



Helping Canadians sell their home

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CANADA'S
REAL ESTATE COMPANY

ROYAL LEPAGE



How I'll help you sell your home

AS YOUR ROYAL LEPAGE REALTOR®, I'M COMMITTED TO GUIDING YOU EVERY STEP OF THE WAY

1. Manage all steps, from putting your property on the market to successfully closing
2. Save you time and energy
3. Establish the market value of your property
4. Market your home
5. Minimize risks related to the transaction

Managing all steps of the transaction

THERE ARE MANY COMPLEXITIES INVOLVED IN EVERY REAL ESTATE TRANSACTION

- Preparing your home for its entry on the market
- Gathering and completing all necessary documentation and agreements
- Coordinating the transaction with all key stakeholders
- Specifying your terms of agreement surrounding the sale
- Ensuring that your transaction complies with regulations and legal requirements



My goal as your Royal LePage REALTOR® is to help make the process easier for you.



Saving you time

I WILL HELP MINIMIZE TIME ON MARKET AND MAXIMIZE YOUR PROPERTY'S AVAILABILITY TO PROSPECTIVE BUYERS

When listing your home, a lot of time is dedicated to:

- Developing and implementing a customized marketing plan that targets your most-likely buyers
- Managing open houses and private showings
- Responding to questions about your property
- Negotiating with prospective buyers and collaborating agents

Establishing the market value

I WILL HELP YOU OPTIMIZE YOUR SELLING PRICE BY:

- Performing a professional market overview
- Presenting comparable properties sold recently in the neighbourhood
- Reviewing the selling history of your home as well as its current condition
- Proposing a selling price that matches our approved strategy
- Estimating the net proceeds from the sale of your home




The negotiation

REAL ESTATE NEGOTIATION IS A SKILL DEVELOPED THROUGH TRAINING AND EXPERIENCE

It is my responsibility to do the following:

- Pre-qualify buyers
- Identify motivating factors of the prospective buyers
- Remain collaborative with all agents interested in your property
- Set viable contract terms and conditions associated with your expectations and needs
- Manage counter offers
- Optimize multiple offer situations
- Negotiate a favourable transaction closing



 As a trained and experienced Royal LePage REALTOR®, I will help you get the best price for your home.

Marketing your home

THERE ARE MANY WAYS I CAN EFFECTIVELY MARKET THE LISTING OF YOUR HOME:

- Identify and target appropriate buyers
- Use high quality photography to showcase your home
- Create an integrated marketing plan:
 - Manage the listing's digital presence on [realtor.ca](https://www.realtor.ca), [royallepage.ca](https://www.royallepage.ca) and my website
 - Boost your listing's presence with Facebook and Google ads
 - Create digital and print marketing materials
- Host and manage open houses

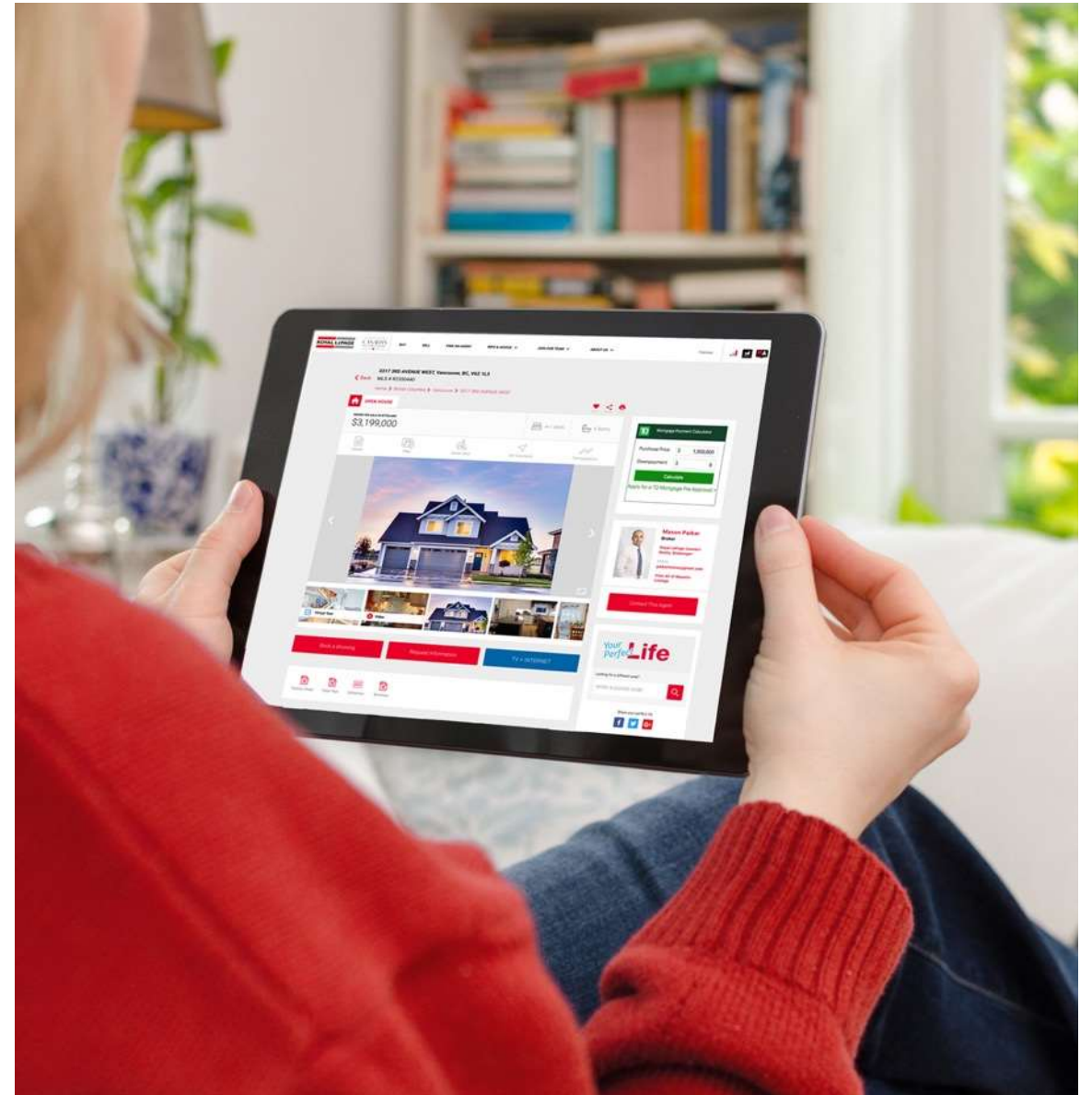


Marketing your home

royallepage.ca

With over 40 million visitors a year visiting royallepage.ca, it's important that buyers can easily navigate your listing and learn more with these unique features:

- Google search technologies provides multiple ways to find your listing
- Our Local Logic widget helps buyers see and choose desired local services, i.e. a school or grocery store within your neighbourhood
- Up-to-date demographic information within the area
- A very detailed and interactive web page with photos, videos, virtual tours and more as well as the option to book a showing



Marketing your home

INNOVATIVE MARKETING TOOLS, TACTICS AND TECHNOLOGIES

As a Royal LePage agent, I have access to rlpSPHERE, Royal LePage's powerful and robust digital tech ecosystem with integrated marketing capabilities.

I can easily create digital, social media and print marketing materials to showcase your property to a wide audience.

Within rlpSPHERE, I can easily:

- Boost your listing with Facebook ads
- Create a single property website
- Create a virtual tour, automatically uploaded to my YouTube channel
- And print marketing materials that include property feature sheets and "Just Listed" postcards



Minimizing risk

AS YOUR ROYAL LEPAGE REALTOR®, I WILL:

- Manage a lock box to protect the contents of your home
- Act as a buffer between you and third parties
- Advise you every step of the way, ensuring you are fully aware of the potential impacts of the choices available to you
- Ensure to complete all necessary documentation while complying to current laws and standards in order to protect you throughout the transaction



For the majority of Canadians, their home is their largest investment. Minimizing one's risk is not only prudent – it's essential.

Giving back to the community



- Royal LePage real estate professionals and offices have raised more than \$33 million to help support women's shelters and violence prevention programs.
- We are committed to strengthening the communities in which we live and work.



rlp.ca/shelter




What's next?

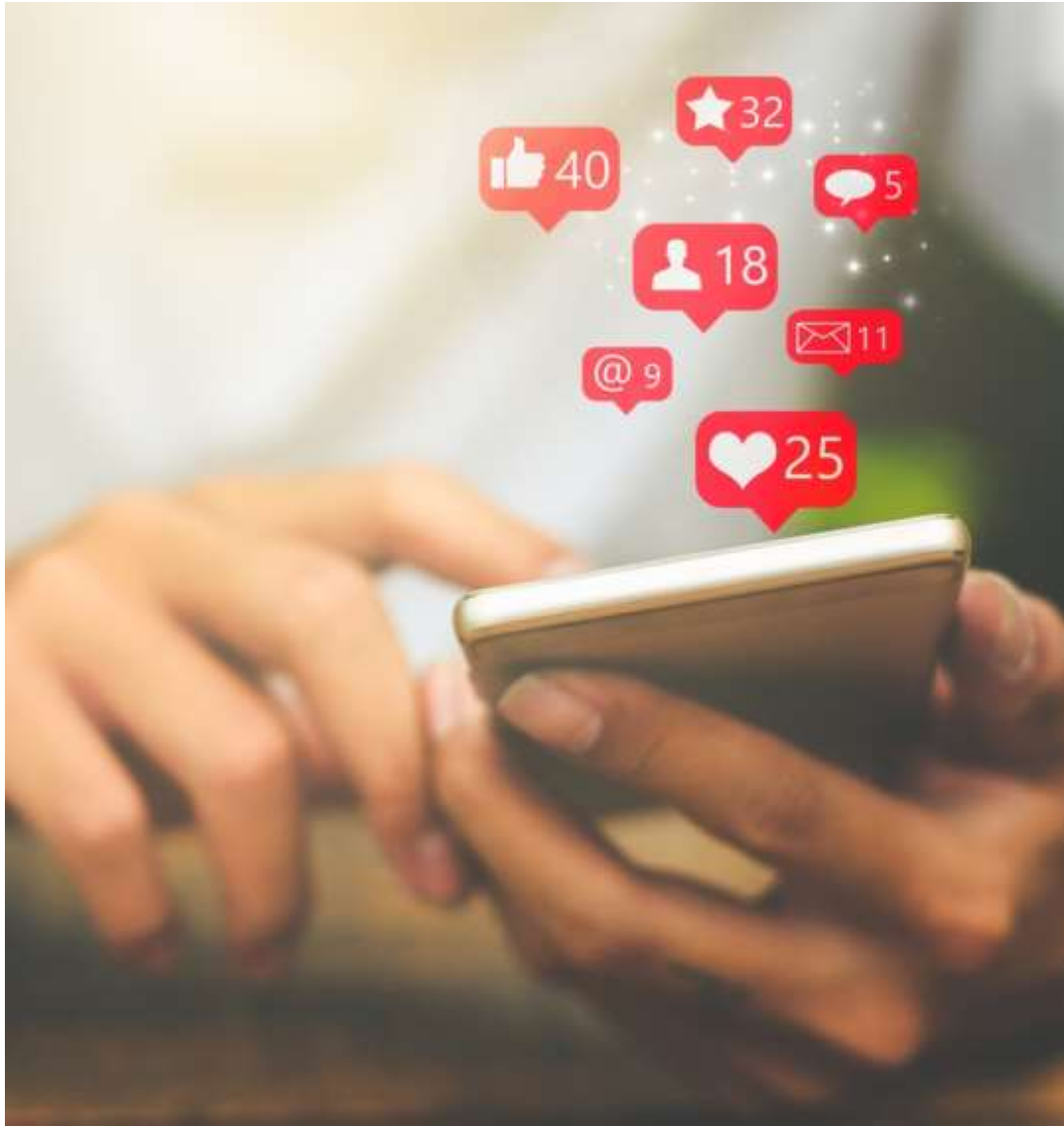
LET'S GET THE PROCESS STARTED!

- Perform an in-depth analysis of the current market along with an assessment of comparable properties sold recently in the area in order to provide you with a selling price and marketing strategy adapted to your needs
- Create your integrated marketing plan
- Negotiate with potential buyers to help you get the best price for your home



Connect with me on social media

-  <https://www.instagram.com/gravellelynn/>
-  <https://www.facebook.com/quebecrealestatebroker>
-  <https://www.linkedin.com/in/lynnegravelle/>



Thank you

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