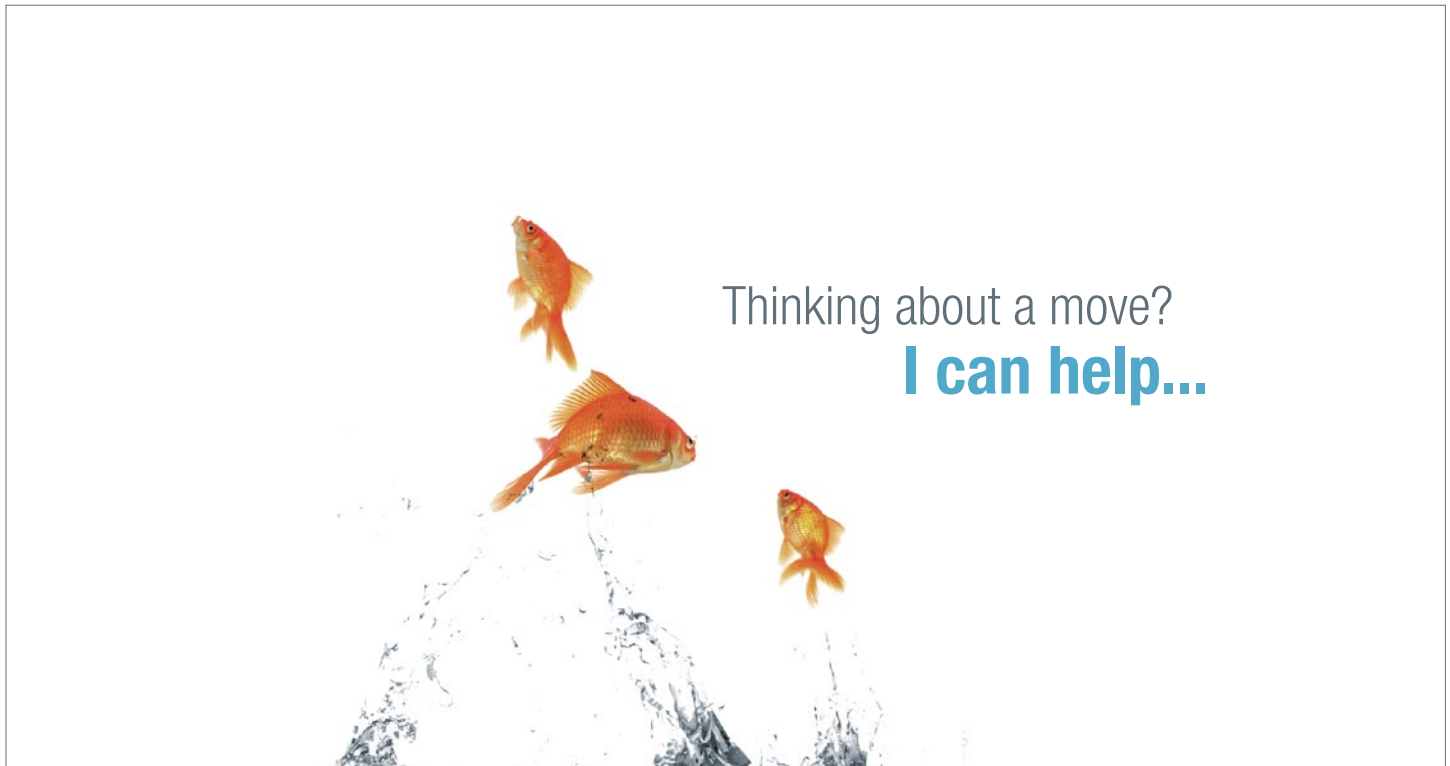


JAMES NEIL
sales representative

RE/MAX[®]
Aboutowne Realty Corp., Brokerage



Thinking about a move?
I can help...

Home Selling Guide

Mission Statement

I will guide you through the home selling process at your pace, providing the information you need to make decisions that are right for you.

I will market your home using only the most effective and highest quality materials to ensure the value of your home is accurately reflected.

A Step By Step Approach To Selling Your Home

Here are the steps we will go through during the home selling process...

- Prepare your home for the market
- Determine a pricing strategy
- Market your home
- Keep you informed and updated
- Negotiate an offer that works for you
- Follow up

Prepare Your Home For The Market

Ensure buyers are left with the best possible impression...

- Highlight your home's positive features
- Minimize concerns that buyers may find distracting
- Present a home that is clean, clutter free and neutrally decorated
- Make it easy for buyers to picture themselves living in your home
- Work together at your pace and within your comfort level
- I will bring in a home stager for a consultation at my cost if helpful



Determine A Pricing Strategy

Design a plan to sell your home on your terms...

- Review comparable sales and similar homes currently on the market
- Identify features that might add personal value (Does it make sense to price higher and focus on a more specific buyer instead of the general market?)
- Consider your unique situation and goals

Determining the right pricing strategy is both a science and an art. I will provide detailed and accurate information so you completely understand the pricing options available.

You will determine the pricing strategy that is the best fit for you.



Market Your Home

Professional and consistent marketing that will get your home noticed...

- High impact professional photography
- Thoughtful wording that highlights your home's features
- Floor plan available online and with brochure
- Professional, true video tour
- Promote your neighbourhood and area as well as your home
- Extensive online presence and dedicated web page
- All marketing materials will be ready the day your home comes on the market

Consistent, high quality marketing is key to getting your home noticed and ensuring buyers remember it when they leave.



Keep You Informed And Updated

I will measure the results and monitor the market...

- Ensure you are kept updated
- Watch for sales of similar homes
- Forward new comparable listings
- Monitor market changes
- Provide feedback from viewings
- Measure results from marketing



Negotiate An Offer That Works For You

Work together to negotiate the right terms and conditions...

- Guide you through the offer to purchase
- Explain the offer process and the scenarios that may come up such as multiple offers
- Review all terms and conditions
- Ensure it is clearly written and includes clauses that protect you
- Discuss your options so you can decide how the offer is handled
- Provide the buyer with information supporting your position
- Patiently work to get the terms you will be happy with
- Treat all parties fairly and with respect

You will never be pressured to accept any terms you are not comfortable with.



Follow Up

Two simple words that can make or break the sale...

- Ensure all conditions are fulfilled on time and properly documented
- Forward copies of paperwork to all parties, lawyers, lender
- Closely monitor the sale right through to closing
- Work with you to resolve any issues that may come up

I am organized and have developed systems to ensure each step of the process goes smoothly.



Costs Of Selling Your Home

Nobody likes surprises. Well, at least not the ones that cost you money...

Mortgage Penalties

Check with your mortgage holder to see if there will be any prepayment penalties or costs for discharging or porting your mortgage to a new property. This can easily run into the thousands of dollars.

Fix-ups and Repairs

It is sometimes a good investment to do some small fix-ups and repairs when preparing your property for the market. This cost will vary depending on your comfort level.

Status Certificate

Condo buyers will request a seller provide a current status certificate so their lawyers can ensure the condominium is legally and financially sound. A status certificate will cost \$100-\$125.

Lawyer Fees

Costs will vary a bit depending on the lawyer and disbursements. Typically expect around \$900-\$1,100.

Real Estate Commission

Most often based on a percentage of the sale price. I offer flexible commission plans to help keep you on budget.

Moving Costs

Vary widely. Usually based on hourly rate plus mileage costs.

Kind Words From People I have Helped

I get to work with so many wonderful people - that is what makes it so fun...

Thanks again James for making the whole process seem so easy and straight forward! We will definitely recommend you to everyone we know.

- Janet and Kornel

We wanted to say thank you for helping us with the sale of our home. Despite the many trying experiences, at least we had a fantastic realtor to ease some of the stress!

- Rob and Sharon

We have sold a lot of homes in our lifetime, and we have to say we have never had an agent try to talk us out of reducing our price before! We really like the way you approach your business. Thank you for being there for us.

- Peter and Heidi

Thank you for your care and attention to detail. We really felt that you understood what we were going through. You took the time to explain what we could expect every step of the way and that meant a lot to us.

- Betty and Les

A Little Bit About James Neil

A different approach to real estate...

- Full-time, award winning Realtor since 2004
- Helped with 51 moves in 2011 (average Realtor does less than 6)
- Tech savvy (web design and marketing background)
- A bit of a perfectionist (with a touch of OCD)
- Consistent and professional
- Care about the people I work with, but won't get too mushy
- Work hard and a lot of hours, but love what I do and have fun doing it
- Believe in real estate as an investment and own several properties
- Will work with you at your pace, doesn't matter how long it takes
- Promise not to send you calendars every year for life



Service Guarantee

If at any time you do not feel you are getting the service you deserve, I will release you from our listing agreement immediately... no questions asked and no whining!



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