

Seller Strategy Guide
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Jumping

to your real estate needs
ELISE PALLARD


BLACKMORE
real estate



Hello,

Thank you for the honour to meet with you to
discuss
selling your property.

Your success and satisfaction in selling your
home
is my mission as a real estate agent.

ABOUT ME

- Serial entrepreneur
 - Former Canadian Freestyle Ski Team Member
 - Riverbend Community League Board Member
 - Wizard Lake Watershed Committee Member
- ***Mama of two amazing children***



Satisfied Clients



Larry and I are very pleased to have you as a real estate agent. We find that you do go over and beyond to advertise and help make a sale possible. You always keep in contact with us by letting us know the stats of our listing. We would highly recommend you as an agent.

Larry & Delores



My husband and I recently sold our home in Edmonton, in preparation for a cross country move, and we had the pleasure of working with Elise Pallard. This was our first time selling a home and she made what could have been a stressful and difficult process as seamless as could be. Elise genuinely listens to, and cares about her clients. Her calming and supportive manner made selling our home an enjoyable experience. Her professionalism, knowledge, honesty, integrity and hard work ethic was appreciated and respected. Elise is detail oriented and explained exactly what improvements could be made to increase curb appeal and make our home stand out to buyers. She recommended a realistic listing price that made our home attractive immediately. She was supportive and communicative

Meg & Justin



We recently used Elise to sell our home, probably the best decision we made! She was knowledgeable of the current real estate market, provided a realistic market evaluation, she had great communication between the multiple parties involved, she did an amazing job emphasizing our properties best qualities, answered every question we had during the sale and advertised our property's listing in all the right places that led to a quick sale and possession! We are so appreciative of all the hard work she put into getting our property on and off the market!

Kori & Andrew

Signature 7 – Step Selling Process

1

Preparation

Pre-Appointment Details & Checklist

2

Property Visit

Walk-through for Home Features and Suggestions

3

Strategy Consultation

Market Data & Strategy Creation

4

Staging, Photos & Video Tour

Showcasing Your Property

5

Marketing & Feedback

Marketing, Showings & Strategic Changes

6

Sale

Negotiations Using My Unique Winning Strategy

7

Closing

Legal Closing & Moving

Your Success is My Mission

When it comes to selling real estate,
I have three key objectives:

① To help each client reach their individual goals

② To facilitate a smooth and successful sale

③ To have the best customer experience possible

WHAT WE DO FOR YOU

Professional Marketing

Staging, professional photography,
custom walk-through videos, floor plans

Staging Services

Consultation and accessories are included,
rentals at warehouse discount prices

Schedule Showings

Will schedule other agents showing requests
around your schedule

Client Care Management

Your sale details are taken care of

Bi-Weekly Progress Reports

With all feedback and online data

Intelligent Pricing System

Experience Selling Homes

To negotiate the best outcome



Helping You Stand Out

Every detail counts when it comes to maximizing the price you can get for your home, and reducing your time on the market. More interested buyers equals more chances to sell. My customized, Signature Marketing Plan showcases the best side of your property, get buyers excited, all aimed to get you the best price possible.



Staging to Sell

Nice design is one thing, but Staging to Sell is entirely different! After helping sellers and buyers, I know what details can turn buyers away. From furniture placement to complete staging, we make sure that the small details are taken care of, so that your property shines.



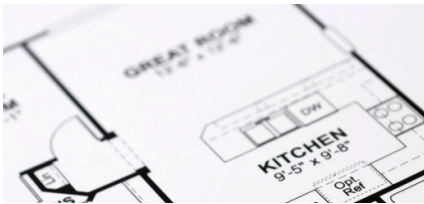
Professional Photography

I only use the best professional photographer who does more than snap a few photos. Angles, lighting, direction, exposure are carefully considered to present the best side of your property. Each photo is detailed before it goes live, to ensure it shows the best elements and attracts your future buyer.



Video Tour

We highlight the flow of your property through an elegant, professional video tour. Your property will have a video tour that feels like a live walk-through of the property. Some tours force you to click, spin, and stare at the ceiling, creating frustration. Ours allow an enjoyable virtual visit to the property with a simple click of the play button.



Floor Plans

Have you ever wished that you could just see the floor plans? Us too. We've listened to what buyers want, so we display a floor plan of every property we are selling.



Intelligent Pricing System

There is so much more to pricing a home than checking the tax assessment. Our pricing system takes into account past sales, current market conditions, unique features of your property, and provides you with options so you are empowered to price *and* sell your home.



Owner Details

Please have these details (Owner Details, Property Features, Highlights) complete for our initial appointment. This ensures that we can focus on what matters, and get the details right.

YOUR DETAILS

Legal Names of all Owners

Full Address

Phone Number

Email Address

Name of Pets (if applicable)

Approximate Size

Beds

Baths

House listed previously? Any offers?

Ideal move date?

Current tax assessment?

Price range that you think your home is worth?



Property Features

Tell me about your property! Details are everything in real estate. From your renovations and updates to your favourite things about your neighbourhood, these details ensure we are showing off all of the benefits.

UPDATES OR RENOVATION

Please include year

Permits pulled (Y/N)

Final inspection done (Y/N)



Highlights

Chances are, what you love about your property is what the new owners will love too. From the updates and renovations to the summer block parties and nearby cafes, this page helps us highlight the best details.

TOP FIVE

What your buyer will love about your home and area

1.

2.

3.

4.

5.

Why did you buy this property?

Frequently Asked Questions

I just want a price for my property, I'm not planning to sell at the moment. Will I get this at our consult?

I'm glad you asked! I'm happy to give you a general sense of what your property is worth in the market. We will give a range of value, which changes rapidly with the market and updates to a property. If you need an exact price, a licensed real estate appraiser will provide a report for you.

I'm in a hurry to list. How quickly can you get my property on the market?

If there are no changes or only minor staging needed, we can have your home photographed and listed on MLS in as little as 3 business days, subject to availability. We want to show the very best in your property, so we will work with you to create your custom strategy to maximize speed and results.

If I want to "test the market" at a price over market value, will you list my home anyway?

Great question! It depends. You will truly get the best price for your home when your price is attractive, yet fair, to buyers. Often when sellers test the market with high prices, they end up doing themselves major harm, losing serious buyers, attracting aggressive "low-ball" offers, and adding frustration to their lives. As my mission is the best customer experience possible, sometimes I will determine that an unrealistic price will not be a good fit, and other times we will sign paperwork in advance to re-price your property at a specified time.

How do I maximize the sale price for my property?

You're in the right place to find out! Part of the selling strategy consultation is to discuss recommendations for increasing the value of your property. Here are a few more tips.

Value Maximizer Checklist

EXTERIOR – First Impressions Count

- Lawns:** Cut grass, edge walks, trim hedges, weed gardens
- In winter:** Remove snow and ice from walks and driveway, sand/salt
- Front porch or verandah:** Clean or paint, if necessary
- Siding:** Hose down siding and remove unsightly marks, especially siding leading up to the front door
- Front door and trim:** Clean or paint, if necessary
- Windows:** Clean windows and paint trim, if necessary, especially at the front of the home

INSIDE THE HOME – Little Details Add Up

- Front Entrance:** Clean any marks off of the walls (paint, if necessary), clean
- Kitchen:** Remove clutter from counters and refrigerator, clean appliances, sinks, countertops and cabinet faces, tuck away garbage cans
- Bathrooms:** Clean mirrors, sinks, tub, shower doors, toilet and grout, put out fresh, clean towels, tuck away garbage cans, clean vent fan covers
- Living Areas:** Remove clutter, dust, polish floors or steam clean carpets, vacuum (all the way into the edges, behind and under furniture)
- Bedrooms:** Remove clutter, organize closets
- Storage Areas:** Remove unwanted items, ensure walls are visible
- Utility and Laundry Room:** Dust and clean utility and laundry machines, have furnace serviced or cleaned (recommended every 2 years)
- Smoke Detectors:** Make sure these haven't expired, replace if needed
- Light Bulbs:** Replace any burned out or mismatched bulbs

Pre-Appointment Checklist

PROPERTY DETAILS

- Completed Property Features Page
- Renovation or improvement receipts
- Your lot survey, HOA documents, or condo documents (whatever applies)
- Your most recent tax documents

LOGISTICS

- Key(s) for all front door locks and any codes for garage openers
- Contact information for all sellers
- Driver's licenses or Photo ID for our government FINTRAC forms



Next Steps

Track your dates for your property sale process here.

MARKETING

Staging

Photos and Video

List Date

Documents Due by

SALE

Conditions

Lawyer

Movers

Walkthrough(s)

Closing



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REALTOR®

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