

James Neil
sales representative

RE/MAX[®]
Aboutowne Realty Corp., Brokerage

Thinking about a move? I can help...



Home Selling Guide

Mission Statement

I will guide you through the home selling process at your pace, providing information you need to make decisions that are right for you.

A Step By Step Approach To Selling Your Home

Here are the steps we will go through during the home selling process...

- Prepare your home for the market
- Determine a pricing strategy
- Market your home
- Keep you informed of market changes
- Negotiate an offer that works for you
- Follow up

Prepare Your Home For The Market

Ensure buyers are left with the best possible impression...



Make it easy for buyers to picture themselves living in your home

- Highlight your home's positive features
- Minimize concerns that buyers may find distracting
- Present a home that is clean, clutter-free and neutrally decorated
- Work together at your pace and within your comfort level
- I offer a free home staging consultation with a Home Staging Professional

Determine A Pricing Strategy

Design a plan to sell your home on your terms...



Determining the right pricing strategy is both a science and an art

- Review comparable sales and similar homes currently on the market
- Look for features that might add personal value (Does it make sense to price higher and focus on a more specific buyer instead of the general market?)
- Consider your unique situation and goals

I will provide you with detailed and accurate information so you completely understand the pricing options available.

You determine the pricing strategy that is the best fit for you.

Market Your Home

Professional and consistent marketing to help your property stand out...



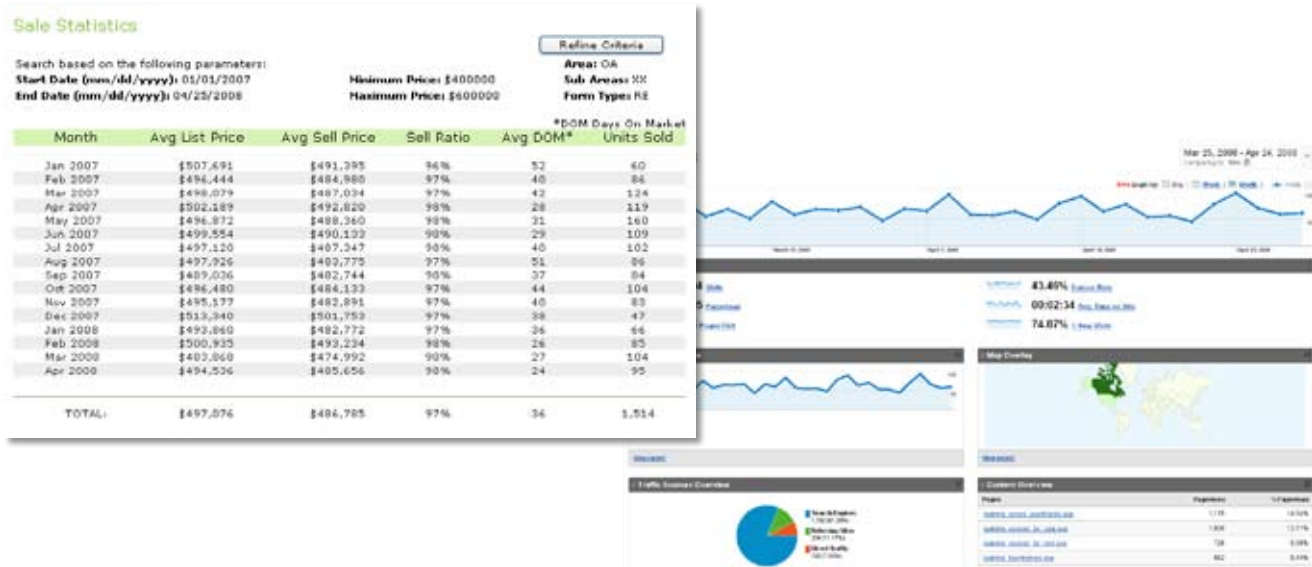
Thoughtful advertising that will get your home noticed

- Use high impact photos and design for all marketing pieces
- Thoughtful wording that highlights your home's features
- Bring in a company to create professional floor plan for brochures
- Promote your area and neighbourhood to buyers
- Extensive online presence and a dedicated web page
- First page search engine placement
- All marketing materials will be ready the day your home comes on the market

Consistent, high quality marketing is key to getting your home noticed and ensure visitors remember it when they leave.

Keeping You Informed

I will measure the results and monitor the market...



Ensure you are kept up-to-date

- Watch for sales of comparable homes
- Forward new comparable listings (automatically emailed)
- Monitor market changes
- Provide feedback from viewings
- Measure results from different advertising (website traffic, sign calls, print ads, etc.)

Negotiate An Offer That Works For You

Working together to negotiate the right terms and conditions...



Guide you through the offer to purchase

- Explain the offer process and the scenarios that may come up such as multiple offers
- Review all terms and conditions of the offer and ensure it is clearly written and includes clauses that protect you
- Discuss your options so you can make a decision as to how the offer is handled
- Provide the buyer with any pertinent information supporting your position
- Patiently work to get the terms you will be happy with
- Treat all parties fairly and with respect

You will never be pressured by me to accept any terms you are not comfortable with.

Follow Up

Two simple words that can make or break the sale...



After negotiating the right offer, our work is still not done

- Follow up to ensure all conditions outlined in the purchase agreement are fulfilled on time and properly documented
- Forward copies of all paperwork to all parties, lawyers
- Closely monitor the sale right through to closing
- Work with you to resolve any issues that may come up

I am organized and have developed systems to ensure each step of the process goes smoothly.

From our first meeting until you hand over the keys, you can be sure I am committed to making sure you are completely satisfied with the services I provide during the sale of your property.

Costs Of Selling Your Property

Nobody likes surprises. Well, at least not the ones that cost you money...

Lawyer's Fees

This cost varies depending on the lawyer. Expect to pay \$750 and up.

Mortgage Penalties

Check with your mortgage holder to see if there are any prepayment penalties. It can sometimes cost thousands of dollars to pay off your mortgage in advance.

Fix-ups and Repairs

It is sometimes a good idea to do some small fix-ups and repairs when preparing your property for the market. The cost will vary depending on your comfort level.

Real Estate Commission

Most often based on a percentage of the actual sale price. I offer flexible commission plans to help keep you on budget.

Status Certificate (condos)

Most condo buyers will request a current status certificate so their lawyers can ensure the condominium is legally and financially sound. A status certificate will cost \$100.

Moving Costs

Varies widely. Usually based on hourly rate plus mileage costs.

Kind Words From People I Have Helped

I get to work with so many wonderful people...

Thanks again James for making the whole process seem so easy and straight forward!
We will definitely recommend you to everyone we know.

Janet and Kornel

We wanted to say thank you for helping us with the sale of our home. Despite the many trying experiences, at least we had a fantastic realtor to ease some of the stress!

Rob and Sharon

We have sold a lot of homes in our lifetime, and we have to say we have never had an agent try to talk us out of reducing our price before! We really appreciate the way you approach your business. Thank you for ever being there for us.

Peter and Heidi

Thank you for your care and attention to detail. We really felt that you understood what we were going through. You took the time to explain what we could expect every step of the way and that meant a lot to us.

Betty and Les

A little bit about James Neil

A different approach to real estate...

- Full-time, award winning Realtor since 2004
- Helped with 51 moves in 2011 (average Realtor: less than 6)
- Full member of all three area Real Estate Boards
- Tech savvy (web design and marketing background)
- A bit of a perfectionist
- Consistent and professional
- Care about the people I help, but won't get too mushy
- Work hard and work a lot, but love what I do and have fun doing it
- Believe in Real Estate as an investment (own several properties)
- Will work with you at your pace, doesn't matter how long it takes
- Promise not to send you calendars every year for life

Service Guarantee

If at any time you do not feel you are getting the service you deserve, I will release you from our listing agreement immediately... no questions asked and no whining!



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