

LISTING PRESENTATION



YOUR COMPLETE PACKAGE



PRESENTED BY

BETTY ANNE TARINI

SERVING CALGARY AND AREA SINCE 2007





BETTY ANNE TARINI CUT HER BABY TEETH ON CALGARY REAL ESTATE. HER FATHER WAS BUYING UP REVENUE PROPERTIES IN HILLHURST/SUNNYSIDE OF CALGARY WHEN SHE WAS A VERY LITTLE GIRL. THE FAMILY OWNED COMMERCIAL AND RESIDENTIAL PROPERTY IN WHAT BECAME THE TRENDY "KENSINGTON" AREA OF NW CALGARY.

*BETTY ANNE TARINI, REALTOR
COMMERCIAL RESIDENTIAL INVESTMENTS*

After joining the Real Estate Investment or REIN in 2005, Betty Anne and her brother embarked on an aggressive acquisition campaign, leveraging off the family's existing portfolio to further grow their holdings of revenue properties.

Along the way, they discovered that finding a real estate agent that "got" what they were trying to do was not an easy task. Most did not understand the difference between investing and speculating.

And so began Betty Anne's career as a real estate agent.

Although much of her business has come from other, like-minded real estate investors, she enjoys helping families move along the landmarks of their lives, from buying their first home, to downsizing once the kids have moved on.

Betty Anne's mandate is to provide quality service and value to her clients in their real estate transactions in a manner that reflects her high ethics and professionalism.

Baxter and Associates Real Estate Services is a perfect match for Betty Anne. Committed to excellence, Baxter and Associates is a small brokerage and they like it that way! They prefer to focus on fewer clients, working right alongside them through to the completion of the transaction. A client is never handed off to a junior agent in a race for more business.

The sale of an individual client's home, their largest asset, should not be lost in the frenzy of an office listing competition. Rather, focused marketing strategies, years of experience in the Calgary market and the ready implementation of new technologies equip Baxter and Associates to provide excellent service to the discerning buyer or seller

"A REALTOR WHO CARES"

Betty Anne's experience and personal service have resulted in repeat referrals from clients who continue to use her services for many years. Here are just a few examples of the testimonials given by clients of Betty Anne Tarini:

Happy to find you "Dani and I are very happy we found you at Starbucks. We are so lucky to have such a talented, passionate and professional real estate agent with such vast experience in investing. Thank you for all your hard work and commitment!" Sean Bruce-Hayes & Dani Aldred, Calgary, AB

Somebody's Hero "Thank you for all that you have done for us. You are a beautiful person and a hero!" Kari Little & Robyn Van Dusen, Calgary, AB.

Rock 'n Roll "One house SOLD. Toasting right now. My Realtor® "Betty Anne" rocks!" Donna Corraini, Calgary, AB.

Going barefoot "If it is Calgary area I decide to move to, you are my one and only choice for realtors because you have impressed my socks off." - Judi Jantz, Vancouver, BC.

Thanks, Betty Anne! "Gary & I would like to say Thank You again for all the work you've done with our properties. The service you gave us was excellent!!" Gary and Shelly Petersen, Calgary, AB

A Realtor® Who Cares "Here's a real estate agent that finally stepped up to the plate and made us believe that some realtors actually earn their commissions these days.

My husband and I cannot say enough great things about Betty Anne, and it extends down to my clients. If you know anyone that needs a Realtor® that will go above and beyond the call of duty, call Betty Anne. She is incredible, and very deserving of all the deals I will now forward her. We constantly take the time out to complain when we feel a Realtor® is doing a bad job, or even no job, so I thought it was time to feature a Realtor® that is absolutely incredible." Nikki Harrison, Mortgage Broker with TMG, The Mortgage Group.

ADDED VALUE WHEN YOU LIST WITH BETTY ANNE TARINI

When you hire Betty Anne to list your house, you get more than a sign stuck on your front lawn and an MLS number:

One Hour Consultation with a Home Stager Our home stager will spend an hour with you to make suggestions that will help get your home "show ready", typically using the furniture and decorative items you already have.

Professional Photographs Good photography is essential in order to show your home at its best. Once taken, the photographs will be used in all of your online postings and your printed marketing materials.

Professional Brochures with high resolution photographs on good quality, glossy paper for maximum impact.

Virtual Tour makes your house available 24-7 Using powerful software available only to subscribing agents, a dynamic video presentation is made available on Youtube and Realtor.ca that makes your home available 24-7 to potential buyers.

Online syndication Your listing is given the maximum online exposure through real-estate-calgary.com, realtor.ca, backpage.com, craigslist.com, kijiji, and other linked sites. Extensive social media, openhousecalgary.com

Your listing sent out to hundreds of prospective buyers and key agents with clients in your geographical area: www.real-estate-calgary.com has a buyer lead component built into it. Within minutes of receiving the lead, follow-up is done to match up buyers with listing inventory.

Regular communication You want to know what is happening in the market, what kind of response you are getting on your listing, feedback from showings and new listings that might be competing with you. Betty Anne keeps regular communication by e-mail and phone to keep you abreast of changes in the market and response to your listing.



AGENCY AND LEGALITIES



As your REALTOR® and representative, your best interest is always my first priority and as such I owe you 6 important legal duties:

Undivided Loyalty

Confidentiality

Full Disclosure

Obedience

Reasonable Care & Skill

Full Accounting



As a consumer, your interests are further protected through our regulating bodies to ensure your transaction is handled in a professional manner:

CREB – Calgary Real Estate Board

The Calgary Real Estate Board is the primary resource for Buyers and Sellers in the Calgary and area real estate market. One of the main functions of CREB® is the operation of the Multiple Listing Service (MLS®) System.

RECA – Real Estate Council of Alberta

The Real Estate Council of Alberta is an independent non-government agency responsible for the regulation and licensing of Alberta's Real Estate Brokers, Mortgage Brokers, and Real Estate Appraisals.

CREA – Canadian Real Estate Association

The Canadian Real Estate Association is one of Canada's largest single-industry trade associations representing more than 96,000 real estate Brokers and Salespeople working through more than 100 real estate Boards and Associations.

CREA owns the MLS® and REALTOR® trademarks which signify a high standard of service and identify members of CREA.

PIPA — Personal Information Protection Act of Alberta

Deals with how companies can collect and use personal information.

PIPEDA - Personal Information Protection and Electronic Documents of Canada

Deals with consumer privacy.

FINTRAC - Financial Transactions and Reports Analysis Centre of Canada.

Deals with protection from Money Laundering and Terrorist Financing.

EXCLUSIVE SELLERS BILL OF RIGHTS

You have the right to:

A Competitive Asking Price

You will receive a well researched and comprehensive market evaluation.



Actively Marketing Your Home

No two marketing plans are identical. I will develop a plan that is specific to your home which will yield the results you are looking for. I have the resources to market your home to the world and to ensure you get the most money in the least time with the fewest problems

Up-to-Date Information

I will keep you apprised of the marketing of your property. I will tell you precisely how it is being marketed and keep you informed about showings.

A Dedicated Advocate

My only priority is to earn your long-term loyalty and trust. When you win, we both win.

Support with Sales Negotiations

I will review all offers with you personally. I will point out each offer's strengths and weaknesses and will represent your best interests in all negotiations.

After Sales Service

I am committed to being there every step of the way - before and after the sale. I will provide post-closing information, consultation and services and be available to assist you with future real estate needs.

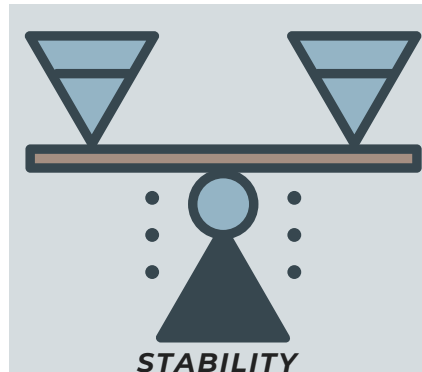


REALTOR NAME

DATE

SELLING FACTORS

THERE ARE A NUMBER OF FACTORS THAT WILL AFFECT THE HOUSING MARKET.



Market Conditions

Buyers or Sellers market?

Quantity of inventory?

Average days on market?

Area Influences

What is the area doing?

Are there any special considerations?

What is the highest and best use of the property?

Condition of Home

Necessary repairs?

Additional repairs?

Value differential

Buyer perception

Economic & Social Influences

Interest rates

Political environment

Labour market

Vacancy rates

Foreign ownership appeal

The Seller's Fatal Pricing Mistake

What would happen if the real estate market suddenly shifted in favor of sellers and you priced your home off comparable properties in your area that were now outdated (pricing too low)? In this case, you would likely have an offer on your home within a couple of days and within 98-100% of your listing price.

You may even get competing offers and receive more than the original asking price. Your sale is now done and you can forget about it. You may have gotten \$5000-\$10,000 more in 30-60 days, but that is only a "may".

What if you decide to speculate a bit and you list for a modest \$10,000-\$15,000 over the determined market value (assuming an average price of \$400,000 for the sake of scale)? Either the stars will align and the perfect person, who is looking for a house like yours will completely ignore the rest of the homes on the market and decide to pay more for your home, or, it will sit for a while. No one knows how long for sure, but you will likely consider a price reduction before 30-45 days. If the market is moving up, then your home may sell in a few months when the market catches it, but what if it doesn't?

When considering a home to purchase, buyers don't look at price alone. They always want to know how long a property has been on the market. If it has been sitting, they want to know why, and automatically assume that something is wrong with the home. Furthermore, when they first view a home and decide it is not for them (could be price, layout, etc) even a price reduction rarely entices them to take a second look if they already feel that they don't like the home. Finally, if you are forced to price reduce, this can be a slippery slope. After waiting for 30 days in a slower market, you will not

be the only person who has reduced their price. You will still likely be overpriced, as everyone who was priced reasonably originally, but is also now the victim of the slow market, is now lower priced than they were before. You may now actually get less than you would have

if it was originally priced lower, due to the stigma of your home and potential market fluctuations. It is now 90 days or more later. If you already bought another home, this can be a very stressful experience (especially with two mortgage payments).

In the example of pricing too low, you sold very quick, got on with your goals, and if the market went up, you hopefully bought again to take advantage of the increase. Yes, you may have left a few thousand dollars on the table. If you priced your house too high, you had to price reduce, you may have extra carrying costs, your home now has a stigma and if the market went up, you probably missed

out buying again to take advantage of the increase. In fact, if the market went down (in the first example you had already sold), then you will have to keep reducing until it becomes more appealing than the other homes in the community.

The key to pricing a home is to look at your goals and assess how soon you would like to sell. If you would like to sell quickly, then price your home 1-2% below market value to cushion yourself from fluctuations and get on with your goals. At market value, you should expect to sell in the average selling time (depends on your market). But when you are overpriced, no one wins. It is like passing up a guaranteed cash pay out in the lottery to go for the big prize. You might just get it... but at what cost if you don't?

Price is the MOST important factor to consider when selling. When pricing a home, should you list competitively, or should you speculate a bit and see if you will catch the "big fish"?

Author, Lindsey Smith



INCREASING YOUR PROPERTY'S VALUE

The most commonly asked when looking through a client's home is "what improvements can I make that will increase the value of my property?" Many people make a profit by buying properties, improving them and re-selling. You may not be in the property investment business, but the main concept is the same.

HERE IS SOME INSIGHT INTO THE HOME IMPROVEMENT GAME AND SOME GUIDANCE INTO WHERE YOU SHOULD FOCUS YOUR TIME:

Market Value

The market value of your home is the price you can expect to receive for your home. This is based on location, motivation, market conditions, and of course, features and improvements. When making any major upgrades to your home, it is best to be sure that you will see a tangible increase in the market value when it comes time to sell.

Put in a Nickel, Get Back a Dime

What is your time and effort worth? Too many times we meet people who are eager to do the work, but don't consider the buyer's perspective. Some people may pay more for some features that won't matter to others. Consult a professional to determine if the improvements you choose will be worth your money and will give you a return. Make sure this number is worth your time.

Flooring

Upgrading from carpet or lino to hardwood and tile makes an enormous difference. Focus on look rather than price, since many buyers cannot tell the difference.

Kitchens

This is usually the focal point of the house. Open concepts and modern colours are key. Consider refinishing existing cabinets and just replacing the countertop to save money.

Saleability

The saleability of a home is best described as the overall impression your home leaves in the minds of potential buyers. These simple maintenance items may not add dollars to your market value, but will certainly ensure that your home sells as quickly and as close to your asking price as possible.

Bathrooms

Freeing up room in the bathroom makes a big difference. Pedestal sinks can work well for this. Modern looking tile goes a long way.

Paint

Interior and exterior. Use neutral or modern colours and unless you are a pro, avoid creative patterns. No murals.

Floorplan Alteration

People like to entertain and see their guests. When you enter an open concept home it also feels much larger. Furthermore, three small bedrooms may work better as one large master and a spare.

Professional Basement Development

Builders, contractors or professionals only please. Poor workmanship will be adjusted for at the time of the sale. You can do some work yourself, but leave the finishing to the pros.

PREPARING YOUR PROPERTY

FIRST IMPRESSIONS COUNT. OFTEN A SMALL INVESTMENT IN TIME AND MONEY WILL PROVIDE YOUR HOME A COMPETITIVE ADVANTAGE COMPARED TO OTHERS AT THE TIME OF SHOWING.

Interior - General Maintenance

- Oil squeaky doors
- Tighten and polish doorknobs
- Repair leaking taps and toilets
- Repair cracked plaster
- Clean everything (appliances, furnace, windows, carpets, etc)
- Remove extra items from all the countertops
- Remove messages from the refrigerator
- Organize closets and cupboards (thin them out)
- Clear hallways and steps of any objects or clutter
- Remove identifying items such as photo frames
- Clean and tidy entrance
- Replace burnt out lights
- Clean and repair windows
- Touch-up chipped paint
- Keep pets outdoors or out of the house

Exterior

- Cut the lawn
- Trim shrubs and plants
- Weed and edge gardens
- Pick up any litter
- Clear walk and driveway
- Repair gutters, eaves and roof
- Move all building supplies out of sight
- Move all gardening supplies out of sight
- Clear the patio of small items
- Clean oil stains from the driveway and garage
- Replace worn, stained or personalized doormats
- Replace any bulbs that are not working
- Touch-up exterior paint

The Buying Atmosphere

- Be absent during showings
- Turn all lights on
- Turn on gas fireplace
- Open drapes to let light in
- Play quiet background music
- Be sure the doorbell works

YOUR GUIDE TO LISTING YOUR HOME



YOUR CUSTOMIZED MARKETING PLAN



MARKETING RESOURCES

REALTOR.CA & MLS EXPOSURES

Over 5,000 associates on the Calgary Real Estate Board.

The #1 searched real estate in Canada,

Access thousands of buyers



REAL-ESTATE-CALGARY.COM

High advertising budget to drive traffic.

Features your property to thousands of visitors monthly.

A premiere resource for Calgary real estate information.



LOCAL NEWSPAPERS (Herald, Sun, CREB Real Estate News)

Largest local distribution services available.

Widespread demographic reputable and credible resource.

Web Exposure.



REALTY YARD SIGNS

Fantastic Neighbourhood Exposure.

Credible resource/branding.

Interactive opportunity for buyers.

MARKETING RESOURCES

Personal Website

Exclusive domain
Detailed information beyond MLS
Utilization of existing marketing efforts

Eye-catching Custom Marketing Materials

Professional quality materials
Modern designs with an eye-catching look
Quick turn-over for immediate results

YouTube, Facebook, Craigslist, Kijiji

Worldwide audience
Compelling video
Instant exposure
Viral
Searchable in Google

Google Ad Words

Specific target market
Capture interested buyers immediately
Instant exposure to millions of people

Investor & Client Database

Hundreds of qualified buyers
Extremely captive audience
Opportunity for specific message

Local Real Estate Magazines

Superior property representation
Higher quality
Target market specific
Web exposure

National News Papers (National Post, Globe & Mail)

National exposure for unique properties
More affluent demographic
Web exposure

Cold Calling

Extremely market specific
Captive audience
Truly interactive tool

Door Knocking

Captive audience
Compelling approach
Engaging

Open Houses

No pressure
Public exposure
Great qualifying tool
Great track record



MARKETING RESOURCES

Targeting Specific Agents (Preferred Agent List)

- Certain agents work with certain buyer types
- Extremely captive audience
- Ensure quality transaction
- Provokes word of mouth exposure



REALTOR® Open House or Caravan

- Good exposure to the “true target” market
- Provoke word of mouth exposure
- Opportunity for off hour exposure



Target Market Promotions (Students, Investor, First Time Buyers, Etc)

- Target market specific
- Compelling data
- Creative strategies



Virtual Tours

- Great out of town exposure
- Qualifying tool for buyers
- Opportunity for professional feedback
- Professional exposure

YOUR GUIDE TO LISTING YOUR HOME



NEXT ACTION STEPS



STEP BY STEP GUIDE TO SELLING

Step 1 – REALTOR® Interviews and the Comparative Market Analysis (CMA)

There are hundreds of critical mistakes you can make when selling your home, however there is a universal cure for them all . . . qualifying and choosing the right agent. Ask your agent lots of questions to ensure their motives are in the right place and they have the ability to properly represent you. Furthermore, you need to find out if you are comfortable with this person's style of business.

In addition to an interview with an agent, have them look at your house and give you an idea of value. The agent will then assess the other homes in the area that are comparable to yours, make financial adjustments for the differences and give you an approximate value. This process is called a CMA.

Step 2 – Document & Material Preparation

In order to sell, there are certain documents and materials that you should obtain. These include an updated survey of your property called a Real Property Report (you likely have one from when you bought the home), any relevant repair receipts (such as a new roof or furnace), any home warranty documents, a spare set of keys, relevant rental or lease agreements, etc. If you live in a condo, pull all the documents you have received from the board or management company. Your REALTOR® should help you with the rest.

Step 3 – Home Preparation

If there are major repairs that need to be made, consider fixing them before you sell, or offering a credit to a buyer for the repair. If you try to hide it or don't address the issue, then in the buyer's mind it will drastically reduce the quality and price of the property . . . "If this is wrong, then what else is wrong". In terms of a simple cleaning, the key is to de-clutter rooms (knick-knacks and excess furniture), and make sure the house looks clean and well maintained.

Step 4 – The Listing Documents

When you sign the listing documents, be sure that you understand you are signing a legal contract. Your REALTOR® should clearly explain each clause and the implications. When does the contract begin and how does the contract end? What are my rights and responsibilities within the agreement? Most standard contracts are written to protect you (the seller) and the brokerage as well.

Step 5 – Marketing

Be sure your agent mentions all the features of the house that convinced you to initially make your purchase, because other buyers will likely feel the same way. Look over the marketing materials and if you have any suggestions for additional information, feel free to let your REALTOR® know. Any house will sell if the value exists or is perceived in the mind of the buyer . . . this is the key.

Step 6 – Showings

No one likes to be forced out of their home, but it is extremely uncomfortable for a buyer if you are present during a showing. If possible, make arrangements with a friend, neighbor or relative to be absent during showings. The more flexible you can be the better, however if there are specific times that will not work, or if you want a break, simply tell your REALTOR®. We are all human and buyers will understand that the home will not be accessible 24/7.

Step 7 – Strategy Assessment

After a couple of weeks on the market, we should have enough feedback to assess the current marketing strategy, and it may be time to make some adjustments. This may include changing the marketing medium (newspaper vs websites, etc), the features that are focused on, price, agent incentives, etc. Your agent should remain proactive so the listing doesn't go stale.

Step 8 – Offer & Negotiation

When someone decides to write an offer, you will be contacted by your REALTOR® and a time will be set to present it to you. The agent bringing the offer may want to present in person, however you ultimately have the choice. After some negotiations, signatures and initials will be required to finalize the agreement. The goal in a successful negotiation is to come to a win-win solution. Remember, people will pay your price if they feel they are getting value.

Step 9 – Conditions

It is most common for an offer to have some sort of condition on it. This might be that the buyers agree to purchase your house as long as they can get a home inspection first, or subject to their financing being approved. A due date is usually between 7 – 10 days and your house will be considered "conditionally sold" during this time. The shorter the condition dates the better, but it is important to give the buyers a realistic amount of time to save the headache of extensions on dates.

Step 10 – Preparation for Possession

Once the conditions are removed, the deal is considered "firm" and you can prepare for possession. You will need to book an appointment with the lawyer (usually a date about a week before possession), and fulfill any part of the contract that you agreed to. If you said you would paint, clean, or something else, then this must be done before possession to avoid a contract breach.

Step 11 – Closing & Possession

Possession typically happens at 12:00pm unless otherwise agreed to in writing. It is best to have your furniture moved on the previous day as some people like to get in a couple hours early to do a walk through (this is not a requirement and is simply a show of good faith). Keys do not get released to the new owners until noon and only if the money has been transferred to your lawyer (they will notify the REALTORS®). Typically your cheque will be ready a couple days after, and if you are buying a new home, the lawyers will handle any money transfers that need to happen.





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