

*"Real estate can be made easy
when you follow a well prepared
plan that includes proven
strategies and tactics to attract
the right buyer at the right time"*

Donna Dalonzo
Real Estate Broker

DONNA DALONZO

exp[®]
REALTY

FROM START TO
SOLD

HOME SELLER GUIDE



TABLE OF

CONTENT

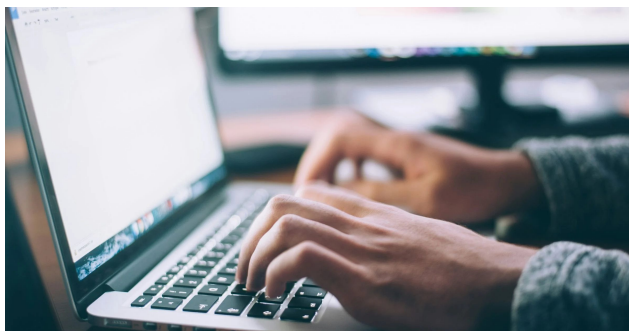
03

About Me



05

Discover who we are:
The fastest growing agency in Canada.



08

A targeted approach to marketing:
How I attract the right buyer for your home.

06

Setting you up for success:
Pre-paving your way to the market.



11

Taking you to the finish line:
Nothing is finished till that moving truck leaves!



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

A BUILDER AT HEART

She 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 brokers she has attracted in Quebec and internationally.

IT'S ALL ABOUT GIVING

Donna's strength is not only building real estate offices but her ability to help brokers 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 brokers at different levels in their careers to reach and or surpass their goals.

Donna has been continuously improving her skills in the realm of real estate expansion and team building.

www.ddalonzo.com



OVER 500,000 SERVED IN 2024

FASTEST GROWING REAL ESTATE AGENCY:

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

All Quebec brokers are licensed to practice brokerage services with the regulatory body of the OACIQ.

WE GO BEYOND EXPOSING YOUR LISTING TO MARKETS:

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.



**WE ARE A CLOUD
BASED AGENCY
THAT SUPPORTS
OUR REALTORS ALL
OVER THE WORLD
THROUGH
MARKETING,
NETWORKING AND
THE LATEST
TECHNOLOGY**

AN AUDIENCE NOT CONSIDERED BY MANY REAL ESTATE COMPANIES:

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.





PLANNING YOUR WAY TO SOLD!

The assurance of success

Given the final objective is to get your home sold, nothing can ensure a successful result more than proper planning. Here we showcase our devotion to getting you, your family and your home ready for market.

EMERGING TRENDS IN MARKET PLANNING: **STRATEGIC READINESS**



Your eXp broker

Imagine building a house without any blueprints!...

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.

01 WHAT'S THE GAME PLAN?:

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.

04 WHAT VALUE WILL YOU ADD?

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.

02 YOU HAVE MY UNDIVIDED ATTENTION

Step 2 consists in what I call my full diagnosis survey. Getting to know your needs, wants and desires, expectations and fears about the process will help me assist you in the optimal direction to a successful sale!

05 HIRING ME TO GET THE JOB DONE:

From contract forms to the declarations you reveal to the market, I will take you step by step by explaining all the forms required to mandate me to market and negotiate on your behalf and exclusively represent your best interests under the law.

03 LET'S FILE UP!

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.

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!

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"/>	Certificate of location	<input type="checkbox"/>
Deed of loan	<input type="checkbox"/>	Loan balance statement	<input type="checkbox"/>
Deed of acquittance	<input type="checkbox"/>	Home line of credit	<input type="checkbox"/>
Municipal Taxes	<input type="checkbox"/>	Legal notices and liens	<input type="checkbox"/>
School Taxes	<input type="checkbox"/>	Servitudes and tolerances*	<input type="checkbox"/>
Water Taxes*	<input type="checkbox"/>	Seperation or divorce docs*	<input type="checkbox"/>
Certificate 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"/>		

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"/>	Special assessments*	<input type="checkbox"/>
Maintenance book*	<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"/>
----------------------	--------------------------

* if applicable

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 know 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.



HI 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.

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 evident in any neighborhood through the old 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.



GETTING MOVED!

REACHING THE FINISH LINE

An accepted offer is not paramount to a sale... A diligent follow up on conditions and agreements from your buyers requires me to ensure that the collaborating broker remains diligent in his or her responsibilities

SIGNING OFF ON YOUR SALE

I will be present to accompany you at the notary and make sure all financial adjustments, costs and reimbursements are properly done. Furthermore I will make sure that the offer is well represented in your Act of Sale.

PREPARING YOUR MOVE

I will provide you with the appropriate checklists and to do's to help you coordinate all your transfers of information to your new destination and closing of accounts from your existing home.

FAREWELL VISIT

On moving day, I will drop by to greet you farewell and see if your move is unfolding as planned. I will note any potential issues that may arise on the state of your property and the inclusions that were part of your sale.



www.ddalonzo.com



514.951.1165



donna.dalonzo@exprealty.net

AUTHORIZED
LICENCE
HOLDER

OAC  IQ