



# **Key To Success** **Selling Your Home**

**Name: John & Mary Happy-Seller**

**Address: 123- 888 Mountain Getaway Place**



# Steps To Success



The Realtor & The Brokerage

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The Market & Comparables

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# The Realtor & The Brokerage

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# Why Choose Me As Your Realtor?

**Experience - 23 years in Sales & Marketing  
12 years as Licensed Associate & Associate Broker**

**Track Record - Personal Database of Over 125 Active Buyers  
38 Sales in 2021 \$16.73 Million in volume  
15 Sales YTD 2022 \$6.2 Million in volume  
Recipient of Coldwell Banker International  
President's Circle (Top 5% of 96,000 Agents Worldwide)**

**Personal Traits: Honest, Attention to Detail, Positive, Persistent,  
High Energy, People Oriented, Results Driven**

**Professional: Knowledgeable, Effective Negotiator, Quality Imagery  
& Writing To Create WOW, Effective Use of  
Technology & Media, Regular Updates to Keep  
You Informed**

**Personal Service Guarantee: I work hard to meet and exceed your  
expectations of selling your home for  
the best price, with the best terms in a  
reasonable time!**



# Why Choose Coldwell Banker Rockies Realty As Your Brokerage ?

## Great Office Location in Canmore + Exposure to the World:

- Our office is located on Bow Valley Trail next to FasGas with easy walking distance to over 1,000 short term stay condo units occupied by potential Buyers
- listing displays: window & interior with frontage on BVT
- utilizing video slide show, listing displays viewable by hundreds per day – **EXCELLENT and focused** exposure !!

I am the Co-Owner of Coldwell Banker Rockies Realty . Coldwell Banker offers one of the world's largest real estate networks with over 93,000 Associates in more than 3000 offices in 49 countries. With added exposure in Coldwell Banker's website your property is given world-wide exposure





## The Market & Comparables

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## The Market

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# What Determines Price ?

Factors Outside Your Control

Market Factors

Factor Inside Your Control

Price Right To SELL





# Market Conditions & Trends – Market Factors

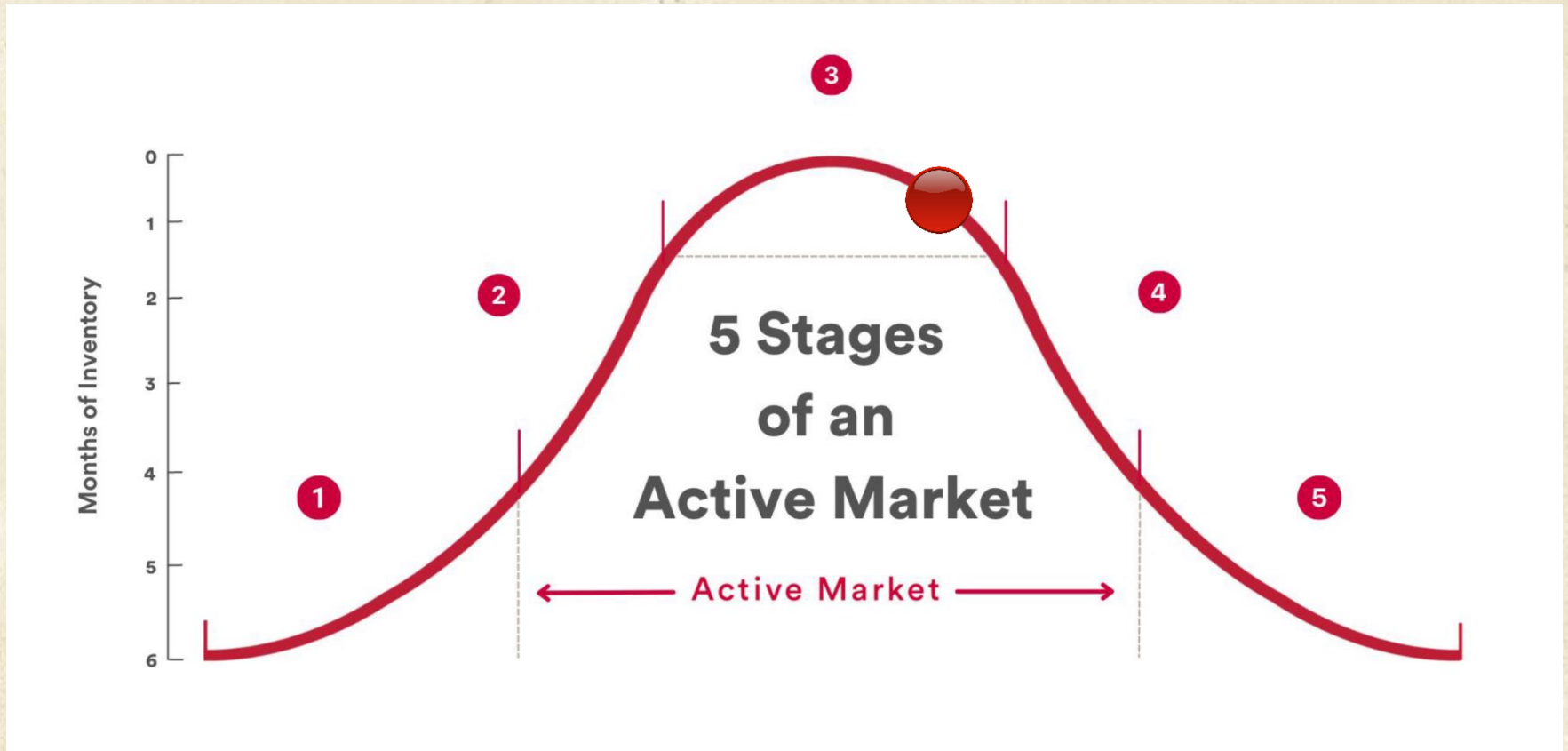
By the time we hear a news headline the market will have already reacted to the information. To be ahead of the market we need to focus on **LEADING INDICATORS**. In Real Estate the key leading indicators are:

- **Number of Sales Each Month**
- **Average Selling Prices**
- **Months of Inventory**
- **Average Days On Market**

What are the trends in these areas for the Market as a whole and for the segments of the Market we are interested in?

**LEADING INDICATORS**

# Market Conditions & Trends – Stages Of Market Activity



Market Cycle



## Stage 3

### Characteristics

- MOI <2 months, multiple showings, multiple offers, no conditions.

### Strategy for Buyers & Buyer Agent

- Fewer homes to choose and selling fast. Buyer may pay a premium and not get all features they want. Very little negotiating occurs, highest price typically wins.

### Strategy for Sellers & Selling Agent

- List at fair market value or lower to push up price. Offer date typically set and wow factor homes will increase in price.

## Stage 4

### Characteristics

- MOI 3+ months and increasing, showing are steady, wow factor homes getting multiple offers but not “okay” homes.

### Strategy for Buyers & Buyer Agent

- Buyers may get a better deal on a less than ideal home. Some homes seeing reductions sooner but prices still increasing overall.

### Strategy for Sellers & Selling Agent

- Price and presentation are key – pricing changes occurring in micro markets and select housing types and locations.



# Market Conditions & Trends - Summary

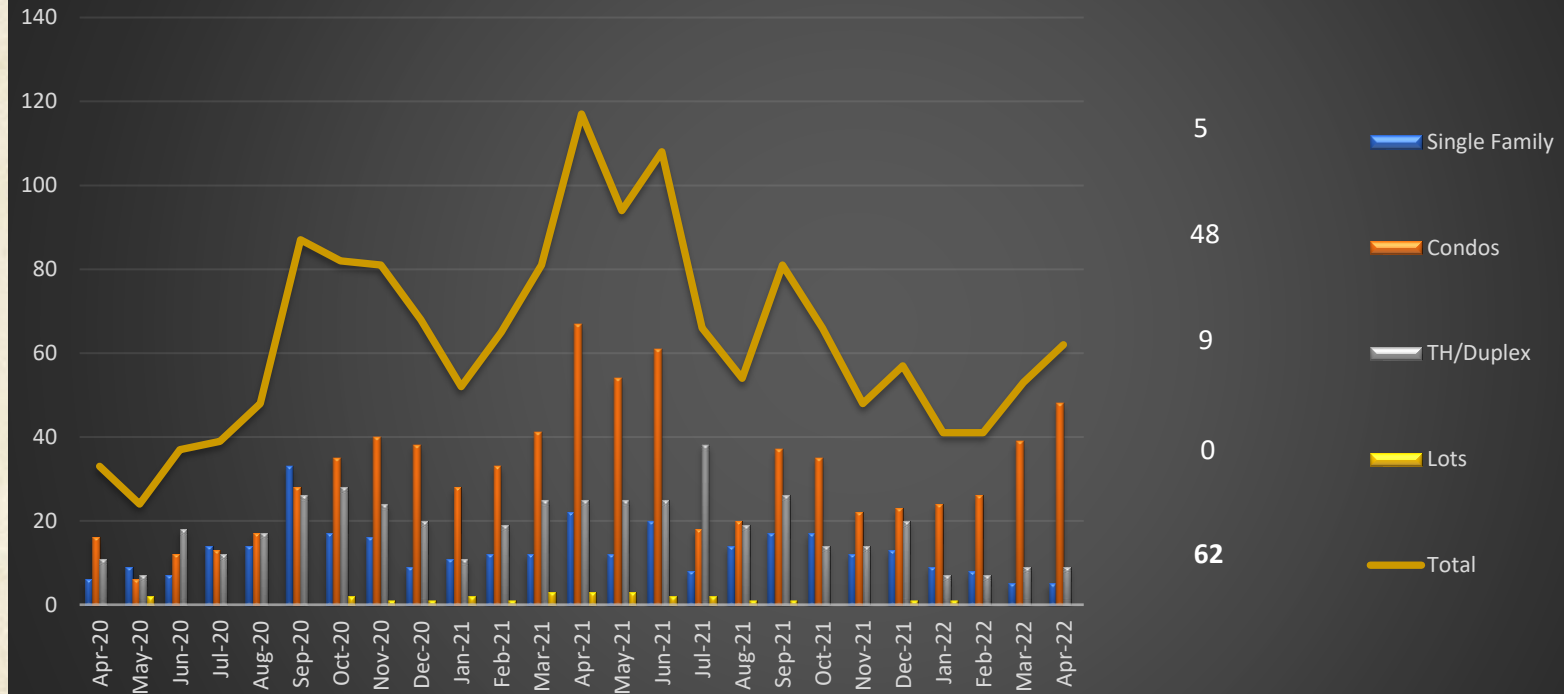
- **Number of Sales Each Month – fluctuating in fairly narrow range between 41-57 units monthly**
- **Average Selling Prices - levelling in most segments**
- **Months of Inventory - averaging 1.93 over last 7 months**
- **Average Days On Market - fluctuating in narrow range between 60-72 days on market**

**Current Market Condition Summary**



# Market Conditions & Trends – Overall Sales

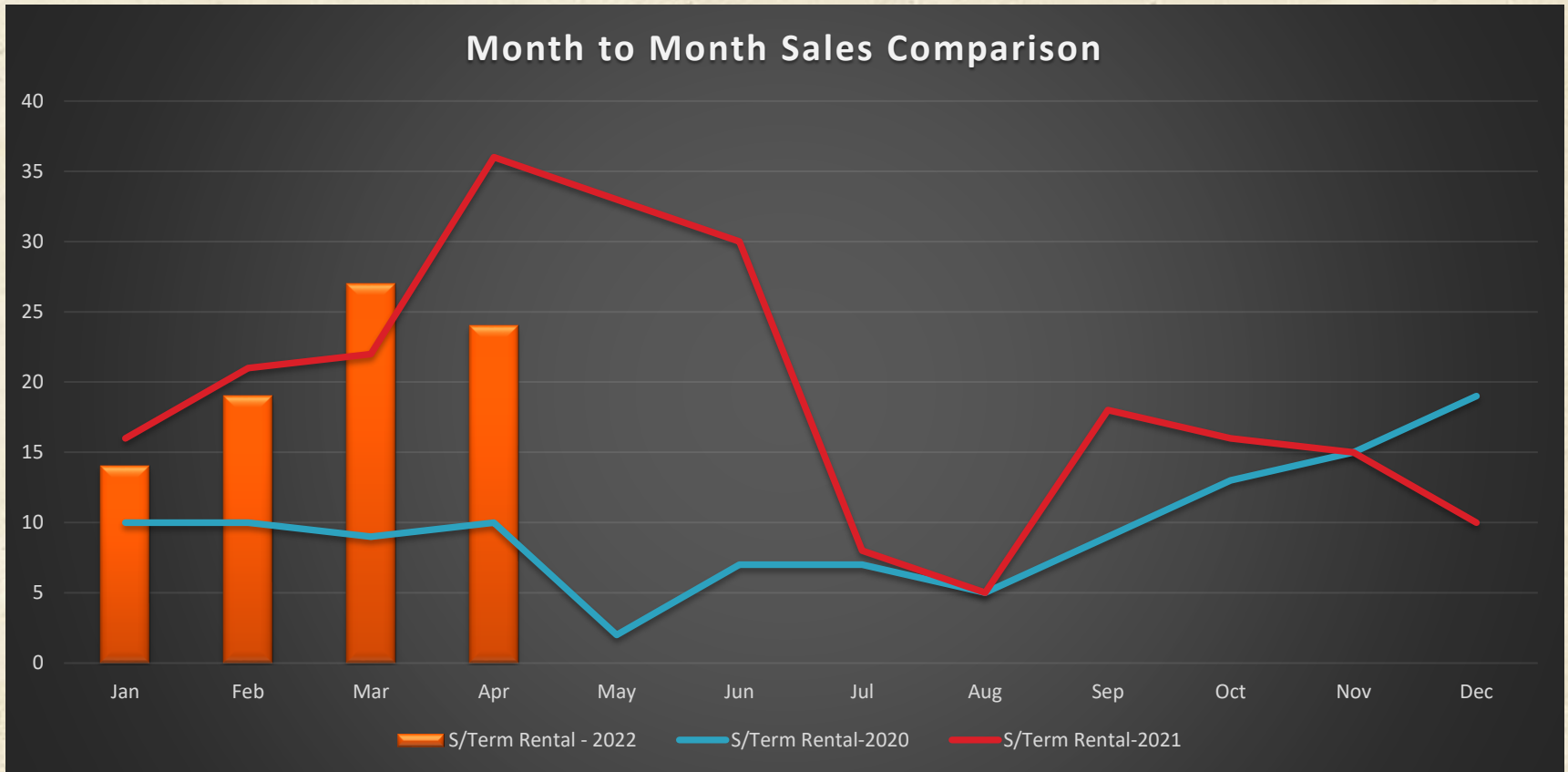
## Number of Listings Sold By All Companies



Sales Mar2020 – Mar2022 with Mar2022 by Type

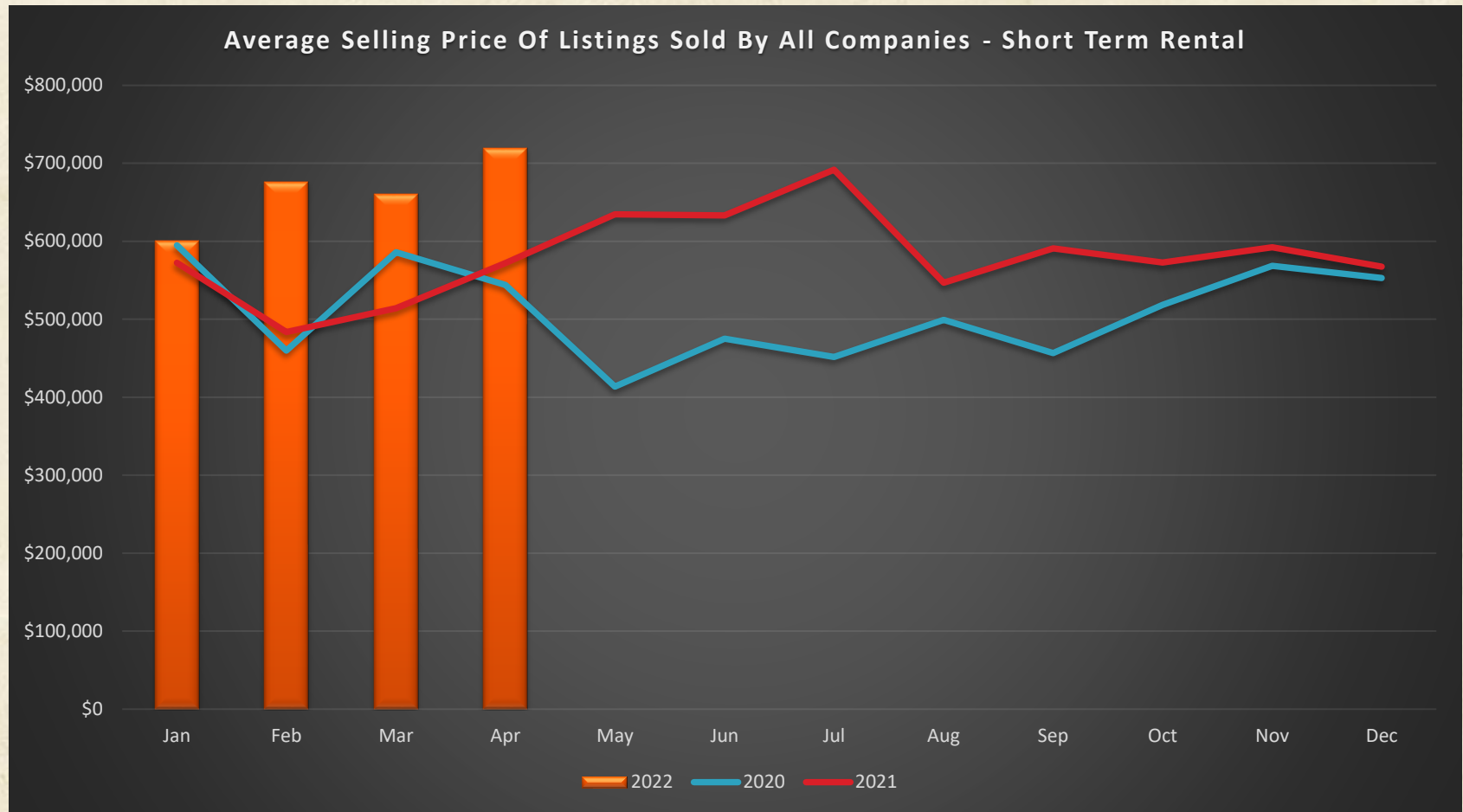


# Market Conditions & Trends – Short Term Rental Units Sold



Short Term Rentable Condo Average Selling Price – Apr2022 \$719,535 ( 24 Sales)

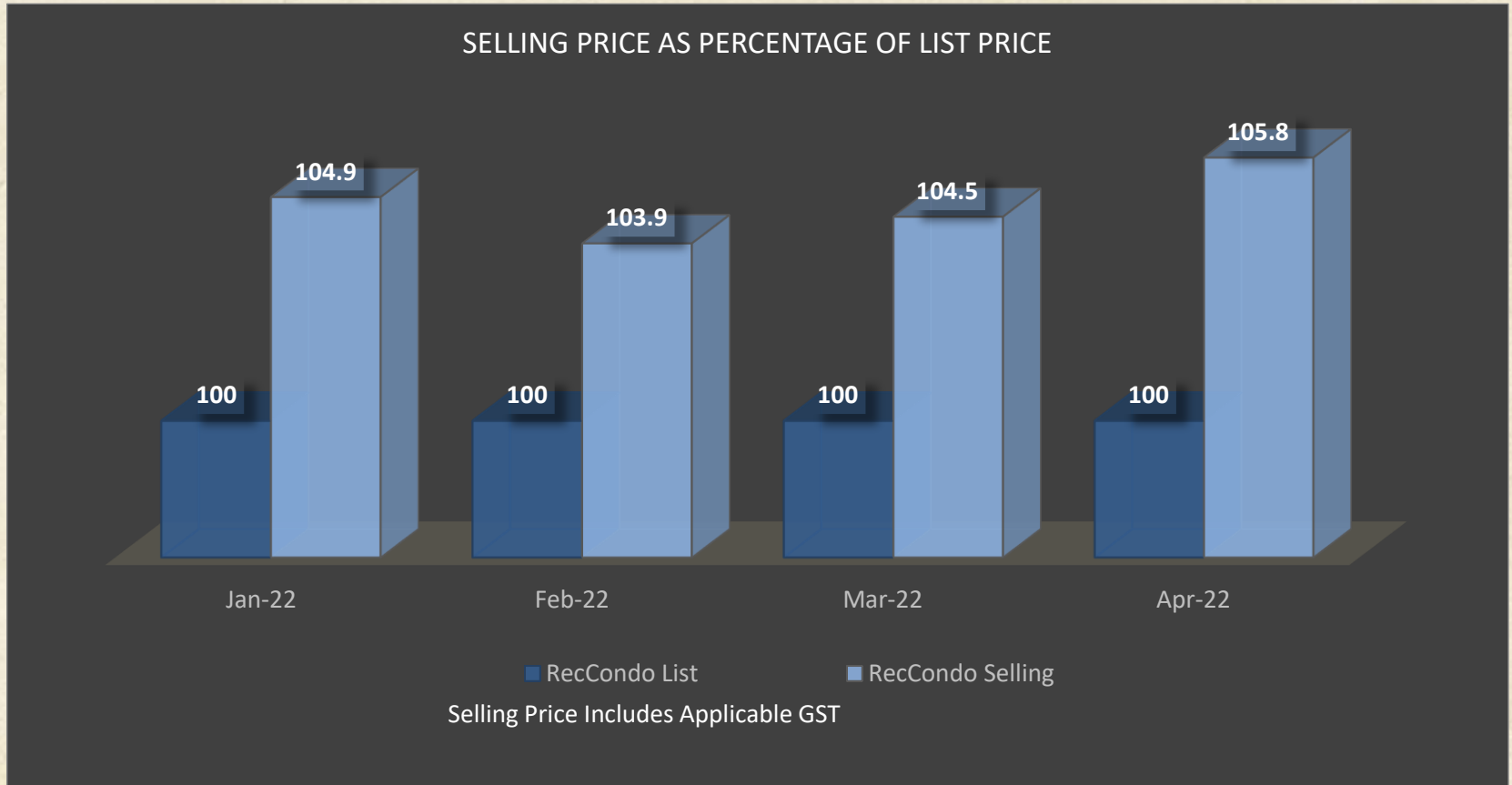
# Market Conditions & Trends – Apt. Average Selling Price



Short Term Rental Condo Av. Selling Price – Apr2022 \$719,535 ( 24 Sales)



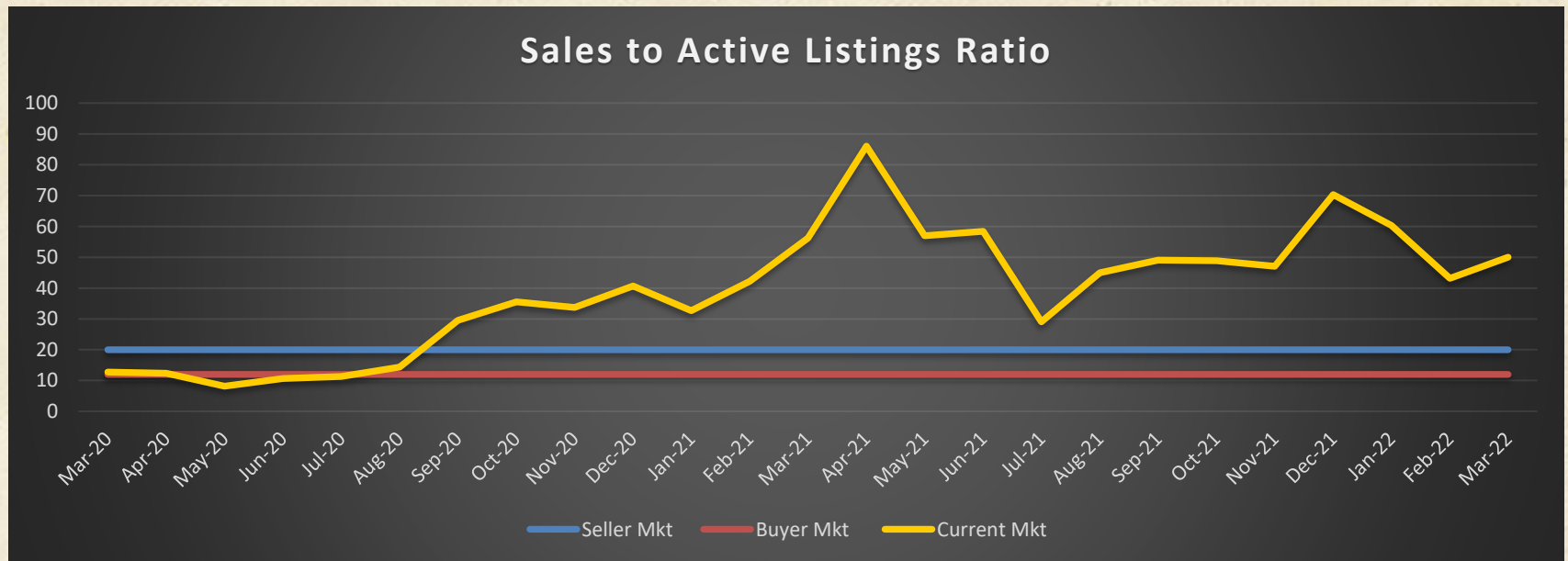
# Market Conditions & Trends – Apartment Condo



Average Spread of Listing Price vs. Sales Prices Last Four Months

# Market Conditions & Trends

## Active Listings to Sales Comparison: Mar2020- Mar2022



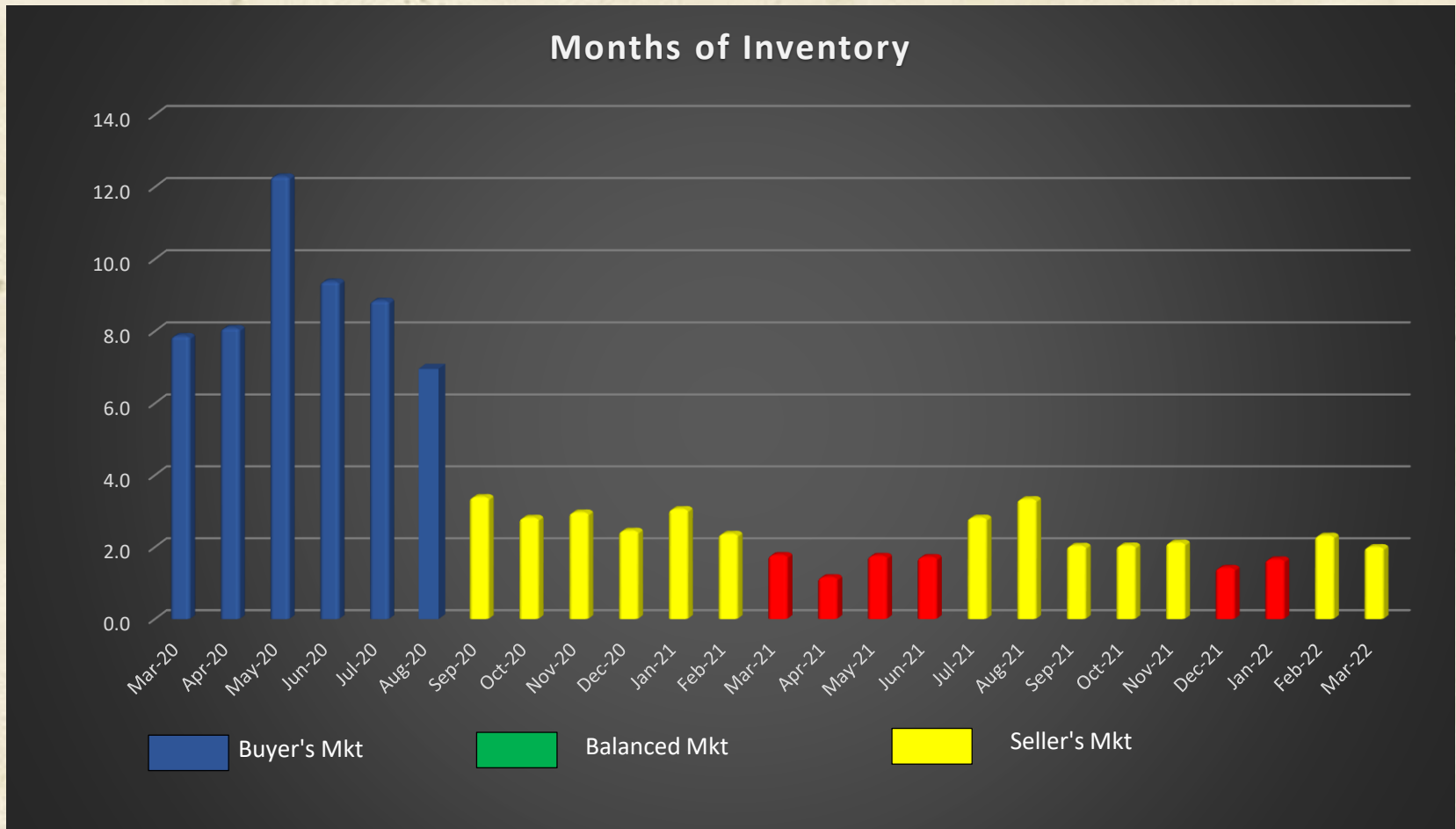
Mar2022 Active Listings - 106

Mar2022 Sales - 53

**Months of Available Inventory – 2.0**

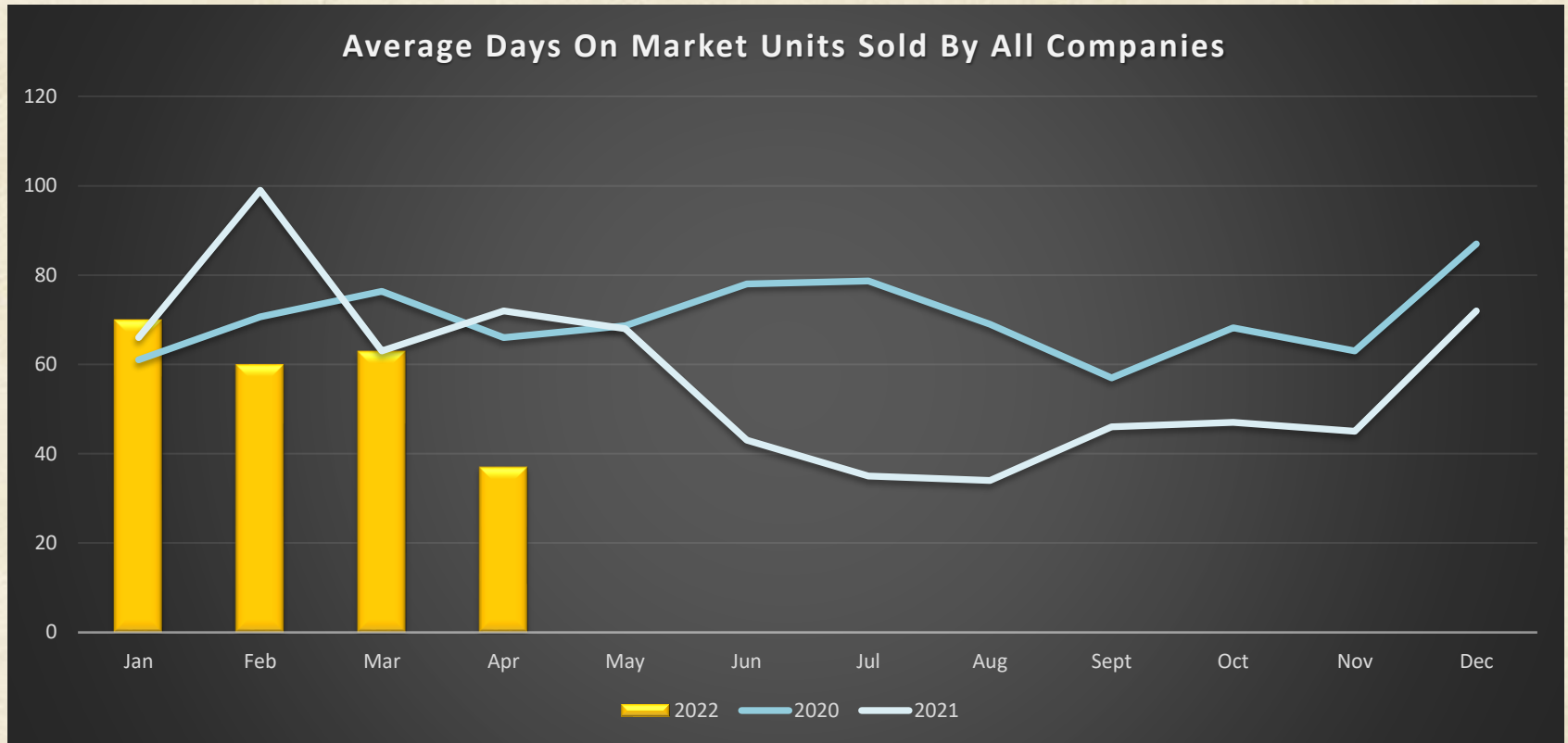


# Market Conditions & Trends – Months Of Inventory



Months In Red Indicative of Stage 3 Level Market Activity

# Market Conditions & Trends



Average Days On Market: S/T Rental Condo

Apr2022 - 20

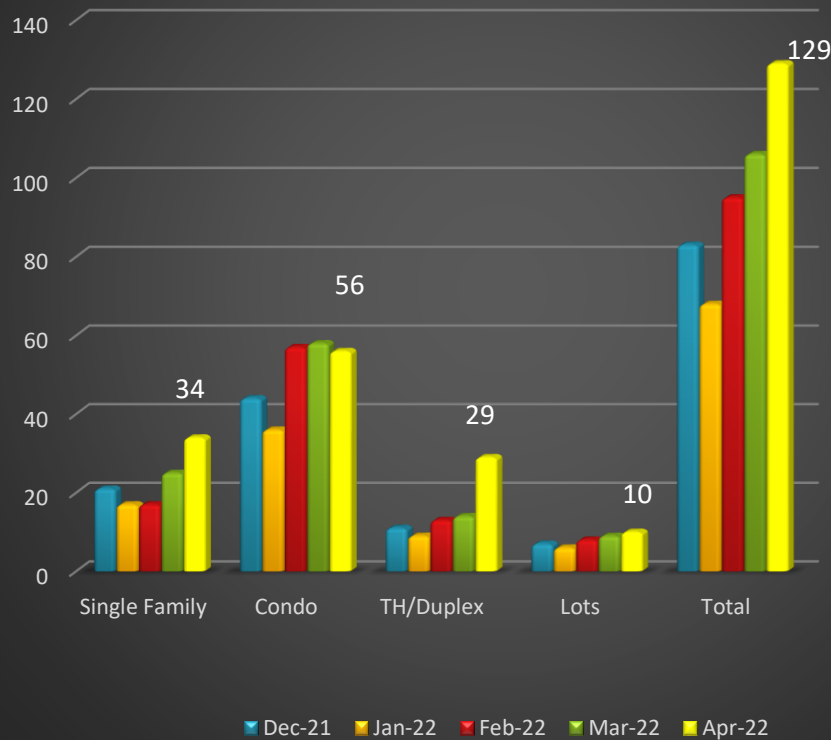
Average Days On Market: All Types

Apr2022 - 37



# Market Conditions & Trends

Number of Active Listings by All Companies



Last Five Month Totals:

Nov	102
Dec	83
Jan	68
Feb	95
Mar	106
Apr	129
Apr 2021	117
<b>May 9 , 2022</b>	<b>147</b>

## Five Month Listings Comparison

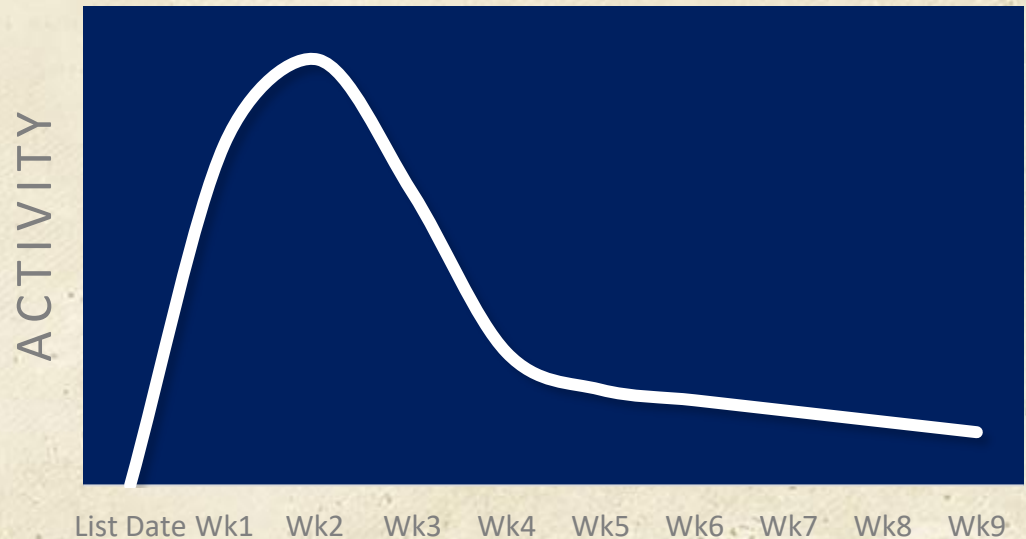
# Market Conditions & Trends

## PRICING VS. TIMING

A property attracts the most excitement and interest from the real estate community and potential buyers when it is first listed.

Your property has the highest chance of selling when it is new on the market.

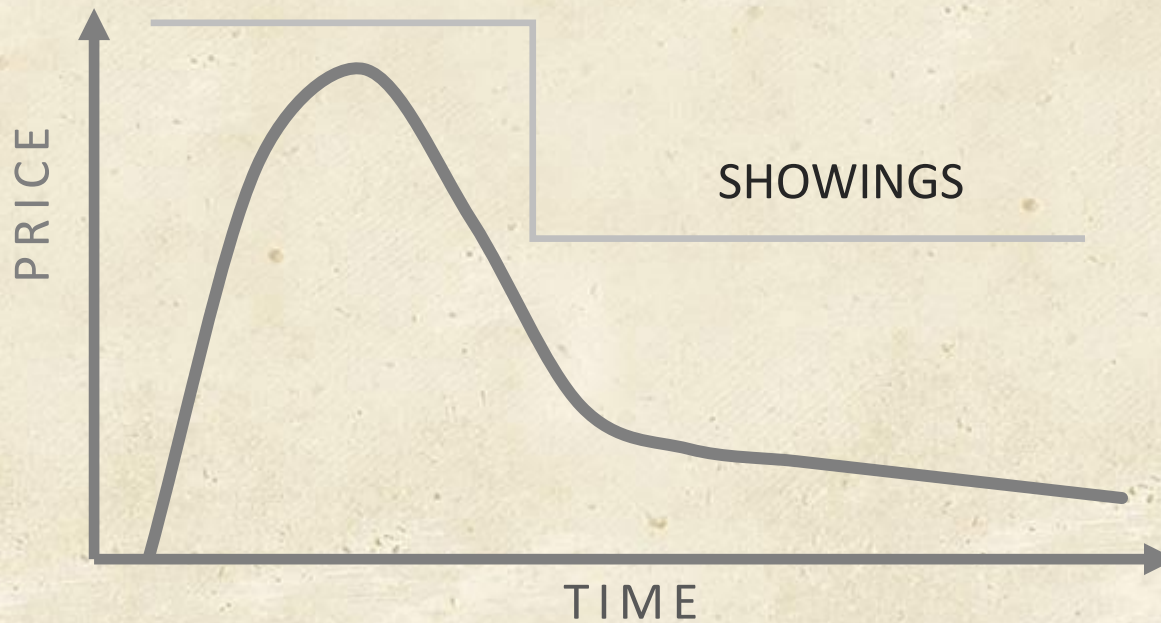
Price your home correctly in the beginning and you will walk away with more money.



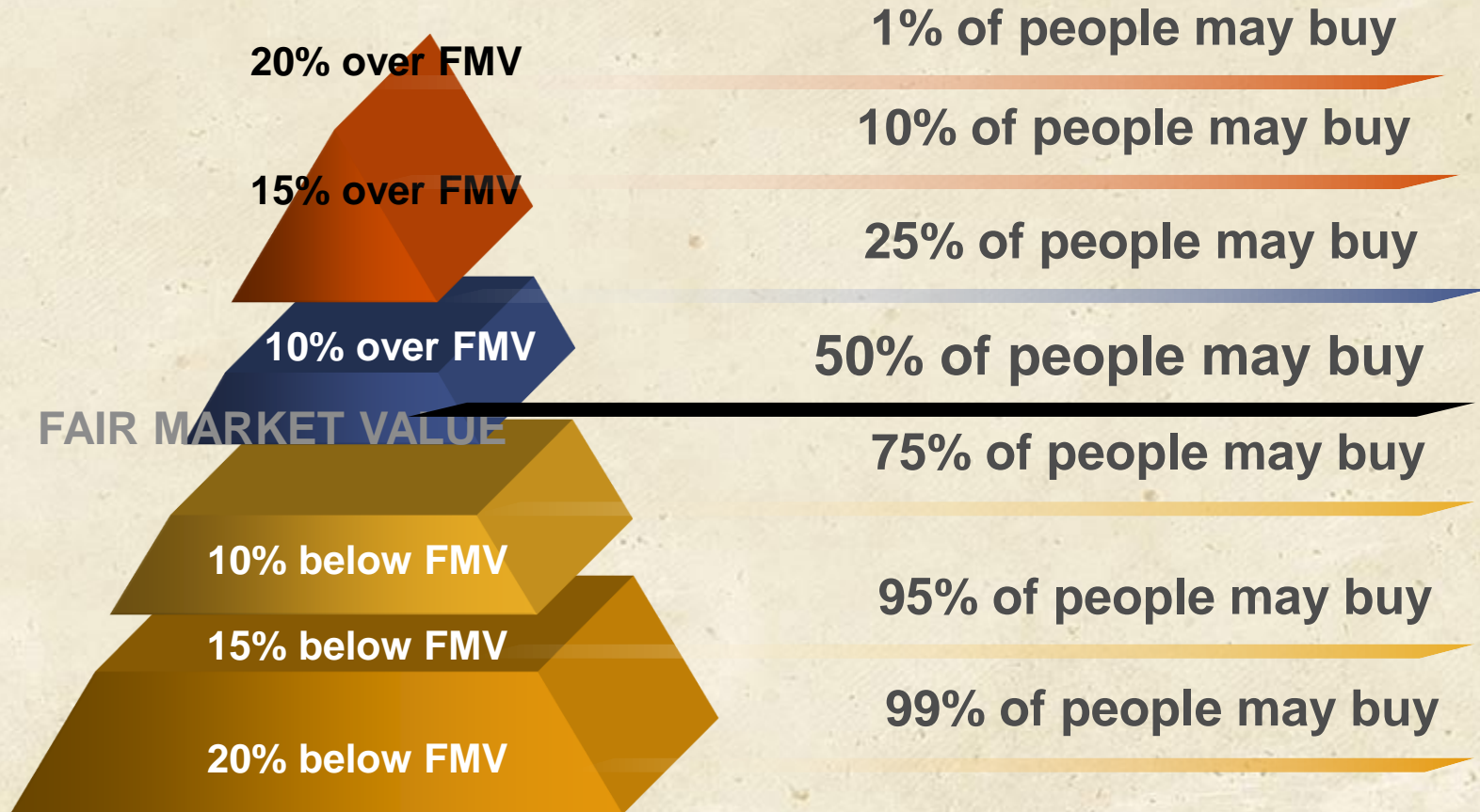


# Market Conditions & Trends

## PITFALLS OF OVERPRICING



# What's More Important – Time or \$\$\$\$?





# How Do We Determine FMV?

Fair Market Value for your home is arrived at by:

- comparing properties similar to your own
- determining what makes the comparable more or less valuable than your property
- looking at market factors and trends which might influence the price



## The Comparables

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Please Review Attached Document Showing Comparables





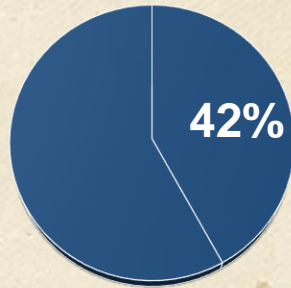
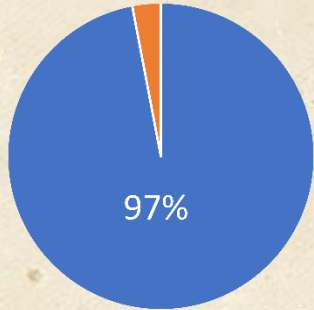
# The “Plan”





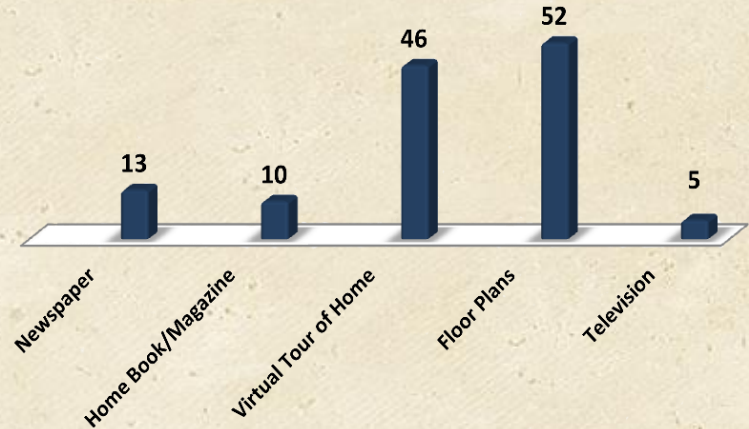
# Marketing & Sales Plan Overview - Statistics

Percentage of People Using Internet During Home Buying Process

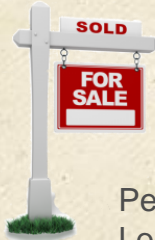


Percentage Buyer's First Step – Looking Online

Other Sources Used Frequently or Occasionally During Home Search



41%

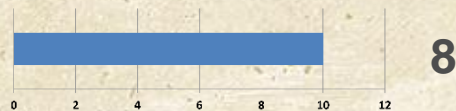


Percentage of Buyers Looking for Lawn Signs as Part of Search



Percentage of Buyers Who Used Open Houses During Buying Process (\* Pre-Covid)

Typical Buyer – Weeks Searched



Typical Buyer – Homes Viewed





# Marketing & Sales Plan

My Marketing Plan for your home includes many of the elements used most by Buyers when searching for a home.

Each element is designed to build upon the others to create synergy and increase the effectiveness of the marketing effort.



# Step One: Listing Imagery & Wording



We live in a visual age and are continually bombarded with information. We have **ONE** chance to make that positive impression that will make the Buyer looking online pause and want to click for more information.



Another Realtor's Picture

I use a professional photographer to provide not only sharp images but also to create a detailed floor plan and 3D Virtual Tour of your home making it as close as possible to being there.



One Of My Pictures

Like the images I will put in your Listing showing your mountain getaway to its best advantage HOW your home is described should give people reading a good idea of what is being offered while encouraging them to action.



# Step Two: Getting The Word Out

Every week new listings are showcased in the Realtor Tour which takes place every Tuesday morning.

When you list with me I will prepare a feature highlighting the best features of your home. This will help make your home stand out from the rest

Secondly, in our office we mastermind at our weekly meetings what each Associates' clients are looking for with the goal of matching available inventory or upcoming listings with what Buyers are looking for. It is like having many agents looking for your Buyer!

Third you will be featured in my website as well as on our brokerage website and the national Coldwell Banker website. I will also highlight your home in my Blog and send a special email to the over 200 Active Buyers in my database.

Fourth I create a slideshow of pictures of your home which is displayed in our office window facing FasGas allowing Buyers to get a good feel for your home and make them want to come for a personal viewing.

Fifth your home appears on our listing wall in our office –GREAT exposure!!



# Step Three: Open Houses

Studies show that 46% of Home Buyers use Open Houses as part of their decision making process.

One of the biggest advantages of an Open House is the ability of the Buyers to walk through the home at their pace. Often when people are looking at homes there is the temptation to pack a lot into a few hours. Doing so runs the risk of creating overload. All too frequently memories confuse features of one home with another ultimately leading to the perfect home – with the kitchen from house number one, the deck from number two, the price of number three, etc.

Open Houses allow me to highlight the positives of your home, listen to any questions or objections and then overcome them to move the process forward. The Buyers get to ask questions about other places they have seen which then can be used as lead-ins to highlighting how and why your home works for them. When your unit is occupied we can also use our VIRTUAL TOUR to showcase your home and with the COVID pandemic we are able to utilize platforms like Facebook Live to do LIVE VIRTUAL OPEN HOUSES

Makes a positive impression that often leads to further action.





# Step Four: Advertising

Where do you go to look for things to buy?

**42% of Buyers begin their Home Search online**

**97% of Buyers use the Internet in their buying process**



**Utilizing Advertising In Local Print Media Reaches Both Locals & Tourists Sparking Interest**

Advertising online as well as in local print media meets people where they are looking!

# Putting All The Pieces Together

The combination of:

Effectively presenting your unit with excellent images and description on both the national MLS and local PCS systems

Realtor exposure through Realtor tour, office meetings and mastermind sessions

Open Houses – with timing and frequency to be agreed upon

Website exposure for Featured Listing, Blog entry, Slideshow video

Coldwell Banker + Office exposure

Advertising through Online & Print

**Delivers Results!!**





# What is all this going to cost?

Commissions are negotiated as part of the Listing Agreement

The local Canmore market runs a bit lower than Calgary where typical commissions paid are 7% on first \$100,000 of the Selling Price and 3% on the balance.

Our commission rate is 6% on the first \$100K of Selling Price plus 3% on the balance of the Selling Price +GST.

***The commission are split 50/50  
between the Selling Brokerage and the  
Buying Brokerage***

If your unit were to sell for \$650,000  
the commission would be \$22,500+  
\$1,125GST= \$23,625.



# The Closing

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# Working through the Process

With you every step of the process:

- coordination of viewings by Realtors
- resource person for any questions regarding your unit
- Offer negotiation – working with you to help you get the best price with the terms in the timeframe that works for you
- coordination of Condominium Documents and Offer documents to parties
- coordinating for trades, Appraiser, etc. needing access to your unit
- once Offer has gone to unconditionally sold:
  - working with you and your lawyer during Closing process
  - coordinating with Buyer's Agent to ensure smooth transition
  - coordination for final cleaning and walkthrough



***Giving You Peace of Mind***



# The Preparation







# Thank You!

[www.ownthemountains.com](http://www.ownthemountains.com)

I look forward to talking soon. Please do not hesitate to contact me with any questions that arise.

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Email: [rob@ownthemountains.com](mailto:rob@ownthemountains.com)