

*"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



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About Me

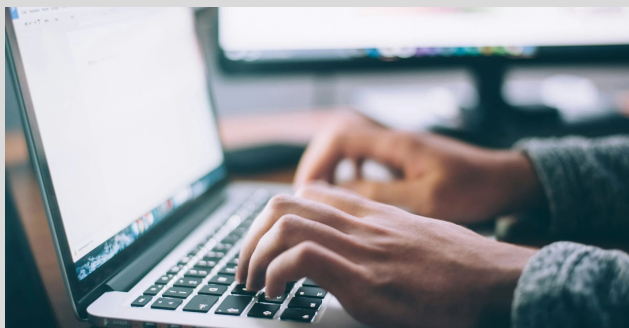


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Discover who we are:
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Nothing is finished till that moving truck leaves!



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: THE 6 P'S IN PREPAREDNESS



Your eXp broker

Success is not based on what happens during the selling process, it is based on how well prepared you are at launch time...

Since new listings are highly sought after, buyers who are connected to the system tend to be your best prospects. They always tend to jump first and fast into visit mode once a listing is launched.

This is why you should be on the "ready" once your listing pops up in their feeds!

01 PAPERWORK

The first order of business is to gather all pertinent information and documents for your file as they will form an integral part of the disclosure process. Page 7 gives you an overview of what is to be gathered. Key documents will also help the evaluation process.

04 PROMOTION

Page 12 and 13 provide you with key strategies that ensures a continuous stream of promotional actions on your property with only one purpose in mind: ATTRACT QUALIFIED BUYERS...

02 PRICING

Setting a price on your home that stimulates buyers to flock in requires strategies that are often based on competing listings and market conditions. My expertise and tools will help you set a price that will cause buyers to make offers. Page 8 showcases such tools.

05 POWER NEGOTIATION

Perhaps the most important reason you hiring me to get your home sold is my ability to negotiate a deal that meets your best interests in terms of timing, finances and terms. Page 16 explores key aspects.

03 PROPERTY

The property is the "product" you are selling and the price should be a reflection of it's condition, location and characteristics. I will guide you by providing tactics that will optimize your property's showability and attractiveness to the market.

06 PROCEEDS

The finality of any transaction is to ensure that nothing happens between the agreement time and the cash out time. My ultimate goal is to get you to the finish line!

PAPERWORK...

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

1. single family home

Proof of identification and occupation ☐

Deed of sale ☐

Deed of loan ☐

Deed of acquittance ☐

Municipal Taxes ☐

School Taxes ☐

Water Taxes* ☐

Certificate of location ☐

Loan balance statement ☐

Home line of credit ☐

Legal notices and liens ☐

Servitudes and tolerances* ☐

Seperation or divorce docs* ☐

Certificate of conformity septic system and last empty* ☐

Test reports (water, radon, pyrite, air, etc)* ☐

Rental invoices (water tank, propane tank, etc)* ☐

Energy bills (hydro, gas, propane, etc) ☐

2. Condo (all above +)

Name and coordinates of administrator ☐

Declaration of co-ownership ☐

Rules and regulations ☐

Meeting minutes last 2 years ☐

Financial statements and budgets last 2 years ☐

Proof of condo fees ☐ Special assessments* ☐

Maintenance book* ☐ Court proceedings* ☐

3. Plex (all of 1 +)

All leases and notice of renewals ☐

Declarations of family residence ☐

4. Estate sale (all of 1 +)

Deed of transmission ☐

* if applicable

Should you be missing any document don't worry..., we can further search through public records and find them.

You may also have important documents beyond this list that you feel can enhance the marketability of your property.

We will explore all of that at the onset.



PRICING...

REQUIRED CRITERIA TO PRICE YOUR HOME TO SELL

My job is to provide you with all the information which has a direct influence on the market value of your home. 3 particular elements are used to determine the best price point your home should post as an asking price and those are: your **COMPETITION**, **RECENT SALES** and **LOCAL MARKET TRENDS**.

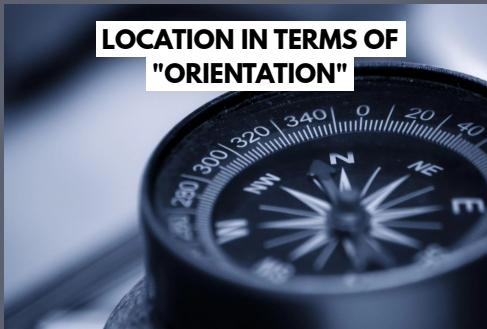
My expertise lies in providing a diligent analysis of those 3 elements to help you set your listing price. A rule of thumb in the industry is to set your price as close as possible to your "market value". The idea of "overpricing" your home to allow for some negotiation room can play against you and add "drag time" to your sale, which often causes buyers to wonder why your home has remained on the market for so long.

Together, with the information I will provide you, we can set the right price that will provide you with maximum equity once you walk out of the notary's office!

KEY COMPONENTS I WILL PROVIDE YOU TO ESTABLISH your **PROPERTY's** estimated market value

Real Estate markets are fluid and volatile. This constant movement makes it more complex to establish the trade value of your home at any given time. Each and every data point I will present to you must eventually zero-in to your property's location. When the well known slogan that says LOCATION, LOCATION and LOCATION are the keys to value, they actually mean 3 different things...

LOCATION IN TERMS OF "ORIENTATION"



Does the property face North or South?
Where does the Sun rise and set?
Is there enough sun in the yard?

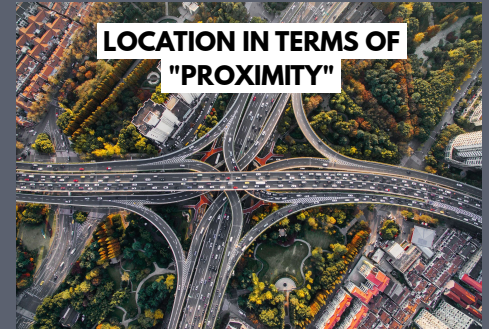
These are questions often asked by
Buyers which influence their decisions...

LOCATION IN TERMS OF "POSITION"



Is the property well set on the street?
Do I need to navigate many stop signs to get home?
Is the property on a street corner or busy intersection?
Where your home sits on the street has an impact on market value...

LOCATION IN TERMS OF "PROXIMITY"



Is the property close to schools and services?
Are major highways and transportation systems close by?
Can we walk to the park with the kids?
Being close to neighborhood amenities influences value.

I have access to all the market data from your neighborhood and will compile comparable sales and their history, competitive properties that represent other options for Buyers and even properties who failed to sell and explain the reasons behind those failures.

I will also provide you with the latest statistics which demonstrate market trends in order to determine what type of market your listing will fall into, allowing you to anticipate your level of success.





Setting The Stage For THE PERFECT *Showroom*

I WILL GUIDE YOU ON THE
FOLLOWING TACTICS

- Decluttering
- Cost effective repairs
- Depersonalizing
- Staging
- Itemizing
- Lighting
- and More!

GENERATING VISITS THROUGH STAGING AND PHOTOGRAPHY

Our professional photographers are there to enhance your home's optimal appeal!

AN IMAGE
IS WORTH *a thousand words!*



hi definition photography



videography



drone imagery
(where permitted)

I use every tool at my disposal to promote your home by showcasing it through hi-impact imagery. Although Buyers do read the information, they often jump to the pictures and available videos for a closer and more intimate experience when on their computer. The appeal of imagery further compels them to request a physical visit of your home.



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. 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.

Property Type Style Condominium Type Year of Conversion Building Type Floor Total Number of Floors Total Number of Units Private Portion Size Plan Priv. Portion Area	All key characteristics of your property are showcased!	Year Built Expected Delivery Date Specifications Declaration of co-ownership Issued Published to RFQ Special Contribution Meeting Minutes Financial Statements Building Rules Repossession/Judicial auth. Building insurance Maintenance log Co-ownership insurance Contingency fund study Cert. of Loc. (divided part) File Number Occupancy	Condos require further diligence and documents...
Building Area Lot Size Lot Area Cadastre of Private Portion Cadastre of Common Portions Trade possible Zoning		Deed of Sale Signature	
Municipal Assessment Year Lot Building	Taxes (annual) Municipal School Infrastructure Water	Expenses/Energy (annual) Condo Fees Common Exp. Electricity Oil Gas	
Total	Total	Total	
Room(s) and Additional Space(s)			
No. of Rooms Level	No. of Bedrooms (above ground + basement) Room	No. of Bathrooms and Powder Rooms Size	Additional Information Floor Covering
We describe rooms with accuracy and add key information to each one!			
Additional Space	Size	Cadastre/Unit number	Description of Rights
Features Sewage System Water Supply Siding Windows Window Type Energy/Heating Heating System Basement Bathroom Washer/Dryer (installation) Fireplace-Stove Kitchen Cabinets Restrictions/Permissions Pets Property/Unit Amenity	Your systems will be describe in detail as well as distinctive features!	Rented Equip. (monthly) Renovations Pool Cadastre - Parkg (incl. pr Cadastre - Parkg (excl. pr Leased Parkg Parkg (total) Driveway Garage Carport Lot Topography Distinctive Features Water (access) View	Additional features are clearly indicated.
Building Amenity		Proximity	
Building's Distinctive Features Energy efficiency Mobility impaired accessible		Roofing	
Inclusions	Inclusions are key add-ons to the overall package of your listing!		
Exclusions			
Remarks	The initial remarks are crucial for your buyer to keep on reading your listing sheet...		
Addendum	We use the addendum to describe your neighborhood and finish with a bang to attract visits!		

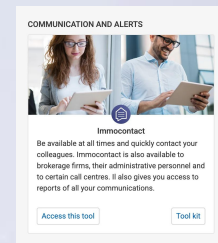


HERE THEY COME!

There are various ways prospective buyers can see your home. In most cases, we can easily ensure "qualified" prospects will walk through. You will always be notified at least 24 hours in advance of any upcoming appointment, but some clients or brokers may request a quicker request due to their Buyer's availability or motivation. All visits are handled through me and you will never be contacted directly by a broker or prospective buyer!



All Brokers who wish to set up a visit appointment with their clients do so through an internal system called **Immo-Contact**. It allows me to coordinate visits on your property, request feedback and first impressions and monitor levels of interest from each broker's prospects to report back to you.



An Open House requires certain conditions for it to cause Buyers to see your home. The property's accessibility, close parking and overall appeal are necessary for success. We monitor, via a "visitor register", each prospect who shows up and follow up with them for feedback to report back to you.



Buyers who are not represented by their own Broker may wish to pass directly through me to visit your home and potentially write an offer. In order to ensure that no conflicts of interest exists between me representing you **and** the Buyer, they must sign a notice of "equitable treatment" to confirm their understanding that I am solely and contractually bound to representing your interest.

SELLER'S VISIT LOG



I will notify you at least 24 hours in advance of a visit, unless the request is more urgent.

DAY	DATE	HOUR
<input type="text"/>	<input type="text"/>	<input type="text"/>

VISITING BROKER

DAY	DATE	HOUR
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VISITING BROKER

DAY	DATE	HOUR
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VISITING BROKER

DAY	DATE	HOUR
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VISITING BROKER



GETTING THE DEAL DONE!

NEGOTIATING 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.



FIGHTING FOR YOUR INTERESTS!

my negotiation tactics at work for you!

FEAR OF LOSS

The sale price is always dictated by the party who fears loss. If you as a Seller fear to lose your buyer, you will accept a lower price. Conversely, if your Buyer fears that he will lose the house, he will accept a higher price.

My job is to ascertain your buyer's emotional state towards your home and use that to your advantage.

TIMING

Timing influences many elements during the negotiation process. From your desired moving date vs. your Buyer's desired moving date, to the quickness of a submitted offer or response times imposed during offers, I will optimize these "timing" issues to ensure that the sale process unfolds smoothly and gets you to your intended destination.

CONDITIONS

From typical conditions like a home inspection and obtaining a mortgage approval from your Buyer, other less evident conditions to your Buyer's offer can form an integral part of his offer. Together we will consider each one and the delays proposed to fulfill them and make strategic decisions during our negotiations and enhance the probabilities of your Buyer's ability to achieve them.

FINANCIALS

Both you and your Buyer look at the offer from a financial point of view. As a Seller, you consider your "net equity" as the target, your Buyer considers his "budget" as the target.

My purpose is to maximize your "net equity" while negotiating your offer in such a way that the Buyer feels he can afford the property by influencing his "budget".

MULTIPLE OFFERS

Depending of the market you list your home in, multiple offers are possible under certain conditions. They usually occur at the onset of a listing due to the fact that early visitors have a search history and are waiting for the next great home to pop up on the market. That is why your "first" offers are usually the best ones because your Buyers will fear losing yours like they may have in the past...

CONTINGENCIES

A wide variety of scenarios can occur during offer negotiations that can seem to throw a monkey wrench into the deal. Yet every problem has its solution and my expertise and experience allow me to alleviate those contingencies so that the process corrects itself and both parties regain their confidence to finalize the transaction for the benefit of all.



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 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 on the next page.

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.

Send address change cards

- ☐ Post office
- ☐ All accounts
- ☐ Subscriptions
- ☐ Friends
- ☐ Family members
- ☐ Coordinate and reserve movers

Advise service providers on date of cancellation of account, request refunds on deposits and provide new address for final billing.

- ☐ Water
- ☐ Hydro Quebec
- ☐ Énergir
- ☐ Télécommunications
- ☐ Rentals
- ☐ Other:

Cancel regular deliveries

- ☐ Newspaper
- ☐ Amazon
- ☐ Magazines
- ☐ Oil delivery
- ☐ Propane delivery
- ☐ Other

Cancel service contracts

- ☐ Snow removal
- ☐ Lawn care
- ☐ Cleaning services
- ☐ Pool maintenance
- ☐ Other

☐ **Close or open pool depending on agreement on your offer**

☐ **Fill energy tanks (propane, oil) 10 days prior to notary foir reimbursement (bring invoice with you)**

☐ **Take water meter reading for notary (if applicable)**

☐ **Transfer all bank accounts to new destination**

Advise insurance companies or brokers

- ☐ Health
- ☐ Life
- ☐ Auto
- ☐ Home

Ensure your insurance coverages follow you to your next destination

☐ **Obtain all school documents for the children**

☐ **Obtain all certificates (birth and baptism)**

☐ **Obtain all legal documents**

☐ **Check to see if you will needs to be updated should you be moving out of the province**

Obtain all medical files

- ☐ Family doctor
- ☐ Dentist
- ☐ Optometrist
- ☐ Thérapist
- ☐ Others

☐ **Update prescriptions**

☐ **Tune up the car for your trip**

☐ **Leave all instruction manuals and warranties of appliances and systems on kitchen counter**

☐ **Leave me the key and original deeds with me so I may bring them to the notary.**



www.ddalonzo.com



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AUTHORIZED
LICENCE
HOLDER

OAC  IQ