari

"I have bought and sold 4 houses through Ryan. He is available all hours of the day and I like that level of availability."

-M. Farooq

"Excellent realtor, thank you for your services and always attending to our needs and supporting our interests."

-R. Sanchez

SOLD!

Ryan Gillard

403-471-4212

ryan@ryangillard.ca

www.ryangillard.ca