

Seller's Guide



- With highly trained and experienced real estate associates, Initia Property Marketing provides full service brokerage for sellers.
- Initia Property Marketing adds value to your property through innovative, powerful marketing techniques and targeted marketing campaigns.
- We provide comprehensive comparative market analyses (“CMAs”), which consists of intimate knowledge and an intense study of property value considering appreciation, supply and demand, presentation, price-per-square foot comparison, and image.
- We will customize a marketing plan for your property, which consists of advertising print media not only locally, but also provincially, nationally, and even internationally as necessary.
- Print material includes post cards and mailing campaigns addressed to neighboring buildings and potential customers, professionally designed feature sheets with floor plans, and professional property photos to capture your property in the best light possible.

Preparing your Property for Showing

- Selling real estate is our business! We encourage sellers to learn from our experience on how to expose the most attractive features of your property and prepare for showings or open houses.
- It is important to make a good first impression. As such, make sure your property is clean & tidy for showings.
- Ensure your rooms are not cluttered. Clear all excess chairs, lamps, magazines, toys, and tables that you don't use or need.
- Windows should sparkle. Blinds and curtains should be open and lights should be turned on to brighten the space.
- If the paint is peeling or cracking, consider painting the property (full paint job or touch-ups).
- Closets seem bigger if they are not too full. Keep your closets looking neat and organized.
- Clean your kitchen & bathrooms and make sure the floors are clean. These rooms are often the most important rooms to prospective buyers and are often the first rooms to be seen.
- Flowers, fresh-baked cookies, or even the smell of freshly brewed coffee will make your home feel more inviting.
- REALTORS® and buyers often feel more relaxed and comfortable discussing the property in private. We encourage sellers to be away from the property during showings

to allow the buyer and buyer's REALTOR® to view the property comfortably and without pressure

- Research comparable sales to price your property. As REALTORS®, this is one of our areas of expertise and we can tap our resources to help you come up with a competitive price.
- Following our guidance will help you sell your property for the highest possible price in the most effective manner.

Bidding and Negotiating

- Our REALTORS® will request all offers in writing. Based on your requirements, we can pre-screen buyers and may request a financial statement with offers.
- Since we owe our fiduciary responsibility to our clients, our goal will be to negotiate the highest price possible for our sellers, keeping in mind to not lose the buyer(s). With countless transactions and significant negotiation experience, we will guide you every step of the way, aiming for a successful transaction.
- Our marketing efforts may sometimes produce more than one prospective buyer interested in purchasing your property. Our REALTORS® are trained in coordinating healthy 'bidding wars' in an ethical manner.

Listing to Closing

Here's a quick timeline of the process/steps involved when selling your property. Some of these steps may overlap:

Phase 1:

- Comparative Market Analysis ("CMA")
- Pricing your Property
- Determining a Marketing Plan

Phase 2:

- Listing on the MLS.
- Marketing Campaign (online, print, mail, etc.)

Phase 3:

- Open Houses
- Scheduling and Coordinating Private Property Showings
- Periodic Progress Reports

Phase 4:

- Presenting Offers

- Offer Negotiation and Acceptance
- Contract Signed by Buyer & Seller
- Commitment Letter for Mortgage (if applicable)
- Due Diligence
- Submit All Necessary Documents to the Lawyers

**Thinking of selling? Call our office today for a
*FREE, no-obligation market evaluation!***



Phone: (780) 705-5393
Web: www.LIVEINITIA.ca
Email: info@liveinitia.ca

Suite 305, 10226 104 Street (FOX ONE)
Edmonton, Alberta

*We are located on the historic Fourth Street
Promenade in the heart of downtown Edmonton!*