

OUR HOME SELLING

difference



STEELE GROUP

EVERYTHING REAL ESTATE

PRE-LISTING GUIDE

WWW.STEELEGROUPYYC.COM

SOLD

We have 35+ years of Award Winning Real Estate
experience & have SOLD 1,000+ Calgary homes!

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TO CHOOSE THE STEELE GROUP TO SELL YOUR HOME



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The biggest advantage of having a strong team leader is to ensure you are fully educated & don't make any mistakes. That's exactly the type of agent we've been for our 1,000's of past clients.

Many people think all Realtors do the same thing & get the same results. Well Realtors are just like every other profession & there are huge differences in the results the TOP 10% get compared to the rest. It all comes down to the value you place on the agent helping your family.

- We have more experience than 97% of Calgary Realtors.
- We know all the areas that can cause you problems & how to avoid them.
- We totally believe in one on one personalized service.
- We absolutely care what happens to you & your family.
- We've 1,000's of happy past clients to prove it.

It doesn't matter your stage of life or what your needs are we've got a solution to suit. We've been there for others many times & that experience will be invaluable in helping you find the perfect home.

We've got the experience to protect you from making mistakes!

Brett Steele
Greg Steele

REALTOR®

LET'S CONNECT



email Greg



phone Greg.



facebook



youtube



email Brett



phone Brett



instagram



our website



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ABOUT US



INTRODUCTION TO THE STEELE GROUP



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Quick Facts:

- We have SOLD 1,000+ Calgary & area homes.
- 35+ years of Calgary Real Estate experience.
- 1,000+ of Happy Past Clients.
- Work with RE/MAX the world's #1 Real Estate company.
- Two Award Winning Agents.
- Native Calgarians with tons of contacts to help us.
- The experience of having worked in every type of market.
- Extensive new home construction & property investing experience.

We have far more experience than most agents & use that knowledge to get our sellers better results.

Wouldn't you rather work with the agents that have been there before & know exactly how to help you?



MEET US



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Brett Steele

I was proudly born & raised in Calgary. I am grateful to have established valuable relationships & resources in many areas of this evolving city. My background in residential construction makes me unique as an agent. The goal to become a licensed Realtor began after my personal involvement in investment Real Estate. Today my focus is to create solid relationships with my clients & deliver outstanding service. By doing so, I have developed a very loyal past customer base.

First time buyer? I feel my age, understanding of current technology & generational relevance gives me a competitive advantage when representing the millennial demographic. Call or text me anytime with questions. No pressure... it should be an exciting time!

- Business MGMT Degree MRU
- 10 years residential construction experience
- RE/MAX Rookie of the Year 2017
- Calgary Chamber of Commerce Service Excellence Award
- RE/MAX 100% Sales Club
- Social media advanced marketing
- First Time Buyer Specialist
- Certified Condominium Specialist

Brett Steele

Realtor

Email Brett



Greg Steele

I was born and raised in Calgary, and have a lifetime worth of knowledge about our great city. My Real Estate experience goes far beyond buying and selling. It includes new home construction, property investment and renovations. Helping families with their housing needs is something I've enjoyed doing for over 30 years, and it's as rewarding today as it was then.

My clients know I've always got their best interests at heart. Today the majority of our business comes from past clients and they're referrals to friends and family. I love what I do, and I'm grateful for the relationships that I have created along the way.

- RE/MAX Hall of Fame Award
- RE/MAX Life Time Achievement Award
- RE/MAX Platinum Club Award
- #1 RE/MAX Mountain View office producer several times
- MLS Million Dollar Club
- Construction and renovation experience
- Over 1,00 Calgary home SOLD

Greg Steele

Realtor

Email Greg



1. *The agent you select*
2. *How well you prepare your home before putting it on the market*

- Our **60+ Staging Tips & ideas** to help increase your home's selling price.
- To **Sell with Confidence** using our extremely helpful: Stage your home checklist, Prepare for showings checklist, How to deal with offers checklist, Closing checklist & more.
- Our **Next Level Marketing** that combines: professional HD photos, drone photography, custom listing videos, social media & 100's of websites to make your home standout.
- Our **One on One Award Winning Service** & our powerful offer negotiating strategies.

When you've *SOLD* 1,000+ homes you learn a little bit on how to get *BETTER* results.





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STATISTICS





NOTEBOOK



statistics STEELE GROUP

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CALGARY YEAR TO DATE

	STATISTICS	CHANGE + OR - Y/Y
 AVG. SALE PRICE	\$497,767	+15.18%
 # OF HOMES SOLD	9,413	+58.44%
 SALES/NEW LISTINGS	74.6%	+19.81%
 AVG. DAYS ON MARKET	26.79	-37.24%





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10 STEPS TO SOLD





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THE HOME SELLING *process*

STEP ONE

consultation

During our complimentary consultation, we will tour your home and point out a few things you can do to prepare your home to sell. We will walk you through the comps in your area, and discuss strategic pricing, and our marketing strategy that will sell your home for top dollar quickly.

STEP TWO

preparation

Clean, declutter and organize! While preparing your home to sell may seem like a daunting task, we have all the tools and people to make it happen. Trust my list of tried and true vendors to get the job done right.

Once listed. We will give you ideas on how to stage your home to show it's best & sell for the most. We look at staging as creating a neutral palette, so that buyers can envision themselves living there.

Now, pre-marketing can begin. Our photographer, videographer will come to capture your home in its absolute best light. We will work diligently to make sure everything is ready for launch day. From descriptions, photos, paperwork & measurements, everything will be done to make sure your home stands out above the competition. Lastly, a sign and lockbox will be installed.

STEP THREE

going live & marketing

Now that we have completed all steps to prepare your home for market, it's time to go live! Our marketing will go above & beyond putting a sign on the yard & placing it in the MLS. We take pride in our broad marketing. Your home will be covered on social media, email, video & print marketing. We want to meet every possible buyer wherever they might be looking.

STEP FOUR

showings

Keeping your home show-ready is going to be key to getting your home sold quickly. We will provide you with a showing checklist so that we take the guesswork out of making sure you are ready for a showing. Keeping a clean and clutter-free home will ensure buyers will only be able to see all the best things about your home.

STEP FIVE

offer

Once an offer is received, We will walk you through all the details of the offer. There are many things to consider when you receive an offer and offer price is just one of them. We will help you decide on how to respond & give you our suggestions to help.



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THE NEXT

Steps

STEP SIX

inspections

After we have accepted an offer, inspections will take place anywhere from 2-10 days after we sign. The buyer will pay an inspector to look through the entire property and list all the things that the home could need to be fixed. Big and small items will be on this list. The report will be handed to the buyers to review with their agent. Buyers may or may not try and negotiate items. It's important to leave copies of all recent upgrades or repairs on the kitchen table so the inspector knows what improvements have been done.

Sellers need to vacate the home during the inspection.

We will provide you with a detailed checklist to help prepare you to ace the home inspection.

STEP SEVEN

appraisal

If your buyer is buying with a loan, then an appraisal may be ordered by the lender. These are often chosen at random from a pool of appraisers or the lender may use an online appraisal source. The goal is to have the appraisal come in at or above the purchase price of your contract so that the mortgage lender will approve the loan. It is important the home be in tip top shape at this time.

Sellers can be home during the appraisal.

STEP EIGHT

condition removal

The party benefiting from the condition needs to remove that condition in writing on or before the date & time listed on the offer. Once all conditions are removed the sale is final.

We will provide you with detailed checklists to help prepare for closing day & your move out.

STEP NINE

final walkthrough

A final walkthrough with the buyers may happen right before closing. They will perform this to make sure that all negotiated items have been completed and all is as it should be.

STEP TEN

closing

Closing is when the necessary paperwork needed to complete the transaction is signed. Your lawyer will be in contact with you to set up a time to meet to sign final paper work. Your lawyer will prepare the title to the property to be transferred while the buyer's lawyer arranges to transfer purchase funds. Once your lawyer receives all purchase funds they will call us to let us know we can release keys to buyer's agent.

On closing only the buyers & their agent will attend.



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MARKETING PLAN

targeted marketing

NETWORKING

A large percentage of real estate transactions happen with co-operating agents & we will ensure your home stands out to them & all the works done to make their job easier.

SIGNAGE & LOCK BOX

A sign will be placed in your yard to gain the maximum exposure as well as a lock box will be attached to your home with the keys in it for agents to use to access your home for showings.

STAGING

The KEY goal in staging is to make your home as appealing as possible to ALL buyers to the best of your ability. This often means decluttering, doing needed repairs, maybe some updates, a deep clean & finally add some seasonal pops of colour.

BUYER HOT BUTTONS

We have our custom showing checklist to help you best prepare your home for showings. As the saying goes "You get ONE chance to make a good first impression". We need to treat all buyers as special guests to the home & make their experience stand out from other homes they view.

VIDEO SLIDE SHOWS

A Video slide show gives a prospective buyer a true feeling of moving through a home and is far more descriptive of space than still, images can ever hope to be. We will use the slide show as well as many other forms of media to make your home standout..

PROFESSIONAL PHOTOS

The critical piece in home marketing is the quality of the photography. We hire professionals to shoot dozens of HD quality photos to ensure we have the very best possible.

WEBSITE

All of our listings are featured on hundreds of top real estate websites. Two of the top ones being our personal site & our company's. Your home will be featured on all of these websites & hundred's of others using the professional photography we've done.

SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, but it will also be featured on major 3rd party real estate sites, and syndicated to hundreds of other listing sites. Your home will be featured everywhere.

EMAIL MARKETING

An email will be immediately sent to our current buyer database searching for properties like yours & all registered buyers with all other area agents who have expressed an interest in a home like yours.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items & unique features of your home.

SECURITY

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, we will follow up with those agents requesting their feedback within 24 hours.

OPEN HOUSES

Open houses in our current world are not considered very effective, but if you feel comfortable we're happy to do one. We've found Saturday afternoon to work the best.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn & YouTube. The slide show works extremely well on social media.





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PRICING STRATEGY

the first listing price can affect *the entire outcome of your home sale.*

Pricing a home correctly is the number one factor in getting it sold in a timely fashion for the most money possible. Using a comparative market analysis (CMA) is the best bet for setting your price correctly the first time. Using this CMA, we will research sold properties in your area and determine the best listing price for your home. When a home is priced correctly the first time it generally sells quickly as there are buyers who see its value and jump at the chance to see it, sometimes creating a multiple offer situation. A home gets the most traffic when it is first listed so the first listing price is crucial to capturing all those buyers attention.

the problem with listing too high

PROBLEM 1

exclusion

Inflating the value of your home will change the group of homes you will be competing with & the buyer pool you will attract. Buyers shop by price range & if you are priced above the price range your buyers are looking they won't see it.

PROBLEM 2

interest slows

Due to a lack of interest you may have to later drop the price and now the buyer's fear of missing out on your home is much lower than at the beginning.

PROBLEM 3

appraisal

Even if you are successful in finding someone to pay more for your house, you still need to go through the appraisal process so your buyers can secure financing. If the appraisal comes back with a lower figure, the buyers will have difficulty obtaining a loan because lenders won't pay over-market prices. Your whole deal could fall through because your listing price was too high.

determines
the price of your home

- market condition
- comparative sold properties
- current inventory
- property features
- exposure
- location
- condition

does NOT determine
the price of your home

- what was paid for the home
- what online sites think it is worth
- what we want it to be worth
- agent opinions that aren't fact based



DETERMINING FACTORS

FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

FACTOR 1 | PRICING

When pricing your home it is important to carefully consider top market value. Using our competitive market analysis tool we will suggest your home's best listing price. We sell homes HIGHER than the market's average because we list homes at the correct price from the start.

FACTOR 2 | HOW IT SHOWS

It is important to have your home ready for market on day one. Make sure your home is ready for showings and online by:

- Completing repairs that need to be done.
- Decluttering & removing personal items.
- Making sure the home is clean and smells fresh.
- Cleaning carpets.
- Neutralizing spaces and walls.

OUR LISTING ADVANTAGE

EXPERIENCED STAGING TIPS PROVIDED

- 85% of staged homes sold for 5-15% more than unstaged homes
- Staging also helps homes sell quicker

BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their own searches online so it is critical that your listing is ranked high and shown in it's best light. Studies have shown that online buyers disregarded homes with limited photos, low quality photos, and minimal information. Rest assured we take the extra steps to get maximum exposure for your listing and giving the online shopper a wealth of information, and quality photos/tours

PROFESSIONAL PHOTOGRAPHY PROVIDED

FACTOR 3 | MARKETING

We offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

PROSPECTING

Prospecting daily for potential buyers online, in person, through other agents and to past clients.

MARKETING

The second you sign with us we go to work on marketing your home! SNEAK PEAK MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, and selling faster and for money than the competition.

COMMUNICATION

We will actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with buyer's agents after viewing the home, and calling weekly to discuss the progress from the previous week.



OUR COMMITMENT



remax.ca

Let our experience be your guide



WHAT TO EXPECT

HONESTY & TRANSPARENCY
INTEGRITY
RESPECT
TIMELY & REACHABLE
ACTING IN YOUR BEST INTEREST

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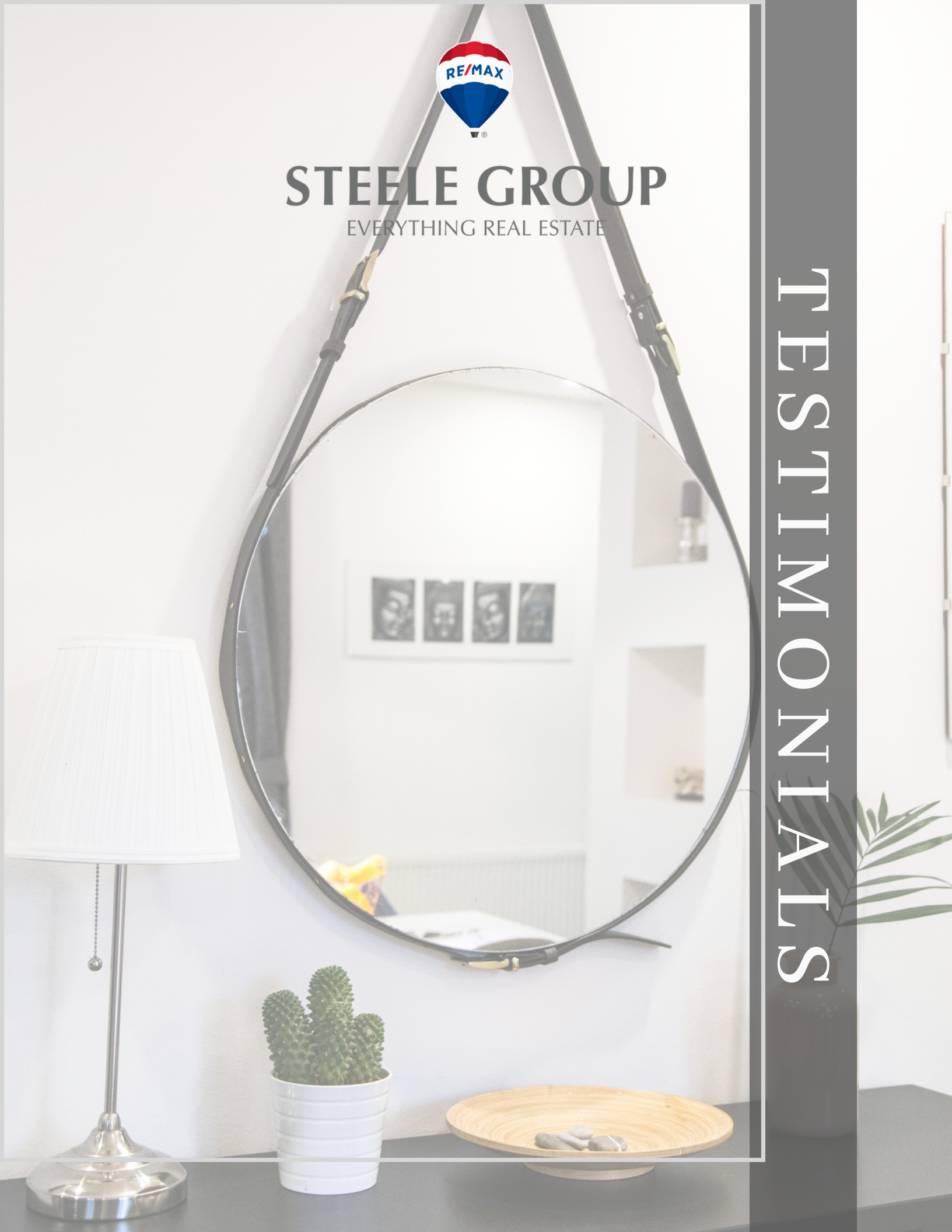
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TESTIMONIALS



REVIEWS



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Greg was able to recommend a variety of professionals to help us with the logistical requirements of finalizing the purchase of our home, all of whom also blew us away with their service.

-Michael & Deborah Sigalet

The Steele Group are a great team and amazing at what they do, great realtors and very understanding, found us exactly what we were looking for, and got us a good deal on top of it. Thanks Brett and Greg. We are enjoying our new house.

-Yeison & Ashley

Working with Brett and the Steele Group was a great experience! The team was very knowledgeable about the Calgary market, and supported us through the entire home buying process.

- Jordan & Kaitlyn Amatto

Greg we can't thank you enough for all your hard work. Our new home is everything we hoped it would be, and the price you negotiated was great! We wouldn't hesitate to recommend you to friends and family, and will definitely use your services for our next real estate transaction.

- Jane & Albert Deerborn

Throughout the entire process Brett was really helpful and honest. Every question I had about my property he answered or was able to look up. He gave me space to make my own decisions, and I never once felt pushed to buy my home. He also was able to recommend a quality trades people when I decided to make renovations. Very professional I would recommend his services.

- Sawyer Huth

"Brett helped us into our dream home. He walked us through the entire process including referring us to many excellent contractors/service professionals. Would definitely recommend Brett & Greg.

- Dori Saba

REVIEWS



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I want to thank you both for all of the hard work you put into selling my place. With the market flooded with properties I know it was a challenge. Your professionalism and determination was evident throughout the whole process. I am so grateful I had you guys on my side. Thanks for taking such good care of me!

P.S. I have already recommended you to my coworkers and friends!

– Raquel Dunn

"I have to say Greg you were the best realtor I have ever had the privilege of doing business with. I would and will recommend you to anyone in Calgary wanting to sell or purchase a home.

– John O'Hara

"Brett and co. made buying easy for the very start to the very end. He even set me up with a mortgage broker and a moving company, so I didn't have to. Good experience and I would definitely recommend as a first-time home buyer (age 26).

–Matt Larsen

I've known Brett for a number of years, he was recently my realtor for my purchase in Airdrie. I decided to go with someone I knew in this market as this market is crazy. I wanted someone who could help me navigate the insane bidding and price. Fortunately after a few weeks of working with Brett, my fiancée and I have our dream home.

–Fraser McKenzie

Brett guided us through the entire process of buying our first home. He was super knowledgeable, responsive, and cared about finding the best home for us (not just any house). We cannot thank Brett enough for all his help, especially in such a crazy market! 10/5 stars!

–Devin LaFleche

I had the opportunity to meet Greg and all I have to say is that he is a professional real estate agent, and very responsive. Greg was always available and I loved that. His experience, sense of humour and professionalism made the experience of selling my home easy and fun! Highly recommended!

–Silvia Contreras



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NEXT STEPS

next steps CHECKLIST



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TASKS

gather & complete

☐ LISTING PAPER WORK

☐ GET AN ADDITIONAL KEY TO YOUR HOME FOR LOCKBOX

☐ COLLECT ALL OTHER REQUIRED DOCUMENTS

☐ ENSURE YOU HAVE THE PROPERTIES CURRENT REAL PROPERTY REPORT

☐ CREATE A LIST OF UPGRADES YOU HAVE MADE RECENTLY

☐ LIST THE TOP FIVE THINGS YOU LIKE ABOUT YOUR HOME

☐ LIST UTILITY INFORMATION & ANY OTHER FEES YOU PAY

FILL OUT

upgrades

associated cost

top five things about my home

utility PROVIDERS



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ELECTRIC ⚡

NAME: _____

PHONE: _____

GAS 🔥

NAME: _____

PHONE: _____

WATER 💧

NAME: _____

PHONE: _____

SANITATION 🚽

NAME: _____

PHONE: _____

CABLE 📺

NAME: _____

PHONE: _____

INTERNET 🌐

NAME: _____

PHONE: _____

PHONE 📞

NAME: _____

PHONE: _____

SOLD

WE HAVE FOUR GREAT
REASONS TO CHOOSE THE
STEELE GROUP!

- EXPERIENCE
- KNOWLEDGE
- COMMITMENT
- LOYALTY

Our greatest accomplishments are when
past clients call us to help them again or
when they refer us to family & friends.

Let us help make a difference for your
family.

Brett Steele
Greg Steele



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