

SELLERS

guide

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ABOUT THE COMPANY

LYNX



In navigating Calgary's ever-changing real estate market, Lynx Real Estate Group personifies professionalism and expertise. We provide specialized solutions that go beyond simple transactions by paying close attention to every little detail and being committed to providing the best services we can offer. Our dedication to properly understanding your distinct goals offers an easy path to buying or selling your property, led by honesty, quality, and efficiency at every turn!

WHY CHOOSE US?



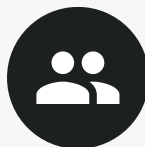
PERSONALIZED APPROACH

Tailoring our approach to your unique needs ensures a custom experience that surpasses expectations.



EXPERTISE AND GUIDANCE

With extensive experience and market knowledge, we provide expert advice to guide you through every step of the process.



INTEGRITY & TRANSPARENCY

Our commitment to honesty and ethical practices ensures a trustworthy partnership focused on your best interests.

HOME SELLING PROCESS



TO-DO LIST

Unlock the secrets to a successful home sale with these key tips! From avoiding common pitfalls to maximizing your financial return, these actionable steps can make a significant impact on your selling experience. Don't overlook these crucial strategies; they can help streamline the process, minimize delays, and safeguard your financial interests!

1 DECLUTTERING

Decluttering enhances appeal, highlights features, creates a positive impression, aids showings, fosters emotional connection, streamlines moving, and boosts perceived value.

2 CLEANING

Professional cleaners could be an option! Deep cleaning will help with visual appeal and help keep potential buyers from requesting it to be done.

3 RIGHT PRICING

Setting the right price from the start can make a difference in how quickly your property will sell.

4 STAGING

The best look for your house, having an interior decorator give a professional perspective on furniture placement.

5 PHOTOS

Quality photos are crucial for attracting buyers online. Professional photography highlights a home's best features, increasing interest and potential showings.

6 AVAILABILITY

Being available to leave for showings is essential. Prompt responses and flexibility accommodate potential buyers' schedules, maximizing opportunities for viewings and offers.



Listing strategy

1 PRICING

Using local sold data from the area, I will price your home correctly the first time so that it sells quickly. The majority of home buyers look at a lot of homes, and quickly understand the average selling prices on competing properties.

2 STAGING

Together with a professional interior decorator, I will assist you in staging your house. One of the best investments you can make to help ensure your house receives a quick offer for the best price is to stage it before selling.

3 PHOTOGRAPHY

Photography is key. High-quality images capture a home's essence, enticing buyers and setting a positive impression, ultimately increasing interest and showings.

4 MARKETING

I'll design an effective marketing strategy to promote your house to get it in front of numerous potential buyers. For example, putting your listing on real estate web pages, the Multiple Listing Service (MLS), and using social media to promote it with targeted advertising.



HOME SHOWINGS



1 TIMING

An open schedule for private showings when selling your house is crucial. It accommodates diverse buyer needs, creates positive experiences, facilitates decision-making, and maximizes the chances of a successful sale by showcasing the property to potential buyers at their convenience.

2 LIGHTING

Good lighting is crucial when selling a house. Well-lit spaces appear more inviting and spacious, highlighting the property's features and creating a positive atmosphere that appeals to potential buyers, ultimately increasing interest and facilitating a quicker sale.

3 ODOURS

Eliminating odors is essential when selling a house. A fresh-smelling home creates a positive impression, enhances appeal, and helps potential buyers envision themselves living there, ultimately increasing the likelihood of a successful sale.

4 FURRY FRIENDS

Considering furry friends when selling a house is important. Removing pet odours, traces, and ensuring pets are not present during showings. Helps create a neutral environment that appeals to all buyers, maximizing the chances of a successful sale.





OPEN HOUSE

YARD SIGNS

Open house & for sale signs attract attention and guide potential buyers to your property by increasing visibility, generating interest, and facilitate property discovery, ultimately boosting the chances of finding the right buyer.

SOCIAL MEDIA


Social media marketing amplifies property exposure. It targets a wide audience, engages potential buyers, and showcases the property's highlights, increasing interest and achieving successful sales.

ONLINE MARKETING

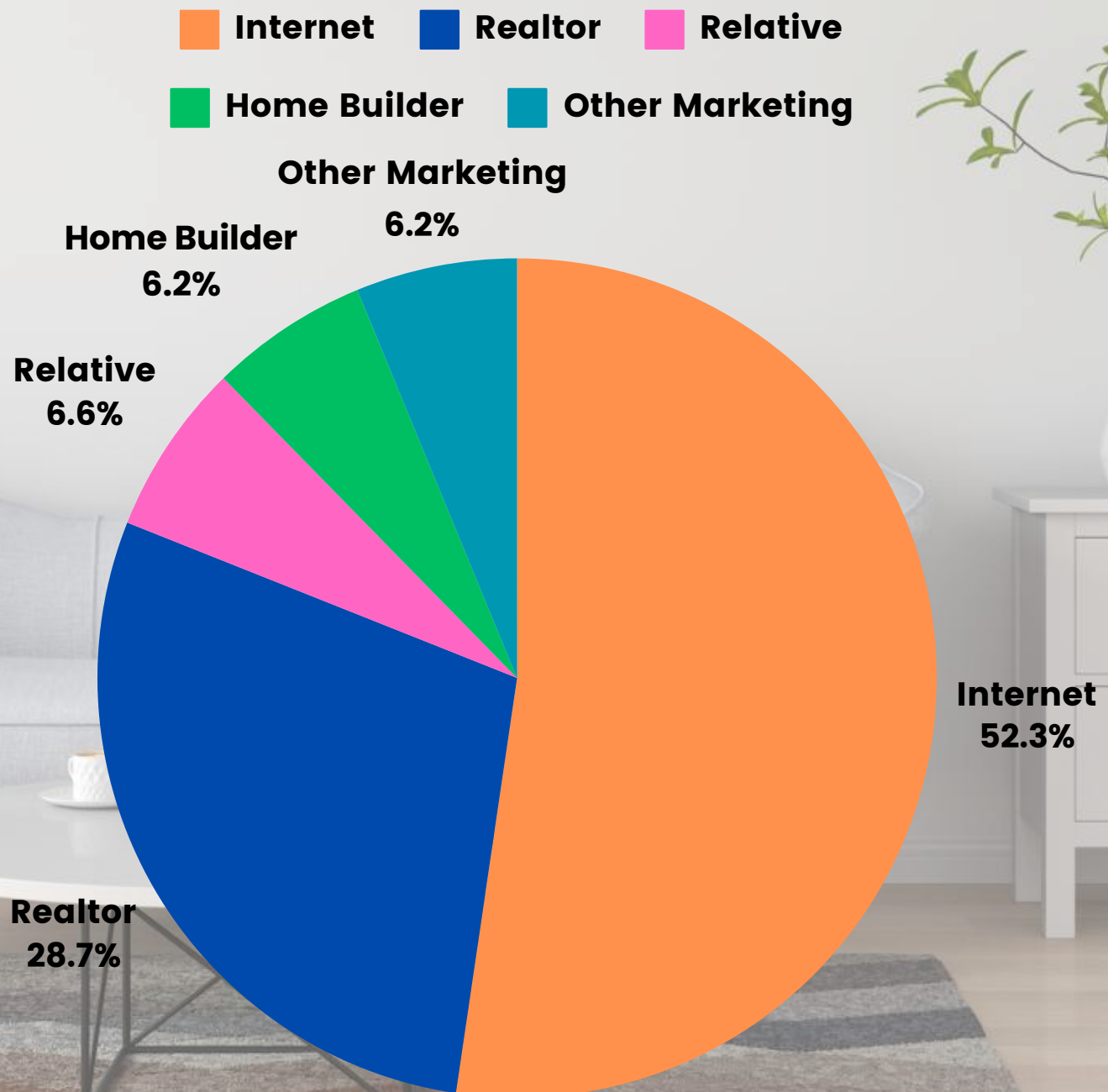
Online marketing, like Google Ads, targets interested buyers actively searching for properties. It boosts visibility, drives traffic to listings, and increases the chances of connecting with qualified buyers, to help expedite the sales process.

PRINTOUTS

Printouts left during showings such as the MLS listing provide essential details to potential buyers. They highlight key features, amenities, and property specifications, helping buyers remember and consider the property even after leaving, in exchange increasing the likelihood of inquiries and offers.



WHERE DO HOME BUYERS FIND THEIR HOME?



OFFER PROCESS

SUBMITTED OFFERS

1

SELLER OPTIONS

- Accept an offer
- Decline an offer
- Counter the offer

Sellers reserve the right to decline or accept any offers.

2

BUYER OPTIONS

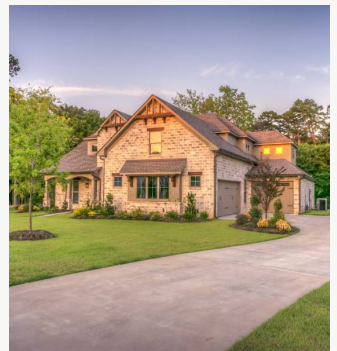
- Offer accepted
- Counter the offer

There is no limit on negotiation; it might take some time before coming to a fair agreement.

3

OFFER ACCEPTED

You will sign the purchase agreement, thereby entering into an official contract! We refer to this as being conditionally sold.



CONDITIONS

PROPERTY INSPECTION

Buyers can request to have a property inspection to be aware of what they're getting into. This can lead to negotiation depending on what they find.

FINANCING

Majority of buyers will need financing to secure their purchase. In most cases, they'll have a pre-approval letter for proof of approved amount.

SALE OF BUYERS HOME

For those down-sizing or up-sizing, they'll have a property of their own that they'll need to sell before the purchase can proceed.

TERMS

- 9.2 TERMS ON OFFER
- RANGES FROM ANYTHING



FINAL STEPS FOR SELLERS

CHECK FOR FORGOTTEN ITEMS

To be sure you're not leaving anything behind, take one last look around the house. One possible exclusion would be if you wanted to leave any paint cans that weren't used, or any extra you didn't use after updating the house.

CHANGE ADDRESS

Inform everyone of your new location; notify the post office and registry of your address change.

DOCUMENTS

Assemble a package containing instructions, invoices, and any warranties that the new owners might need.

TURN OFF WATER VALVES

A flood is the last thing you want just before closing. 24 hours prior to closing, turn off the main water valve in your home with the new buyer's consent.

CLOSE ACCOUNTS

Close the accounts and cancel the utilities, as well as make a note of all the phone numbers and names you have for your utility providers.

LOCK UP

Make sure to lock the entry doors and close the window coverings the day before the possession.