

SELLER'S GUIDE

How we sell your home for the most money, in the shortest time, with the least amount of stress.



Finley Macfarlane
REALTOR®

Serving Saskatoon & Area.



Proud to be supported by the largest brokerage in
Saskatoon.



Boyes Group Realty is one of Saskatchewan's largest independent real estate brokerages, with over \$1.1 billion in annual sales volume and offices across the province. That level of activity means my team is involved in **thousands** of transactions every year, giving us real-time insight into pricing trends, negotiation strategies, and buyer behaviour across a wide range of markets.

While I'm proud to be supported by a brokerage with this level of experience and reach, the most important part of your real estate journey is the individual representing you. My goal is to combine the resources and expertise of Boyes Group with personalized service, honest advice, and a strategy tailored specifically to your goals.

MEET YOUR REALTOR®

Hello, I'm

Finley Macfarlane

Your Local Real Estate Professional



Raised in Saskatoon since I was 3 years old, I've always been passionate about entrepreneurship, building relationships, and helping people make confident decisions. Outside of real estate, you'll usually find me in the gym, reading, spending time outdoors with my black lab/mastiff Ajax, or with family and friends.

Real estate allows me to combine my passion for business with the opportunity to make a real difference in people's lives. My approach is simple: provide honest advice, communicate clearly, and work relentlessly to help you make the right decision—not just any decision. Whether it's finding the right home, negotiating the best terms, or answering questions long after you've moved in, my goal is to be your trusted real estate resource for life.

What You Can Expect From Me

Honest Advice

I'll always tell you what you need to hear, not just what you want to hear. I prioritize your satisfaction over a commission cheque, because I understand that the way my business actually grows is by giving great experiences to great clients, who then tell other great people about their experience.

Data-Driven Decisions

Every recommendation is backed by market data and strategy - not guesswork or emotion.

Clear Communication

You'll always know what's happening, what comes next, and why. I always answer my phone ASAP for clients, no matter the time of day or night.

Lifelong Support

My job doesn't end on possession day. I'm here whenever you need real estate advice.

Contact Info



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WHAT CLIENTS SAY

See 30+ verified Google reviews at <https://share.google/jzhD98G91HACKt39T>, or scan the qr code below



Finley sold our house for us in Stonebridge, Saskatoon, and working with him made the entire process smooth and straightforward. He was knowledgeable, responsive, and always kept us informed throughout the sale. What stood out most was how hard he worked and how honest and direct he was through every step of selling our home. Finley was also very helpful in meeting our expected timeline, ensuring the process stayed on track and reducing a lot of the stress that can come with selling a house. If you're looking for a realtor in Saskatoon who genuinely cares about his clients and knows the local market, I would definitely recommend Finley. We truly appreciated his professionalism, dedication, and support throughout the entire experience.

-Abdul G.



We will definitely be doing more business with Fin in the future. We weren't even looking to sell our home, but he reached out and showed us the possibilities. We gave him a shot, and he far exceeded our expectations. I have never worked with a more responsive realtor; he stays on top of every detail and truly makes you feel taken care of. Thank you so much, Fin, for selling our home in Kelsey Woodlawn. Highly recommended!

-Simi & Chimmy D..



Selling a home you've loved and cherished for years is an emotional and stressful experience. Finley made the entire process feel seamless, simple, and far less overwhelming. His kindness and patience when I needed it most were greatly appreciated and truly set him apart from other realtors I had been in contact with. Once I was ready, his clear communication and presentation of my options made the path forward feel easy and confident. He went above and beyond to help me achieve my goals with the sale, and I always felt that my best interests were his top priority. I would absolutely work with Finley again and highly recommend him to anyone looking for a realtor who genuinely cares about their clients.

-Gayna B..

THE HOME SELLING TIMELINE

Step One **Consultation & Pricing**

Discuss your goals and ideal timeline, analyze the market, and choose a pricing strategy.

Step Two **Prepare the Home**

Here's the hardest, but most important, part. Complete cleaning, repairs, staging, and final presentation.

Step Three **Listing Launch**

Here's where most marketing happens and the listing goes live.

Step Four **Showings & Feedback**

Buyers, along with their agent, will schedule times with me to view the home. I collect feedback from each one and keep you updated.

Step Five **Offers & Negotiation**

After reviewing & verifying each offer, we analyze price, terms, conditions, and estimated net proceeds.

Step Six **Conditional Sale**

Once an offer is accepted, the buyer provides their deposit and we manage inspections, financing, deposits, and all deadlines.

Step Seven **Conditions Removed - Firm Sale!**

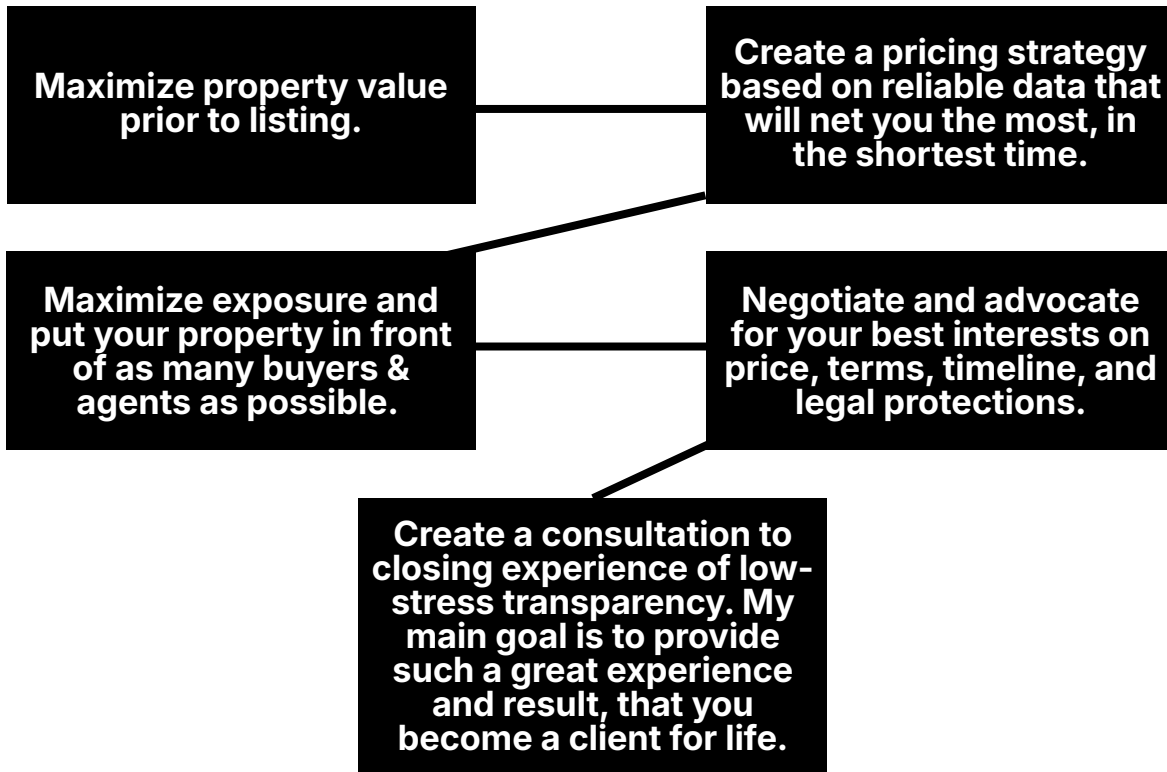
Now, everything is sent to the lawyers to prepare for closing (possession). You'll meet them to sign.

Step Eight **Possession Day**

Funds and ownership transfer, keys are released, and the sale is complete.

Every home is different, but this roadmap gives you a clear picture of what to expect from start to finish. My job is to guide you through each step while making the process as smooth and stress-free as possible.

OUR OBJECTIVES



Every successful home sale comes down to three key pillars. The remainder of this guide explains each one and how they work together to maximize your results.

1 Pricing

2 Preperation

3 Promotion & Process Management

PILLAR ONE

PRICING

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 \$500,000 home were listed at \$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 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.



What Actually Determines Your Home's Value?

Market Conditions

- Buyer's Market: Supply is larger than demand - homes take longer to sell, and prices are dropping)
- Seller's Market: Demand is larger than supply. Less competition, faster & higher sales.
- Balanced market: Homes sell in a typical timeline, prices stay steady.

Comparable Sales

- These show us exactly what buyers are willing to pay for similar homes (this is market value).
- We'll also analyze current listings to see our competition, as buyers compare all. **These do not tell us market value though, as people can ask whatever they want for their home, it doesn't mean someone will pay it.**

Your Home

- We put ourselves in the buyer's shoes and ask what they would find most valuable in homes like yours. Updated kitchens Renovated rooms? These all factor into the final price.

Three Pricing Strategies

Every home is different. Together, we'll choose the strategy that gives you the best chance of achieving your goals.

Aspirational Pricing

You list your home high and “leave room for negotiation”. The home sits on the market, buyer’s start to assume it has issues, and it doesn’t sell. This is a strategy we only use for luxury or unique properties.

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

Standard Invitation

Recommended for most standard homes.

List right at perceived market value based on the data. Usually ends up selling by the average “days on market” for the area.

LP:	\$659,900	SP:	\$659,500
OP:	\$659,900	SD:	12/10/2025
		DOM:	14

Presentation Of Offers

Recommended for amazing homes in low-supply areas. With this strategy, we list the home slightly below market value to create extra competition. We delay when the offers are presented by 4-5 days after listing, in order to allow everyone time to view the home. All offers are reviewed at the same time. Amazing because every buyer gets a chance to view the home before someone puts in a “bully offer”, and you get to have the process of showings done quicker.

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

When is It Time to Adjust The Price?

When a property has no major issues, and isn’t selling, it can mean two things:

- 1) If on the market for longer than the **average time to accept an offer in the area**, and we have had **no showings or very few showings**, we are at least 10% above **market value. Time for a 10% reduction.**
- 2) When a home is on the market for longer than the **average time to accept an offer**, with a decent amount of showings, but **no offers or low offers**, the property is **roughly 5% above market value. Time for a 5% reduction.**

Correct pricing from day one gives you the best chance of selling quickly and for the highest possible price.

PILLAR TWO

PREPARATION

First impressions happen before buyers ever walk through the front door.

Preparation is one of the few things completely within your control, and it can have a major impact on your sale. Today's buyers are incredibly selective, and small details matter more than ever. A clean, decluttered, well-maintained, and properly staged home creates a stronger first impression, photographs better, attracts more buyers, and gives your home the best chance of selling quickly and for top dollar. While preparing your home can be the most time-consuming part of the process, it's almost always worth the effort. To make it as simple as possible, after walking through hundreds of homes with buyers, I've created a comprehensive Home Preparation Checklist that walks you through everything I recommend completing before professional photos and your home officially hits the market.



Finley's Tip

One of the biggest mistakes I see is homeowners spending thousands on renovations that don't increase their sale price. In most cases, the best return comes from simple improvements like fresh paint, professional cleaning, decluttering, updated light fixtures, and minor repairs.

When in doubt, ask me before spending a dollar.

Finley Macfarlane

PILLAR THREE

PROMOTION & PROCESS

The more qualified buyers who see your home, the better the results: More people seeing the property = More people booking viewings = More offers = A higher and quicker sale.

I will cover all marketing expenses out of my own pocket, ensuring you don't pay for anything out of pocket. Keep in mind I work for free, and you only pay commission if/when I bring you an offer that you are happy with and choose to accept.

Every Listing Includes The Basics

- Sign in the yard
- MLS listing with seo-optimized write-up
- 1000s of websites like Realtor.ca, Zillow, etc.
- Email blast to other agents & mortgage brokers



Professional Photography & Drone

High-quality professional photography to ensure your home makes the strongest possible first impression online.

Social Media Property Tours

This is one of the biggest advantages of hiring me. I post property tours on social media platforms that consistently get hundreds of thousands (sometimes millions) of views per month.



Key metrics ⓘ

Oct 21 - Dec 19

Post views

798K

↑ +732K (+1096.7%)

Maximum Exposure

I am willing to confidently state that I get the most exposure on my listings of any agent in the city. Your home is promoted through a coordinated marketing strategy including the MLS®, social media, online real estate platforms, my buyer network, email marketing, and open houses when appropriate.



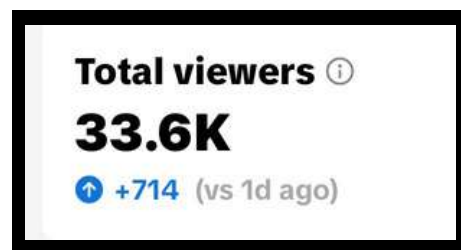
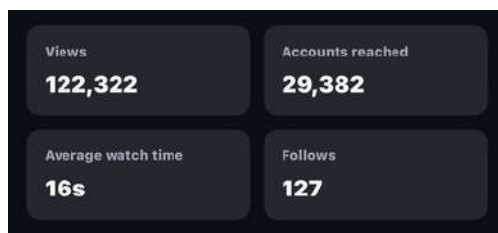
PILLAR THREE

PROMOTION & PROCESS

See my marketing resume on my website and social media channels at this QR code:



Recent property tour example:



Process Management

Marketing attracts buyers, but strong process management is what gets your home sold. Behind every sale are hundreds of decisions, conversations, deadlines, and moving pieces that need to be managed correctly. Because my team and I deal with so many transactions all of the time, we know how to anticipate potential issues, solve problems quickly, and keep your sale moving forward. Behind the scenes, I'm constantly communicating with buyers' agents, negotiating offers no matter what hour of the day it is if needed, managing conditions and deadlines, coordinating with lawyers, lenders, inspectors, appraisers, and ensuring every detail stays on track from listing to possession.

When a buyer wants to view your home, their REALTOR® schedules a showing through our office. Thanks to a secure REALTOR® lockbox, they can access the property immediately once the showing is approved, making it easy to accommodate buyers as quickly as possible. After every showing, I collect feedback from the buyer's agent. Each week, you'll receive a detailed update outlining the marketing completed, showing activity, buyer feedback, and any changes in the local market so you always know exactly where we stand and whether any adjustments to our strategy are needed.

You'll never wonder what's happening with your sale or what comes next. Clear communication is one of my highest priorities.

My Gaurantee Programs

One of the biggest concerns sellers have is being locked into a listing agreement with the wrong REALTOR®. I don't believe you should ever feel trapped. That's why I offer my Performance Guarantee.

My commitment to you:

1. **If I'm not delivering on the commitments I've made, you can cancel our listing agreement without penalty.** The only thing I ask is that you first let me know your concerns and give me one week to address them. If I can't make it right, you're free to move on.
2. **You'll always know what's happening.** You'll receive a detailed listing update every single week (*if in a small-town or acreage where markets are slower, this frequency will be less*). I'll keep you informed on our marketing efforts, showing activity, buyer feedback, and any changes in the market so you always know exactly where we stand.

I stand behind the service I provide and believe trust should be earned through hard work, communication, and results—not by locking clients into a contract. My goal is simple: to provide such a great experience that cancelling our agreement never becomes a consideration (it hasn't happened yet).

You have my word on it,

Finley Macfarlane





Finley Macfarlane

Saskatoon & Area Real Estate

THANK YOU

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



CONTACT DETAILS

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