

A ROADMAP TO SELLING YOUR HOME

Your Step-by-Step Guide to a
Successful & Profitable Sale

“

Uros Markovic is simply the best. He understands his customers needs and he has the expertise to make it a win for both parties. He is the best in the industry, I will recommend Uros to everyone I know.”

- Elisha Braimoh

UROS MARKOVIC

TOP PRODUCER



IN 2013, I MOVED TO CALGARY WITH MY WIFE and young son. I love the dynamic and unique spirit of this city; the people are friendly and the Rockies are right in our backyard. As a teenager, I played soccer professionally and finished my athletic career as a rower. I believe that this laid the foundation for my work ethic/pursuit of excellence and competitive nature. I still use these skills today to create the best real estate experience possible for my clients whether they are selling or buying their home.

Prior to real estate, I had a lengthy career in the hospitality industry; working my way up from waitstaff to Food & Beverage Manager. This experience provided a deep understanding of client expectations and what it means to work as a team. Today, I keep my clients' best interest in mind, I do whatever it takes to make their real estate dreams come true and to get them the best results possible.

I understand the joy a well-suited neighbourhood can bring to a family. I call SE Calgary home because of its easy access to traffic routes as well as its walkability and surrounding lakes and pathways. Giving back to the community is an important part of my life and business. I am proud to be a part of several events contributing to many different causes, such as maintaining an ice rink in my community and helping with fundraisers

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for people and organizations in need. This same care is given to my clients as I keep them in the know with the most up-to-date market trends and information, clear communication, and sound advice making their experience memorable and enjoyable.

I invite you to give me a call or send me an email and see how I can bring sound expertise to your next real estate transaction.

“Uros was a pleasure to work with.”

– AMANDA

“Very polite and knowledgeable, every question answered promptly. Uros amazingly handled negotiations with the buyer.”

– NENAD

“He made the process effortless and enjoyable. I have never had a better experience selling my home than with Uros.”

– JOCELYN

THE ADVANTAGES OF BEING AN EDUCATED SELLER

If you're thinking of selling, you probably have a myriad of questions.

What's my home worth?

Should I use an agent or go at it alone?

How do I make my home attractive to buyers?

And, of course, the big one: **How do I get the most for my home?**

This CMA is designed to help with the process of selling your home.

We have structured it as a kind of "roadmap" because selling your home is a journey, and the more informed you are about what to do and expect, the more successful your home sale will be.

Ideally, you want that journey to end with your property selling quickly and for the best price possible.

This roadmap will get you there. And please think of me as your expert guide along the way. If you have any questions, just ask. Ready to make your home sale painless and profitable?

Let the journey begin!

STEP 1

GETTING READY FOR SUCCESS

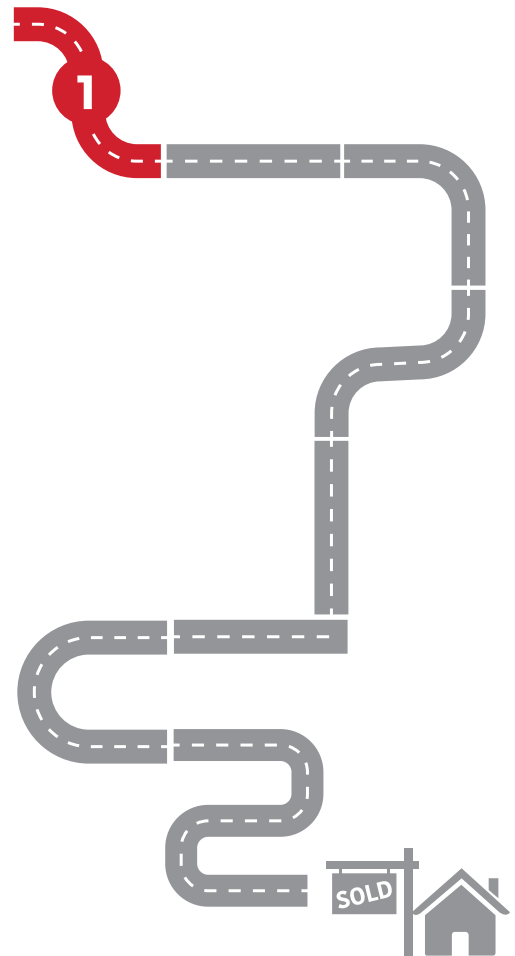
The first step in the journey is to simply get started. Studies show that the earlier you begin the process of selling your home, the more successful you will be.

So where do you begin?

Start by educating yourself on how the selling process works. Getting the facts will demystify things, make it easier and less intimidating, and help ensure you make the right decisions.

The important thing is to get the ball rolling. Make the decision to list. Even if your planned move is months away, now is always the best time to begin.

And remember. You don't have to go at it alone. Your home is probably the biggest asset you will ever sell, and the most complicated. Don't make the mistake of trying to do everything yourself.



STEP 2

WORKING WITH A REDLINE AGENT

Most sellers use a real estate agent. And for good reason! A skilled agent can ensure your home sells quickly and for the best price, while making the entire process much easier for you.

Consider this:

- ① **Pricing is a real art.** The biggest factor in determining how quickly your home sells is the price, and deciding that price is trickier than it seems. It takes experience and even 1% more for your home can mean thousands to your bottom line.
- ② **Negotiating is hard.** Not just hard to do, but it can feel uncomfortable. If you want someone to negotiate fearlessly on your behalf, you need an agent.
- ③ **Marketing today is much more than MLS®.** To get the most for your home, you need qualified buyers to see it. That requires an agent who knows how to create a marketing plan to get as many qualified buyers as possible to find out about and view your property. By now you've seen our Seller's Guide and have a good understanding of our marketing plan.
- ④ **Showings are a pain.** Showing your own home is not only a huge inconvenience to you, it's important to know that most buyers feel uncomfortable viewing a home with the homeowner present. We let you choose the time and whether it's convenient for you through our effective use of technology.
- ⑤ **Paperwork takes expertise.** If you think doing your own taxes is a challenge, try navigating the paperwork for a real estate transaction! It takes experience and expertise to make sure everything is done correctly.

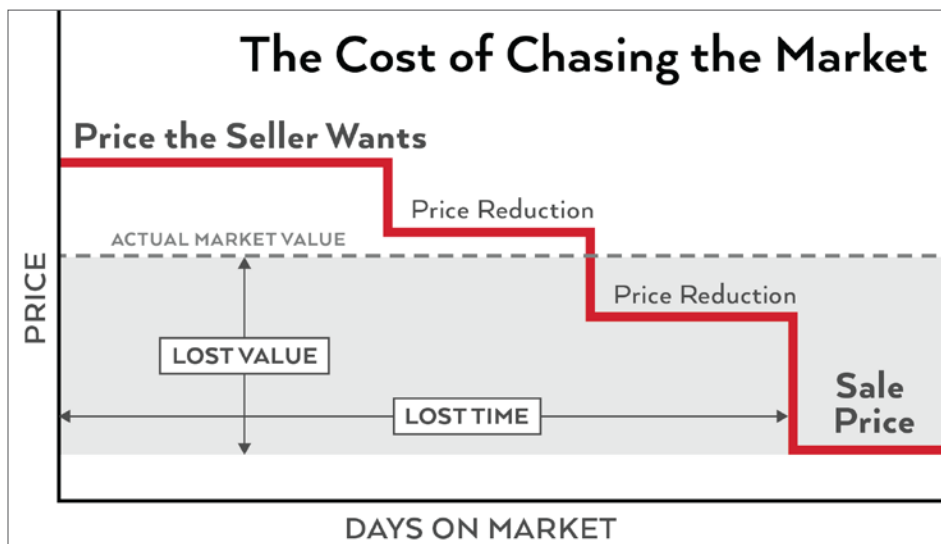
STEP 3

PRICE SMART

Setting the list price of your home is an art. Too low and you leave money on the table — perhaps thousands. Too high and you scare away buyers — perhaps forever.

To complicate this, your home is an emotional asset. It's hard to see it objectively, as a “product” for sale.

Finding the optimal price requires a combination of expertise, analysis, and old-fashioned street smarts.



Pricing your home right the first time results in more showings, more offers and ultimately the highest price for your home.

If you want to get as much for your home as possible within a reasonable time frame, you need to get the price right.



THE MARKET RULES

The most important thing to understand is that the market rules. Buyers want to purchase your property at or near its actual market value — which may differ from the sentimental value you place on your home.

That said, choosing the right list price is essential to selling for the highest price possible. If you price too low you risk not getting as much as you could have for your property. In fact, you could lose thousands. But if you price too high you will lose potential buyers who may think your property is out of their price range.

It all sounds complicated, and it is. The good news is, a great agent will help determine the true market value of your home and price it just right.

PRICING IS TRICKY

Home for sale in the \$250,000-\$500,000 range.



Price set just 15% too high

Few qualified buyers bother to see it.



Price set just 15% too low

Risk of losing \$37,500-\$67,500 on the sale.

STEP 4

PREPARING TO WOW BUYERS

Once you have set the price, your next step in the journey is preparing your property so that it looks attractive to buyers. Ideally, you want your home to look like a showcase.

This is more important than you might think. REALTORS® repeatedly find that people can't visualize the potential of a home. They have to see it.

That means that how your home shows — today — is how people see themselves in it. They can't see past the chips, leaks, clutter and stains. In fact, they tend to focus even more on those things.

The 3 R's of prepping your home for sale



Remove.

Get rid of as much clutter as possible. Give it away, sell it at a garage sale, put it in storage, or take it to the dump. Just get it out of the house. You want your home to look spacious and tidy.



Repair.

Chipped paint, cracked tiles, squeaky hinges, leaky faucets. Fix everything you can. If you need a contractor, your agent can recommend one.



Renew.

Clean, clean and clean again. (It's that important!) You want your home to look guest-ready. Organize each room so that it looks like a showcase. A fresh coat of paint goes a long way to improving the look.



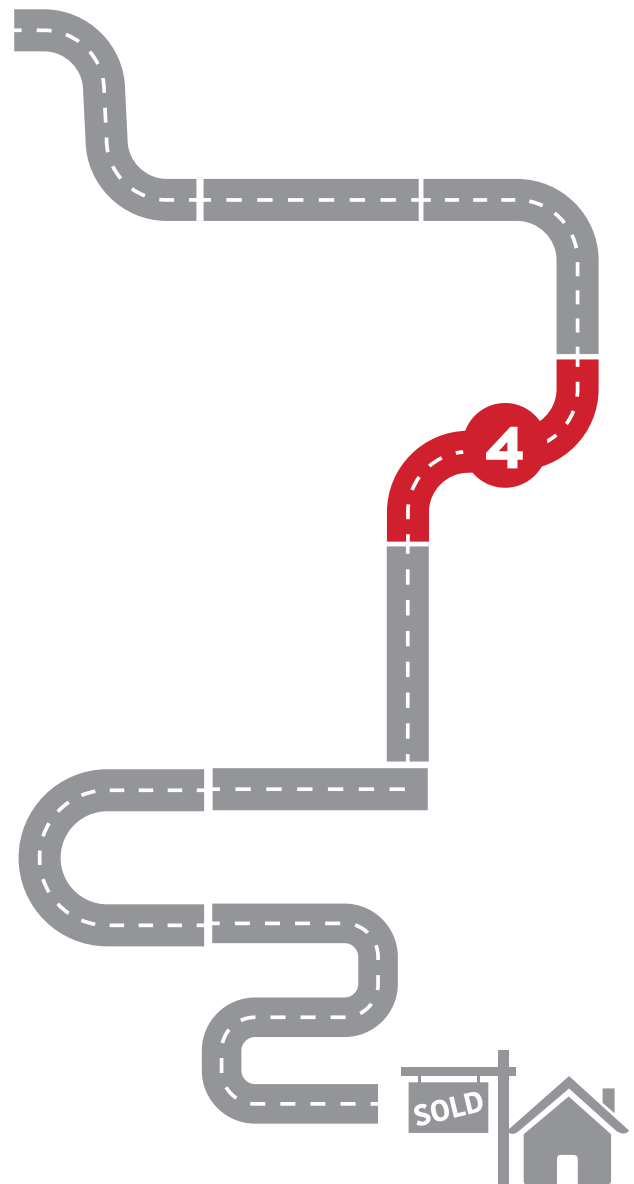
CONSIDER STAGING

Remember the last time you visited a high-end furniture showroom or a new model home with its gorgeous living rooms, bedrooms and bathrooms? That's staging.

According to the National Association of REALTORS®, staged homes sell 49% faster and for 7-11% more money. In fact, you can expect nearly half (49%) of the buyers to be positively impacted if your home is staged.³

You can hire a professional stager. Or you can follow some basic staging tips yourself. Either way, we can help.

³ Source: 2015 Profile On Staging published by NAR, <http://www.realtor.org/reports/2015-profile-of-home-staging>



STEP 5

GETTING THE WORD OUT

Now that you have made your property look its best, you want as many qualified buyers as possible to see it.

In other words, you want to get the word out. To everyone.

These days, marketing requires more than an MLS® listing and lawn sign. You need a strategic action plan to promote your listing so that all the right buyers find out about it, get excited about it, and — most importantly — come to see it.

Homes that sell fast and for a top price tend to use a combination of the following:

ONLINE MARKETING

- MLS®** A detailed listing on the largest database of available real estate.
- Photos** A picture really can paint a thousand words so be sure to have professional photos that complements each room and feature.
- Video** A behind the scenes, online look at your home and neighbourhood. More than 1 in 5 buyers will watch such videos when searching for a home.
- Websites** Over 90% of buyers start their home search online. A great agent will ensure your home is showcased on as many websites as possible.
- Social** Facebook and YouTube have the largest user base, but Instagram, Twitter & Pinterest are gaining ground.



OFFLINE MARKETING

- Prospecting** Great agents tap into their network of eager buyers and proactively call or door knock neighbourhoods to discover potential new buyers.
- Feature Sheets** Great photos, inspiring descriptions in professional take-away form are a great reminder for viewers who are still deciding.
- Open Houses** A good way to showcase your home to agents and potential buyers.
- Print** Print ads in local newspapers are not as effective as they once were but they are still used today. Postcard drops informing the local area of a new listing are also an option.

And that's just a partial list!

It's unfortunate when a home doesn't sell because a qualified buyer never finds out about it — and ends up purchasing a competing listing. But that happens every day.

Don't let it happen to you. Work with us to create the right plan for selling your home.

THE POWER OF PROMOTION

The higher the number of qualified buyers who find out about your listing, the more likely you are to sell at a top price.



Poorly promoted listing

Few qualified buyers find out about it.



Moderately promoted listing

About 50% of qualified buyers find out about it.



Expertly promoted listing

Nearly 100% of qualified buyers find out about it.

STEP 6

SHOWING IT OFF

At this stage in the journey, it's getting exciting! You have qualified buyers coming to see your property. One or more may fall in love with your home and make an offer.

How do you turn lookers into buyers?
Follow these guidelines:

① **Don't be there.**

Buyers want to feel free to look around and discuss your home candidly. That's why, according to the research, they prefer to see a home with an agent rather than the homeowner.

If you're at home during a showing, buyers may not feel comfortable viewing your property thoroughly and, as a result, not come to appreciate all your property has to offer.

So go for a walk, have lunch out... anything. Just be *away* when a buyer sees your home.

② **Be flexible when scheduling.**

Restricting viewings to "Saturdays 3-6" will seriously limit the number of buyers able to see your home. Yes, showings can sometimes be a pain, but the potential is getting an offer. So be flexible. Schedule viewings as often as possible.

Also, be willing to have a buyer see your home on short notice. (They are often the most eager to buy.)



3 Make your home inviting.

Ever notice how model homes are always neat and tidy — and never have closed doors? That's because the more inviting a home is the more likely the buyer is to make an offer.

You don't have to do much to prepare. Make sure your home is clean. Put away personal items like family pictures (that way a buyer can imagine themselves living there.) Leave lights on and open curtains and blinds, where appropriate. Make sure pets are cordoned off or, better still, take them out.

And don't forget the yard. Cut the grass, trim the hedges, and sweep the walkway. Often, buyers will form an initial "good or bad" impression by the time they have entered your front door.

4 Have helpful information available.

These include property brochures, floor plans and contact information. If you are selling your home in the winter, summer pictures help buyers visualize how great your home looks in the sunshine. Got a great neighbourhood? A list of area features — parks, schools, running paths — will give buyers a clearer picture.

WHERE GOOD IMPRESSIONS ARE MADE



Curb Appeal

How your home looks from "the curb". Make sure what they see looks great.



Foyer

What the buyer sees as soon as they walk in the front door. Make sure this area is clean, uncluttered and spacious.



Kitchen

Often the first room a buyer sees! Ensure countertops are cleared and everything shines.



Bathrooms

Store away personal items, such as toothbrushes and cosmetics.



THE OFFER STAGE: WHAT HAPPENS NEXT

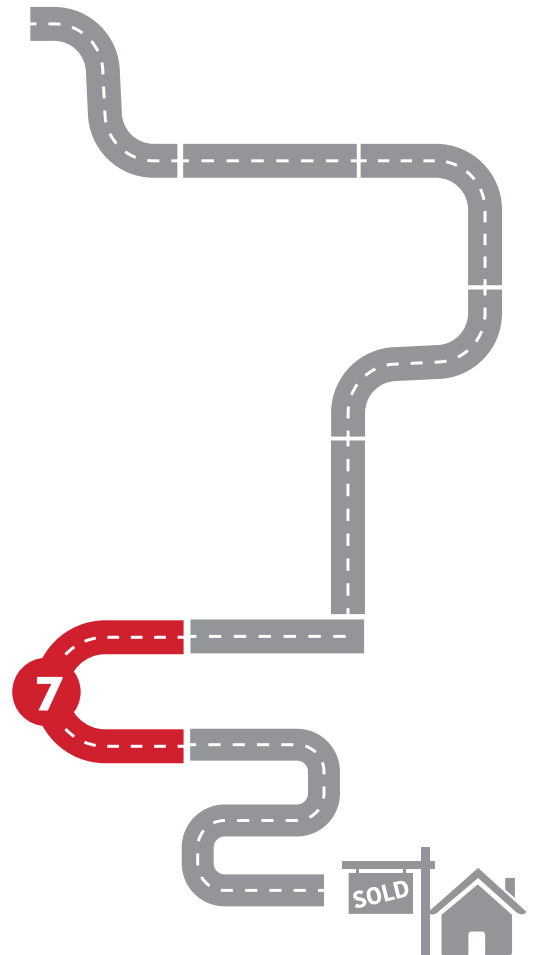
When you get an offer — or ideally multiple offers — you are this close to selling your home. But, as they say, close only counts in horseshoes! Skilled negotiation is required to ensure that the deal is made for the highest price possible, with ideal terms and conditions.

Chances are, an offer will be higher or lower than your asking price. Don't be concerned or offended. It's normal. In fact, the best way to think about an offer is as a starting point to a conversation. The buyer is interested. They have proposed a price. The conversation has begun!

Some things to keep in mind:

Counteroffers are normal. Expect some back and forth. They offer. You counteroffer. You eventually come to an agreement.

Momentum is important. Things happen fast at this stage. That's why having a good agent to represent you is vital.



Price isn't the only thing. You can negotiate on conditions, closing dates, assets included with the property. Don't get stuck on one thing.

Once you agree, the buyer provides a deposit cheque to be held in trust until the conditions are met. The conditions usually have a set time for removal, and usually include things like a home inspection and financing.

Once the conditions are met, the buyer signs a waiver and the deal is done.

Congratulations. You have sold your home!

THE POWER OF SAVVY NEGOTIATION

Just 1% more for your home can mean thousands more in your pocket.

\$300,000 range =

\$3,000

\$400,000 range =

\$4,000

\$500,000 range =

\$5,000

STEP 8

WRAPPING UP THE DETAILS

Once the deal is made, your journey isn't over. There is still paperwork to be done and calculations to be made.

If you are working with a great agent, they will handle all those details for you, and ensure everything is done properly, including coordinating with your real estate lawyer.

So although there are many t's to cross and i's to dot, a great agent will take care of those details. What a load off your shoulders!

How Much Do You Keep?

Once the sale is made, you will want to know how much you get to keep. There are a number of closing costs to consider.

Legal Fees. Lawyer's fees vary, but often have structured fees for the sale of homes posted on their websites. On average, you can expect to pay \$1,000 for a lawyer to look after the legal details necessary to close your home.

Mortgage fees. Check with your lender to determine if any costs will occur when transferring or releasing your mortgage. There could be penalties for discharging your mortgage earlier than its term and there may be a discharge fee to remove a mortgage from title that can range from \$100 to \$250.



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AN EXPERT BY YOUR SIDE

As you have discovered, selling your home can be an exciting and rewarding journey — if you do the right things.

That's where we can help.

If you would like to discuss selling your home, please feel free to give us a call. We'll provide you with a complimentary market evaluation (so you know what your home will sell for on today's market), and answer any other questions you have.

By the way, by having this initial conversation you are under no obligation to hire us as your realtor®.

So let's talk. Find out how you can sell your home quickly and for the best price possible.

Sincerely,





Based on the data that we
have provided you with, our
Suggested List Price is:

Your Potential Sale Price is:



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