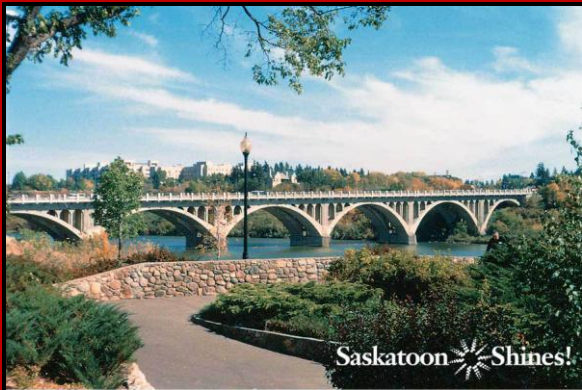
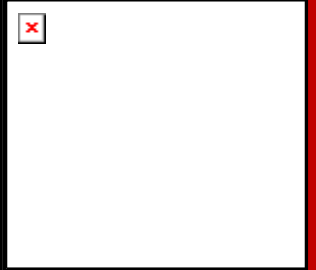




GORD BROWN
221-8333

MATT BROWN
270-3361



SASKATOON **& AREA** **SELLER'S GUIDE**

HELPFUL SELLING TIPS
START TO FINISH INFO
PROFESSIONAL'S TO USE



WEBSITE: HomeSearchSaskatoon.com

EMAIL: homehelp@shaw.ca

matt.brown14@shaw.ca

THE BROWN'S **REPCO REALTY SASKATOON**

PREPARING YOUR HOME FOR THE SALE

To prepare your house for sale, view it from the 'eyes of a Buyer'. Time spent on cleaning, repairing fixtures and removing clutter will maximize it's appearance potential. Money spent on improvements should be carefully weighed, and only ventured to increase your profits, small expense for large improvement is easily justified, large expense for little gain is a point to ponder. Preparing the property with wise forethought can help to maximize profits & speed up selling time.

MAXIMIZE CURB APPEAL

- Check exterior trims and doors for possibility of paint improvements.
- Check yard for clutter, Clean and Organize shed, patio, Etc.
- Check eaves for clogs or build up, Also look for any leaks.
- Clean & Check windows / screens for minor repairs, Test open all windows.
- Spring , Summer , Fall , Keep all yard work up. Water lots for green grass.
- Winter , Keep walks shoveled. Also look for flattering Summer pictures
- Check inside entries , Maximize space and Organize closets.

HELP BUYERS MENTALLY ' MOVE IN '

- Review each room, Consider paint , Window ledges, Carpets.
- Review each room, Consider furniture placement or excess furniture.
- Organize bathrooms, Countertops, Cabinets, Tub & Shower, Towel bar , Etc.
- Dust Light Fixtures, Replace Lightbulbs, Check Light Switches & Covers.
- Clean Furnace, Water Heater & Fireplace , Check Chimneys if possible .
- Organize Storage Materials, Neat & Squared boxes in storage room.
- Check Plumbing for leaky taps, Clean & Organize under sinks
- *** Kitchen is Extra Important*** Clear items off of Counter Top.
- *** Kitchen is Extra Important*** Organize Front & Top of Fridge (magnets etc.)
- *** Kitchen is Extra Important*** Relocate Pet Dishes to another room
- Give thought to location of pet stuff , Keep outside if at all possible.
- Invest in Room Deodorizers- Plug in or Other. Smell is Very Important!

MAKE SHOWINGS MORE EFFECTIVE

- When ever possible, Do Not be at Home for Showings ! If it is not possible to leave, Please remain Distant & Inconspicuous – Out of Hearing range. Remember to always be Friendly .
- For Arranged Viewings, Leave as many Lights & Lamps on as possible.
- Leave Radio on soft FM station at low volume when possible.
- Leave Feature Sheets in Evident location, Collect cards to pass to me for possible follow up.
- If there are Any smokers in the House, it is Wise to Incorporate Outside Only Rule – Again Smell is Very Important & This can make a big difference.
- Coach Kids & All Residents on answering the Phone & Dealing with Requests for Viewing . It is Very important to Allow Easy Access .
- Keep It Simple , Get Prepared & Remain 'As Prepared As Is Possible'.

THE BROWN'S **REPCO REALTY SASKATOON**

AN HONEST INTRODUCTION **TO A SELLER'S** **NATURAL CONCERNS**

Thank you for inquiring with me on establishing a value for your home. I am proud to say that my success in Real Estate has stemmed from repeat business and referrals from past clients and friends. My reputation is built on many experiences in giving sound advice, providing useful background information on the market, and providing a consistent marketing plan. Above all, as any of my past clients would attest, the success of this program speaks for itself.

The following note was a response to an inquiring vendor and represents a fair summary in addressing some Vendor questions & concerns.

1.) Fees:

Fees are negotiable, depending on the marketing time and expense incurred , the commissions can vary. A quick sale can result in reduced fees. A quick sale is dependent on the vendor doing his work to prepare the property for sale, choosing the proper "listing price" or "current market value", and engaging an effective marketing plan. MLS fees are frequently 7% on the first 100,000 and 5% on the balance. Recently 6% on the first 100,000 and 4% on the balance has become common in certain price ranges in this competitive Saskatoon market. Of these amounts, half is offered to the Buyer's Brokerage and is not negotiable, the remaining half is negotiable and as described above, it depends on time, expense and a number of other factors. A 'Fee for Service' option list is available for discussion. Another possibility is in the event you find the 'Purchaser' and introduce them to me for completion of paper work, the fees will be cut significantly and negotiated based on input. You must ensure the highest possible exposure and co-operation. It is no secret that most buyers are attached to and trust their own personal Realtor. Careful consideration should be given to the possible choices. The benefit of a **well negotiated** gain can far outweigh almost any associated marketing expense.

#2.) Integrity and Reputation:

If we neglect in our duties or fail to perform anything that we have promised, a withdrawal or cancellation will be provided without any hesitation. It is therefore imperative that we are on the same page and understand each others commitment to a common goal .This has been my policy since I started in 1992 and I am proud to say, we have never refused a request for a withdrawal or cancellation, nor can I remember such a request that came as a result of a deficiency in our level of service. All services are completed by us, we do not employ assistants, therefore we do not risk possible miscommunication. All marketing tools , presentations & negotiations are **our responsibility to you** – personally.

THE BROWN'S **REPCO REALTY SASKATOON**

#3.) MARKETING PLAN: - The following lists the necessary exposure suggested :

SASKATOON REAL ESTATE BOARD M.L.S.: - Easily the strongest selling tool in Real Estate as most home buyer's are represented by 1 of over 320 Realtors in Saskatoon. We all share a common computer data bank with Saskatoon's Multiple Listings, giving each of us access to all M.L.S. Listings.

HOME SHOWCASE Homebuver's Insert – Home Showcase is a weekly insert in the Star Phoenix and is easily the most effective print publication because it is the most up to date and most widely read.

INTERNET- www.mls.ca is the Saskatoon Real Estate Boards Multiple Listings Service and places properties with description as placed by their Realtor. It is common knowledge that this location will give by far the most exposure and is available to all of the world.

WEBSITE - HomeSearchSaskatoon.com - This Website is managed by me and allows me to update continually. The greatest advantage to this Web Site is that it allows extensive coverage on each property with interior & exterior pictures to hi-light all benefits. This Internet access also allows me to guide inquiring callers to view the property on my site and encourages further serious inquiry.

STAR PHOENIX CLASSIFIED AD- This classified section is a good idea to start the exposure on the listing, if the timing of the listing date does not coincide with 'HomeShowcase' for weekend ad. Varies with 'fee for service' option.

FEATURE SHEETS - These are single page, 2 sided with colour photo, neighborhood & property description on front page. Back page includes room photos, features in each room & room dimensions.

COMMUNITY FLYER DROP - If a property has not sold in the 1st month, it is probably time to consider a method of kick starting activity. It is quite likely that prospective purchasers already live in the neighborhood. Community flyers are 1/2 page feature sheets with a summarized list of features and benefits.

OPEN HOUSES - Public open houses are held as often as possible. The first weeks are especially important and I would hope to Open House on both of the first 2 weekends. After that time Open Houses may depend on my existing inventory, as I cannot neglect some properties to promote others. I also encourage other Realtors in my office to sit Open Houses for me.

#4.) FEE FOR SERVICE SCHEDULE:

This list of combinations offers you several competitive options in choosing how we achieve our mutual goal of gaining you the highest possible 'net' dollar. The choices are intended to be more than competitive, and you have the advantage of dealing with a proven 'success'~ in marketing properties. Please feel comfortable discussing your alternatives with me.

THE BROWN'S REPCO REALTY SASKATOON

What can sellers do to get the best price for their home?

Every seller dreams of selling their home quickly with multiple offers pushing the sales price higher than the list price. While market conditions play the major role in how fast homes sell, there are certain things you can do to help sell your home quickly and for a top price.

First, make sure that you are really committed to selling your home. Putting it on the market without wanting to sell is a big mistake. It usually leads to unrealistic pricing and experience shows that overpriced listings do not sell. If your motivation changes and you eventually become serious about selling, it may be difficult to generate interest in your property.

After you have decided to sell your home, find out the current market value. Then you will want to fix it up for sale. Both these steps can be simplified by finding a good real estate agent to represent you. Your agent will determine the market value of your home and advise you about enhancing it to sell.

Fixing up your home for sale does not have to be expensive. To start, most homes have too much clutter, which is distracting. Buyers need to see a home clearly to get attached to it. If it is crammed with personal possessions, or over-furnished, it is hard for buyers to imagine themselves living there. Also, too much furniture makes a home appear smaller than it is. You might want to rent a storage unit to store unused possessions while your home is on the market. Find a convenient location in case you need to retrieve something from storage and remember to keep financial records safely at home.

Paint and elbow grease can go a long way in making a home show at its best. Make it as spotless as possible, including the windows and carpeting. Use neutral colors when painting or changing floor coverings.

MORE HINTS: Make your home easy to show. Real estate agents like to show listings that are priced right, in good condition, and easy to show. The more a home is shown, the faster it sells. And, usually the quicker the sale, the higher the price.

A lockbox makes it easy for agents to show a home. It also makes life easy for the sellers. Agents call for an appointment and let themselves in using the lockbox. They have easy access to the property and sellers do not have to wait around for them to show up. If a lockbox is not feasible, ask your real estate agent to set up a procedure that will make it easy for your home to be shown.

Before they make a final decision about purchasing a home, buyers need to take a close look at it. They can feel inhibited if the sellers are around the house. So, it is best for them to leave during showings. Then, buyers can examine all the things they really want to see, such as drawers, cabinets, and closets. When buyers are free to express their negative comments, these issues can usually be resolved by an experienced selling agent.

THE BROWN'S **REPCO REALTY SASKATOON**

IMPORTANT PREPARATION FACTORS

The best chance for selling your property is within the first weeks. Studies show that the longer a property stays on the market, the less the seller will net. Listed below are 5 important factors to allow for maximum net gain.

*** Pricing Factor**

It is very important to price your property at a competitive market value immediately upon listing it. The market is so competitive that even over-pricing by a few thousand dollars could mean that your house will not sell. It's interesting, but your first offer is usually your best offer. Here are reasons for pricing your property at market value right from the start in order to net you the most money in the shortest amount of time.

An overpriced home:

- * Minimizes offers** *** Lowers showings** *** Lowers agent response**
- * Limits financing** *** Limits qualified buyers** *** Nets less for the seller**

A large part of a seller's success depends on selecting the right listing price. An Evaluation of the property will determine a high & low range of value, obviously efforts would go towards getting the high range, but pricing to far from this mark does not benefit the seller. If the seller is not willing to list near current market value, the seller would be better off not putting it on the market at this time.

*** Clean Factor**

Most people are turned off by even the smallest degree of uncleanness or odor when buying a home. Sellers lose thousands of dollars because they do not adequately clean. If your house is squeaky clean, you will be able to sell your home faster and net hundreds, if not thousands of dollars more. If you are planning on moving, why not get rid of that old junk now so that your house will appear larger? Make more space. Odors must be eliminated especially if you have dogs, cats, or young children in diapers. Also If you are a smoker, you may not notice the smell, but the buyers do. Most agents have a difficult time communicating to their sellers about odor. If you employ an agent to get the most amount of money for you, please don't take offense if he must confront you about odor problems.

THE BROWN'S **REPCO REALTY SASKATOON**

*** Access Factor**

Top selling agents will not show your home if both the key and access are not readily available. They do not have time to run around town all day picking up and dropping off keys. They want to sell homes! The greatest way to show a house is to have a lockbox.

To maximize effectiveness of showings, **whenever possible**, please do the following:

- * Keep lights on**
- * Keep drapes and shutters open**
- * Arrange low level soft music playing**
- * When ever possible, do not be home for showings.**
- * Let the buyer be at ease and let the agents do their job**

*** Paint & Carpet Factor**

Paint is your best improvement for getting a greater return on your money. Paint makes the house appear clean and neat. If your house has chipped paint, exposed wood, or the paint looks faded, it is time to paint. If your carpet is worn, dirty, outdated, or an unusual color, you may need to consider replacing it. Don't think that buyers have more money than you have to replace carpet. They don't. They can simply buy elsewhere.

*** Yard Factor**

Your yard immediately reflects the inside condition of your house to the buyer. People enjoy their yards. Make certain that the trees are trimmed so the house can be seen from the street. Have the grass mowed, trimmed and edged. Walkways should be swept. Clean away debris. Remove parked cars. This all adds to curb appeal. If a buyer doesn't like the outside, he/she may not stop to see the inside.

ACCESS REPORTS FOR HELPFUL REAL ESTATE TIPS AT

www.HomeSearchSaskatoon.com

THE BROWN'S **REPCO REALTY SASKATOON**

Some **Satisfied Clients...**

Hello Gord

Joan & I wish to thank you for the excellent work you did for us, both in finding the revenue properties that matched our objectives in value vs return, and in the last few months finding buyers for those properties now that we have decided to retire.

You made what could have been a very stressful situation for us, as we were thousands of miles away in B.C., a real piece of cake! You kept us up to date and well informed as to what was happening at all times and took care of so many details to ensure that prospective buyers were kept happy – we were able to sleep at night knowing things could not be in better hands.

Over the years we have bought & sold properties in Quebec, Ontario, Saskatchewan & British Columbia and have dealt with a number of Realtors, and can honestly say Gord you are the very BEST. What a pleasure it is to deal with such an honest & dedicated person.

Rene & Joan Lake

To Whom It May Concern:

I would highly recommend Gord Brown to anybody who is interested in purchasing a house in Saskatoon. Gord, in fact, found us a home within days of contacting him. What impressed me the most about him was the professional manner in which he conducted his business. He initially picked us up at our front door and took us on tour of prospective houses in the city. Once we had settled on a home, the paper work was handled expeditiously.

Finally, Gord took care of a minor problem once the sale of the house was completed. We discovered there was no air vent for the dryer hose to be connected outside. Gord, however, bought an indoor kit for us to have installed.

Needless to say, I would not hesitate in securing Gord's services again.

Sincerely, Vance Oliver

Just a short note to express my gratitude for your work in selling my house. I had my house listed with another agency for seventy days and nothing was happening. That was frustrating. Then I noticed the house down the block was listed with you and it sold in nine days. I delisted my house with the other agency and listed with you. I could not believe it — you sold it in 24 hours. We really appreciate it. You will always have my business.

Sincerely, Shane Thompson

THE BROWN'S REPCO REALTY SASKATOON

...And More Happy Customers

Gord was exceptional! I was working with another agent for about 6 weeks. He did absolutely nothing for me to find me a home. Gord worked so hard to find me a house in a short period of time. It was exactly what I was looking for.

Daryl Rebeck

We'd like to thank Gord for being a co-operative and trustworthy agent .We'd definitely recommend him to others. Our new purchase has so far been very enjoyable.

Michael & Michelle Becker,

Gord was very friendly, knowledgeable and worked very hard to help sell our home and find us a new one. We appreciate his honesty.

Ron & Colette

In only a short time Gord Brown found us our dream home.
We will also highly recommend Gord to future clients.

Thomas & Annette Paul

Gord did way more than expected and we are extremely satisfied with the house he helped us find.

Jeff & Chandra,

I have nothing but high praise for Gord. He was truly working in our best interests at all times. I will highly recommend him to all my friends. If only all "Real Estate Agents" could be this good!

Rob & Christiane

We are very pleased with Gord's performance as our realtor in the successful sale of our home. Gord was also very patient and helpful in the process of purchasing another home by pointing out certain factors which may not have been suitable for our particular needs so we didn't end up buying a property we would not be satisfied with. Thanks, Gord for a job well done .

Dennis & Maxine

We were very pleased with how hard Gord worked for us. He understood what we needed and employed the best method for meeting those needs. Even though he was very busy he was always easy to reach and took time for us. Thanks Gord!

Dwayne & Bonnie

Gord was very helpful, even after we sold the home. Moving to another province, there was a lot of faxing papers back and forth with the purchase of our house there. Gord was really helpful. Thanks a lot!

Don & Faye

THE BROWN'S **REPCO REALTY SASKATOON**

SUPPORTING CAST SUGGESTIONS

The following list of professionals is suggested if you are not connected through your previous experiences. If you have a connection of your own, be it a lender, lawyer or inspection professional, please feel comfortable using your own selection outside of this list. This list is recommended as they have all helped in previous transactions.

LEGAL: - Travis Beauchemin Ph: 978-3385 fax: 978-3386
622 Duchess Street

Randy Katzman Ph: 653-5000 fax: 652-4171
#510- 128 4th Ave. South

Bruce McDonald Ph: 343-0110 fax: 343-0292
1201 8th St. E.

Clara Bitzer Ph: 653-9000 fax: 653-5284
#300-416 21st Street East

Bill Langen Ph: 244-0132 fax: 653-1118
#500-321A 21st St. E.

LENDER:- Marina Fedoroff - Mortgage Broker – The Mortgage Group (TMG)
Ph: 280-3240 - fax: 877-444-2011

Doug Rissling Mortgage Specialist
Ph: 220-5083 - fax: 668-1437 (SCOTIA BANK)

Lori Hope - Mobile Mortgage Specialist
Ph: 220-7797 - fax: 384-9790 (ROYAL BANK)

Mark Childs – Mortgage Specialist - Home Loans Canada (HLC)
Ph: 241-2666 - fax: 979-6430

David Gibson – Manager Mortgage Sales Force
Ph: 220-9499 or 477-0451 (TORONTO DOMINION)

Pam Gaunt – Mortgage Agent
Ph: 227-4438 - fax: 477-4086 (THE MORTGAGE CENTRE)

Traci Wasylenko - Mobile Mortgage Specialist
Ph: 321-4345 - fax: 653-0762 (Affinity Credit Union)

SUPPORT CAST (CONT'D):

HOME INSPECTIONS:

*Pillar to Post Professional Home Inspection (Frank Browne)
Ph: 221-5622 - fax: 956-6761

*Quality Building Inspections (Garry & Greg)
Ph: 221-8090 (cell) 931-7717 (office) 373-4451 (fax)

*Superior Home Inspections (Pete & Clint)
Ph: Pete – 221-4221 Clint – 270-7061

INSURANCE ENQUIRIES:

Cooke Agencies Ltd. (West)
Ph: 384-7000 - fax: 384-5995
#1-411 Confederation Dr.

Darcy Shenher - Shenher Insurance & Financial
718 Circle Dr. East - Ph: 933-9800 - Fax: 933-9459 (Central)

Shawn Wasylenko - Rayner Agencies Ltd. (East)
Ph: 373-0663 - fax: 374-7198
1000 Central Ave. S7N 2G9

LOCKSMITH:

Discount Lock - Mobile - Don Verbonac
Ph: 222-8800

GARAGE DOORS:

Steel Craft Doors Sales & Service Ph: 652-7131

PAINT & DECORATING:

Eastside Paint & Paper Ken Zurowski Ph: 477-5555

HANDY MAN:

Blaine Cody Ph: 306-380-6432
Arnie Osolinsky Ph: 306-373-3181 or 233-5630

Each of these professionals has, at some point in the past, contributed to a successful and positive Real Estate transaction. As previously noted, you can substitute any of these with a professional of your choice. Please feel comfortable discussing any of these decisions with me.

THE BROWN'S **REPCO REALTY SASKATOON**

A helpful reminder of items you will want to attend to before completing your Move.

UTILITIES

WATER: CITY OF SASKATOON , BOX 7030 , 310 23RD ST. E. **PH: 975-2400**
TELEPHONE: SASK-TEL **PH: 310-7253**
GAS: SASK ENERGY , BOX 8670 , 408 36TH ST. E. **PH: 975-8505**
ELECTRICITY: CITY OF SASKATOON , BOX 7030 , 310 23RD ST. E. **PH: 975-2400**
ELECTRICITY: SASK POWER , 320 2ND ST. E. **PH: 1-888-757-6937**
TELECABLE: SHAW CABLE **PH: 664-2121**
STAR PHOENIX (newspaper): 204 5th AVE. N. **PH: 664-8320**

CHANGE OF ADDRESS NOTICES

- 1.) POST OFFICE 1-800-267-1177**
- 2.)CHILD TAX BENEFIT 1-800-387-1193**
- 3.)SASKATCHEWAN HEALTH 1-800-667-7551**
- 4.)MAGAZINE SUBSCRIPTIONS**
- 5.)FIRE , AUTO , & LIFE INSURANCE COMPANIES**
- 6.)MOTOR VEHICLE BRANCH**
- 7.)BANKER , LAWYER & OTHER PROFESSIONALS**

OnLine Change of Address Site - www.expressaddress.com

CANCELLATIONS

- 1.) FIRE INSURANCE , TENANT PAK OR OTHER EXISTING INSURANCE ON PAST RESIDENCE**
- 2.) MILK DELIVERY , PAPER DELIVERY , ETC.**

REMINDER:

COLLECT ALL ITEMS THAT MAY BE LOCATED OUTSIDE OF HOME SUCH AS CLOTHING AT DRY CLEANERS , WATCHES , JEWELLERY OR SHOES OUT FOR REPAIR.

ATTENTION TO DETAIL

After more than 23 years experience , we have taken part in many conversations with the 360 plus Fellow Realtors and have found that with such a variety of personalities , often the Seller does not have the benefit of true attention to detail. The following lists the attention paid with every Seller choosing our service. We Guarantee that - 'nobody does it better.'

- 1.) Introduction to 'Seller's Info Pack' and review of process as it should happen.
- 2.) Detailed & Comprehensive Market Evaluation with regard to Highest & Realistic Market Value - Easily the Most Important Decision within the 'Process'.
 - Active listing consideration
 - Sold listing comparables
 - Expired listing consideration
 - Appreciated Value consideration if available
 - Average PSF consideration
 - Market Strength consideration
 - Structural integrity consideration .
 - Time frame awareness & Financing consideration
- 3.) Comprehensive Marketing Program
 - Comprehensive consideration to 'Preparation Factor' to ensure 'Top Dollar in Quickest Time'
 - Comprehensive completion of Listing Info & 'Instruction' wording for Realtor showings
 - Digital photos (current) of Interior & Exterior for 'Feature Sheets' , 'M.L.S.' , & 'Internet'
 - Weekly exposure in 'Star Phoenix Home Showcase' - I encourage 'Open Houses'
 - Contact of Neighborhood 'Peers' to activate 'Word of Mouth'
 - E-mail service includes Prospecting program for New Listings information to keep you updated
 - Responsible follow up for Property showing feedback
 - Sincere diligence with regard to Seller's best interest :
 - Positive negotiating Skills .
 - Strong Emphasis on Communication.
 - We encourage your calls daily to support our efforts .
 - Proper use of available forms for Seller Protection: (Common Forms Listed)
 - Listing Contract & Amendment Form
 - Mortgage Verification
 - 'Property Condition Disclosure Statement' & 'Limited Dual Agency Brochure'
 - Offer to Purchase (careful consideration to 'terms & conditions of sale') .
 - Option Clause & 'X Hour Notice'
 - Sask Energy Gas Line Locate & Sask Energy request for billing
 - City of Saskatoon P.I.D. form .
 - Amendment to Offer / Notice to Remove Conditions .

As a Seller choosing our service , the value of our service , is in 'you' not having to worry about any of the above. It is important to trust that our "Attention to Detail" is 'as good as it gets' in this Industry - We guarantee it.