



RE/MAX RIVER CITY

HOME SELLERS' GUIDE

COURTESY OF:

BEV O'SHEA

RE/MAX RIVER CITY

#301, 10171 SASKATCHEWAN DRIVE

EDMONTON, AB T6E 4R5

780 439 7000 – OFFICE

780 445 8267 – DIRECT

BEV@EDMONTONCITYHOMES.COM

WWW.EDMONTONCITYHOMES.COM



LISTING YOUR HOME

The purpose of this package is to help inform and guide you on the intricacies of the home selling experience. We as real estate professionals have been guilty of inundating the public's mailboxes with everything from Christmas baking recipes to poems on Valentine's Day; choosing a REALTOR® based on mass mail outs, bus benches or even ads in grocery carts is very likely not the best method of selection.

I believe that the best tools I can offer are my knowledge & experience. I believe that I provide the highest quality of service to each & every client so that they feel less stress throughout the whole process. Let's face it, selling "our home" is one of the most stressful situations we will deal with in our lives.

EdmontonCityHomes.com as well as this package will provide information about selling in the current real estate market.

If you have any additional questions, please contact me at 780 445 8267 to discuss or email me at bev@edmontoncityhomes.com. I would love to show you how I can sell your home for the best value in the shortest amount of time.

Warm regards,

A handwritten signature in cursive script that reads "Bev". The signature is written in black ink and is positioned above a horizontal line that serves as a separator.

ABOUT BEV

Selling your home will likely be one of the largest financial transactions you will undertake in your life. That's why you need not only a great agent to help you through every step of the process, including attracting qualified buyers, but also plenty of high-quality information. I want you to feel comfortable with your decision... regardless of whom you choose to represent you.

If you are considering working with me, thank you. I hope this information will give you greater confidence in choosing me and my team:

- Over 30 years' experience in the real estate market
- Past member of the Appraisal Institute of Canada
- I have earned awards for excellence in real estate, including:
 - Membership in the RE/MAX 100% Club
 - Membership in the RE/MAX Platinum Club
 - Membership in the REALTOR® Association Medallion Club, which is awarded to the top 5% of agents in Edmonton
- Regularly one of the "top 5" associates in my office
- CERC relocation designation – specializing in corporate relocations
- As an expert advisor on the Edmonton real estate market, I have been interviewed by the Edmonton Journal and St. Albert Gazette on an ongoing basis.
- I am involved in the Children's Miracle Network by donating a percentage of commission earned from each home sold to the Stollery Children's Hospital



I'm also an avid traveler, an animal lover... and deeply involved with my family – including my five grandchildren. (Don't worry! I won't overwhelm you with photos of them.)



MEET MY TEAM

Having sold houses for over 30 years, I've noticed a gradual change over the last number of years. It has become apparant that the most effective way to help my clients sell their homes quickly is to deligate responsibilities to my team which will allow me to focus solely on selling your home.

We currently have a small but efficient team who all understand that the most important objective is to sell your home for the greatest amount of money in the least amount of time.



Bev O'Shea - REALTOR®

bev@edmontoncityhomes.com

- I have 30+ years of real estate experience and have been selling homes through the economic ups and downs consistently. I am confident that we can get your home sold for the greatest amount of money in the shortest possible time.



Ryan O'Shea -Client Care Coordinator

ryan@edmontoncityhomes.com

- Having Ryan as a Client Care Coordinator has allowed me to ensure my clients are getting all the information that will help their homes sell in a timely manner. He is in charge of virtual tours, photos & ensuring clients receive all follow up comments from buyers agents.



Sue Winchester – Marketing Specialist

sue@edmontoncityhomes.com

- As Marketing Specialist, Sue is responsible the majority of events which must take place in order for your home to sell. She is also responsible for relaying necessary information which is relevent about your home onto other members of the team. In addition to this, one of her other areas of expertise include relocations.



Daryl Becker – Lawyer

daryl.becker@beckerlaw.ca

- Over the years, I have developed a strong working relationship with Daryl, and when my clients request a lawyer, I immediately refer his name. The clients I refer to Daryl always receive the highest quality of service.

9 Questions to Ask REALTORS®

REALTORS® are salespeople with expertise in highlighting the assets of every property we list. So how do you know if you're choosing the best agent for your unique homeselling needs? Start by asking these 9 questions – which the right REALTOR® will have no problem answering.

1. May I see your resume?

A resume will help you see the experience your agent brings to the table. Check out my resume at the end of this package to get a feel for what your listing agent's resume should contain.

2. What's your commission?

Commissions vary and are often negotiable – anti-trust laws prevent REALTORS® from fixing commissions. My commission is the industry standard, and, even before I receive a penny from you, I invest that commission in marketing your home. I also share the commission with RE/MAX to fund additional marketing efforts and give a percentage of my commission to the Stollery Childrens Hospital. So remember that the commission you pay is helping to sell your home. (If your home doesn't sell, you don't pay anything.) Many REALTORS® may offer a lower commission, make sure that isn't the only thing they have to sell. Remember finding a buyer willing to pay your price should be one of the most important factors in the sale of your property. It's important to select a company that has the ability to attract the entire spectrum of buyers in the market place.

3. Why should I choose to work with you? Do you have any references?

Two reasons: experience and passion. I've been a REALTOR® for 30 years, and there's no way I could continue to do the work I do successfully without caring deeply about my clients and the business of selling homes. Learn more about why my past clients have chosen to work with me by visiting my profile on www.What-Customers-Say.com.

4. How frequently will we communicate during the sales process?

My past clients have appreciated being contacted verbally each week and to receive emails as news becomes available. But I'd happily adapt this communication schedule to suit your needs. At the end of the day, I simply want to ensure you feel involved in the homeselling process and you understand exactly what I'm doing to make your home sell fast & for top dollar.

5. What's your plan for marketing my home?

Your REALTOR® should create a marketing plan with you. I have a standard marketing plan for every home I sell, and, at the beginning of the homeselling process, I like to sit down with my clients and customize that marketing plan for their home and their unique needs. You can trust that your marketing plan will include traditional print advertising and a comprehensive listing on both www.realtor.ca & www.EdmontonCityHomes.com – including professional photos, a professional virtual tour & a keyword-rich home description.

6. What do you know about the neighborhood that we're selling in?

Great question! Location-specific experience is very important. Because I've spent the last 30 years selling properties in Edmonton and the surrounding area, like Sherwood Park, St. Albert, Legal, and Morinville, I have strong knowledge of nearly every neighborhood in the area. Let's chat in person to answer this question in greater detail.

7. Are you a solo agent or part of a team?

A lot of the highly marketed agents in the city claim that they have a large team working to sell your home... but the truth is often that one member of the team is in charge of your home – and the rest of the team doesn't even get involved. When you work with me, you get the power of a small but dedicated group: myself, my marketing specialist and my customer care coordinator. Oh, and our extensive network – which is what you really need to sell your home fast.

8. What's your impression of my home?

Your agent should answer this question honestly and at least three times: within moments of seeing your home from the curb, within moments of entering your home and after thoroughly reviewing your home. Your agent should approach your house objectively – just as a homebuyer would. This step will be important in listing your home to sell.

9. Can you give me the names of past clients I can speak with?

Speaking with a former client is a great way to supplement the testimonials your agent provides you. I am always more than happy to provide contact information for former clients at your request.

Marketing

One of the biggest aspects of selling your home is having it marketed correctly. We have a team with a strong background in all areas of marketing. This combined with our strong experience in selling homes ensures that your home will receive as much exposure as possible to ensure it sells.

As technology has developed, the opportunity to aggressively market properties in unique ways has presented itself. The possibilities are almost limitless with a creative marketing team. We have worked hard to ensure that our webpage is one that provides potential buyers with as much information about your home (and the market) as possible. Many REALTORS® will make visitors “sign up” to view your listing on their webpage, however we realize that this approach is more of a deterrent and will not give your home the maximum amount of exposure that it deserves. Knowing that the most important online tools that homebuyers find useful are: Photos (83%), Detailed property info (81%) and Virtual Tours (60%) we offer all on EdmontonCityHomes.com so the general public can easily view them. Taking it a step further we integrate Google Maps and detailed highlight sheets, which potential buyers can print and take with them.

Services undertaken by us when marketing your home include:

- Listing posted on www.Realtor.ca (formerly MLS.ca)
- Listing posted on www.EdmontonCityHomes.com
- Listing posted in Edmonton Real Estate Weekly magazine
- Virtual tour & all information posted on EdmontonCityHomes.com

We also use www.HomeFeedBack.com to follow up with other REALTORS® after they've showed your home – all feedback is automatically sent directly to your email address with a copy sent to both Ryan and my e-mail address to keep track of what potential buyers think of your home.

Testimonials

The testimonials you'll get from most agents are the ones they've requested from their favorite clients – never from the dissatisfied clients. I don't believe that providing a list of testimonials is enough.

That's why I've embraced www.What-Customers-Say.com, a real estate agent rating site where clients can rate any agent they've used. In fact, I was the very first agent to set up a profile on this site – and I've happily learned from my clients' feedback ever since.

Below are a couple of samples taken from my profile on www.What-Customers-Say.com:

- *“We thought that Bev was wonderful. She exceeded all expectations in this tough Edmonton market. She was savvy and practical, was full of useful information, she listened to concerns, she addressed them and she wisely cautioned about unrealistic expectations. Overall, the best.”*
- *“Without Bev's experience, negotiating skills, & commitment to her job, we are positive we wouldn't have got the home we now call 'ours'. She made the entire transaction go as smoothly as possible, & even helped arrange a home inspector for a same day inspection, which led us to seal the deal! Thanks Bev!”*
- *“The sale of my house was extremely quick. I expected to sell my property within two months but after 5 days I had a reasonable offer and closed a deal a week after. Bev was really helpful and I WILL recommend her to anybody I know. Excellent work.”*
- *“We have enlisted Bev O'Shea's help five times in the past, with both the selling and buying of our homes. Bev knows the market inside out and we rely heavily on Bev for her professional opinion when it comes to making the big decisions. Bev is so easy to talk with, and will offer her personal opinion which we really appreciate — In fact, she has talked us out of houses which she thought were not a good buy!*

When enlisting Bev's help, Bev makes meeting your needs her personal mission. We feel Bev's success as a realtor can be attributed to her strong integrity and professional service backed by years of experience.

These are the reasons why we consistently employ Bev when it comes to selling and buying homes. We highly recommend Bev O'Shea as your realtor, as she has earned our confidence and proven her worth.”

Resume

RE/MAX is the leading company in Edmonton, Alberta and Canada. This is because RE/MAX selects its representatives carefully and then allows for the optimum in personal initiative while still providing good support and backup. In Edmonton, RE/MAX is doing about 40% of the business with about 16% of the salespeople. The largest competitor does less than 20% of the business with the same number of salespeople. This means that RE/MAX associates, per person, out-produce those people by two to one. We out-produce any other company by four to one and most by eight to one.

I have been in real estate sales for over 30 years and have been active in all areas of Edmonton and surrounding area. For the past 16 years, I have received the 100% Club Award from RE/MAX for being among their most productive salespeople.

When I take a listing, I always emphasize that my job is to see that the property is sold. While I would love to sell the property myself, I direct my main efforts to marketing the property to other REALTORS® by every possible means. This means, the widest exposure, the greatest number of showings, and the best possible price for the vendor.

I strive to ensure repeat business and many out-of-town referrals. To establish contacts and to keep in touch requires constant effort. I maintain a large mailing list and continue to have repeat clients as well as a large percentage of referrals from past clients and corporate relocations.

Although I work with RE/MAX river city, I have constantly cultivated a harmonious relationship with REALTORS® from every company. I am highly respected in the industry because I never hesitate to give all possible assistance to other REALTORS® and enjoy a high level of cooperation from them.

Our office currently employs two full-time and three part-time secretaries. We are open from 8:30 am to 8:00 pm Monday to Friday, 9:00 am to 4:00 pm on Saturdays and 11 :00 am to 4:00 pm on Sundays. After that, we have a twenty-four hour answering service. These hours ensure that information is available to other REALTORS®. We are conveniently located with lots of parking. We have computers, two facsimile machines and all equipment necessary to a modern office. A new voice mail system is enhancing our ability to promptly answer all inquires. As well, we have a toll free number for long distance callers.

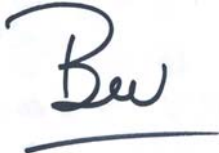
I have with me, at all times, keys to my own listings. This would provide a back-up if a key from a key safe ever went astray.

My phone allows me to keep in constant touch with my office, as well as constantly receive emails and pages. I also have a laptop and mobile internet which allows me to have access to information 24 hours a day and get my clients any information they need at anytime.

I currently have two full time employees working for me (as mentioned previously). My Office Liaison & Client Care Coordinator are both committed to helping your home sell quickly, while making it as easy as possible for you – after all, these are the main reasons why you're hiring a REALTOR®.

I look forward to hearing from you.

Warm regards,

A handwritten signature in black ink that reads "Bev". The signature is written in a cursive style with a large, sweeping initial "B". Below the signature is a horizontal line.

Bev O'Shea

#301, 10171 Saskatchewan Drive
Edmonton, AB T6E 4R5
Phone: 780 439 7000 Fax: 780 439 7248
Direct: 780 445 8267
Email: bev@edmontoncityhomes.com
www.EdmontonCityHomes.com