



SELLING YOUR HOME WITH

Calgary 
ADVANTAGE

INFORMED SELLER'S GUIDE

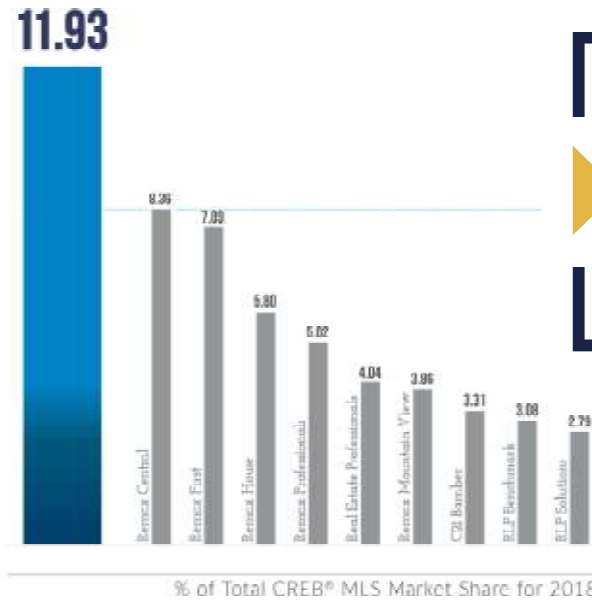


CIR REALTY

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

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



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)

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