



TB

TRISTAN BOIRE
REALTOR®

PRE-LISTING GUIDE

OUR HOME SELLING
DIFFERENCE

CONTENTS

INTRODUCTION

A LETTER TO SELLER

STATISTICS

COMPETITIVE MARKET ANALYSIS

10 STEPS TO SOLD

THE HOME SELLING PROCESS

MARKETING PLAN

18 STEPS TO SOLD

STRATEGIC PRICING

OUR PRICING STRATEGY

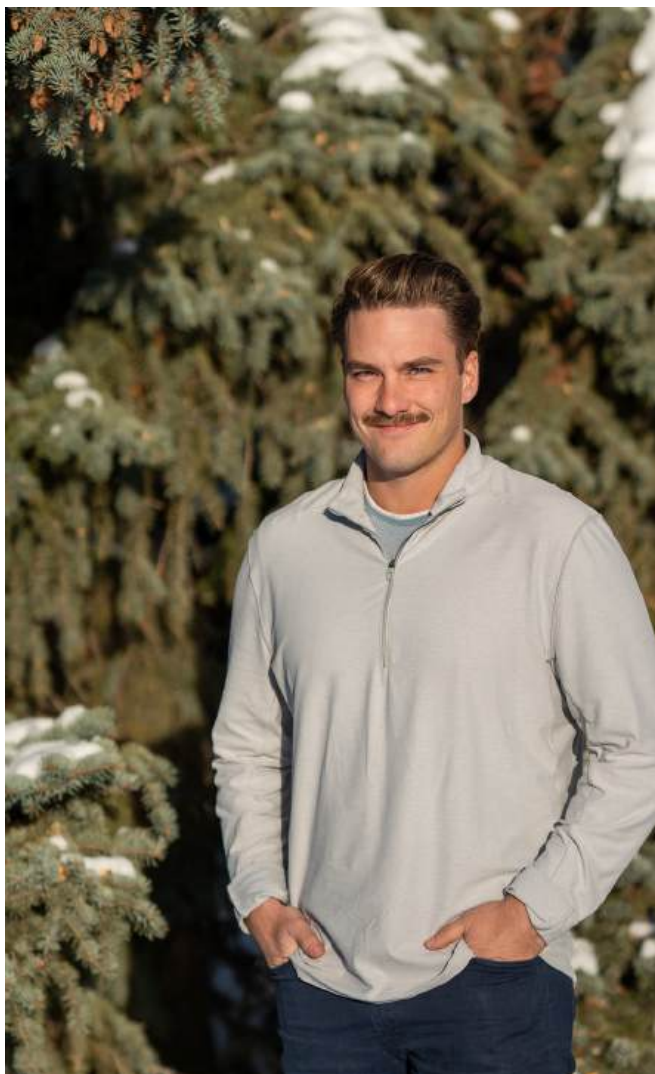
MY COMMITMENT

WHAT YOU CAN EXPECT

NEXT STEPS

TASKS TO COMPLETE





HELLO, NICE TO MEET YOU!

I know that selling your home is a big decision and that trusting someone to help you with that process is not an easy task. I appreciate you taking the time to talk with me. I look forward to taking a tour of your home and hearing all about what you love about your home. We will talk in-depth about all the details of your home and about how we will strategically market your home. We will also talk about what the market is doing in your area and how that coincides with pricing your home.

In the meantime, please look through this informative packet. I am confident you will feel that my strategic plan for selling your home will provide you with the greatest possibility of selling your home for the highest price in the shortest period. I look forward to speaking with you about the future sale of your home.

LET'S CONNECT



(403)-999-0771



TRISTAN@THEPARKREALTY.CA



YOUTUBE






INSTAGRAM



STATISTICS

STATISTICS

JANUARY 2024 - DECEMBER 2024

	OUR STATISTICS	THE MARKET
<div> AVG. LIST PRICE</div>	\$510,000	\$410,000
<div> AVG. SALE PRICE</div>	\$500,000	\$398,000
<div> LIST TO SALE RATIO</div>	98%	97%
<div> AVG. DAYS ON MARKET</div>	23	46





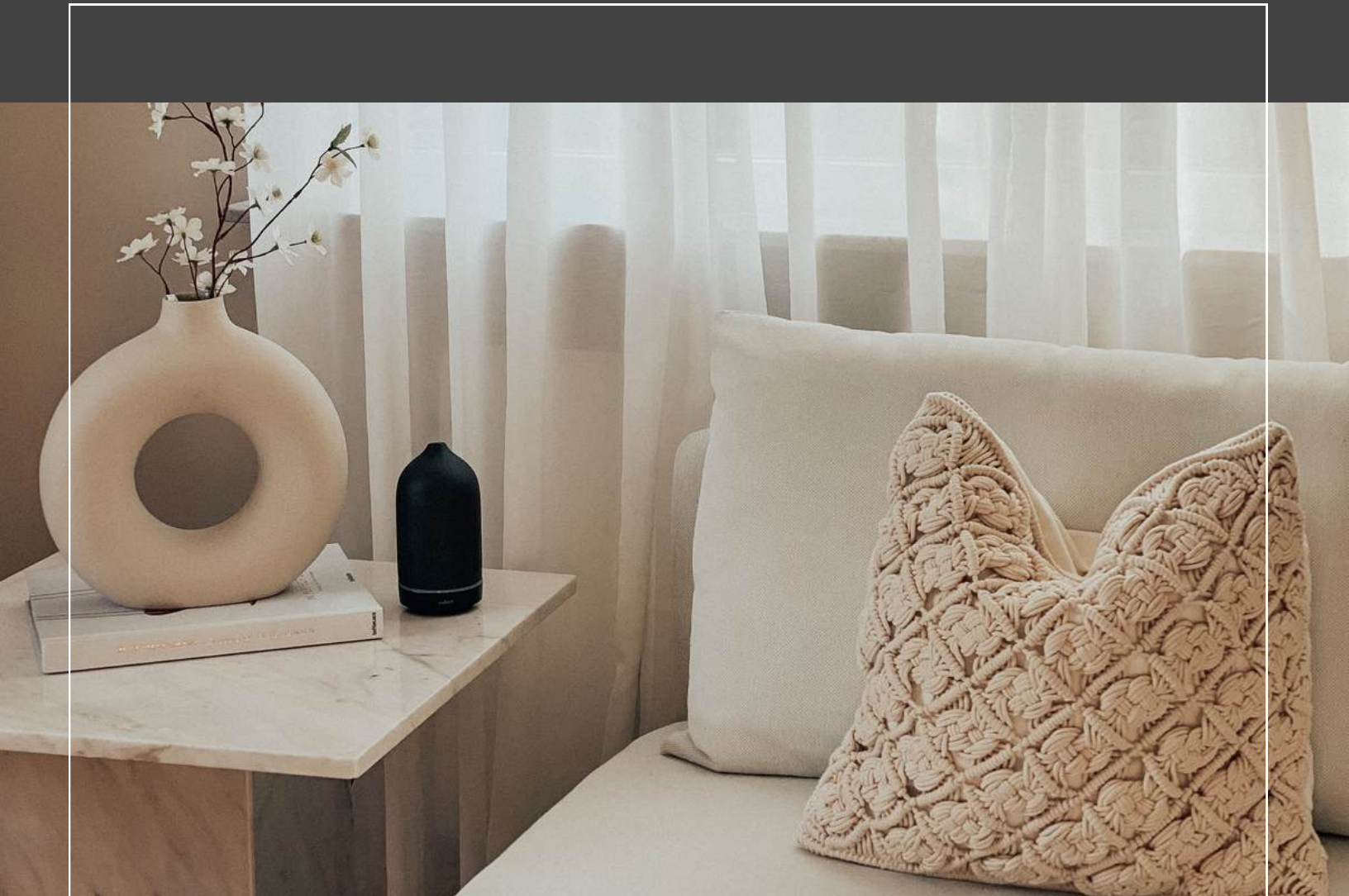
RISK

FREE

You know, I hear it all the time – people frustrated because their last real estate agent locked them into a listing agreement that couldn't be canceled without a hefty penalty. Honestly, that's just not how I like to do business. I don't believe anyone should feel pressured into a contract or stuck with an agent they don't feel 100% confident in.

That's why I offer my clients something I call an Easy Exit Listing Agreement – no strings attached. If you're not happy with my service at any point, you can cancel the agreement, no hassle, no hidden fees. My goal is to earn your trust through results, not contracts.

If you're ready to get your home sold, I'd be honored to guide you through the process step by step and make it as seamless and stress-free as possible. Give me a call anytime, and let's get started!



10 STEPS TO
SOLD



THE HOME SELLING PROCESS

1

STEP ONE

CONSULTATION

During our free consultation, I'll tour your home with you and go over what needs to be done to get it ready to sell. I'll walk you through comparable listings in your area, discuss a strategic pricing plan, and share how my marketing approach can help sell your home quickly and for top dollar

2

STEP TWO

PREPARATION

Getting your home ready to sell doesn't have to be overwhelming! I've got the tools, resources, and trusted vendors to make it simple. From cleaning and decluttering to staging, we'll handle it all. Our stager will create a buyer-friendly look, and our photographer and videographer will showcase your home at its best. On launch day, everything will be in place —photos, descriptions, paperwork, measurements, a sign, and a lockbox. Let's make your home show-ready and set for success!

3

STEP THREE

GOING LIVE & MARKETING

Now that your home is prepped and ready, it's time to hit the market! Our marketing goes far beyond just a sign in the yard and an MLS listing. We take pride in promoting your home across social media, email, video, and print to reach every potential buyer wherever they're looking. Let's get your home the attention it deserves!

4

STEP FOUR

SHOWINGS

Keeping your home show-ready is key to selling quickly. I'll provide you with a simple showing checklist to take the guesswork out of it. A clean, clutter-free space ensures buyers focus on the best features of your home!

5

STEP FIVE

OFFER

When an offer comes in, I'll walk you through all the details. There's more to consider than just the price, and I'll help you choose the offer that best fits your needs and timeline.



THE HOME SELLING PROCESS

6

STEP SIX

INSPECTIONS

After accepting an offer, inspections typically happen within 3-10 days. The buyer hires an inspector to identify any needed repairs, and their agent may negotiate based on the report. Once we've reached an agreement, we'll move on to the appraisal

7

STEP SEVEN

APPRAISAL

If the buyer is using a loan, an appraisal may be required to confirm the home's value meets or exceeds the purchase price. While not always needed, it's important for the home to be in great shape to pass this step.

8

STEP EIGHT

CONDITION REMOVAL

Once conditions are removed, the next step is working with your lawyer for conveyancing. They'll handle the legal side of the transaction, including title transfers and final paperwork. I'll ensure everything is sent to them promptly to keep the process running smoothly.

9

STEP NINE

FINAL WALKTHROUGH

The buyers will do a final walkthrough just before closing to ensure everything is as expected and any negotiated items have been completed.

10

STEP TEN

CLOSING

Closing is the final step where all the paperwork is signed, the title is transferred, the buyer gets the keys, and the seller (you) receives payment.



MARKETING
PLAN

ROBUST MARKETING

NETWORKING	SIGNAGE	SUPERIOR ONLINE EXPOSURE
Most real estate deals involve cooperating agents, and I'll expose your listing to this market.	We'll place a sign, pointers, and open house signs in your yard strategically to get maximum exposure for your listing.	Buyers start their search online, so we'll feature your home on local MLS and major third-party real estate sites. We'll also syndicate it to hundreds of other listing sites.
EMAIL MARKETING	PROPERTY FLYERS	LOCKBOXES
We'll send an email to buyers searching for properties on our website and alert thousands of agents in the area of your new listing.	We'll display informative and creative property flyers inside your home to help potential buyers remember key items and unique features.	Lockboxes enhance home security by allowing agents to access the property conveniently during showings while owners are expected to vacate the premises. Having a lockbox makes the process easier for all involved.
SHOWINGS	OPEN HOUSES	SOCIAL MEDIA
When we list your home, you'll be signed up with a showing service that immediately communicates when a showing is scheduled. I'll follow up with agents who don't leave feedback within 24 hours.	a great way to showcase your home to multiple potential buyers at once. It creates buzz, increases visibility, and allows buyers to experience your home in person, boosting interest and helping us market it more effectively.	We regularly promote on top social media sites like Facebook, Instagram, YouTube,
WEBSITE	STAGING	IMAGERY
Our company website features all of our listings and is sent to our leads searching for homes like yours. It allows us to provide up-to-date and detailed information about your home.	Hiring a stager helps create a clean, decluttered look so that buyers can envision their belongings in the space. We work with an excellent stager who will provide expert advice on what your home needs	'll make sure your listing is presented in its best light through various media, including photos, video tours, and virtual tours. This helps buyers get a better idea of the space and narrows down serious buyers before scheduling a showing.





PRICING
STRATEGY

THE FIRST LISTING PRICE CAN AFFECT

THE ENTIRE OUTCOME OF YOUR HOME SALE.

Pricing a home correctly is crucial for a quick and profitable sale. Using a comparative market analysis (CMA), we will determine the best listing price by researching sold properties in your area. Correct pricing attracts buyers and creates multiple offers, leading to a fast sale. The first listing price is essential as it captures the most traffic when the home is first listed.

THE PROBLEM WITH LISTING TOO HIGH

PROBLEM 1

EXCLUSION

Inflating the value of your home inadvertently could exclude your property from online search results to those that would be able and willing to pay you the actual value for your home.

PROBLEM 2

APPEAR DISTRESSED

Due to a lack of interest you may have to later drop the price and now your house appears to be a distressed property.

PROBLEM 3

APPRAISAL

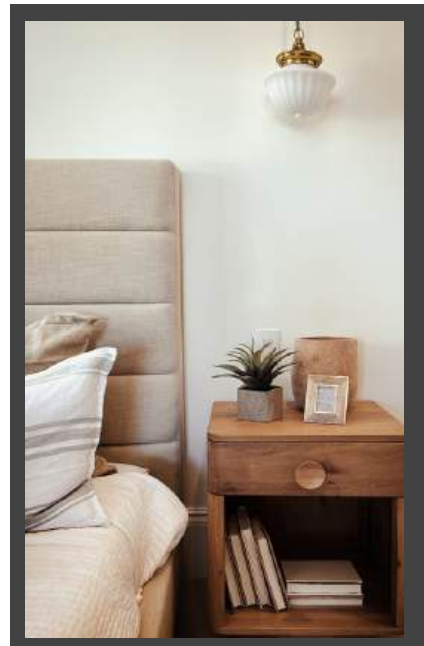
Even if you find a buyer willing to pay more, the appraisal process may still be necessary for their financing. If the appraisal value is lower, the buyers may struggle to get a loan, leading to a failed deal due to an overpriced listing.

DETERMINES THE PRICE OF YOUR HOME

- MARKET CONDITION
- COMPARATIVE SOLD PROPERTIES
- CURRENT INVENTORY
- PROPERTY FEATURES
- EXPOSURE
- LOCATION
- CONDITION

DOES NOT DETERMINE THE PRICE OF YOUR HOME

- WHAT YOU PAID FOR THE HOME
- WHAT ONLINE SITES THINK IT IS WORTH
- WHAT YOU NEED TO MAKE ON THE HOME



YOUR HOME
INFORMATION

SQFT	
BEDROOMS	
BATHROOMS	
BASEMENT	
YEAR BUILT	
GARAGE	
LOT SIZE	
SUBDIVISION	
SCHOOL DISTRICT	
ANNUAL TAXES \$	
HOA?	
HOA ANNUAL FEE	

WHY ARE YOU MOVING?

WHAT IS YOUR TIMELINE?

WHAT ARE YOUR FAVORITE THINGS ABOUT YOUR HOUSE?

ANYTHING WE NEED TO KNOW ABOUT YOUR HOME?

HOME

IMPROVEMENTS

IMPROVEMENT

COST

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

AVERAGE
UTILITIES

ELECTRIC

GAS

WATER

TRASH

JAN				
FEB				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPT				
OCT				
NOV				
DEC				

YEARLY AVG.				
----------------	--	--	--	--

SELLING
EXPERIENCE

HOW MANY HOMES HAVE YOU SOLD IN THE PAST?

WHEN WAS YOUR LAST HOME SALE?

WHAT WAS YOUR EXPERIENCE LIKE?

WHY DID YOU SELECT THE PREVIOUS AGENT?

WHAT DO YOU FEEL THE LAST AGENT DID BEST?
HOW COULD THEY IMPROVE?

WHAT ARE YOU LOOKING FOR IN AN AGENT?



WHAT TO EXPECT

HONESTY & TRANSPARENCY

INTEGRITY

RESPECT

TIMELY & REACHABLE

ACTING IN YOUR BEST INTEREST





NEXT
STEPS

NEXT STEPS CHECKLIST

TASKS

gather

■ ADDITIONAL KEY TO YOUR HOME FOR LOCKBOX

■ ANY SURVEY OR REPORTS FOR THE PROPERTY

■ A LIST OF UPGRADES YOU HAVE MADE

■ TOP FIVE THINGS ABOUT YOUR HOME LIST

■ UTILITY INFORMATION

FILL OUT

upgrades

associated cost

top five things about my home



Tristan Boire
REALTOR®

PRE-LISTING GUIDE

Thank you for taking the time to download this PDF, and explore the possibility of selling your home. I would be honored to assist you on your selling journey and provide you with the expertise and support needed to achieve your goals. I look forward to the opportunity of working with you and helping you navigate the process of selling your home.



OUR HOME SELLING DIFFERENCE