



*Selling your home*

# THE RIGHT WAY

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3 LISTING DOCUMENTS

4 MARKETING & ADVERTISING

5 NEXT STEPS



**GRASSROOTS**  
REALTY GROUP



Your  
REALTORS®

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# WHY LIST WITH US?

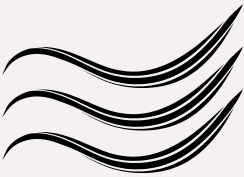
*As your REALTORS® we strive to provide a prompt and comprehensive service.*

*What does this mean?*



## **ON CALL 24/7**

You can count on us to be on call 24/7 to respond to any questions, concerns, or needs that you may have throughout the listing process.



## **SMOOTH PROCESS**

We make the process a smooth one for you by frequently providing "Next Steps" emails, texts, and phone calls so that you are never left in the dark.



## **REGULAR UPDATES**

We provide weekly market reports on your specific home and feedback to you after every showing.

*Choosing your home's price!*

*Choosing the proper list price for your home is critical to a successful sale.*

*As your REALTORS® we factor in market conditions, recently sold properties, any renovations/updates you have done, and key buyer price points into choosing the right price for you!*

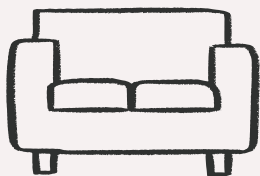
*There are also a few documents we will need to get your listing process started:*

1. Real Property Report (RPR) and Letter of Compliance or Title Insurance.
2. Photo Identification (Driver's License, Passport, etc.)
3. Property Tax Assessment for the Current Year

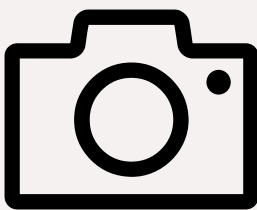
*There are also a few documents that will need to be filled out and signed before listing your home:*

1. An Individual Identification Information Record (FINTRAC): required by the Proceeds of Crime (Money Laundering) and Terrorist Financing Act. This record must be completed by the REALTOR® for buyers and sellers. It allows us to match you to your photo ID to prove to our auditing department that you are a real person!
2. Consumer Relationships Guide: explains the legal meanings and responsibilities of the different relationships you can have with a real estate professional.
3. Exclusive Seller Representation Agreement: includes the details of the listing such as listing price, inclusions/exclusions, possession date, as well as the responsibilities and obligations we both have.

*A successful listing requires so much more than just a for sale sign on the front yard and an ad on realtor.ca!*



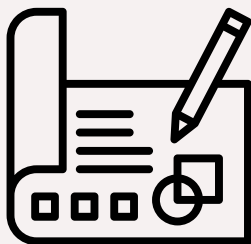
**STAGING**



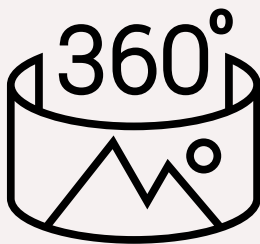
**PROFESSIONAL  
PHOTOGRAPHY**



**VIDEOGRAPHY**



**INTERACTIVE  
FLOOR PLAN**



**VIRTUAL  
TOUR**



**TARGETED  
ADS ON  
SOCIAL MEDIA**

*Our listing package includes all of these and so much more!*

*There are a few final steps that will need to be done before your home is officially ready to go up on the market:*

1. Sign listing documents.
2. Find necessary documents.
3. Book staging consultation, photographs, and other marketing efforts.
4. List the home!



# **WE LOOK FORWARD TO WORKING WITH YOU AND SELLING YOUR HOME!**

Through these methods we have had the opportunity to sell hundreds of homes across Southern AB and know that as we work together with you, your home can be next!!

**Sincerely Your REALTORS®**

**Anne French**

**Briggs Payne**

**Cami Allred**



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