



GRASSROOTS

REALTY GROUP

SELLER GUIDE

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GRASSROOTS

REALTY GROUP

**THANKS FOR SELLING WITH ONE OF
CANADA'S FASTEST GROWING
NEW COMPANIES**

GRASSROOTSREALTYGROUP.CA





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As a Bow Valley local for over ten years, I know exactly what makes the Bow Valley a perfect place to call home. Living in Banff or Canmore is a four-season dream. Whether you enjoy biking, hiking, skating, skiing, or anything in between, the Rocky Mountains have you covered! With an energetic mix of new and established residents, Banff and Canmore are ideal alternatives to hectic city living. Whether you are new to the area, looking to grow a family, or just need a new mountain view to stare at through the window, Jamie Robinson can help you achieve your goals!

SCAN ME



JAMIEROBINSONREALTY.CA

SCAN TO CHECK OUT
MY WEBSITE.



LET'S CONNECT!

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ABOUT GRASSROOTS REALTY GROUP

GRASSROOTS REALTY GROUP IS A BOUTIQUE REAL ESTATE BROKERAGE, FOUNDED IN ALBERTA, BY ALBERTANS, FOR ALBERTANS

WHO WE ARE

Grassroots Realty Group is a boutique real estate marketing firm that is dissecting every pre-conceived notion of what makes a real estate brokerage; we're taking a grassroots approach and rebuilding it from the bottom up. **Real estate marketing has been tired, bored and stagnant for years, and we are here to change the game.** We are constantly asking ourselves the question, what isn't working? How can we do it better? If we get to the core of real estate, it all comes down to marketing. Real estate is our passion, and changing the marketing game is our mission!

Scan the QR Code to watch what Kevin O'Leary from the TV show "Shark Tank" has to say about Grassroots Realty Group!



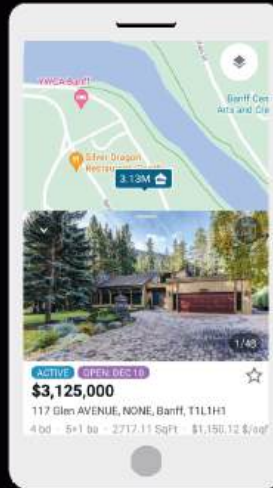
THE ROOTS FOUNDATION

Grassroots has always been known for its philanthropy. Community is #1 for us. In 2018 we formalized our giving back with our not-for-profit, 'The Roots Foundation'. **A portion of every sale that we do goes back to the community into local non-profits, sports clubs, groups, and organizations.** Our goal is to lead and inspire in real estate and giving back. So let's roll up our sleeves, dive in, and make our communities the best they can be by giving back and support our amazing province of Alberta.





Showcasing Bow Valley Living



Online Maps & Property Detail



High Quality Photos



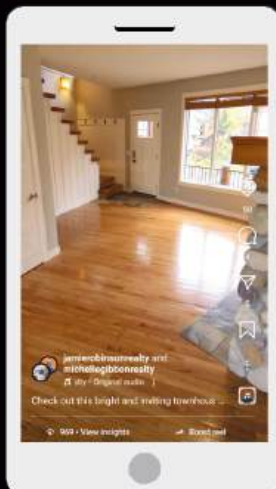
Measurements & Digital Floor Plan

Digital Marketing

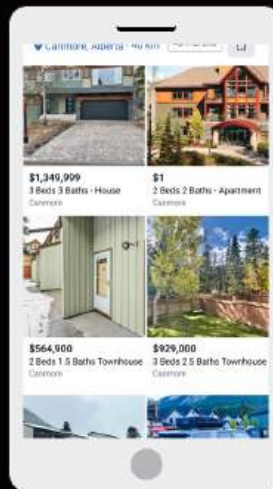
10X the number of people who see your listing. Newspaper and magazine ads are no longer enough. Digital Marketing allows for your listing to be advertised on multiple websites and platforms simultaneously, reaching thousands of potential buyers!



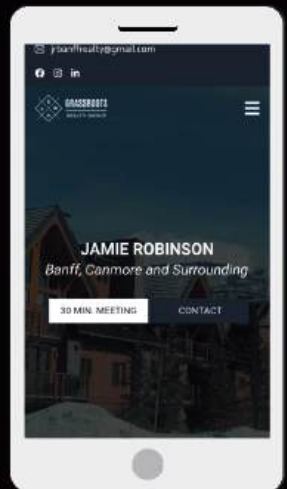
Virtual 3D Walk-Through Tour



Property Tour Videos



Facebook Market Place Utilization



Advertising On Multiple Websites

DIGITAL MARKETING



FACEBOOK

Our team does more than post your listing on social media, we find creative and interactive ways to engage clients. We engage in highly targeted cost-per-click advertising to find the perfect buyers. We track our marketing efforts rigorously and will report our results on a weekly basis.



INSTAGRAM

Our Instagram page is filled with beautiful and inspiring content, local architecture, art and most importantly our featured listings. We convey our messages through stunning visual posts, and reach our target demographics through specialized marketing.



CRIBFLYER

CribFlyer enhances home sales by providing professional looking single-property websites that showcase YOUR listings with eye-catching designs, multimedia integration, and lead capture features, attracting potential buyers and facilitating quicker sales.

ADDITIONAL MARKETING



24 hour exposure on MLS, Kijiji, Grassrootsrealtysgroup.ca and over 10 other public web-sites



Dynamic road-side signage – the sharpest in the real estate game.



Professionally printed flyers designed by our in house designer.



Realtor® and Public open houses within first week of listing. Old School Works!



Home Staging, Cleaning and Organization Available



Email Drip campaigns, newspaper, radio and other old school marketing when applicable.

THE SELLING PROCESS

PART 1

SITE VISIT (CMA)

First order of business is getting together at the property to ensure we have all the information on the home. This is usually 45 minutes and gives us a fantastic opportunity to get to know each other and everything you love about the home.

RECOMMENDATIONS

Not sure whether to replace the tired flooring, paint, or to stage etc. We can make recommendations and connect you with the best professional contractors.

MEDIA + MARKETING

Once your home is show ready, our PRO media team will capture photos, film videos, and capture 3D floorplans. Ideally, this will take place 2-3 days prior to hitting the market.

SIGN UP + LAUNCH

Our stunning signage goes up, and we launch across all platforms!

SHOWTIME!

We're now ready to show the world your beautiful home and ready to take Showings.

SHOWINGS

We are now ready to take showings on your home! Remember to keep it tidy and clutter free for maximum results.

THE SELLING PROCESS

PART 2

OFFERS

We provide buyers with all documentation needed to submit offers. As a team, we will discuss our negotiation strategy to ensure you receive top dollar for your home!

COMPLETE CONDITIONS

Conditions can be different for every deal but the most common are financing, property inspection, condo doc review, and sale of buyers home. It usually takes 2-3 weeks to remove.

SOLD!

With military like precision, we've achieved our objective. It doesn't end there though! This is where we send the deal to the lawyers.

LEGAL

Now that we have a done deal, we need the lawyers to make it official. Bank documents and title transfers are all done at this time.

KEY RELEASE

We will be there to do final walk through and collect all the keys from you. We will facilitate a key hand off to the buyer and make sure everyone is happy

POP BOTTLES AND ENJOY

We did it!!! This was a full team effort and with every successful seller, there is always a reason to celebrate. This is another area we excel in



CMA EXPLAINED

(COMPARATIVE
MARKET
ANALYSIS)

A QUICK BREAKDOWN OF THE CMA

BEFORE PUTTING A HOME ON THE MARKET OR LISTING WITH A REAL ESTATE AGENT, SAVVY HOME SELLERS OBTAIN A COMPARATIVE MARKET ANALYSIS, ALSO REFERRED TO IN INDUSTRY AS A CMA .

Comparative Market Analysis (CMA) reports contain the following data:

Active Listings: homes currently for sale. These listings matter only to the extent that “they agree” with your competition for buyers. They are not indicative of market value because sellers can ask whatever they want for their home. It doesn't mean any of the prices are realistic, necessarily.

Sold Listings: homes that have closed within the past six months. These are your comparable sales and what an appraiser will use when appraising your home for the buyer, along with the pending sales (which will likely have closed by the time your home is sold). Look long and hard at the comparable sales because those are your market value.

Off-Market / Withdrawn / Cancelled: these are properties that were taken off the market for a variety of reasons. Usually, the reason homes are removed from the market is because the prices were too high.



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SELLER CHECKLISTS

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PRE-LISTING CHECKLIST

CURB APPEAL

- ☐ Add colorful plants
- ☐ Mow lawn
- ☐ Trim around walkways
- ☐ Trim trees and bushes
- ☐ Remove weeds from flowerbeds
- ☐ Match around trees and flowerbeds
- ☐ Clean and paint the front door
- ☐ Add a new, fresh doormat

EXTERIOR

- ☐ Powerwash driveway & siding
- ☐ Remove driveway stains
- ☐ Fill driveway cracks
- ☐ Repaint or stain patio
- ☐ Wash windows
- ☐ Clean window wells
- ☐ Repaint siding
- ☐ Clean and repair gutters
- ☐ Replace missing shingles
- ☐ Ensure lights are working and bright
- ☐ Make sure the doorbell is working

OVERALL INTERIOR

- ☐ Mop all hardwood and tile
- ☐ Clean window and window wells
- ☐ Repair holes or cracks in walls
- ☐ Repaint with neutral colors
- ☐ Clean baseboards and trim
- ☐ Organize basement
- ☐ Check and replace light bulbs
- ☐ Dust all lights and ceiling fans
- ☐ Dust shelves and art
- ☐ Remove family photos
- ☐ Take out all trash
- ☐ Have carpets professionally cleaned
- ☐ Fix leaky faucets
- ☐ Organize closets leaving free space
- ☐ Clean all blinds and curtains
- ☐ Ensure windows open, close and lock
- ☐ Clean all filters and vents
- ☐ Replace worn pillows and rugs
- ☐ Declutter and arrange in an inviting way
- ☐ Place fresh flowers on the table
- ☐ Eliminate odors



PHOTOGRAPHY PREP CHECKLIST

GENERAL

- ☐ Remove all superfluous items to create more space.
- ☐ Deep clean and declutter
- ☐ Remove all children and pet toys
- ☐ Remove pet bowls, crates, etc.
- ☐ Open curtains and turn lights on
- ☐ Replace all burned out lightbulbs
- ☐ Hide unattractive views with semi-sheer curtains
- ☐ Turn all fans off
- ☐ Remove all family photographs
- ☐ Remove signs of political or religious preferences
- ☐ Remove any newspapers magazines or mail

BEDROOMS

- ☐ Make all beds
- ☐ Clear clutter
- ☐ Remove all personal items
- ☐ Tidy up toys clothes and valuables
- ☐ Create space in closets by removing extra clothing
- ☐ Replace toilet paper with fresh rolls

BATHROOMS

- ☐ Leave toilet seat down
- ☐ Clear all clutter or countertop
- ☐ Remove all rugs/bathmats
- ☐ Remove soap and shampoo containers
- ☐ Remove dirty towels
- ☐ Arrange fresh accent towels
- ☐ Place a small fresh plant out for decoration

KITCHEN

- ☐ Remove small appliances from counters
- ☐ Remove all rugs and dishtowels
- ☐ Place fresh flowers or fruit bowl on the counter for decoration
- ☐ Remove magnets from the refrigerator
- ☐ Ensure that all visible areas are freshly cleaned
- ☐ Store garbage can out of sight
- ☐ Replace paper towel with fresh rolls

LIVING ROOM

- ☐ Turn off the TV and hide remotes
- ☐ Place pillows and throw blankets neatly in place
- ☐ Declutter coffee tables and shelves

DINING ROOM

- ☐ Declutter all areas
- ☐ Place a simple centerpiece on the table
- ☐ Ensure that chairs are neatly arranged

EXTERIOR

- ☐ Place garbage bins in the garage
- ☐ Ensure hoses are coiled neatly
- ☐ Uncover and clean barbecues
- ☐ Close garage door
- ☐ Ensure landscaping is freshly manicured
- ☐ Place a fresh wreath and doormat at the entrance to the home



SHOWING CHECKLIST

1 HOUR BEFORE THE SHOWING

- | | |
|--|---|
| <input type="checkbox"/> Sweep & mop all hard-surfaced floors. | <input type="checkbox"/> Move cars out of the driveway. |
| <input type="checkbox"/> Make your beds. | <input type="checkbox"/> Remove everything from the kitchen sink. |
| <input type="checkbox"/> Clean and wipe down toilets. | <input type="checkbox"/> Take out all garbage. |
| <input type="checkbox"/> Vacuum all carpets. | <input type="checkbox"/> Clean all of the counters. |
| <input type="checkbox"/> Wipe down all kitchen appliances. | <input type="checkbox"/> Clean up any yard clutter. |

30 MINUTES BEFORE THE SHOWING

- | | |
|---|--|
| <input type="checkbox"/> Turn on all lights & open curtains. | <input type="checkbox"/> Sweep front door and shake out the doormat. |
| <input type="checkbox"/> Clean all glass and mirror surfaces. | <input type="checkbox"/> Make sure that your home has a pleasant odor. |
| <input type="checkbox"/> Remove all clutter. | <input type="checkbox"/> Remove all pet supplies (if applicable). |
| <input type="checkbox"/> Put personal items & valuables in a basket and put it in your car. | <input type="checkbox"/> Put away all toys (if applicable). |

10 MINUTES BEFORE THE SHOWING

- | | |
|--|---|
| <input type="checkbox"/> Prepare to leave with your family & pets. | <input type="checkbox"/> Place all prescriptions in a secure location. |
| <input type="checkbox"/> Ensure all toilet seats are down. | <input type="checkbox"/> Verify that all valuables and personal items have been removed |



CLOSING CHECKLIST

CLOSING DAY TASKS FOR THE SELLER

BEFORE

- ☐ Get all of your closing documents together.
- ☐ Your current home utilities should be canceled or transferred.
- ☐ Gather any appliance manuals, warranties, or other documentation
- ☐ Ensure that all household remote controls are left at home.
- ☐ Switches should be turned off and any door or windows should be closed.
- ☐ Cancel your current homeowner's insurance policy.
- ☐ Ensure that all personal belongings are removed.

ON MOVING DAY

- ☐ For the house inspection, double-check that you have receipts/documents for any repairs you've made.
- ☐ Have photo identification for the person who will be in charge of the house.
- ☐ Make all of the closing fees payments.
- ☐ Get all of your closing documents together.

AFTER

- ☐ Ascertain that the new owners have received all utilities.
- ☐ Make a copy of your closing documents and keep them in a secure location.



MOVING CHECKLIST



CHANGE MAILING ADDRESS

Bank, phone, CRA, subscriptions, municipal. Set up mail forwarding



SET UP NEW / CANCEL OLD UTILITIES

Water, gas, electrical, internet, phone, cable., alarm. Set up Installs.



CANCEL INSURANCE

Get multiple quotes, bundle with auto to save. Lawyers will need this!



MAKE MOVING ARRANGMENTS

Take time off work, book movers, cleaners or family/friends to help.



HOUSE KEYS & GARAGE DOOR OPENERS

Make sure to have two sets of house keys and garage door openers for new owners.



ORDER PIZZA

Trust us, you will be busy! We are here to help, and we also love pizza.