

Guaranteed Success Selling Strategy



Fin Macfarlane – REALTOR®

Hardest working Real Estate Professional in
Saskatoon. Bold Claim? I'll let my actions
and results prove it.



**Proud to be supported by the most
tech-advanced brokerage in the
world.**



REAL Broker is one of the North America's fastest-growing brokerages, with more than 40,000 agents across every state and most provinces. REAL's core value is "work hard, be kind". This, paired with how ahead of the game all of the technology is, made it a perfect fit for me when we finally opened an office in Saskatchewan.

In all honesty: While it is amazing to be supported by such a powerful and influential brokerage, the only thing that really matters is the individual who will be working for you, and the team behind them.

About Me

MEET YOUR LOCAL ONE-STOP-SHOP FOR ALL THINGS REAL ESTATE

Hello, I'm

Finley Macfarlane (Fin)

Your Local Real Estate Professional



Since I was 15, I've been driven by two things: entrepreneurship and helping people. My first business — a home-service company I built as a teenager — still runs today. It taught me the value of hard work, consistency, and what it takes to earn trust so people call you back again and again. That same drive is what fuels my career in real estate. From a young age, I understood that real estate isn't just about property — it's about building security, wealth, and opportunity. But more importantly, I know the only way my business grows into something I can one day pass down to my children is by turning every single client into a lifelong relationship. I don't treat transactions as "deals." I genuinely treat them as the start of something long-term. My goal is simple: to provide a level of service so complete that you'll never need to wonder who to call for anything real estate or home-related — because you'll already know it's me. That's why I've built a vetted, trustworthy vendor list covering everything from renovations, staging, and cleaning to downsizing support, auction services, print shops, photographers, lawyers, even dog kennels and supplement stores. You name it, I have someone ready to help. At the core of it all is one mission: to deliver such an exceptional experience that it creates clients for life — and friends for life. That's the foundation I'm building this business on, and the legacy I plan to pass down. Outside of my business, I'm passionate about health and fitness, reading (particularly self-improvement and mindset books), hunting with my father, living life with my black lab X mastiff Ajax, and giving back (more to come on this).

Contact Details



<https://linktr.ee/finleymacfarlane>



306-370-2314



finmacrealty@gmail.com



YouTube



Testimonials / Reviews



“I had a great experience working with Fin. I could see he was working very hard to sell my home and before I knew it it was sold. Thank you Fin for looking after me. Greatly appreciate it.”

-Lyle M.



Working with Fin has always been a great experience. He’s incredibly knowledgeable about the market, and you can tell he’s constantly learning and sharpening his craft. That commitment really shows in the way he guides his clients. He’s laid-back in the best way, he takes the stress out of the process while still staying on top of every detail. He genuinely cares about the people he works with, and it shows from start to finish. It’s always a pleasure to work with him! I recommend him to anyone starting their home buying journey!

-Colten S.



Great expertise! Great experience!

-Chanley A W.



-Dora W.



Finley was fantastic to work with and helped us sell our house quickly in Rosewood, Saskatoon. His professionalism, market knowledge, and hard work made the entire process smooth and stress-free. We truly appreciate his dedication and highly recommend him.

He was always responsive, clear in his communication, and guided us confidently at every step. Fin went above and beyond to ensure everything was handled on time and in our best interest. Working with him was a great experience from start to finish.

-Sajjad A.

Meet The Team

TO HELP GUIDE YOU IN BUYING YOUR HOME



Ashley Djokowich
Saskatchewan Broker

Meet Ashley — Saskatchewan's Provincial Broker with Real. With 10+ years in real estate and a background in construction, she brings hands-on experience, integrity, and strong support for agents across the province. She lives in Martensville with her family and loves snow, cozy boots, and a good latte.



Colten Swales
Mortgage Broker @ Nexgen Mortgages

Along with being the best photographer in the city (in my opinion), Colten is an extremely hungry and dedicated mortgage broker here in Saskatoon. Colten is amazing at shopping around countless lenders and finding the best mortgage product FOR YOU. Whether you're self-employed, new to Canada, or a long-time Saskatchewan employee, Colten will get it done.



COLTEN SWALES
Photographer/Videographer

Our professional photographer and videographer brings each listing to life with high-quality photos, cinematic video tours, and drone footage. Their work captures the true value of your home, creates emotional appeal, and helps it stand out online—attracting more buyers and driving better results.



LEE SCHAMEHORN
Home Inspector

Lee is a Certified Professional Inspector with InterNACHI and 20 years of construction experience. Having managed a restoration company for 15 years, he understands both the technical and client sides of the process. Lee brings an objective eye and expert insight to give clients confidence when making big decisions.

Meet The Team

TO HELP GUIDE YOU IN SELLING YOUR HOME



LILY ARVANITAS

Partner @ Scharfstein LLP

Lily brings 20+ years of business law expertise to Scharfstein LLP, representing businesses of all sizes in acquisitions, reorganizations, financings, and succession planning. She also advises on estate and tax planning, working with financial experts to protect client interests, and represents clients in residential and commercial real estate transactions.



SCOTT ZIEGLER

MENTOR

Born and raised in Saskatoon, Scott brings over 20 years of real estate experience. His deep market knowledge, strong local network, and proven track record give my listings a powerful advantage. Scott helps ensure every detail is covered and every opportunity is maximized.



JACK BOUVIER

MENTOR & TEAM REALTOR®

Jack is an investor-focused agent with an extensive knowledge of how our local market works due to his background of investing. Jack aims to help others create that same financial freedom and security through their real estate moves. Jack is who got me into Real Estate!



KIM AQUINO

TEAM REALTOR®

Kim is an ambitious, client-focused agent who goes the extra mile to get results. From canvassing neighbourhoods to making daily calls, he's committed to creating buzz around our listings and generating serious buyer interest. His work ethic and dedication make him an invaluable asset to our clients.

All About Us

Our Real Estate Story

1 Our Mission

My mission is simple: **if I don't turn every client into a lifelong friend, I've failed.** Real estate isn't about one deal - it's about building trust, relationships, and a level of service so complete that you'll never need to look elsewhere. I do that by selling your home for the **most money possible**, in the **shortest amount of time**, with the **least amount of stress**.

2 My Values

I emphasize transparency, integrity, and honest communication with my clients: I tell it exactly how it is - no sugar-coating. Some people don't like that. That's okay.

3 Our Service

We are committed to working with you to market your home and the benefits of it's location while showcasing the lifestyle that comes with the home. We have already helped hundreds of clients successfully sell their properties for top dollar through our proven marketing and expert personal service. We are confident that we can sell your home for the best price in today's market.



I will never “buy a listing”. If the market-data doesn't support the price you want, I will transparently tell you best of luck and that I can't help you.

- Fin Macfarlane

Making A Difference

My Commitment

When you choose to work with us to sell/buy your house, you are also helping give back to the less fortunate in our own city. I take \$100 from every single transaction to be donated directly to one of two options, or both:

Teen Challenge Canada (Saskatchewan Programs)	Charity of Your Choice
<p>Teen Challenge Saskatchewan runs 12-month, faith-based residential programs for adults battling drug and alcohol addiction. With a Men's Centre near Allan and the Prairie Hope Women's Centre near Hague, they provide a structured, supportive environment where participants can heal, rebuild their lives, and gain the tools for long-term recovery. More than just treatment, Teen Challenge focuses on complete life transformation: restoring individuals, families, and communities.</p> <p>I have a personal connection to this organization, as I've had immediate family members go through this program, and seen first-hand the change it makes and how families are restored. Learn more @ https://www.teenchallenge.ca/</p>	<p>If you have a charity that you have a personal connection to, we can arrange for the donation to be sent there as well.</p>



The Home Selling Process

Laying Down Exactly
How We Do It - Before
We Do It



Seller's Roadmap

1 Meet with a real estate professional

There's no commitment required on your part for the initial meeting. It will be educational and help you identify your next steps.

2 Establish a price

Your agent will provide a market analysis, which will help you set an asking price.

| Strategic pricing

As difficult as it may be, it's important to review the market analysis and consider your home price objectively.

3 Prepare your home

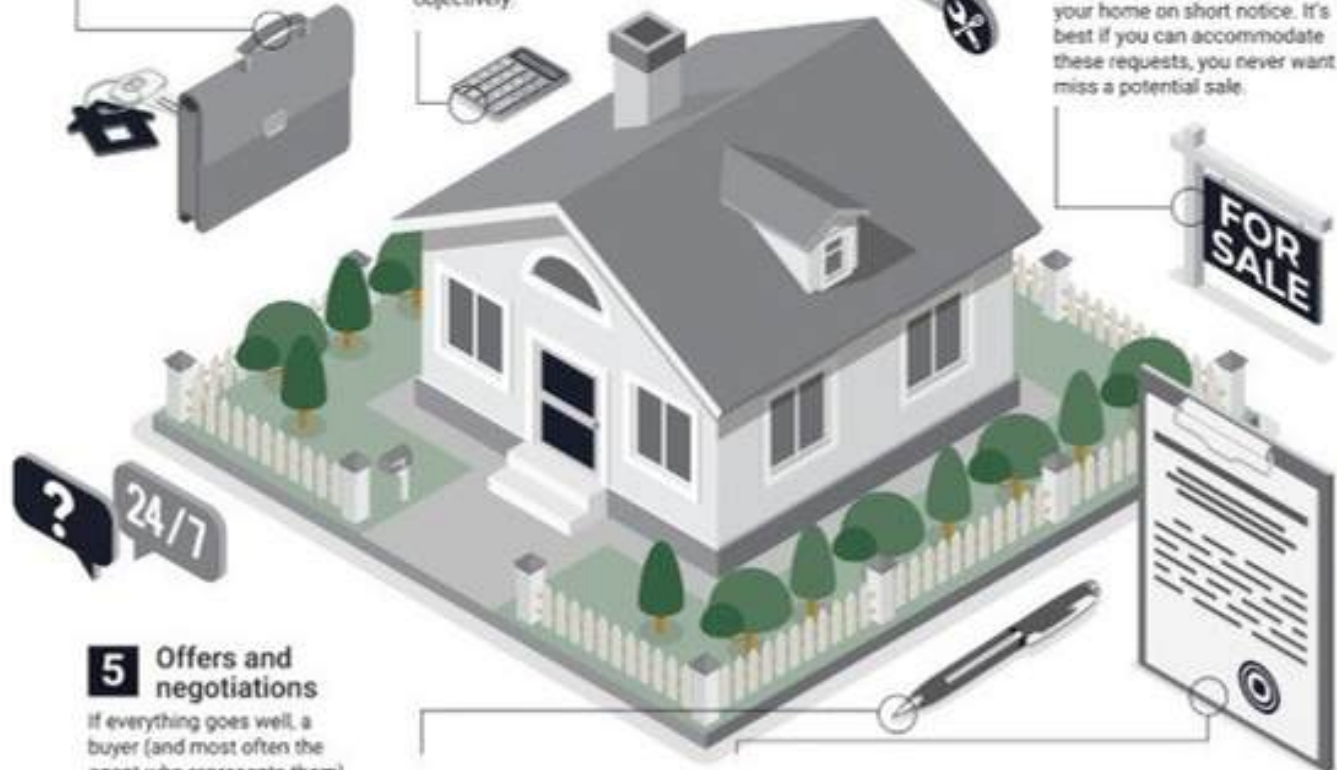
View your home through the eyes of the buyer and ask yourself what you'd expect. Your agent will offer some useful suggestions.

4 List it for sale

When everything is in place your agent will put your home on the market. It's critical you make it as easy as possible for potential buyers to view your home.

| Showings

Potential buyers may ask to see your home on short notice. It's best if you can accommodate these requests, you never want to miss a potential sale.



5 Offers and negotiations

If everything goes well, a buyer (and most often the agent who represents them) will present your agent with an offer.

| Choosing an offer

Your agent will present the benefits and risks of each offer. You will have the opportunity to either accept or counter and offer based on its merits.

6 Under contract

At this point, you and the buyer have agreed to all of the terms of the offer and both parties have signed the agreement.

7 Final details

While under contract the buyer will work with their mortgage provider to finalize the loan and perform other due diligence.

8 Closing

This is the transfer of funds and ownership. Depending on when the buyer moves into the home you will need to be all packed up and ready to move.

real

Congratulations!

You've successfully sold your home!



For a full guide on how each stage works and what it will look like, please see my Selling Process blog on my website www.finmacrealty.com

Prepping Your Home

HOW TO GET YOUR HOME READY FOR SALE

Preparing a home properly—through cleaning, decluttering, small touch-ups, and staging—has a direct impact on how fast it sells and for how much. The National Association of Realtors reports that 95% of agents say decluttering is essential, and a clean, move-in ready home increases a buyer's perceived value by around 5%.

Staging magnifies that effect. According to the Home Staging Institute, staged homes sell 73% faster than unstaged homes. NAR research also shows that investing even 1% of a home's value into preparation and staging can return 5–15% above the asking price.

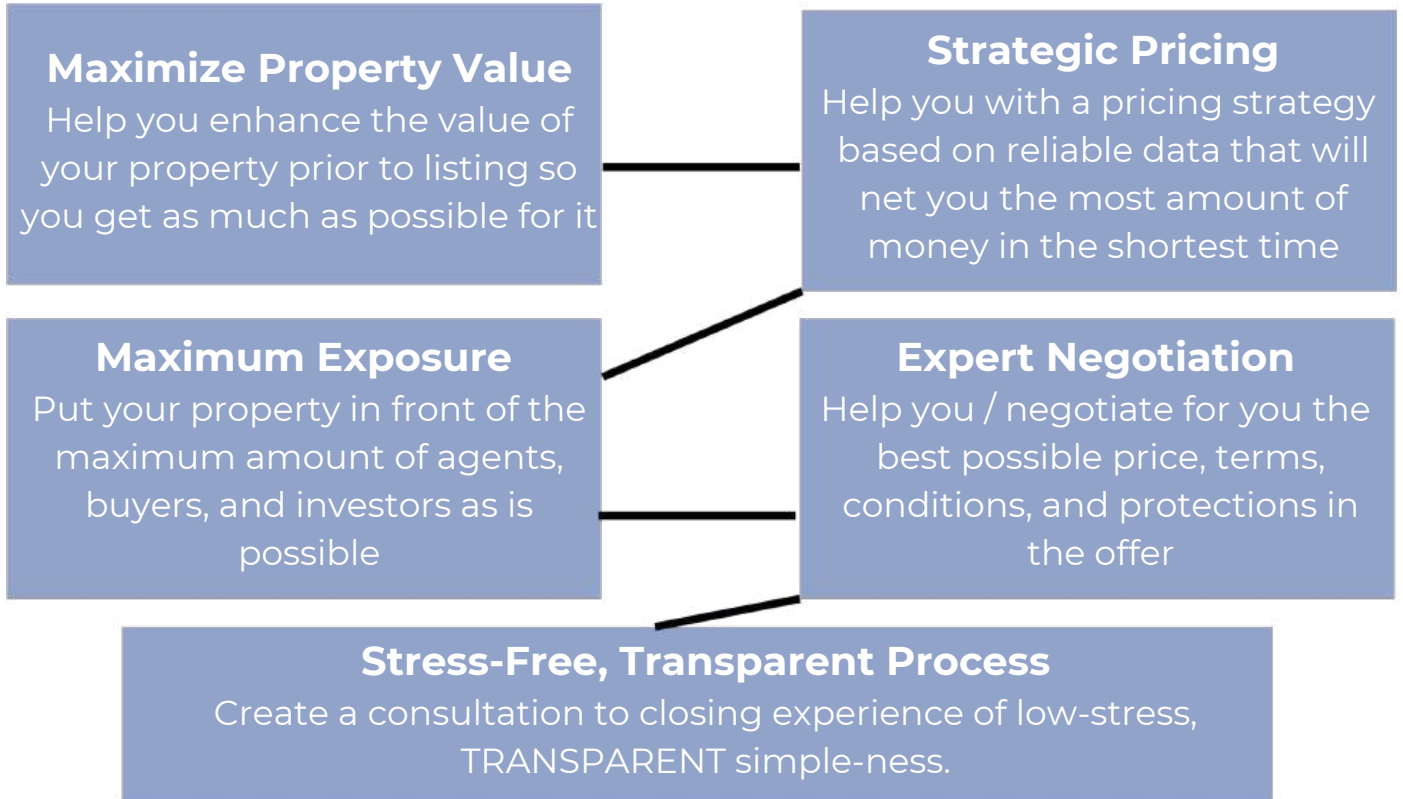
In short: a little time and investment in preparation consistently delivers a faster sale and a stronger price in any market.



When preparing your home, please refer to my full guide on preparing and staging a home for sale, which I will provide to you for free, if I have not yet. It covers absolutely everything that you can do to make your home look like a show-home. Feel free to use whether you see the value in working with me or not.

Finley Macfarlane

Our Objectives For You



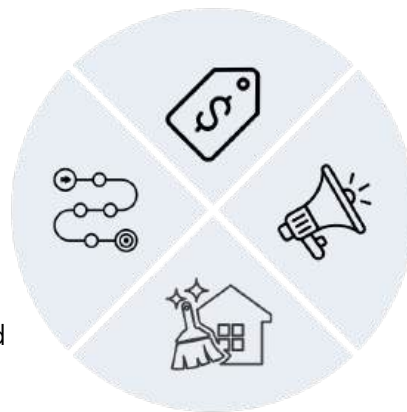
4 P's of Successful Home-Selling

Price

Setting the right price (depending on your choice of the different strategies) is the most important step. I do extensive market research right in front of you to first educate you, and then attract the most buyers in the shortest time possible.

Process Management

We don't just list your home— we manage the entire process from start to finish. My team and I coordinate showings, inspections, appraisals, lawyers, and mortgage brokers, while also protecting you in the contracts. Every contingency is tracked and met, so nothing slips through the cracks and your deal closes smoothly.



Promotion

I am confident that I have the heaviest marketing strategy in Saskatoon. It exposes your home to the maximum amount of buyers and Agents through multiple channels and platforms.

Presentation

How your home looks to buyers in person and online through photos and videos. We'll work with you room by room to ensure your property shines.

Our proven approach addresses all four critical factors needed to sell your home for the highest possible price, in the shortest amount of time, with the least amount of stress.

The 4 P's: What I Do

Presentation

Making Your Home Shine

We meticulously prepare your home to impress:

- Strategic staging recommendations that maximize appeal
- Room-by-room consultations with our professional team
- Extensive pre-listing checklist to ensure nothing is overlooked (refer to home prep guide)
- Hands-on help from me including sweeping floors if that's what is needed (within reason)



Process Management

Where “the least amount of stress” comes in

- Coordinating showings, inspections, appraisers, lawyers, photographers, contractors, etc.
- Full progress reports weekly including updated market analysis, showing feedback, marketing stats, etc.
- Ensuring contingencies are met and deposits are secured.
- All contracts explained up front
- Negotiating price with logical reasoning; negotiating all terms to line up with your timeline & goals
- Ensuring all prospective buyers are pre-approved
- Help coordinate relocation if needed

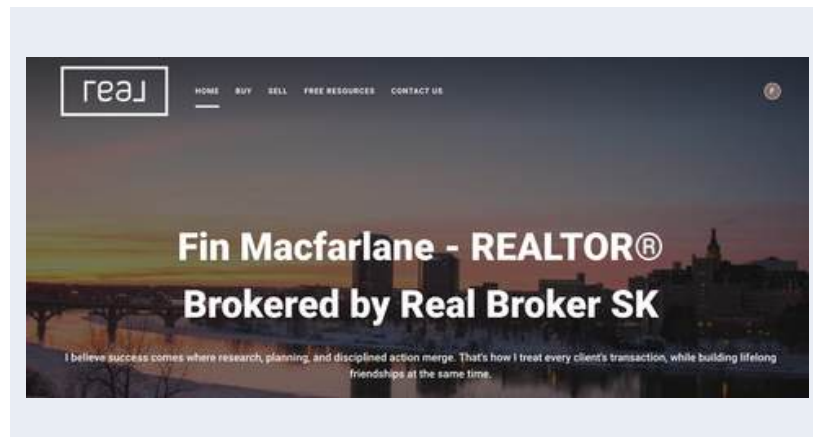


Promotion

Most real estate agents and firms market homes by simply listing them in the MLS®, putting a sign in the yard, sitting in an open house and hoping the property sells. While this may get the home sold, it doesn't attract enough prospective buyers to create demand for the home, and therefore properties often sell for less than the true potential sales value of the home. **When you're paying someone a percentage of your own home that you worked so hard for, don't you think you should actually get a return on your investment?**

The Basics (Done Right)

- Massive double-sided sign in the yard
- Listed on MLS with detailed write-up on your home's value proposition
- Email blasts to local Realtors (most buyers will be working with an agent)
- Advertise on countless websites such as Realtor.ca, Zillow, my website, etc.
- Speak to our preferred lenders to see if they have qualified buyers who may be a fit
- Rewrite advertisements to keep them fresh



Listing Description

Sophisticated. Stylish. One-of-a-Kind. Welcome to this custom-crafted 1,880 sq. ft. residence in prestigious Aspen Ridge—where timeless mid-century modern design meets today's luxurious standards. Every inch of this 5-bedroom, 4-bath home has been meticulously designed with upscale living in mind. From the moment you arrive, the striking curb appeal sets the tone: a clean, architectural exterior complemented by triple-pane windows and meticulous landscaping. Inside, you'll find soaring 9-foot ceilings on all three levels and a light-filled open-concept layout that seamlessly blends function and style. The show-stopping kitchen is a true centerpiece, featuring quartz countertops, rich cabinetry, a statement backsplash, and an oversized island with abundant storage. The adjacent dining area is perfectly suited for entertaining, while the spacious living room—anchored by a custom coffered ceiling and a 60" electric fireplace—offers warmth and elegance. Upstairs, retreat to a luxurious primary suite with a dramatic wood-accent feature wall, large walk-in closet, and a spa-inspired ensuite boasting double vanities, a freestanding soaking tub, and a tiled shower. Two additional bedrooms and a stylish full bath complete the upper level. The fully developed basement extends the home's functionality with two more bedrooms, a cozy family room, and a designer bathroom with a custom tiled shower—ideal for guests or a growing family. Additional highlights include an oversized double attached garage with dual overhead doors, a covered rear deck, double concrete driveway, and beautifully finished front and back landscaping. Located steps from scenic walking trails and the Northeast Swale, this is more than a home—it's a lifestyle. (28354684)

Remember on the cover where I claimed to be the *most aggressive* agent in Saskatoon?

Here's why:

📱 Facebook Marketplace & Local Groups

I personally post (and refresh each morning) your listing in 30+ geo-targeted groups on Facebook Marketplace, where thousands of locals are actively searching daily. These posts act like free ads, creating fast inquiries and extra exposure beyond MLS traffic.

📷 Professional Photography & Drone

I cover the cost of 30–50 high-resolution images, wide-angle shots, and full drone photography. This ensures your home looks like a showpiece online, grabbing buyer attention instantly.



📊 Did You Know?

- 97% of buyers use online photos to decide which homes to view (NAR).
- Listings with professional photos get 61% more views online (NAR).
- Homes with high-quality photography sell up to 32% faster and spend fewer days on market (NAR).

🎥 Social Media Property Tours

Your home will be featured in cinematic tours across Instagram, Facebook, TikTok, and YouTube, where buyers are already scrolling for properties. These videos consistently drive more views → more showings → more offers. I even collaborate with other top Saskatoon agents to multiply the reach.

My view reach this month (this is truly like a constant open house reaching almost a million people)



Your Home's Own Website and Online Lead Routing

Your home gets its own website built by me, which all leads from online advertising are directed to. I have a lead routing system that sends their information to me to follow up with them, when they register to view your home on my website, or any other popular property website.

Key metrics ⓘ

Oct 21 - Dec 19

Post views

798K

↑ +732K (+1096.7%)



Mega Open House Strategy

Most open houses are done the same way: a couple signs out front, maybe a post online, and then wait to see who shows up.

Here's how mine are different:

In the week leading up:

- Knock on 100+ doors to personally invite neighbours - who often have friends, family, or coworkers looking to move into the area
- Deliver flyers throughout the community
- Run targeted social media advertising to build anticipation

On the day of the open house:

- Place 20+ massive directional signs all over the neighbourhood
- Create a welcoming environment with cookies, snacks, and music
- Collect feedback cards from every visitor
- Use an automated follow-up system for every attendee

By actively engaging the neighbourhood and maximizing exposure, I generate more traffic, more qualified buyers, and stronger offers for your home. I typically am able to get 15+ groups of people into the home in a single weekend, sometimes as high as 30+ for a listing using the mass-invitation pricing strategy.



Fin Macfarlane - REALTOR®

You're invited to my open house this Saturday and Sunday! from 1-4pm. **There may or may not be cookies...** Also, I'm doing **free "10 Minute home value reports"** for some neighbours next Tuesday. These are strictly for your information, no sales pressure from me. If you want to know what equity you have in your home in this rising market, shoot me a text.



Scan to see the listing here:



306-370-2314



PRICING
YOUR HOME
PRICE IT RIGHT
PROFIT MORE



Strategic Pricing: An Invitation to the Market

The first thing to understand about pricing is that **the list price is not what your home is worth -- it's simply an invitation for buyers to take interest.**

Think of it like the opening bid at an auction:

- If a home were listed for \$2, it would never actually sell for \$2. It would simply catch more interest, and the market would immediately correct it as buyers competed and drove it up to or past its true value.
- On the other hand, if a \$500,000 home is listed at \$600,000, buyers don't line up and overpay — they skip it, and the property sits, buyers start to assume something is wrong with it, and it gets lowball offers if any at all.

The role of the list price is to attract the maximum number of buyers and create competition. The market will always decide the final value — my job is to position your home to get you the best price and terms possible.

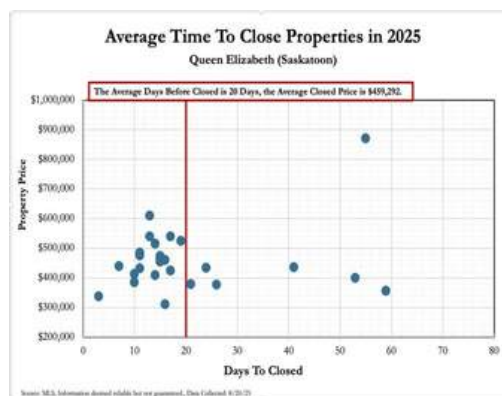


Top 3 Price Factors

1. The Market Conditions

2. The Competition

3. Your Timeline



There are three invitations you can make to buyers (pricing strategies):

Fair market value is estimated by comparing against recent similar properties that have sold, and making adjustments for differences. These are simply used to establish an invitation price, after which the market will decide the home's true value:

Aspirational Pricing

You list your home high and "leave room for negotiation". The home sits on the market and doesn't sell. This is a strategy we only use for luxury properties or properties that are extremely unique.

Expired	LP: \$850,000	
	OP: \$879,900	
		DOM: 232

Standard Invitation

We list your home right at where perceived market value is based on the data. You get a solid RSVP, and usually end up selling by the average Days On Market.

LP: \$299,900	SP: \$282,000
OP: \$299,900	SD: 07/14/2025
	DOM: 26

Bidding Frenzy Invitation

We list your home on a Thursday for at least 10% below market value. Remember - this is just the invitation.

- We set all offers to be presented 4-6 days after the home hits the market. Since the invitation is seen as "the best deal ever", you create a frenzy of showings and interest which results in multiple offers and a bidding war that drives the sale price as high as it could have possibly been.
- The second benefit is how fast the property sells - as you can see from the examples, when done right you should have an accepted offer, over asking, within one weekend.

LP: \$489,900	SP: \$575,000
OP: \$489,900	SD: 08/05/2025
	DOM: 16

LP: \$369,900	SP: \$410,000
OP: \$369,900	SD: 08/19/2025
	DOM: 14

LP: \$489,900	SP: \$589,900
OP: \$489,900	SD: 08/20/2025
	DOM: 8

Pricing Standards

When a property is not selling, there are two standards on pricing, and these are:

1) When a home is on the market for **over 14 days** and a home has **no showings or very few showings**, we are **at least 10% over the actual value**. At this point properties need a 10% minimum price adjustment.

2) When a home is on the market for **over 14 days** and has had a decent amount of showings but **no offers or low offers**, the property is **roughly 5% over market value** and needs a 5% price adjustment.

Keep in mind that this issue can be fully avoided by utilizing the bidding frenzy pricing strategy.



Seller's Net Proceeds

When selling your home, we prepare a net sheet for every offer that you are considering, so that you can see exactly what you get in your pocket after closing costs/expenses.

Item	Dollar Amount
Sale Price	xxx
Commission	-a
Legal Fees	-b
Mortgage Payout (with penalty)	-c
Closing costs	-d
Net	yyy

Note

Remember to consider moving costs, property tax adjustments, home staging, taxes, insurance, alarm system transfer, etc. to make sure you don't forget anything!



My Guarantee Programs



What's the biggest fear when you list your home with a real estate agent? You worry about being locked into a lengthy agreement with a less than competent agent, right?

Because if that happens, **it will cost you valuable time and exposure on the market.**

Worry no more!

Let us take the risk and fear out of listing your home with our Performance Guarantee.

Simply put, this guarantees our performance as your preferred agent:

1. If I and my team are not doing our job, you can fire me without penalty, period. You can relax knowing you won't be locked in. Only one restriction applies...we ask that you voice your concern and give us 1 week to remedy any issue that arises. If we can't fix it, get rid of us.
2. If we don't have an accepted offer on your home in ____days, we will reduce our commission by \$_____. Our requirement for this guarantee is that you have the property:
 - Appraised by a licensed appraiser.
 - Pre-inspected and make all necessary repairs.
 - 100% Accessible for showings, within reason.
 - Professionally Staged.
3. We will reach out to you on a weekly basis with our progress report on the sale of your property – what we have done and any feedback received from recent showings.
4. Our Performance Guarantee allows you to enjoy the high standard of service that comes with the confidence of this offer. We have strong opinions about the quality of the real estate service clients receive and we believe that if you are unhappy with the service you're getting, you should have the power to fire your agent; and we're confident that you will be so pleased with our services, it won't ever be an issue.

You have my word on it,

Fin Macfarlane



Fin Macfarlane

Local Real Estate Professional

THANK YOU

Thank you for your consideration in helping you sell your property. I look forward to a lifetime of working with you to help you achieve your real estate goals.



Contact Details
306-370-2314
finmacrealty@gmail.com

