

SELLING YOUR HOME WITH

Calgary 
ADVANTAGE

INFORMED SELLER'S GUIDE

 CIR REALTY

Calgary 
ADVANTAGE



CIR REALTY

ABOUT WES

Hi! My name is Wes Morrow and I am a Real Estate Professional and a REALTOR® in Calgary. I have been a proud Calgarian for over 35 years. I am happy to see where the city has come from and, more importantly, where the city is going! It is truly exciting to see Calgary take the next step to becoming an international city of culture, arts, design and cuisine.



My role as a REALTOR® is to be a facilitator, negotiator and consultant to make your transaction in real estate a smooth and enjoyable process. I listen to your wants and needs. I am an expert in the field of real estate including writing solid contracts, negotiating, knowing the positives and negatives of what to look for in a home, and filtering out the 'SPAM' to make sure we are using our time wisely. My strong work ethic, motivation and professionalism definitely play a role in bringing my clients success in selling or buying their home. I will be a professional and confident advisor to help you make an informed decision about the biggest financial decision of your life. And I am there for life, not just for the transaction or a pay cheque.

I look forward to working with you!

ABOUT KEVIN



Kevin Niefer is an accomplished Calgary REALTOR® who knows the key to success is serving his client's needs and has been doing so for over 25 years. With straight forward advice and a no-pressure attitude, Kevin can help you achieve your real estate goals with expert information and resources. Kevin's easy going personality, caring attitude and vast knowledge of the real estate market make him a perfect match for those wanting a solid real estate experience. Kevin's clients say that he clearly explains the process of buying a home and is very patient and understanding.

Kevin has received a number of RE/MAX awards and accolades including:



Top 10 RE/MAX Professionals • President's Club • Rookie of the Year • Top 100 Agents (Western Canada)

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WES MORROW
KEVIN NIEFER



*We always aim to go
that "EXTRA MILE"!*



There are many real estate professionals that believe they can work alone and still provide you with the service that you deserve. Selling or Buying a home is a complicated transaction that requires ongoing supervision ... It's near impossible to handle every detail on your own.

 **TEAM**

To better serve our clients, we have assembled a **TEAM OF SPECIALISTS** with a **PROVEN TRACK RECORD** to take care of every detail, right from your first meeting until long after your purchase or sale is done.

 **SERVICE**

Our team has a **STRONG COMMITMENT** to provide our clients with **SUPERIOR SERVICE** and we always aim to go that **"EXTRA MILE"!**

 **CLIENTS**

Our strong negotiating skills, knowledge and outstanding personalities are what helps us generate over 85% repeat and referral business from our **EXTREMELY LOYAL** and **SATISFIED CLIENTS.**

TEAM CONCEPT

Our purpose as an organization is to provide our clients with the highest level of skill and professionalism in buying or selling their home.

We are a highly efficient team of REALTORS® and real estate professionals educating people on the market place and how to buy or sell their home in all types of markets.



Our values are to keep the client's needs at the forefront of our decision making processes. The success of our business depends on the complete satisfaction of our clients with the buying and selling process.

We act as educators in the initial stages, building a client's knowledge base to a level at which they are comfortable taking the next step in buying or selling their home. Once there, we facilitate the deal, help them properly fill out the paper work, and ensure the conveyancing and after sale services are provided in a timely fashion.



We treat our business as a business. Clients can expect personalized service, at the same time knowing they are dealing with a structured organization with step by step procedures that can be followed by all members of the team at any time.

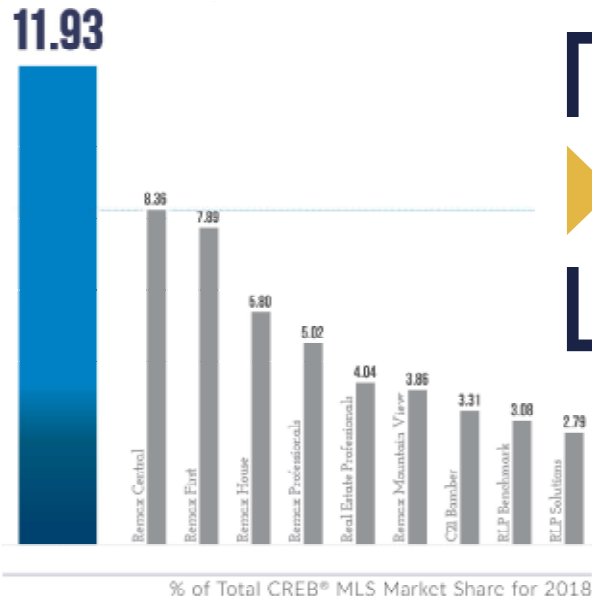
From the initial meeting to the after sale follow up and keeping you informed about your neighborhood and city we promise to provide a level of service higher than the client expects.



HIGHEST NUMBER OF TRANSACTIONS

CIR REALTY achieved the highest number of transaction among all brokerage in both the Calgary and Central Alberta real estate boards.

Our strength comes from over 1000+ REALTORS® serving Calgary and area, including Red Deer, Airdrie, Okotoks, Cochrane, Lethbridge, Sundre, Strathmore, Edmonton, Kelowna and all towns and cities in between.



43%
MORE TRANSACTIONS THAN THE #2 BROKERAGE

OUR COMMITMENT TO YOU

Knowing that the industry continues to rapidly evolve, it is our duty as your REALTORS® to stay relevant and educated with the most up-to-date information and services to better serve you. We look forward to building a trusting relationship with mutual respect that will last a lifetime. We will guide you every step of the way through all of your real estate needs.

THE CIR REALTY DIFFERENCE

- INDEPENDENTLY OWNED AND OPERATED IN THE ALBERTA MARKETPLACE FOR 40+ YEARS**
- 18 OFFICES IN ALBERTA & BC**
- OVER 1000+ REALTORS AND STAFF**
- RECIPIENT OF LEADING REAL ESTATE COMPANIES OF THE WORLD™ "MOST INNOVATIVE BROKERAGE AWARD"**
- PROUD MEMBER OF LEADING REAL ESTATE COMPANIES OF THE WORLD™ AND LUXURY PORTFOLIO, THE LARGEST INTERNATIONAL COLLECTION OF LUXURY REAL ESTATE**
- AWARD WINNER IN THE CALGARY HERALD READER'S CHOICE AWARDS CATEGORY, "BEST REAL ESTATE COMPANY" FOR THE PAST TEN YEARS IN A ROW**
- DONATED OVER \$1.3M TO THE RONALD MCDONALD HOUSE AND AARCS ANIMAL RESCUE**



▶ **OUR AVERAGE SOLD PRICE TO LIST PRICE RATIO WAS 100.64%** WHILE THE AVERAGE FOR THE REST OF REALTORS® IN THE CITY WAS 100.22%. THIS MEANS ON AN AVERAGE HOME WE SAVED OUR CLIENTS \$2,929

1300 HOMES SOLD
IN OUR CAREERS THAT SPAN
40 YEARS OF EXPERIENCE

▶ **OUR TEAM AVERAGE WAS 29 DAYS ON MARKET** WHILE THE MARKET AVERAGE WAS 33

KEVIN

TOP 3-10% OF REALTORS IN THE CITY
THROUGHOUT CAREER & TOP 2% OF
REALTORS IN  CIR REALTY

WES

TOP 10% IN THE LAST
8 YEARS AND TOP 2% OF
REALTORS IN  CIR REALTY

NETWORK OF TRUSTED PROFESSIONALS

There are a lot of people that you will need to successfully buy a home. We have spent years developing a **NETWORK OF PROFESSIONALS** that do a great job to ensure that you can buy a home with minimal stress. We have also developed great relationships with local REALTORS® to help make negotiations smoother for you.

WHY IS THIS IMPORTANT TO YOU?






This is one less thing that you will need to worry about when you are purchasing a home. Everything from home inspectors to condo document reviewers to being able to talk to a lawyer about an issue. We've got you **COVERED!**

EDUCATION

We believe that **EDUCATION IS KEY** to being a better REALTOR® for our clients. We take courses every year to strengthen our skill set. Below are designations we have received.

WHY IS THIS IMPORTANT TO YOU?

Many real estate agents only work part time and don't bother keeping up with current legislation. This could prove to be costly with your biggest investment. Make sure you have a **PROFESSIONAL TRAINED REALTOR®** working for you.

 <p>Master Certified Negotiation Expert *1 of only 241 in Canada</p>	 <p>Certified Condominium Specialist</p>	 <p>Accredited Buyer's Representative</p>
 <p>NAR's Green Designation</p>	 <p>Residential Specialist Relocation</p>	 <p>Seller Representative Specialist</p>

WHY CALGARY ADVANTAGE?

MARKET KNOWLEDGE

Going above and beyond basic market statistics of sold and active properties is a necessity to get a true sense of the market. Absorption rates, sale price to list price ratios, and local market information that might be pertinent to your transaction are all important factors. We take all of the details and put them together to give you the **BIG PICTURE**.

WHY IS THIS IMPORTANT TO YOU?

Understanding all of the market data helps you to make an **EDUCATED DECISION** on the purchase of your home.



COMMUNICATION

Constant updates as to the current market conditions and how they affect your property, feedback from what other agents are saying about your property and letting you know the marketing efforts that are taking place are mandatory for you to **BE INFORMED**.

WHY IS THIS IMPORTANT TO YOU?

You have important decisions that will have to be made and it is our commitment to ensure you have the information necessary to make **GOOD DECISIONS**.

NEGOTIATING

We are **MASTER CERTIFIED NEGOTIATION EXPERTS** and consider ourselves among the top negotiators in the Calgary area. Negotiations never get anywhere when they turn adversarial. We have built good relationships with many **REALTORS®** that helps get you what **YOU** want in a negotiation.

DEVELOPING GOOD RELATIONSHIPS WITH OTHER REALTORS®

We make it a point to develop good relationships with other **REALTORS®** in our area as well as Realtors in other areas / provinces. Our ever expanding network keeps us top of mind for their clients real estate needs.

LIFELONG RELATIONSHIP

Once the transaction is complete, that is **NOT** the end of our relationship. Our business has grown over the years because of all the great relationships we've built with our clients. **85%** of our business comes from Repeat and Referral Business. There are several 'Client Appreciation' events throughout the year and we regularly keep in touch.



WHY IS THIS IMPORTANT TO YOU?

It's important to plan and ask more questions to make sure our clients get the best possible outcome. We use techniques to create a collaborative environment, to gather additional information from the **BUYER'S** agent and to reduce the pressure of a negotiation. Negotiation is an **ART** and this skill is not common among other agents.

WHY IS THIS IMPORTANT TO YOU?

Those relationships help get deals put together and help get us a better outcome for our clients. The network of **REALTORS®** outside the city ensure that you have a trusted real estate agent to help you purchase where ever your next landing spot may be.



We look forward to a long and happy relationship with you...
OUR CLIENT FOR LIFE!

SELL & BUY - MAKING IT STRESS FREE

It was my first time selling, and Wes gave me the confidence to put my place up for sale and continue to look for a new place. He was knowledgeable and figured out exactly what I was looking for. I can't thank Wes enough for all the support and guidance he gave me on this new adventure!

- **Densie T**



SUCCEEDED WHERE OTHER AGENTS DID NOT

Previous agents had failed to sell my apartment. Wes went above and beyond having open houses, baking homemade cookies and even took time to visit competition to know what we were up against. He researched bus schedules and local businesses so he knew how to sell my property to every type of potential buyer. He worked hard to sell my home and he did!

- **Brandi M**

SOMEONE WHO LISTENS

Kevin is patient, supportive and accommodating through our home sale. You listened to our needs and provided sound advice without pressuring us to make a decision. Every decision you made with us was as you were doing it for yourself and we appreciate that! We will continue to recommend you to anyone who is looking for a top notch REALTOR®.

- **Dennis & Linda Q**

HE ALWAYS CALLS BACK

If you want a REALTOR® that calls you back, Kevin is always there to help with questions or concerns. He is professional, knowledgeable and caring, but will also leave you smiling because of his outgoing, fun personality. It's no wonder Kevin is one of the top REALTORS® in the city!

- **Joey & Becky S**

HOME SOLD QUICKLY

I hired Kevin to sell my home as his track record was exceptional. He worked with me to establish a fair market price, had my home professionally staged, provided attractive colour brochures and had a few, very well promoted open houses. My home sold within weeks at a price I am satisfied with. This was possibly one of my best real estate experiences. Thanks, Kevin!

- **Tom A**



SOLD IN 6 DAYS

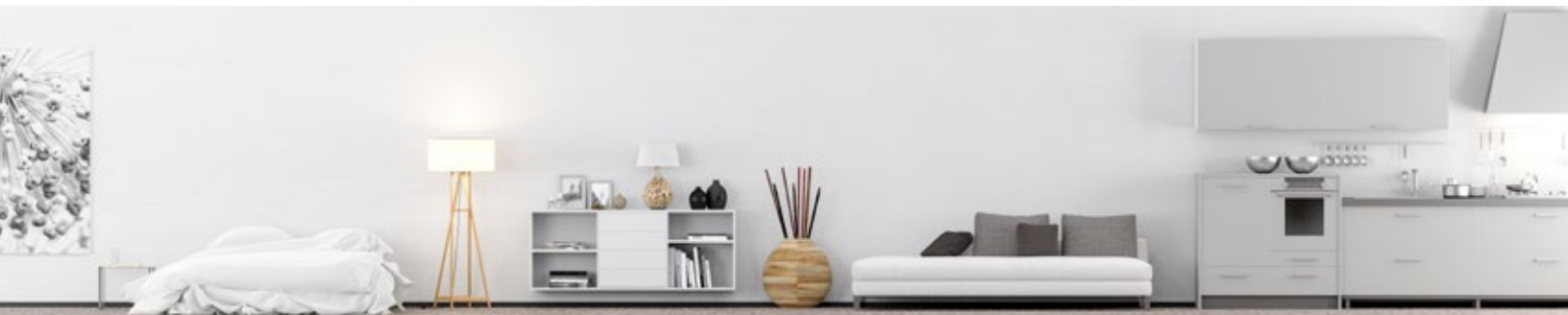
We had our home sold in 6 days! He helped by providing advice on getting our home ready for market, making sure our listing got the farthest reach and scheduled 25 showings in 4 days around our busy schedule. We had 4 different offers and he expertly negotiated with our best interests at hand. Wes is personable with high integrity and we highly recommend him for anyone seeking a good REALTOR®.

- **Tony & Rhiannon G**



SCAN THE CODE TO CHECK OUT MY VIDEO TESTIMONIALS
[HTTPS://YOUTU.BE/EN95TWDRBZM](https://youtu.be/en95twdrbzm)

- ✓ An **ACCURATE EVALUATION** is completed to ensure the house is priced properly when first introduced to the market. It is important to understand that market value is what a buyer is willing to buy and what a seller is willing to sell. We can give a fairly accurate idea of what we think that will be based on what we know from buyers we have worked with in the past.
- ✓ **LISTING CONTRACT SIGNED** in order to move forward with the marketing process. (May be post-dated if work needs to be done).
- ✓ We will verify your **REAL PROPERTY REPORT** is current or if it needs to be updated.
- ✓ We will install a **LOCKBOX** to allow easy access to the house. Your listing will be loaded on to the MLS (Realtor.ca) based on the contract date.
- ✓ Our **HOME STAGER** is notified to contact you to set up a consultation to help you prepare the home for showings.



- ✓ Once the house is ready for showings, our **PHOTOGRAPHER** is notified to contact you to make arrangements to take interior/exterior photos.
- ✓ We will book **SHOWING REQUESTS** on your home according to your availability.
- ✓ A CIR **"FOR SALE"** sign is ordered and will be installed within 24 - 48 hours of your contract date.
- ✓ Your home will then be added to **VARIOUS WEBSITES** including our Team sites, www.yycrealestateadvantage.com, www.wesmorrow.ca, www.kevinniefer.com and www.remax.ca.
- ✓ The home will automatically appear on **MLS.CA** within 24-48 hours after it appears on our internal system.
- ✓ Once **PHOTOS** are received, they are added to all the various websites within 24 hours.
- ✓ **PROFESSIONAL FEATURE SHEETS** are designed, printed and delivered to your home within 48 hours after the photos have been received.

WHY CALGARY ADVANTAGE?

- ✓ We are very active on **SOCIAL MEDIA**. Your listing will be on all of our platforms including Facebook, Instagram, LinkedIn & Youtube as well as being promoted on FB marketplace.
- ✓ We will **SPEAK ABOUT YOUR HOME** at our weekly office meeting and then it goes on our internal listings board for all our agents to preview.
- ✓ We will boost your property through CIR's exclusive partner **ADWERX**. This gives you a great start to marketing your property and impressions show up throughout all social media platforms as well as google searches and other large websites.
- ✓ We **EMAIL BLAST** your listing to all the top producing agents in the area to further promote the home.
- ✓ We **SEARCH OUR DATABASE** for any prospective buyers that we are actively working with that may have been looking for a home similar to yours.
- ✓ We utilize **SEVERAL DOMAIN NAMES** to attract buyers to our website to further expose your home. Wes is constantly watching to see what other homes are listing and which ones are selling to ensure that we are in line with the market.
- ✓ We have **LEAD GENERATING** websites bringing buyers to our websites 24/7.
- ✓ Once your home is listed, we create a **LISTING SERVICE REPORT** to track all of the activities and advertising associated with your home. This report can be emailed to you on a regular basis.
- ✓ We will **FOLLOW UP** with every agent to obtain feedback from their clients and will relay that information to you.
- ✓ If you are **SELLING A CONDO**, you are responsible for the cost of the condo documents (\$300-\$500). Our relationships with other REALTORS® usually cuts your cost down substantially by obtaining the documents from a recent sale.
- ✓ Our **TEAM CONCEPT** ensures that someone is always here to take your call. Besides having a team of licensed REALTORS® all working for you, we have full time office staff from 8 to 4, Monday to Friday. After hours, we have several receptionists and a 24 hour answering service to pass along your messages.



- ✓ We are checking the hot sheets on a daily basis to **REVIEW THE MARKET** (new listings and sales) and ensure we are priced properly and to keep our eye on the competition.
- ✓ Once an offer comes in, we notify all other showing agents in an effort to create competition and multiple offers on your home to ensure you receive **TOP DOLLAR**.
- ✓ We have combined **EXPERIENCE** of over 30 years to ensure your home is sold fast and for top dollar!

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YARD MAINTENANCE

- Cut lawn
- Trim bushes and trees
- Pick up litter
- Rake leaves
- Shovel snow
- Tidy flower beds (pull out dead plants)
- Remove toys and yard tools
- Clear and sweep driveway and porch
- Wash front door
- Replace or fix house number and lighting
- Touch up paint on trim on the exterior
- Oil squeaky doors
- Tighten door knobs
- Replace locks that are hard to open
- Wash windows
- Re-caulk windows that need it
- Repair cracked stucco

PURGE DON'T SPLURGE

- Remove all clothes that are out of season
- Remove all items from the pantry not needed for every day cooking
- Remove extra dishes and cookware that is unneeded from cupboards
- Store extra appliances
- Have a garage sale

CLEANLINESS

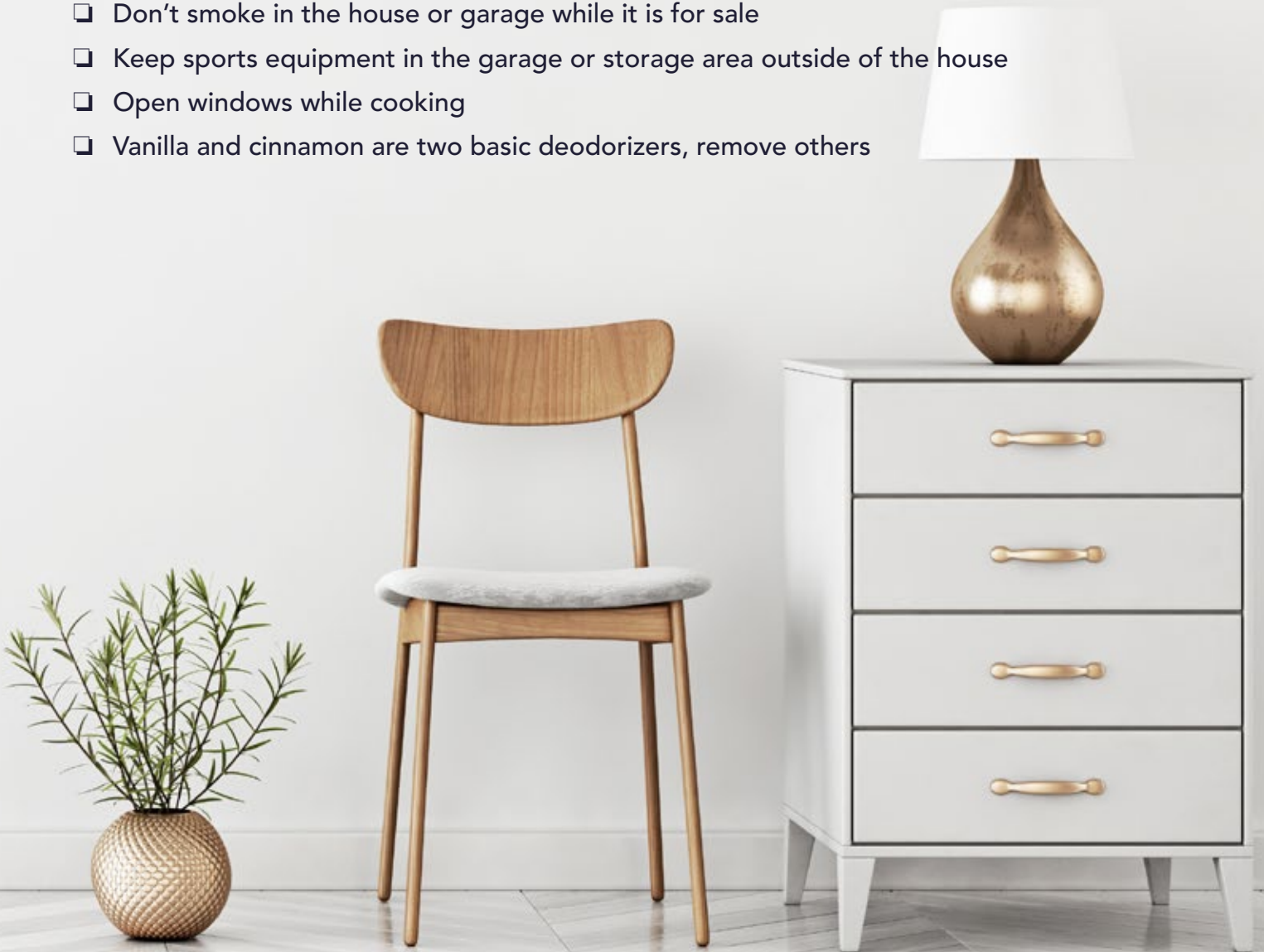
- Professionally clean the carpets
- Wash the washer, dryer, and tubs
- Clean fridge and stove
- Clean and freshen all bathrooms
- Wash all walls
- Wash door handles and light fixtures
- Wash and organize cupboards
- Wash and organize pantry
- Straighten up your linen closet
- Empty the garbage every day
- Clean furnace room

IMPERSONAL SELLS

- ❑ Remove trophies, family photos, mementos, and pet toys
- ❑ Remove, or hide personal grooming items (toothbrush, combs, etc.)
- ❑ Take down posters, and photos from your teenager's room
- ❑ Remove magnets from the fridge

ODOURS

- ❑ Clean the litter box daily
- ❑ Don't smoke in the house or garage while it is for sale
- ❑ Keep sports equipment in the garage or storage area outside of the house
- ❑ Open windows while cooking
- ❑ Vanilla and cinnamon are two basic deodorizers, remove others





REDUCE FURNITURE

- Remove excess furniture and take to storage
- Get an outside view of what should be removed

SET THE STAGE

- Leave ALL the lights on if you know you are having a showing
- Set the table with your best china
- Put a pair of wine glasses on the coffee table
- Put out show towels in the bathroom and don't let the family use them
- Keep the temperature at 22°C
- Soft music playing
- Turn fireplace on in the winter
- Open the curtains and blinds in all rooms

REPAIR

- Fix dripping faucets
- Cracked tile
- Mouldy caulking
- Fresh coat of paint goes a long way
- Make sure the door bell works



“Home staging” is not a new term, but for many homeowners, this concept of “professional home staging” is shedding new light on how to properly promote a home. It’s not always easy to get a home into selling condition in a timely manner without some sort of experienced assistance.



Before

This is where our home stagers come into play. Professional home stagers are practiced in the art of preparing a home for resale. They work with the **“flow”** of a home, eliminate clutter, edit and arrange furniture, and even assist in enhancing curb-appeal. With the aid of a professional home stager, your house can make a notable first impression on potential homebuyers.



After

We firmly believe in **“First Impressions”** which is why part of our service includes a **FREE HOME CONSULTATION** for all clients with one of our home staging professionals as well as having **PROFESSIONAL PHOTOGRAPHS** taken to capture the true beauty of each home.



Before you buy a home, it is VITAL that you hire the right agent.

Here are a few questions to ask any potential Real Estate Agent before you make your decision...



1. Do you have a **PLAN OF ACTION** to market my home?
 2. What is your **TRACK RECORD** of success?
3. Do you have a **TEAM TO HELP** oversee every transaction?
4. Do you **UPDATE YOUR CLIENTS** on a weekly basis?
 5. Do you use a **HOME STAGER?**
6. Do you use a **PROFESSIONAL PHOTOGRAPHER?**
 7. How will you **PROMOTE** my property?
 8. Which **WEBSITES** do you market on?
 9. How do you handle **INTERNET INQUIRIES?**
10. What **MARKET SHARE** does your company or organization have in this area?
11. **REMEMBER!** Sometimes cheap is expensive.



LAWYERS

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Dave West

West Legal
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#1200, 10201 Southport Rd SW
Calgary, AB T2W 4X9

HOME INSPECTORS

Graeme Brooks

Brooks Home Inspections
Phone: 403-805-0937
Email: brookshomeinspectionsyyc@gmail.com

Henry Kingma

King Home Inspections
Phone: 403-481-8800

CONDO DOCUMENT REVIEW

Condo Check

Phone: 403-509-2462
Email: info@condo-check.com

Roy Rasmusen

Expert Condo Review
Phone: 403-383-2920
Email: rrasmusen@shaw.ca
www.expertcondoreview.com

MORTGAGE BROKERS

Gary Cook

Summit Mortgage Corp.
Phone: 403-616-6843
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Calgary, AB T2G 0A2

Josh Higgelke

Mortgage Connection
Phone: 403-802-1844
Email: Josh@lessinterest.ca
1121 Centre St. NW
Calgary, AB T2E 7K6

HOME STAGING

Madeline

Rose & Fern Home Staging
Phone: 403-465-0442
Email: madeline@roseandfernhomestaging.com

CLEANERS

Leah

Phone: 403-820-5834

Valerie

Phone: 403-993-1319

ENMAX

www.enmax.com
310-2010

ALTA GAS UTILITIES

www.altagasutilities.com
1-800-242-3447
Call before you dig - 403-245-7888

DIRECT ENERGY REGULATED SERVICES

www.directenergyregulatedservices.com
Natural Gas: 1-866-420-3174
Electricity: 1-888-420-3181

SHAW

TV / Internet / Telephone
www.shaw.ca
403-716-6000

TELUS

Phone / Internet / Cell / TV
www.telus.com
310-2255

BELL

Internet / Cell / TV
www.bell.ca
1-800-667-0123

CALGARY BOARD OF EDUCATION

www.cbe.ab.ca
403-817-7955

CALGARY CATHOLIC SCHOOL DISTRICT

www.cssd.ab.ca
403-500-2000

CANADA POST

www.canadapost.ca
1-866-607-6301

CITY OF CALGARY

www.calgary.ca
311

CALGARY TRANSIT

www.calgarytransit.com
403-262-1000

CALGARY COMMUNITY PROFILES



SCHOOL RANKINGS



CALGARY TRANSIT



CALGARY CRIME STATISTICS



WALKSCORES



Here are a few of the people/companies that should be notified of your change in address:

- Post Office
- Revenue Canada
- Canada Pension Plan
- Old Age Security
- Veteran’s Affairs
- Employment Insurance
- Maternity Benefits
- Driver’s and Vehicle Registration
- Health Insurance
- Schools
- Newspapers
- Book Clubs
- Finance Companies
- Credit Cards
- Insurance Agencies
- Real Estate Agency
- Pharmacists
- Doctor
- Electric Company
- Gas Company
- Water Company
- Telephone Company
- Internet Service Provider
- Water Treatment Company
- Fuel Supplier
- Financial Advisor
- Chiropractor
- Libraries
- Magazines
- Banks
- Lawyer
- Charge Accounts
- Dentist
- Dry Cleaner
- House Cleaning Service

Things to do just before closing day:

- Make sure to arrange for the utility companies do all final meter readings.
- If the home will be vacant before the new home owners take possession, turn the temperature down slightly to save heating costs.
- Ensure windows and doors are locked.
- Disconnect telephone.
- Leave all keys for new owners.

NOTES:



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