

From start to
SOLD

A guide to listing and
selling your home for top dollar

exp[®]
REALTY

GO

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John Smith



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John

Guiding You to a successful *sale!*



Building that solid
foundation

John has over 25 years experience in the real estate industry, she owned and operated 5 Re/Max offices and won expansion awards for many consecutive years.

He worked passionately with Corporate to prepare the eXp Quebec launch successfully and since has been part of eXp Corporate and now is solely concentrated on coaching her growing eXp & Groupe IMPACT, a community that she has built with the agents he has attracted in Quebec and internationally.

It's about giving

John's strength is not only building real estate offices but her ability to help agents build their businesses and to find out exactly what they need to excel. Whether it is accountability, team building, structure or guidance, she has a talent for finding solutions. Her experience has empowered her to help agents at different levels in their careers to reach and or surpass their goals. John has been continuously improving his skills in the realm of real estate expansion and team building.



get to

Over 500,000 served
in 2024!

eXp Realty is the fastest growing real estate agency in Canada with over 600 brokers servicing the province of Quebec since its introduction in 2019.

Your home will not only be exposed locally but to international markets. With eXp's proprietary tech tools and systems, including **Home Hunter**, your property is matched with serious buyers through smart, AI powered suggestions, ensuring maximum engagement.

eXp operates in over 24 countries giving us the ability to connect your listing with an international audience. This is ideal for attracting buyers from abroad, especially for investment and relocation purposes.

www.expquebec.com



KNOW

eXp

Getting you ready for the *market*

It's OK if you plan on building a tree house in the yard of course, but any dream home needs plans. Well designed plans, starting with a solid foundation, made to measure structure and great finishing touches ensure the making of a successful build.

So should the sale of your home.



Aiming for your goal

Rare are sellers who have not thought of selling without an exit plan first. If you are planning on buying again, renting or moving out of the country, knowing your exit plan is paramount to planning your sale.



Collecting all your data

A well documented file allows your buyers to review essential information right off your listing post on Matrix, our internal broker conduit. We will set up your file with all the documents you have in your possession that are pertinent to your sale.



Showcasing value

What value will you offer the market? Will you price it objectively or subjectively? I will show you pricing strategies and investment considerations so you can make a fully educated decision on pricing your home



Building a strategy

Together we will build a solid and customized strategic plan that fits your property and your objectives to allow you a smooth and stress-free journey towards that accepted offer!

Strategic Planning

A PROCESS OF DILIGENCE



Pre-paving your journey to a successful sale demands you be energized and ready to launch yourself on the market. Here are key elements we will tackle for you to create the best strategy for Day 1.

documentation

Help you gather all documents required for both our legal files as well as those sought after buyers such as renovation invoices, service bills, etc. and seek public records for those you may not have on hand.

evaluation

Provide you with a comprehensive market report on the sale and active listings of comparable homes in your area, supported by market trends and statistics to allow you to make an educated decision on your pricing.

presentation

Guide you in tactics to best present your house to buyers by recommending subtle changes or repairs, staging certain rooms, decluttering and other ways to maximize that first impression!

visitation

Recommend best practices regarding buyer visits, the dos and don'ts, how to provide easy access, if an open house is suitable or not, and how to reduce stress and prep time when called upon to entertain buyers.

communication

Explain to you how our communication flow will be structured so that you will always be notified in advance of visits as well as be kept abreast on feedback, market changes and time sensitive information.

DOCUMENT CHECKLIST

The following is a list of documents typically required for the planning process

1. single family home

Proof of identification and occupation	<input type="checkbox"/>
Deed of sale	<input type="checkbox"/>
Deed of loan	<input type="checkbox"/>
Deed of acquittance	<input type="checkbox"/>
Municipal Taxes	<input type="checkbox"/>
School Taxes	<input type="checkbox"/>
Water Taxes*	<input type="checkbox"/>
Certificat of conformity septic system and last empty*	<input type="checkbox"/>
Test reports (water, radon, pyrite, air, etc)*	<input type="checkbox"/>
Rental invoices (water tank, propane tank, etc)*	<input type="checkbox"/>
Energy bills (hydro, gas, propane, etc)	<input type="checkbox"/>
Certificate of location	<input type="checkbox"/>
Loan balance statement	<input type="checkbox"/>
Home line of credit	<input type="checkbox"/>
Legal notices and liens	<input type="checkbox"/>
Servitudes and tolerances*	<input type="checkbox"/>
Seperation or divorce docs*	<input type="checkbox"/>

2. Condo (all above +)

Name and coordinates of administrator	<input type="checkbox"/>
Declaration of co-ownership	<input type="checkbox"/>
Rules and regulations	<input type="checkbox"/>
Meeting minutes last 2 years	<input type="checkbox"/>
Financial statements and budgets last 2 years	<input type="checkbox"/>
Proof of condo fees	<input type="checkbox"/>
Maintenance book*	<input type="checkbox"/>
Special assessments*	<input type="checkbox"/>
Court proceedings*	<input type="checkbox"/>

3. Plex (all of 1 +)

All leases and notice of renewals	<input type="checkbox"/>
Declarations of family residence	<input type="checkbox"/>

4. Estate sale (all of 1 +)

Deed of transmission	<input type="checkbox"/>
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MARKETING STRATEGIES TO EXPOSE YOUR LISTING **ATTRACTING BUYERS!**



PRIMARY SOURCE SITES

All search engines provide 2 primary websites when consumers are looking for a home to buy, namely CENTRIS.CA and REALTOR.COM. Since your listing is only summarized at this level, buyers wanting more details on your property are then transferred to my eXp webpage which features all the pertinent details and photos of your home.



OPTIMIZING SOCIAL MEDIA CHANNELS

Using social media is an evolving art. I promote your listing using various platforms and solicit my followers to share your listing to all their sphere of influence, increasing exposure and the chances of grabbing prospective buyers who otherwise would not have known about your home.



TARGETED EMAIL CAMPAIGNS

The use of email marketing is a great way to hit all those personal contacts in my database who know me and my business. They as well as many brokers in your area can be made aware of your listing through this key promotional tactic.



HIGH IMPACT NETWORKING

Since I exclusively represent your interests, the vast majority of buyers will come from other brokers. Knowing these brokers very well, I also know the type of buyers they work with and therefore solicit them to highly consider your listing for their prospective clients.

ATTRACT

THE POWER OF FIRST IMPRESSIONS

EVERYTHING HINGES ON YOUR LISTING SHEET...



Here is where our planning process takes all its meaning and power.

An invitation to visit

Buyers are highly influenced by what they see and read from the onset.

If your listing does not excite them, they will skip to the next choice regardless if your home was a perfect match for them....

It is therefore crucial for each and every aspect of your listing, from great photography to well sequenced and detailed content on your home's features and neighborhood characteristics be fully exposed.

The Law of Attraction is well exposed in any neighborhood through the adage of "birds of a feather flock together", meaning people of like profiles will tend to move in areas that resemble them most.

So not only must your listing best describe your home, but even more importantly it must define your neighborhood!

This increases your chances of attracting the perfect buyer each and every time!



GETTING THE DEAL DONE!

GETTING YOUR PRICE, TERMS AND CONDITIONS



More than anything, my role is to protect you and your family during negotiations to ensure everything unfolds smoothly and that no stone is left unturned.

My attention to details regarding contractual clauses, negotiation tactics, timing issues, terms and conditions, affects on your bottom line and your family members, buyer obligations and the overall contractual agreements you make, is my first priority.

Whether we'll run a 5k or 25k marathon, we will reach the finish line!

An accepted offer only means a commitment on paper. Much can happen after that.

Like a checkered flag, I'll bring you to that finish line where you'll sign on the bottom line.



DILIGENCE IS THE OPERATIVE WORD

Conditions

I will ensure a rigorous follow-up on the conditions and responsibilities of your buyer during the delay process from an operational and judicial point of view.

Transmission

I will coordinate and transmit all pertinent documentation on your property to the acting notary in order to avoid last minute hick-ups and further delays.

Revision

I will be present with you at the notary's office to revise all adjustments and make sure you walk out with the exact equity from the sale.

Inspection

I will drop by during moving day to inspect your move, make sure you leave with all exclusions and have all inclusions remain behind.



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AUTHORIZED
LICENCE
HOLDER

OACIQ