



SMITH

M O N T R E A L

exp[®]
REALTY

from start to

SOLD.

Your ultimate guide to listing and selling your home in today's market

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ABOUT JOHN

25 YEARS AND COUNTING...

In 2017, John joins eXp Realty.

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

A BUILDER BY NATURE

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 he has built with the brokers she has attracted in Quebec and internationally.

It all comes back to you...

John's strength is not only building real estate offices but his 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, he 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 her skills in the realm of real estate expansion and team building.



A NEW TREND IN REAL ESTATE

Montreal real estate: Cloud-based brokerage comes to Quebec



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.

Over 500,000 served in 2024!



www.expquebec.com

A scenic landscape featuring a winding asphalt road that curves through a field of tall, golden-brown grass. In the background, a range of mountains is visible under a clear, light blue sky. The overall atmosphere is peaceful and aspirational.

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.

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 from Day 1.

documentation

Help you gather all documents required for both our legal files, as well as those sought after by 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.



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DOCUMENT CHECKLIST

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	<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"/>
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"/>		

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"/>
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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 made obvious 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.



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 buyer 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.



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