

# AN INFORMED SELLER'S GUIDE

*Become An Educated Seller in Today's Real Estate Market*



**GRASSROOTS**  
REALTY GROUP

**TIM LEITH** REALTOR®

**403-634-7564**

[TimLeith1@gmail.com](mailto:TimLeith1@gmail.com)



# Elevated

## LISTING SYSTEM

The elevated listing system allows the client to pick and choose from various styles and commitments in their listing agreement. It allows clients to put more money back in their pocket and take control of their home sale, giving you the freedom to design and create a home sale experience that matches your expectations. This system is based upon a commission commitment and the level to which you want to put towards your home sale.



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# Standard

1.

**3.25% Total Commission.**

**This Listing commitment includes the following:**

- Complete listing photographs by professional photographer.
- Professionally listed on MLS real estate listing system and included on Realtor.ca.
- Your home will be professionally evaluated and priced with the expectation of a completed sale before contract expires.
- All offers will be completely explained and all questions will be answered so that you feel confident and educated throughout the whole process.
- We will work together through the offer negotiation, finalization and completion of your home sale with complete satisfaction from the moment you signed to the day you move into your new house. I will be available at anytime!!
- Complete exposure on my social media pages with weekly posts and engagements with the as many views as possible.
- Immediate communication regarding showings and feedback on all viewings.
- Vetted lists of lawyers, Home inspectors and all contractors you may need.



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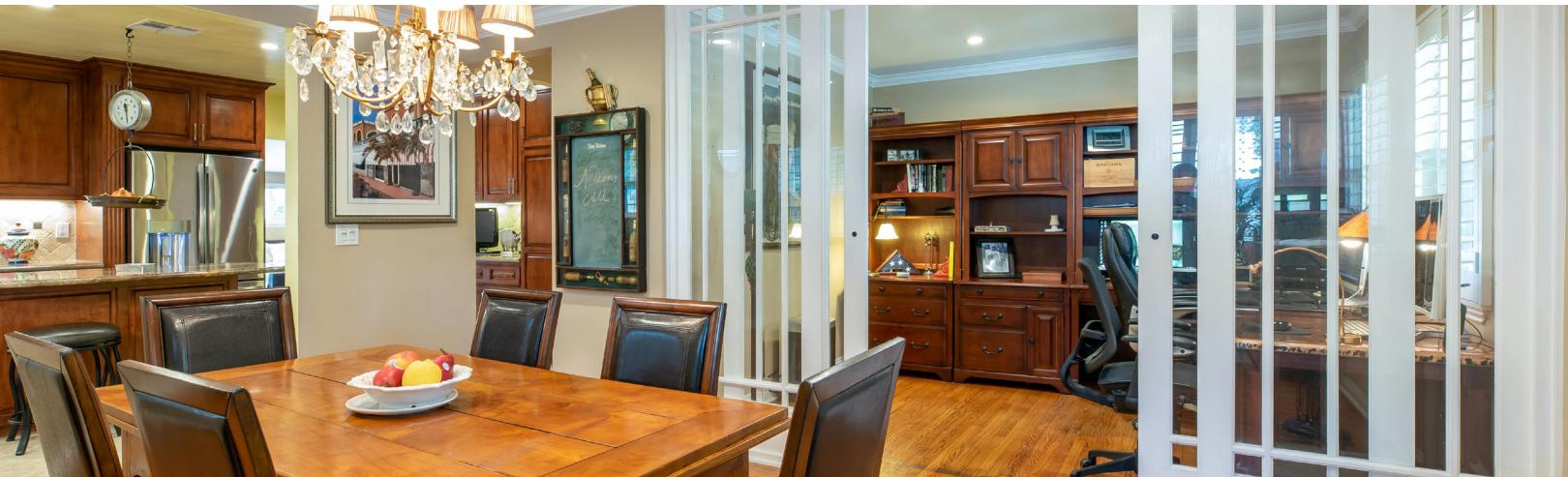
# Classic

2.

**4.25% Total Commission.**

**This Listing commitment includes all of the above mentioned benefits plus:**

- Precisely measured interior square footage with computer printed layout of each floor.
- Video tour of your home allowing potential purchasers to virtually walk through your home seamlessly to avoid any unwanted or unnecessary showings and encourage interested buyers to see all details of your house.
- Paid social media advertising with video and reels for maximum exposure done biweekly until there is an accepted offer.
- As many open houses as you want with. Maximum exposure throughout the community.



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# Executive

3.

**5.25% Total Commission.**

**This Listing commitment includes all of the above mentioned benefits plus:**

- Professionally made home Tour video displayed on all listing information and links on social media.
- Weekly paid advertisements on all my social media platforms, featuring videos and tours of your house.
- Custom professionally made home brochures featuring all the exclusive features of your home will be emailed to over 10,000 potential clients plus printed copies for all showings.
- Realtor open house for maximum exposure with prizes and giveaways.



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# Premium

4.

**6.25% Total Commission.**

**This Listing commitment includes all of the above mentioned benefits plus:**

- Weekly social media Advertisements on all my platforms designed to reach over 40,000. Engagements.
- Complete home pre inspection by Buyers Choice home inspections so all offers will not need an inspection clause.
- All public open houses will include Personally delivered community brochures snacks and refreshments.



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# Elite

5.

**8% Total Commission.**

**This Listing commitment includes all of the above mentioned benefits plus:**

- Complete house cleaning.
- Professionally designed and advertised website specifically for your home.
- Includes all lawyers fees associated with closing costs and finalization of contract.
- Updated Real Property Report will be included in the listing package.



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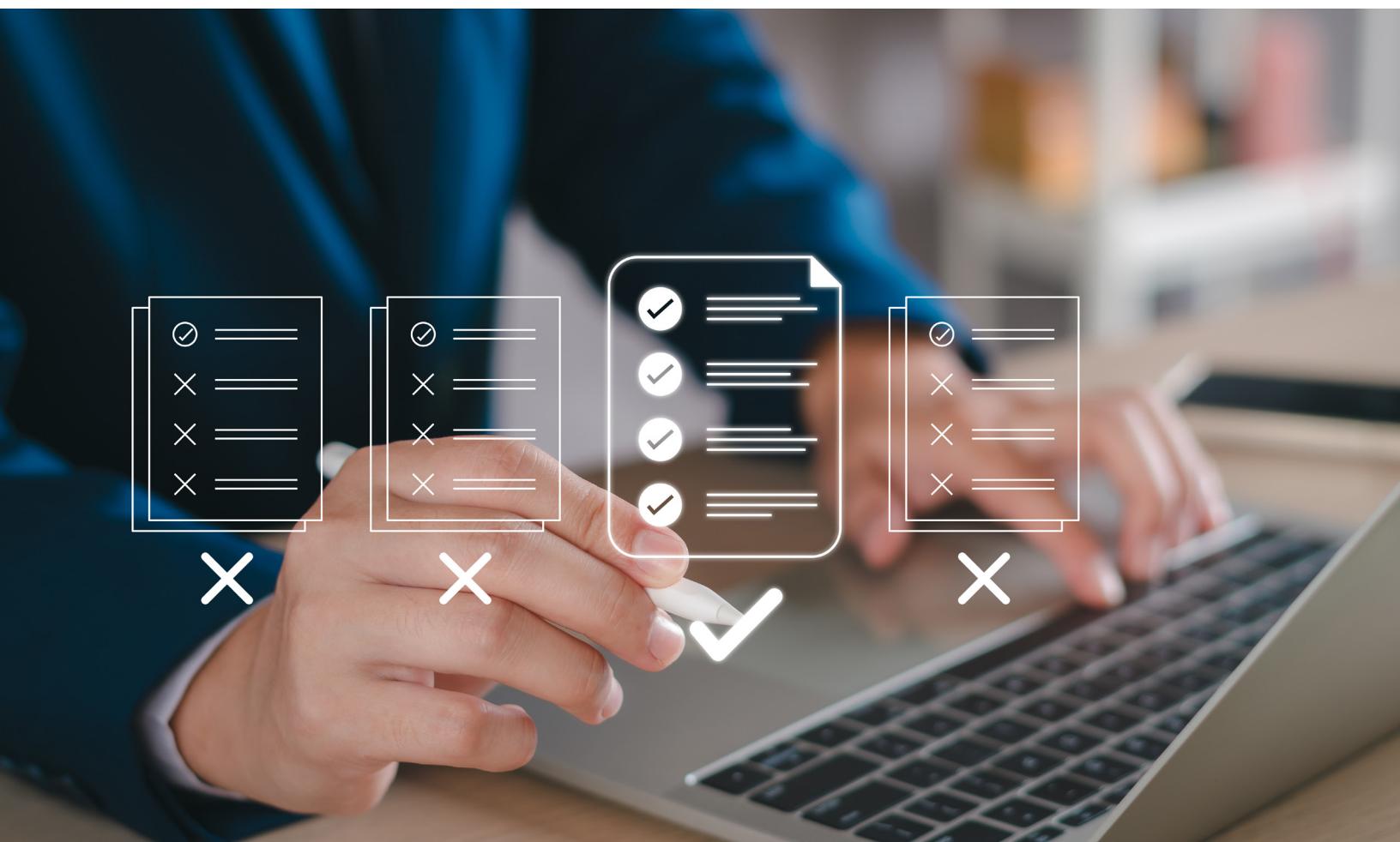
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# Elevated

## LISTING SYSTEM

My elevated system of listing your home provides you with a diverse and well laid out plan for the marketing and sale of your home, it allows you to maximize your involvement and increase the potential for an immediate sale while allowing you to dictate how much you would like to Save.



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# Choosing

## THE RIGHT REALTOR®

First, it's important that you understand whose interests Realtors® are legally bound to serve in a real estate transaction.

### **The Listing Agent**

The Listing Agent is under contract with the seller to market and sell their property for the best possible price. Working with a listing agent means that they can:

- Arrange a showing of the property.
- Assist with financing the property.
- Provide details about the property.
- Explain all the forms and agreements related to buying the property.

### **Your Personal Realtor®**

When you engage the services of your own personal agent-someone who is under contract to work solely in your best interest-you get all of the same services listed above plus your personal Realtor® provides:

- Confidential assistance that addresses your needs first.
- Honest, loyal and diligent care, free from any conflicts of interest.
- Access to all listings including MLS, bank-owned properties, distress and estate sales, even homes that were previously on the market where the seller might still be interested in selling.
- Expert advice on useful clauses such as home inspections and financing to protect you fully.
- Expert negotiation of the offer to purchase, to achieve the best possible price and terms.
- Expert advice on market value, inclusions, location, as well as help you decide when you should walk away.
- Discovery and disclosure of all information about the property including liens, warranties, disclosures, seller's purchase price, and market and planning activity in the area.

As your Personal Realtor®, my job is to ensure you are an educated buyer in all aspects of your home buying process.

# Why

## CHOOSE TIM LEITH?

### My buyers know...

- The current fair market value of the home that they want to purchase so they do not overpay.
- Everything available on the market now within their criteria, as well as what is potentially coming to market soon, so they can compare.
- They receive the most relevant and up-to-date market information available.
- When they have found a great home at a great price.
- They get the best financing options: rates and terms from trusted sources I refer to them.
- How comforting it feels to know we have their interests protected.
- They are in a strong negotiating position with us in their corner.
- How wonderful it feels to have a stress-free and enjoyable home buying experience!

### When you Choose Tim Leith at RE/MAX First as your Personal Realtor®, you are choosing:

- A trusted professional Realtor® dedicated to serving your personal real estate needs first and foremost.
- An agent with over 80% of its business coming from happy homeowners who can't wait to tell their friends about their extraordinary home buying experience.
- A wealth of knowledge and expertise in your market area with over 5 years of experience.
- Highly-skilled negotiator working on your behalf.
- A representative whose primary goal is to help you find the right home, at the right price, with little to no stress or inconvenience to you.

# Choosing

## A LAWYER

**Lawyers are an invaluable member of your team whose job is to ensure that you get what you are paying for and in accordance with the terms of your agreement of purchase. Your lawyer will ensure:**

- There is nothing on title that is not supposed to be there.
- The property taxes, utilities and condo fees, if applicable, are up to date.
- You have all the information that you need about your new home.
- Your mortgage lender is satisfied and that your mortgage is secured on property title as required by your mortgage agreement.
- You know exactly how much money you will need in order complete the transaction on closing day.
- They also ensure that the seller gets paid the purchase price.



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# Preparing

TO MOVE

**Typically you will have anywhere from 30 to 90 days to get everything ready for your home. It could be shorter or longer, depending on what you need and have agreed upon with the seller. The closing date is usually the same as your move-in date.**

**It is a good idea to get things organized well in advance of the closing date to reduce the stress of the move.**

- **Lawyers:** I will send your lawyer the information about your purchase. You will need to provide the lawyer with some additional information: insurance, down payment information, fee payments, adjustment payments and possibly other signed documents that they ask you for. You will meet with the lawyer about a week before the closing to finalize everything.
- **Down Payment and Closing Costs:** Make the necessary arrangements to have the funds available when the lawyer asks for it. Liquidating some assets can require some additional time.
- **Movers:** Whether you are using professional movers, renting a truck or getting a bunch of friends together, plan and organize it early.
- **Insurance:** The lawyers will need a copy of your home insurance before closing so that the financial institution will release the money to them. Call your insurance broker with the listing information. They might also want to know the age of the house, the condition of the roof, furnace, electrical system, as well as other general information.
- **Change of Address:** It's time to start giving out your new address to everyone. Use my checklist to make sure you have everyone covered.
- **Utilities:** It is important that you call the local utilities to get their services changed into your name. These include phone, internet, television, gas, electricity, water, and any rental agreements. Remember, too, to cancel the services at your old address.

# Remember,

YOU ARE NOT ALONE

**I have had the privilege of helping many buyers navigate through buying a home**

*We recently used Tim for the purchase of our first home. Tim was excellent, and extremely responsive throughout the process. Tim's background in the trades also put him in a unique position to help us identify strengths and weaknesses in the guys of the homes we were looking at. If we make another purchase in the Lethbridge area we will definitely use him again.*

*~ Liam*

*Tim had to do this sale with us remotely as we were in Quebec looking for a home in Lethbridge. He was our eyes and ears during this process. He was sending us daily emails regarding properties available at the time within our budget. We did the viewing via video while he was going thru the homes and he was giving us his option of what he was seeing at the time and any repairs that might be needed. He also suggested a home inspection. Both Kris (my sister) and myself enjoyed working with Tim in this transaction. Thanks for the help.*

*~ Karen and Kris*