

Acoust Me

Aaron is a skilled Real Estate professional that's helped numerous buyers and sellers alike navigate real estate transactions.

With exceptional partners and years as a skilled Realtor Aaron strives to make the process of listing, presenting and marketing your home seamless and stress-free. With trusted partners and fostered relationships in the real estate community finding a vendor, contractor, lender, lawyer, inspector, appraiser has never been easier.

Aaron's goal and focus always remains marketing your home to your ideal buyer and using the right strategy to achieve the highest possible price for your home.

With years of experience in Sales and customer service driven roles Aaron works to put your needs and goals first.

Aaron's passion for using new age means of marketing and telling the story of your home through video and short form content online opens up your home for sale to a larger demographic and his existing client base who is constantly looking to invest or relocate to our beautiful city.



Seling Nome

Selling a Home is much more than a transaction and for most people is an emotional process. Wether you've lived there for a year or a decade there are so many memories connected to a place you've put down roots in.

Telling your home's great story and highlighting it's best features requires and demands care and attention.

Whilst doing all the above there are numerous other aspects of the process that although simple might seem overwhelming. This guide aims to ease you into the process and identify and familiarize you with exactly that.



Paper Cork Detached Semi Detached

When selling your home some essential documents might be needed: Have your documents ready:

Real Property Report: In Alberta, unless the buyer agrees otherwise, the seller must provide a Real Property Report (RPR) with evidence of municipal compliance to the buyer prior to the deal closing.

An RPR is a legal document prepared by an Alberta Land Surveyor that shows property boundaries and improvements (structures) relative to the property's boundaries.

Evidence of municipal compliance confirms that property improvements comply with the municipality's Bylaws and Regulations. It does not mean the building's use complies with their Land Use Bylaws, easements, covenants, legislation, or other requirements affecting land or buildings.

Contact an Alberta Land Surveyor if you need to update your RPR or obtain a new one.

If only an old Real Property Report (RPR) is available, you would have to first check if it accurately reflects the current state of the property. If no changes have been made, the municipality may issue a compliance certificate. You can sign off on a statuotry declaration or affadavit saying no modifications were made on the property. If there have been modifications, a new RPR from an Alberta Land Surveyor will be needed. Alternatively, the buyer may accept Title Insurance in place of an updated RPR. Consulting with a real estate lawyer can help ensure compliance with the purchase contract.

Paperwork Condominiums

When selling a condominium, condo documents are essential and their provision is the responsibility of the seller. Condominium documents are essential for buyers because they provide critical information about the financial health, management practices, and overall condition of the condominium corporation. These documents give buyers confidence in their investment and help them make an informed decision before finalizing the purchase. These include:

- Bylaws: Legal rules governing how the condominium operates, including owner responsibilities, common area usage, and board authority.
- **Reserve Fund Study:** A professional assessment of the condominium's physical assets (e.g., roof, elevators) and an estimate of future repair and replacement costs.
- **Reserve Fund Plan:** A financial strategy outlining how the condominium corporation will fund future repairs and maintenance based on the reserve fund study.
- Financial Statements (Reserve and Operating Funds): Detailed records showing the corporation's income, expenses, and the financial health of both the operating budget and the reserve fund.
- Board Meeting Minutes: Official records of discussions and decisions made by the condominium board during meetings.
- Annual General Meeting (AGM) Minutes: A summary of key topics, financial reviews, and elections discussed during annual meeting.
- **Certificate of Insurance:** Proof of the condominium corporation's insurance coverage for common areas and liability, protecting owners against potential risks.

If you don't have the required documents, contact your condominium management company or contact someone on the condominium corporation's Board of Directors. Be advised condo documents generally require a fee to obtain and may take upto a week to arrive.

CIX Implications

Understanding Tax Implications When Selling Your Home When selling a property in Canada, the tax implications depend on whether the home is classified as your principal residence or a nonprincipal (investment) property.

Principal Residence Tax Exemption

- If the property is your principal residence, you may qualify for the Principal Residence Exemption (PRE), which allows you to avoid paying capital gains tax on any profit from the sale.
- However, as of 2016, homeowners are required to report the sale of their principal residence on their income tax return, even if no tax is owed.

Non-Principal Residence (Investment Property or Vacation Home) If the property is not your primary residence (such as a rental property or vacation home):

- You will be subject to capital gains tax on 50% of the profit from sale.
- The gain is calculated by subtracting the original purchase price, closing costs, and any capital improvements made to the property from the sale price.

Additional Considerations:

- If you previously lived in the property but later rented it out, you may still qualify for a partial exemption.
- For foreign investors or non-residents, there may be withholding tax requirements upon sale.
- Working with a tax professional or accountant is highly recommended to understand your tax obligations and potential deductions.

By understanding these rules in advance, you can plan strategically to reduce your tax liability and maximize your profit when selling your property.

Market

Market conditions play a crucial role in determining home prices and influencing the seller's ability to negotiate. Understanding the current market helps sellers develop an effective strategy, set the right price, and implement targeted marketing to attract the right buyers

Buyer's Market: where there is an abundance of properties and fewer buyers, sellers face tougher competition. Strategic pricing becomes essential to stand out and attract offers. Sellers may need to price their property competitively and invest in effective marketing tactics, such as professional staging and high-quality listing photos, to make the home more appealing.

Seller's Market: where demand exceeds supply, sellers have the upper hand. However, proper pricing strategy is still critical to avoid overpricing, which could turn away potential buyers. Leveraging targeted marketing to reach motivated buyers and creating a sense of urgency through limited-time offers or multiple-offer situations can maximize the sale price. Strategic negotiation can also allow the seller to dictate favorable terms, such as a quicker closing or fewer conditions.

Balanced Market: where supply and demand are relatively equal, pricing the home accurately is key to attracting serious buyers while avoiding long days on the market. Effective marketing strategies, such as highlighting the property's unique features and local market advantages, can help differentiate the home from others. Strong negotiation skills are also important to achieve a fair price and favorable terms.

By understanding market conditions and adjusting strategy, pricing, and marketing efforts accordingly, sellers can increase their chances of a successful sale while maximizing their return on investment.

Tendnts

Tenant's Rights When Selling a Property

If you have tenants living in the property you're planning to sell, it's essential to understand their rights and how the sale will affect them. The Residential Tenancies Act (RTA) in Alberta protects tenants from being unfairly displaced and outlines the legal requirements a landlord must follow during the sale process.

Understanding Lease Agreements

The first step is to review the tenant's lease agreement:

- **Fixed-Term Lease:** If the lease has a specific end date, the landlord cannot force the tenant to leave before the lease expires, even if the property is sold. However, if you plan to sell before the end of the lease, you are required to provide at least three months' written notice before the lease's end date.
- **Month-to-Month Lease:** In this case, the landlord must provide proper written notice (usually 90 days) if the new owner intends to occupy the property.

Tenant's Rights During Showings

Tenants have the right to quiet enjoyment of the property, meaning the landlord must give at least 24 hours' notice before showing the property to potential buyers. Showings must also occur at reasonable times, typically between 8 AM and 8 PM.

Mortgage

If you currently have a mortgage on your property, it's important to understand your options and potential costs before selling.

- **1. Portable Mortgage:** allows you to transfer your existing mortgage, including the interest rate and terms, to a new property. This is beneficial if you have a favorable interest rate and want to avoid higher rates in the current market. Check with your lender to confirm eligibility and conditions for porting your mortgage.
- **2. Assumable Mortgage:** allows the buyer to take over your existing mortgage, including the interest rate and remaining term. However, the lender will typically require the buyer to qualify under the current terms and conditions before approving the transfer. This can be attractive to buyers, especially if your interest rate is lower than current market rates.

3. Mortgage Payout Penalty

If you're not transferring or having the buyer assume your mortgage and you pay it out before the end of the term, you may face a mortgage payout penalty. These penalties can be substantial, often calculated as either three months' interest or the interest rate differential (IRD), whichever is higher. It's crucial to contact your lender to understand the exact payout amount and factor this into your selling costs.

If a payout penalty applies, ensure you have sufficient funds to cover it. In some cases, negotiating with your lender or timing the sale closer to your mortgage renewal date can help reduce or avoid these penalties. Understanding these options allows you to make informed decisions and minimize unexpected costs during the sale process.

Stratergy

Pricing Strategy: Setting the Right Price to Attract Buyers

Choosing the right listing price is crucial for generating interest and securing the best possible offer. There are three main strategies to consider:

1. Pricing Below Market Value

- Objective: To create urgency and attract multiple buyers.
- Approach: By listing slightly below market value, we can spark competition and potentially drive up the final sale price through multiple offers.
- Ideal Scenario: This works well in a hot market or when aiming for a quick sale.
- Risk: If buyer demand is low, this strategy could result in lower offers.

2. Pricing at Market Value

- Objective: To attract serious, qualified buyers while staying competitive.
- Approach: Through a comprehensive Comparative Market Analysis (CMA), we will assess recent sales and current market trends to set a fair and competitive price.
- Ideal Scenario: This strategy appeals to informed buyers and often leads to a faster sale with fewer negotiations.
- Risk: If the market shifts or inventory increases, buyers may attempt to negotiate below asking price.

3. Pricing Above Market Value

- Objective: To maximize profit when the market is strong or your property has unique features.
- Approach: By highlighting the home's unique value and investing in professional marketing and staging, we can justify a higher asking price.
- Ideal Scenario: This works best in a seller's market with high demand and low inventory.
- Risk: Overpricing can lead to extended time on the market and potential price reductions later.

Negotiate

Negotiation: Securing the Best Possible Deal for You

As your agent, my goal is to protect your best interests and ensure you get top dollar for your home. Here's how I will manage the negotiation process:

1. Understanding Your Goals

• I'll work closely with you to understand your priorities, whether it's achieving the highest price, a quick sale, or flexible possession dates.

2. Communicating Value to Buyers

• I'll showcase your home's unique features and provide solid market data to support your asking price.

3. Managing Offers and Counteroffers

- I will carefully review each offer, considering not only the price but also conditions, possession dates, and financing terms.
- I'll present strategic counteroffers to maximize your return while keeping buyers engaged.

4. Handling Difficult Situations

- I'll maintain professionalism and composure when dealing with low-ball offers or challenging negotiations.
- By asking the right questions and understanding the buyer's motivation, I can find creative solutions to bridge the gap and keep the deal moving forward.

5. Protecting Your Interests

- I will create a competitive environment by generating interest from multiple buyers.
- By setting deadlines for responses and controlling the pace of negotiations, I'll ensure we stay in a strong position.

Beyond MLS

Maximizing Exposure: How an Agent Markets Your Home Beyond MLS A strong marketing strategy goes beyond simply listing your property on the MLS. As an experienced real estate agent, I leverage multiple channels to ensure your home reaches the right buyers and sells for the best possible price.

1. High-Quality Video Marketing

- Professionally shot video tours showcase your home's best features.
- Drone footage provides an impressive view of the property and neighbourhood.
- Social media reels and YouTube increase exposure to potential buyers.

2. Extensive Online & MLS Marketing

- Listings are featured across high-traffic real estate websites.
- Online videos reach active buyers in Calgary and other provinces.
- Social media boost engagement and attract out-of-town buyers.

3. Exclusive Network & Buyer Database

- Access to a database of motivated buyers already looking for homes.
- Direct promotion to my network of realtors, investors, and relocation specialists.
- Off-market marketing to qualified buyers before the listing goes public.

4. 330,000+ Reach Across Calgary & Beyond

- Broad exposure through local and national real estate connections.
- Targeted collaborations across Alberta and other provinces.
- Collaboration with top agents to match your home with the right buyer quickly.

By utilizing a combination of digital marketing, industry connections, and strategic outreach, I ensure your home gets maximum visibility and sells for top dollar.

Price it right

4-Point Pricing Strategy for a Successful Sale

Pricing your home correctly is key to attracting serious buyers and maximizing your profit.

Here's the strategy I use to get your home sold:

1. Market Analysis & Local Comparables

I conduct a Comparative Market Analysis (CMA) to assess recent sales of similar homes in your neighborhood, while factoring in your home's unique features, upgrades, and location.

2. Strategic Pricing Approach

We'll position your home to stand out by either:

- Pricing at Market Value to attract qualified buyers.
- Pricing Slightly Below Market Value to create urgency and drive multiple offers.

3. Maximize Exposure to Drive Demand

Using high-quality photos, video tours, and targeted online advertising, I'll showcase your home across the MLS, social media platforms, and my exclusive database of buyers and agents, reaching over 330,000+ potential buyers locally and in other provinces.

4. Ongoing Market Monitoring & Adjustments

I'll track buyer interest and market activity, making timely adjustments if needed to keep your listing competitive and ensure the highest possible sale price.

Prep it right

Preparing your home before listing is key to attracting buyers and maximizing your sale price.

1. Declutter & Depersonalize

- Remove excess furniture and personal items to create a clean, open space.
- A clutter-free home allows buyers to focus on the home's features and visualize themselves living there.

2. The Impact of Professional Staging

- Staged homes typically sell **5-10%** higher and up to **3 times** faster than unstaged properties.
- Staging highlights your home's best features and creates an emotional connection with buyers, leading to stronger offers.

3. Small Repairs & Fixes That Add Value

As your realtor, I can help identify minor improvements that make a big difference, such as:

- Fresh paint in neutral tones
- Fixing minor plumbing or electrical issues
- Repairing flooring or outdated fixtures
- Enhancing curb appeal with landscaping

With the right preparation, we can position your home to stand out in the market and achieve the highest possible sale price.

Marketina

How We Market Your Home to Get Maximum Exposure & Top Dollar

Getting your home sold takes more than just putting a sign on the front lawn. My strategic marketing plan is designed to maximize exposure, attract serious buyers, and get you the highest possible sale price.

1. Professional Online Presence

- MLS Listing: Your property will be showcased on the Multiple Listing Service (MLS), giving it access to thousands of buyers and agents actively searching for homes.
- High-Quality Photos & Videos: Professional photography and cinematic video tours will highlight your home's best features and create emotional appeal.
- 3D Virtual Tour & Drone Footage: Allows buyers to experience your home from anywhere, attracting outof-town buyers and investors.

2. Social Media & Digital Marketing Strategy

- Short-Form Video Tours: on platforms like Instagram Reels, TikTok, YouTube Shorts, and LinkedIn, reaching a massive audience and driving engagement.
- Email Marketing Campaign: Directly sent to my exclusive database of buyers and realtors, as well as investors and relocation specialists.

3. Traditional Marketing for Local Reach

- Custom Property Brochures: High-quality, professionally designed brochures that leave a lasting impression on potential buyers.
- Open Houses & Private Showings: Hosting public open houses and exclusive VIP showings for serious buyers and agents.

4. Leveraging My Network & Personal Connections

- Access to my private database of buyers and investors actively looking for homes like yours.
- Collaboration with top-performing agents in Calgary and surrounding provinces
- Sharing your listing in exclusive real estate groups and forums not accessible to the public.

5. Bonus Exposure: Unique Strategies That Set Your Home Apart

- "Coming Soon" Pre-Listing Campaigns to build anticipation before hitting the market.
- Local Influencer Collaborations to reach a younger, social-media-driven audience.
- Neighbourhood Targeting: Informing nearby homeowners who may know someone looking to buy in the area.

Why This Works

By combining modern digital strategies with traditional real estate marketing and leveraging my personal network, I ensure your home gets in front of the right buyers, in the right places, at the right time. This approach creates demand, drives competition, and ultimately helps you achieve the highest possible sale price.

Showings

How to Prepare & Understand Buyer Feedback Preparing Your Home for Showings:

A well-prepared home leaves a lasting impression and helps buyers visualize themselves living in the space.

1. Create a Welcoming Atmosphere:

- Set the Right Temperature: Ensure your home is comfortable, whether that means turning on the heat in winter or cooling it down in summer.
- Brighten the Space: Turn on all lights and open blinds to let in natural light, making your home feel warm and inviting.
- Open Doors for Flow: Leave interior doors slightly open to create a seamless flow between rooms.
- Minimize Odors: Light a subtle candle or bake cookies beforehand to create a pleasant, homey scent.

2. Make the Space Inviting & Easy to Explore:

- Declutter & Clean Thoroughly: Remove personal items and excess clutter to make your home feel more spacious.
- Leave During Showings: Buyers feel more comfortable exploring and discussing the home without the seller present. Plan to be out of the house for 30-45 minutes.
- Leave Out Helpful Information: Place brochures, floor plans, and any additional details about the home on the kitchen counter for easy access.

3. Small Touches That Leave a Big Impact:

- Play soft background music to create a relaxed ambiance.
- Offer light snacks or bottled water for a welcoming feel.
- Ensure the exterior is tidy and curb appeal is on point to make a great first impression as buyers arrive.

Feedback

What We Can Learn from Buyer Feedback:

Gathering and analyzing feedback from showings is key to understanding how your home is being perceived and identifying areas for improvement.

1. Positive Feedback:

- Confirms that your pricing strategy and presentation are aligned with market expectations.
- Helps identify key features buyers love, which we can highlight further in future marketing.

2. Constructive Criticism:

- Provides insight into potential deal-breakers, such as outdated finishes or minor repairs that could be addressed.
- Allows us to adjust our strategy, whether that's staging differently, adjusting the price, or making minor updates.

3. Lack of Interest or Vague Feedback:

- May indicate pricing is too high for current market conditions.
- Could suggest the home isn't standing out against similar listings, allowing us to tweak marketing efforts or enhance the showing experience.

My Role as Your Agent:

- Coordinate Showings: I'll manage all showing requests and ensure your home is presented at its best.
- Track & Analyze Feedback: I'll follow up with every agent who shows your home and record all feedback in a shared document for us to review.
- Adjust Strategy as Needed: Based on buyer feedback, I'll recommend any necessary adjustments to maximize your home's appeal and value.

The Goal:

By preparing your home properly and using feedback to fine-tune our approach, we can increase buyer interest, reduce days on market, and ultimately achieve the highest possible sale price.

Negotiate

Negotiating the Best Offer for Your Home

Once offers begin to roll in, my job as your REALTOR® is to strategically guide you through the negotiation process to ensure you get the best possible price and terms for your home.

1. Understanding the Offer:

It's important to remember that the initial offer is simply a starting point, not the final sale price. Whether the offer comes in at, above, or below the asking price, I'll help you evaluate the offer's strengths and identify areas for potential improvement.

2. Removing Emotion from the Process:

Negotiations can be emotional, especially when selling your home. My role is to act as a buffer between you and the buyer, keeping the conversation professional and focused on achieving your financial goals. I'll provide objective advice based on market data, comparable sales, and current buyer demand.

3. Counteroffer Strategy:

A low offer isn't a rejection—it's an opportunity to negotiate. I'll craft a strong counteroffer that reflects your home's true value while keeping the conversation open and moving forward. This approach allows us to find common ground with the buyer without losing momentum.

4. Negotiating More Than Just Price:

While price is important, there are other factors that can add value to your sale. I'll negotiate on terms such as:

- Closing date flexibility
- Inclusions like appliances or furniture
- Reducing conditions such as financing or inspection timelines
- A larger deposit to show the buyer's commitment

Negotiate

5. Managing Conditions & Deposits:

Once we reach an agreement, the buyer will submit a deposit, held in trust, and work through any conditions (like financing or home inspection). I'll keep the process on track, ensuring all deadlines are met and guiding you through any issues that may arise.

6. Securing a Firm Sale:

Once all conditions are satisfied, the buyer will sign a waiver, and the deal becomes firm. At this point, you can celebrate a successful sale, knowing I've worked to maximize your profit and protect your best interests.

My Goal as Your Agent:

- Protect your bottom line
- Negotiate strategically without losing momentum
- Handle communication with the buyer's agent to maintain control of the deal
- Ensure a smooth and stress-free closing process

With my experience and negotiation skills, we'll secure the best possible outcome for your home sale.

Closing Costs

Understanding Your Closing Costs as a Seller

When finalizing the sale of your home, it's essential to understand the expenses involved so you can accurately calculate your net proceeds. Here's what to expect:

1. Legal Fees:

A real estate lawyer is required to handle the legal aspects of closing your sale. Their services typically range from \$1,500 to \$2,000, depending on the complexity of the transaction. This covers tasks like reviewing contracts, transferring title, and handling funds.

2. Mortgage Payout & Penalties:

If you have an outstanding mortgage, your lender may charge:

- A mortgage discharge fee (usually between \$100 to \$250)
- Pre-payment penalties if you're breaking your mortgage term early
- Possible porting or transfer fees if you're moving your mortgage to a new property

I always recommend connecting with your lender before listing your home to understand any potential penalties or fees.

3. Disbursements:

These are additional legal expenses that cover things like:

- Land title registration
- Real Property Report (RPR) compliance
- Courier fees and document preparation

Disbursements can sometimes be included in your lawyer's fee, but they often add up to \$1,000 or more depending on your situation.

4. Adjustments:

Your lawyer will handle any adjustments for property taxes, utility bills, and condo fees (if applicable). For example, if you've prepaid your property taxes for the year, you'll receive a credit from the buyer for the portion they'll owe after possession.

Closina Costs

5. REALTOR® Commission:

Your commission fees are typically paid out from the proceeds of the sale. This is a percentage of the final sale price and is split between the buyer's and seller's agents.

6. Moving Costs:

Whether you're hiring professional movers or handling it yourself, costs can vary depending on the distance and the size of your move. Consider expenses like:

- Truck rental or moving company fees
- Packing materials
- Storage costs (if needed)

7. Home Preparation Costs (if applicable):

If you've made minor repairs, professional staging, or deep cleaning to prepare your home for showings, these expenses should also be factored in.

Pro Tip:

As your agent, I will help you estimate your total closing costs upfront, so there are no surprises on possession day. This allows you to accurately calculate your net profit and plan your next move with confidence.

Home stretch

Your Smooth Moving Guide

3-4 Weeks Before Move

- Create an Inventory: Make a detailed list of all important items to be moved.
- Declutter & Donate: Get rid of unwanted items to reduce moving costs and make packing easier.
- Book Essentials: Reserve an elevator (if applicable), hire movers, or book a moving truck.
- Contact Insurance Provider: Transfer your home and auto insurance to your new address.
- Change Your Address: Request a change of address kit from Canada Post and update personal accounts.
- Set Up Utilities: Schedule disconnection and activation dates for water, electricity, gas, and internet.

2 Weeks Before Move

- Purchase Moving Supplies: Stock up on boxes, packing tape, bubble wrap, and markers.
- Prepare Appliances: Book a technician to properly disconnect appliances like your stove or washer/dryer.
- Dispose of Hazardous Items: Safely get rid of paint, propane tanks, and other flammable materials.
- Arrange a Dump Run: Remove any unwanted furniture or items that won't be making the move.

Home stretch

1 Week Before Move

- Inspect Furniture: Check for existing damage and take photos for insurance purposes.
- Label Essentials: Mark boxes with items you'll need immediately after the move.
- Clean the Fridge: Empty and defrost the refrigerator to avoid leaks during transport.
- Drain Equipment: Remove gas and oil from lawnmowers or other outdoor tools.
- Confirm Utility Setup: Ensure services are active at your new home on move-in day.

Possession

Seller's Final Checklist Before Leaving Your Home at 9:00am

1. Interior Checks

- Empty all closets, cabinets, and storage spaces.
- Clean floors, countertops, and bathrooms.
- Patch any minor holes or scuffs on walls.
- Remove all garbage and recycling.
- Double-check the attic and basement for forgotten items.
- Turn off lights and unplug small appliances.

2. Kitchen & Appliances

- Empty and clean the refrigerator and freezer.
- Run the dishwasher and empty it.
- Ensure oven, stove, and other appliances are turned off.
- Leave any appliance manuals and warranties for the new owner.

3. Exterior & Yard

- Remove all personal items from the yard and garage.
- Cut the grass and tidy up landscaping.
- Shut off outdoor water and sprinkler systems.
- Secure any loose fencing or outdoor fixtures.

Possession

4. Utilities & Security

- Turn off lights and adjust thermostat for energy savings.
- Shut off water supply if required.
- Lock all windows and doors.
- Cancel or transfer utility services (electricity, water, internet, etc.).

5. Documentation & Keys

- Leave all keys, garage openers, and mailbox keys in a designated spot.
- Provide any security system codes or instructions.
- Leave home warranties, manuals, and any important documents for the new owner.

6. Final Touches

- Write a welcome note or helpful tips for the new owner.
- Do one last walk-through to ensure nothing is left behind.
- Close and lock all doors behind you.

Pro Tip: Taking photos of the home's condition before leaving can protect you in case of any disputes after possession.

Helpful?

Did you find value in this extensive guide? Want a peek at more resources?

Shoot me a text 825-994-3619 or email realaaronsantos@gmail.com