



**Key To Success  
Selling Your Home**

# Steps To Success



1 The Realtor & The Brokerage

2 The Market & Comparables

3 The "Plan"

4 The Closing

5 The Preparation





# The Realtor & The Brokerage

1



# Choose Ian Murray As Your Realtor

With 15 years as a resident of the Bow Valley Ian knows the people, neighborhoods & houses intimately. Ian will help you negotiate favorable terms when you are selling your Canmore property in any aspect of the market including development lots, single family homes, condominium or rental properties.

## Personal Traits

**Honest, Personable, Attention to Detail, Positive  
High Energy, Persistent, Results Driven**

## Professional

**Knowledgeable, Effective Negotiator, Effective Use of Technology & Media  
Quality Imagery & Writing to Create an Effective Impression  
Regularly Updated to Keep You Informed**

## Personal Service Guarantee

**I work hard to meet and exceed your expectations  
of selling your home for the best price, with the best terms  
*in a reasonable time!***





# Choose Coldwell Banker Rockies Realty As Your Brokerage

## Trusted Enterprise

The Coldwell Banker brand is the oldest and most established residential real estate franchise system in North America. Founded in 1906, young entrepreneur Colbert Coldwell, later joined by partner Benjamin Banker, changed the way that people bought and sold homes.

More than 100 years later, the Coldwell Banker network is one of the most trusted in the world, with a global presence across 49 countries and territories worldwide with 3,000+ offices and 93,000+ Associates!

## Canmore Office

Keeping in step with the international brand, the local Coldwell Banker office is owned and operated by Rob Karg and Kathy Corless: some of the most respected individuals in Real Estate in the Bow Valley. They are a pleasure to work with and their honesty, care and knowledge is second to none!

The office is located in an excellent location on Bow Valley Trail next to Fas Gas giving excellent focused exposure to vehicle and walk by traffic!



## The Market

2



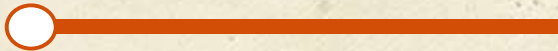


# Price Affecting Factors!

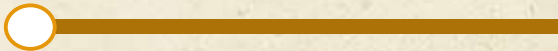
Factors Outside Your Control



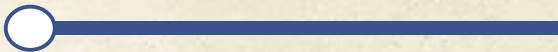
Market Factors



Factor Inside Your Control

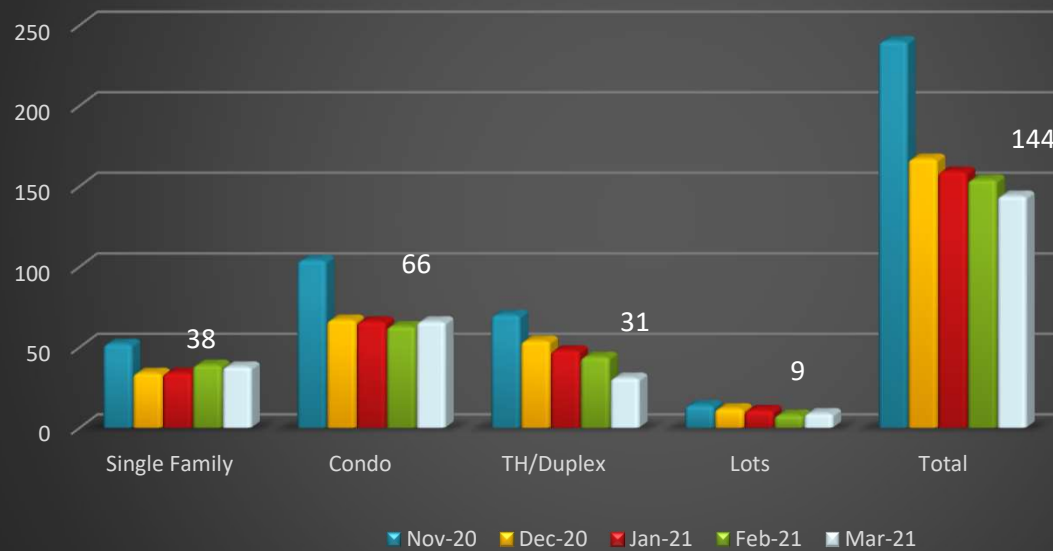


Price Right To SELL



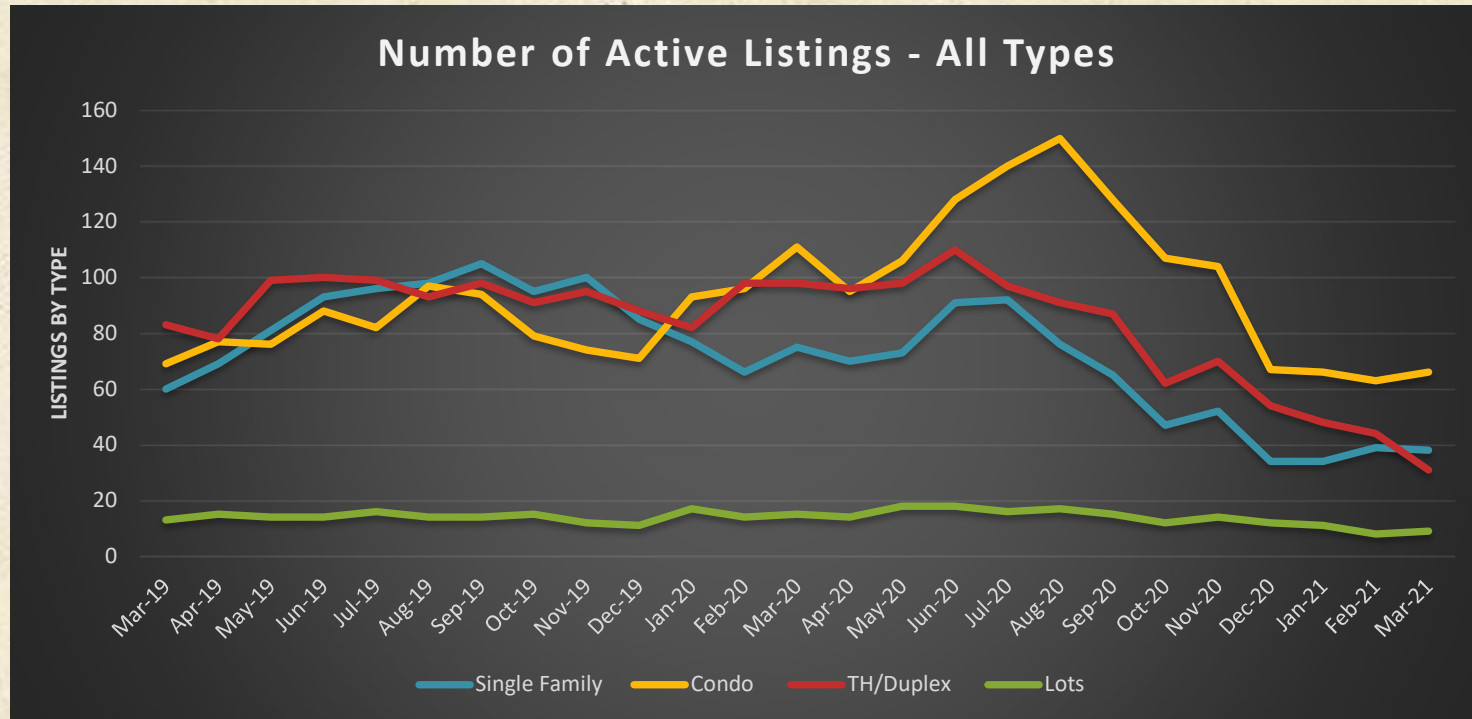
# Market Conditions & Trends

Number of Active Listings by All Companies

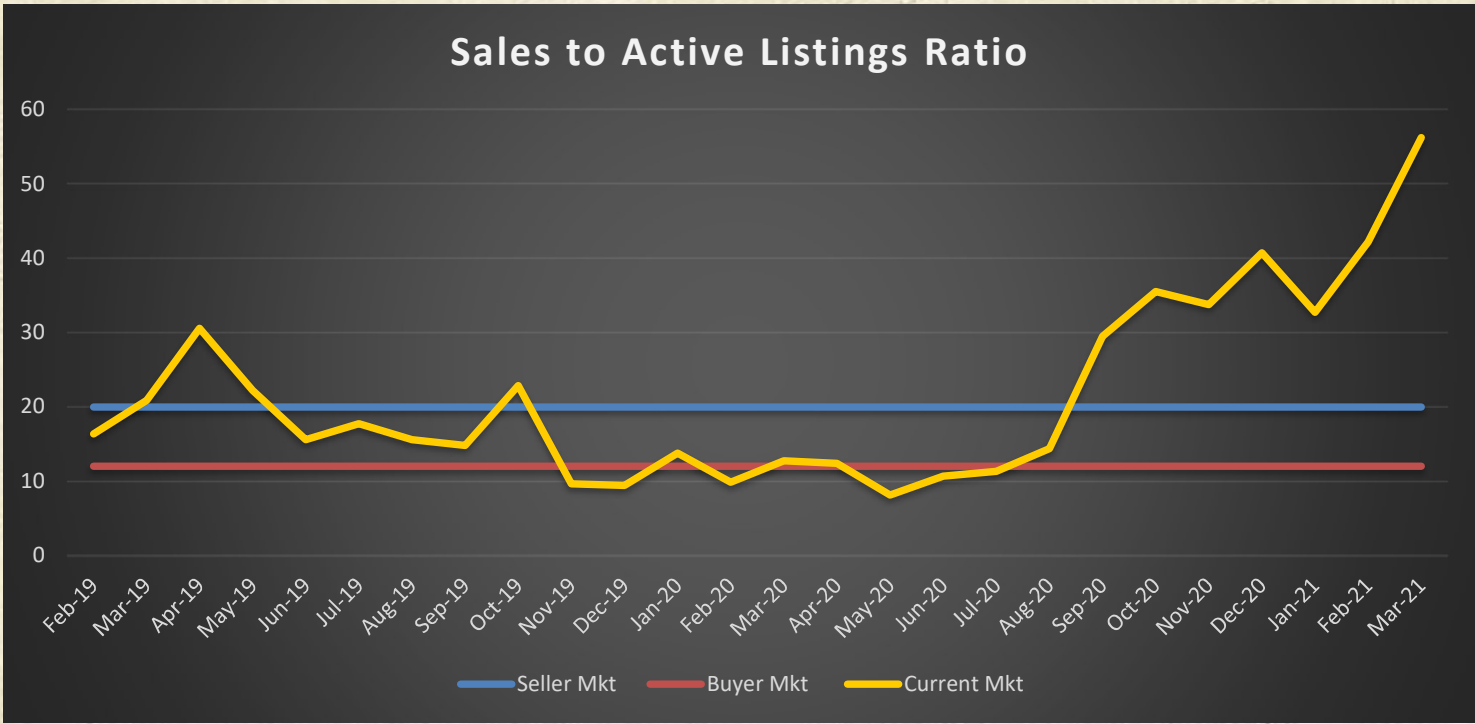




# Market Conditions & Trends

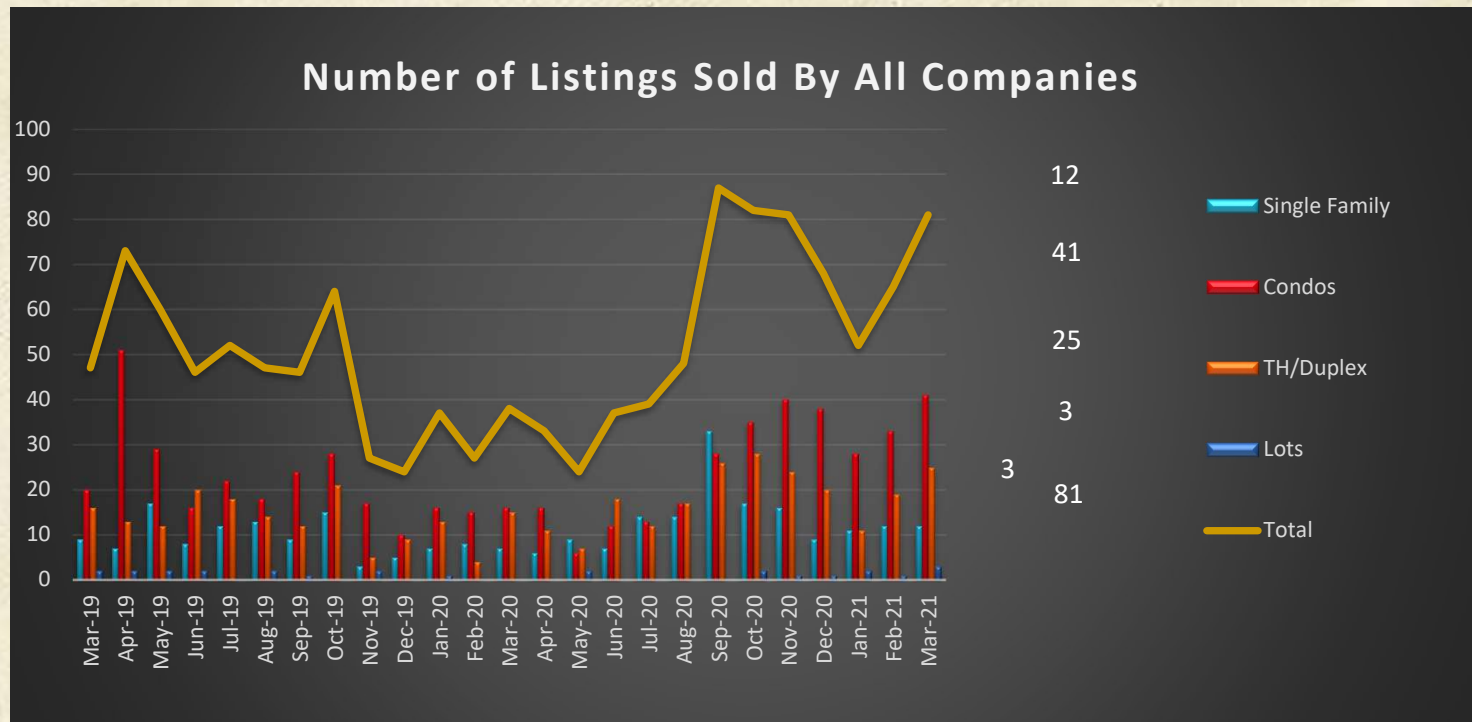


# Market Conditions & Trends

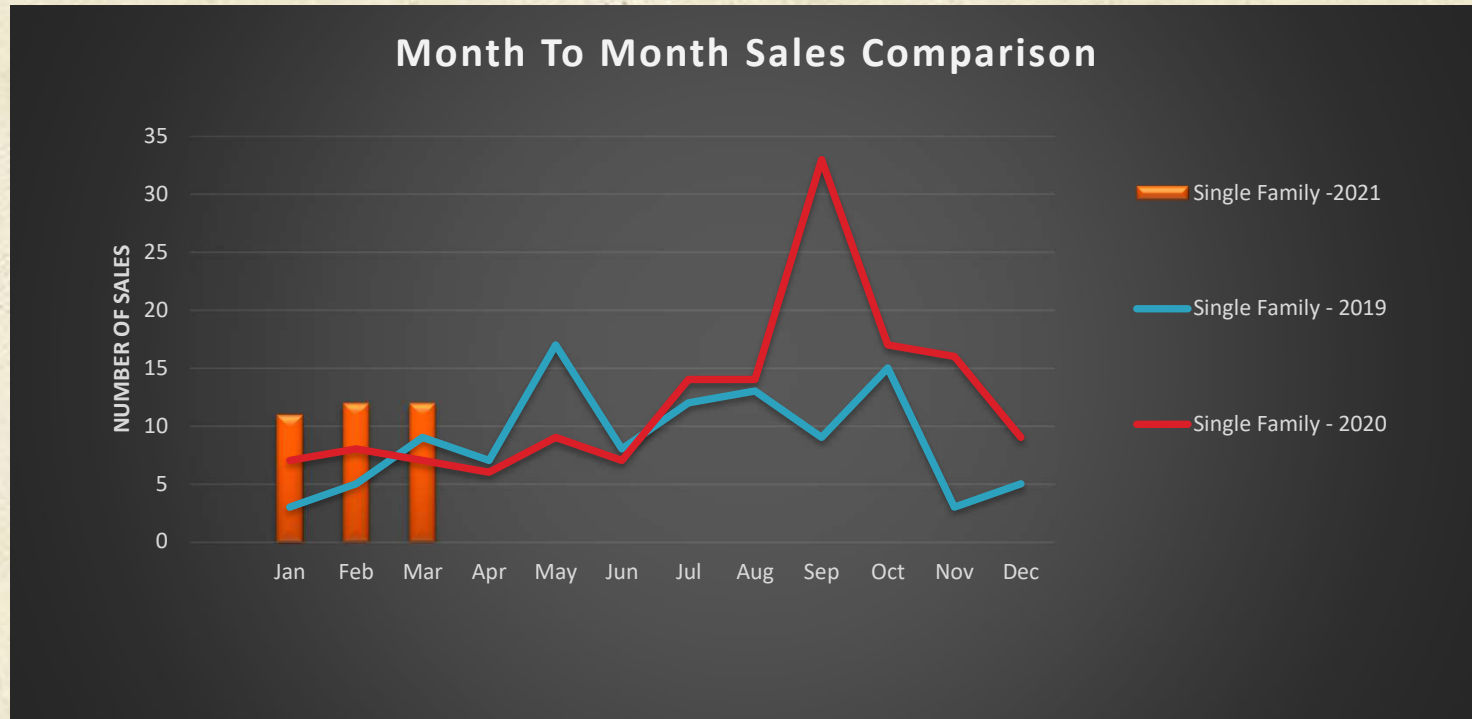




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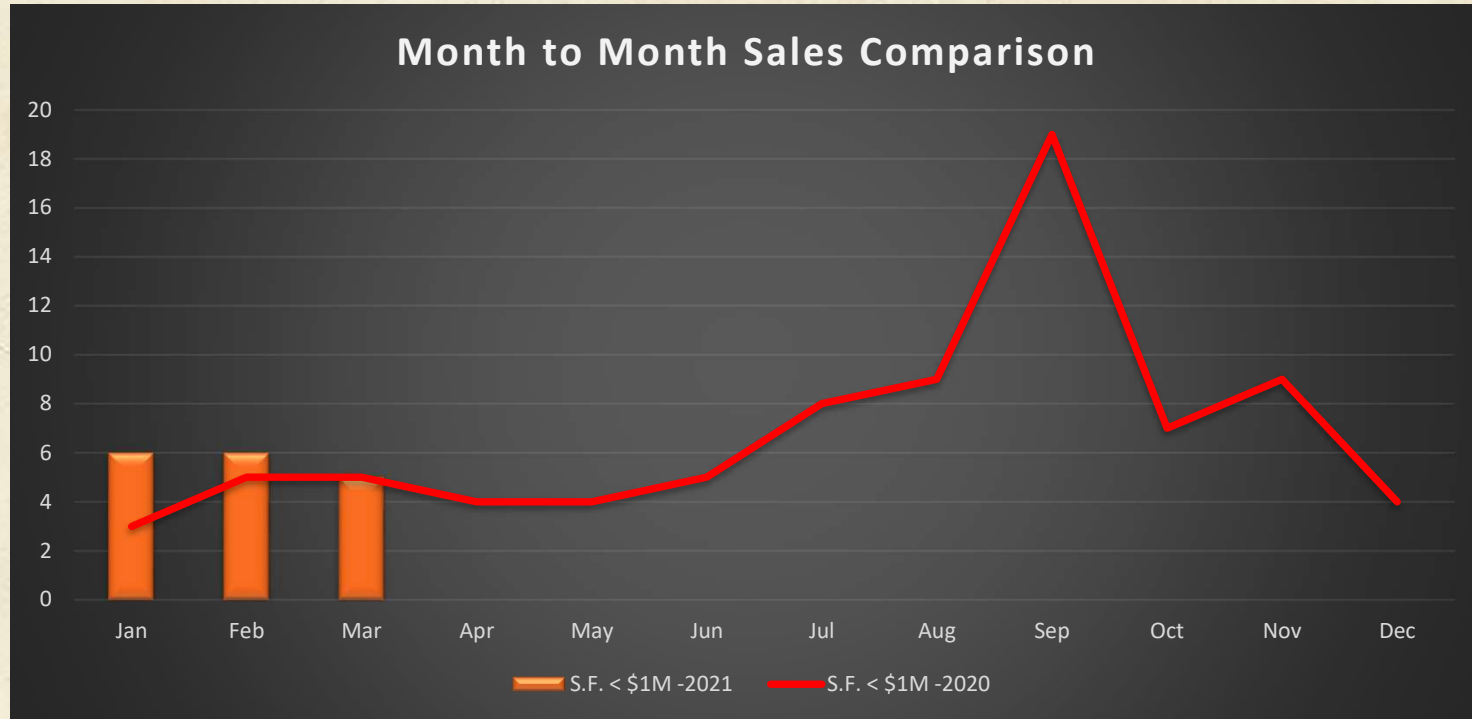


# Market Conditions & Trends

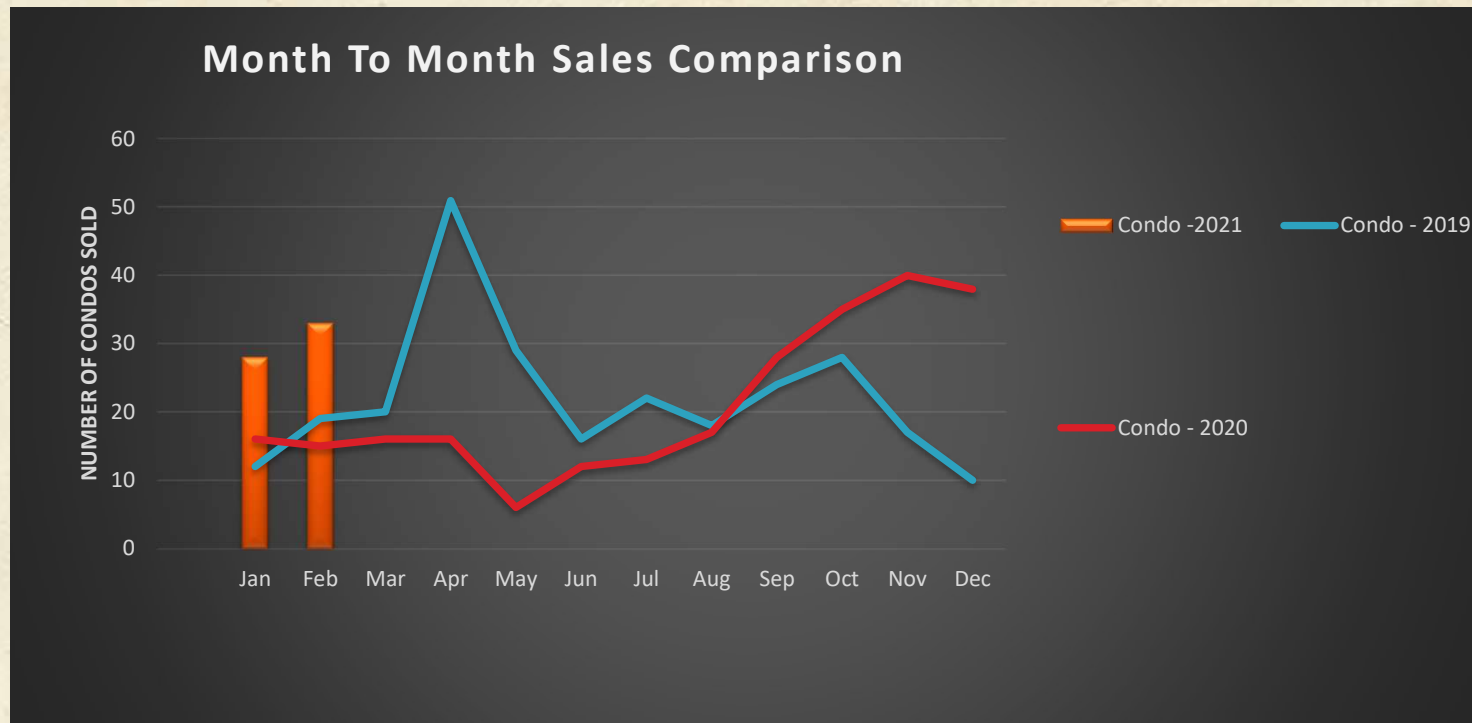




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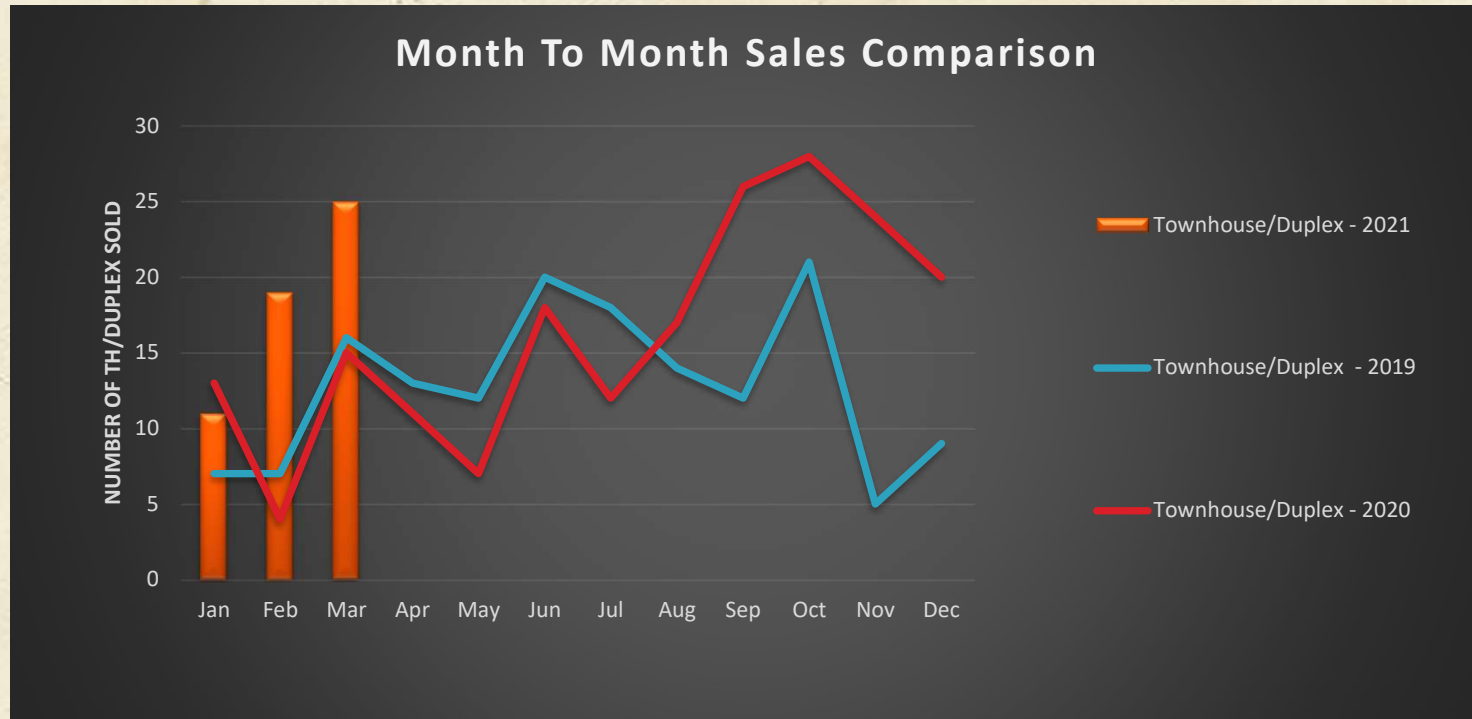


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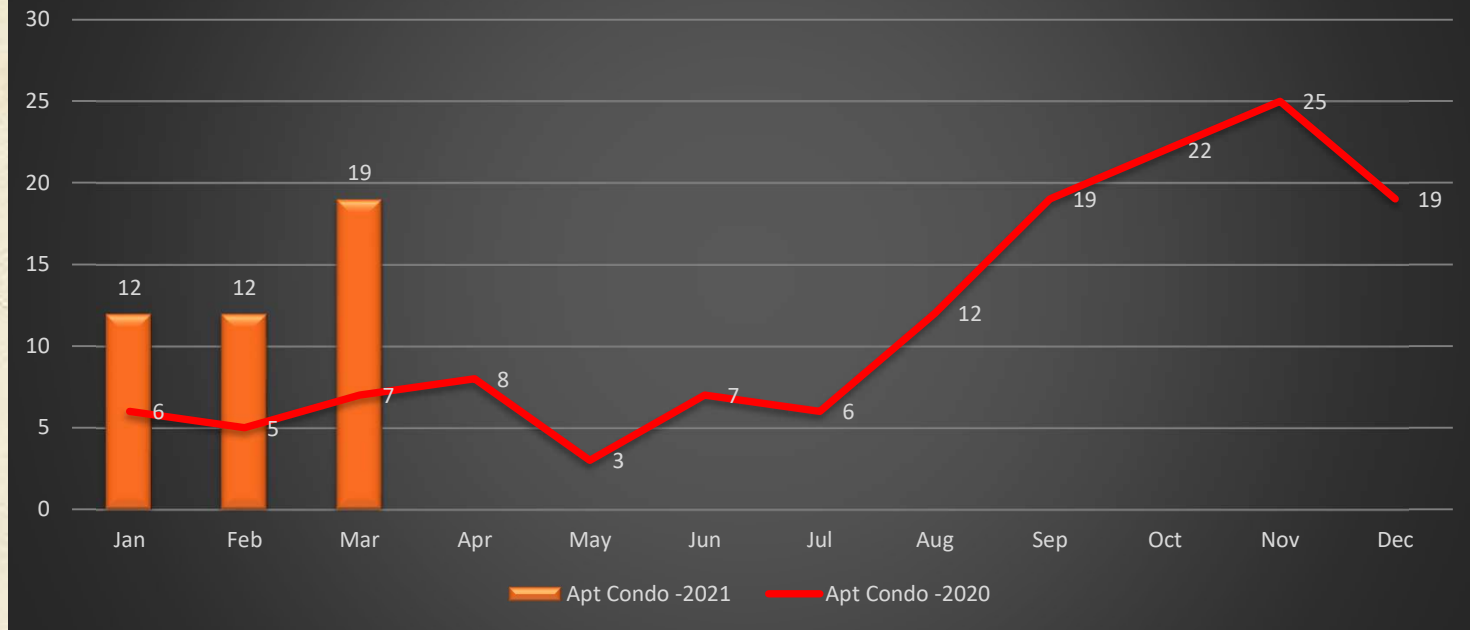




# Market Conditions & Trends



## Month to Month Sales Comparison

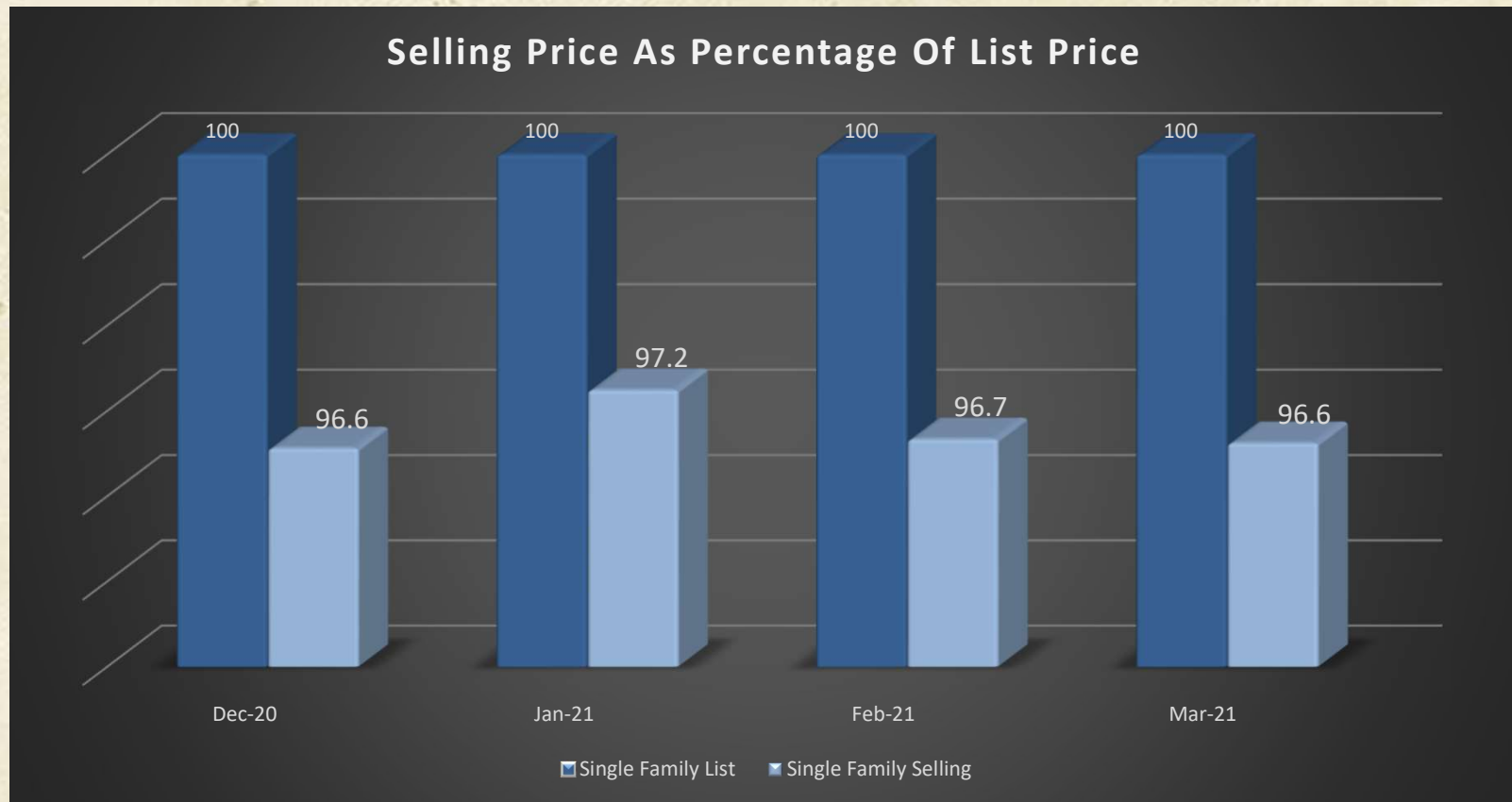




## Month to Month Sales Comparison



# Market Conditions & Trends



**Average Spread of Listing Price vs. Sales Prices Last Four Months**

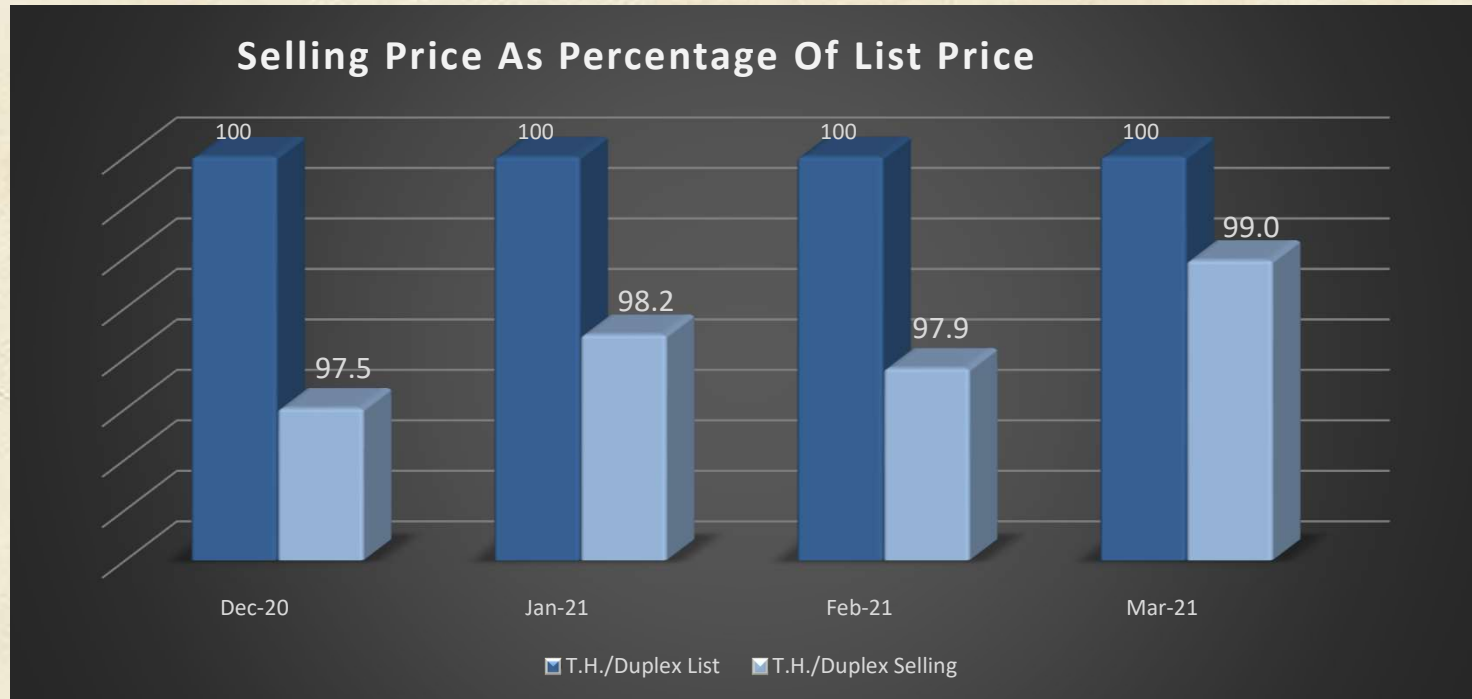
**Note: List does not include GST while Selling includes GST**



# Market Conditions & Trends

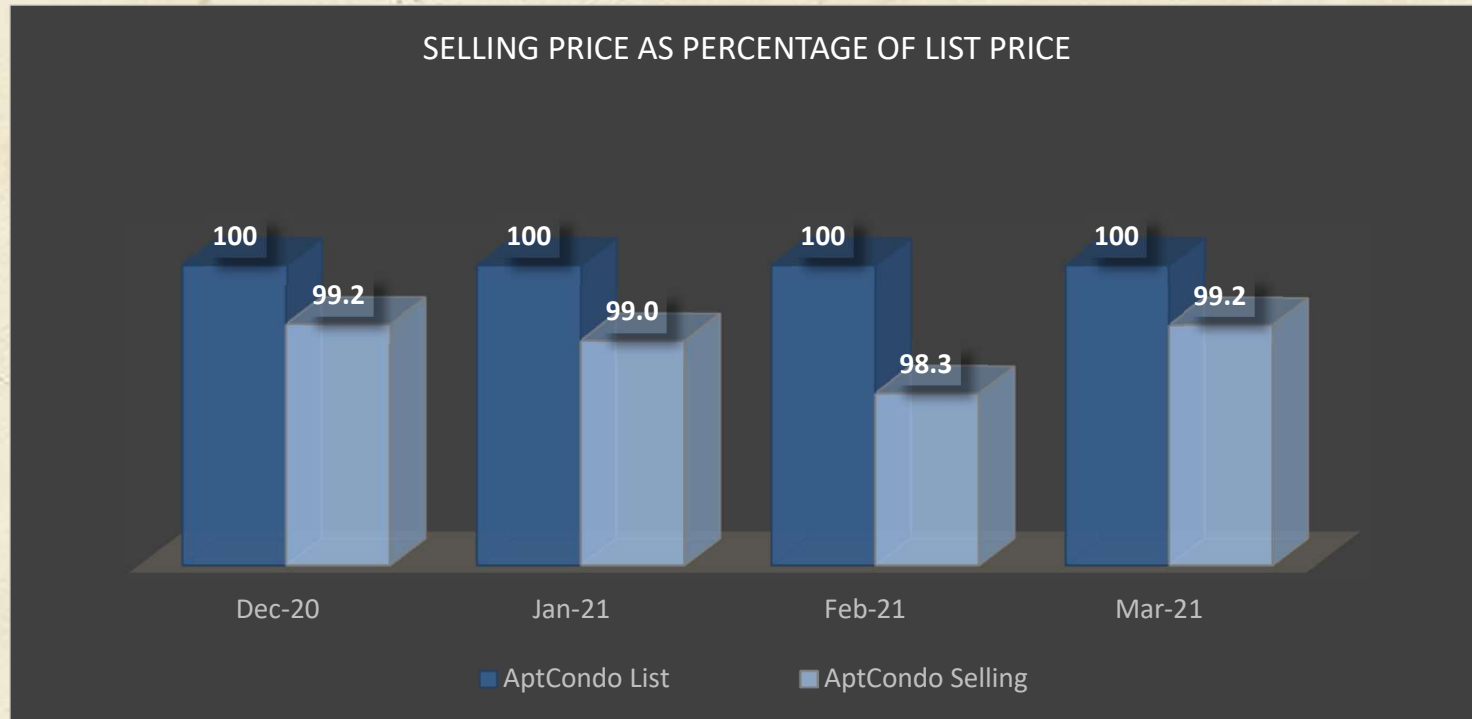


# Market Conditions & Trends

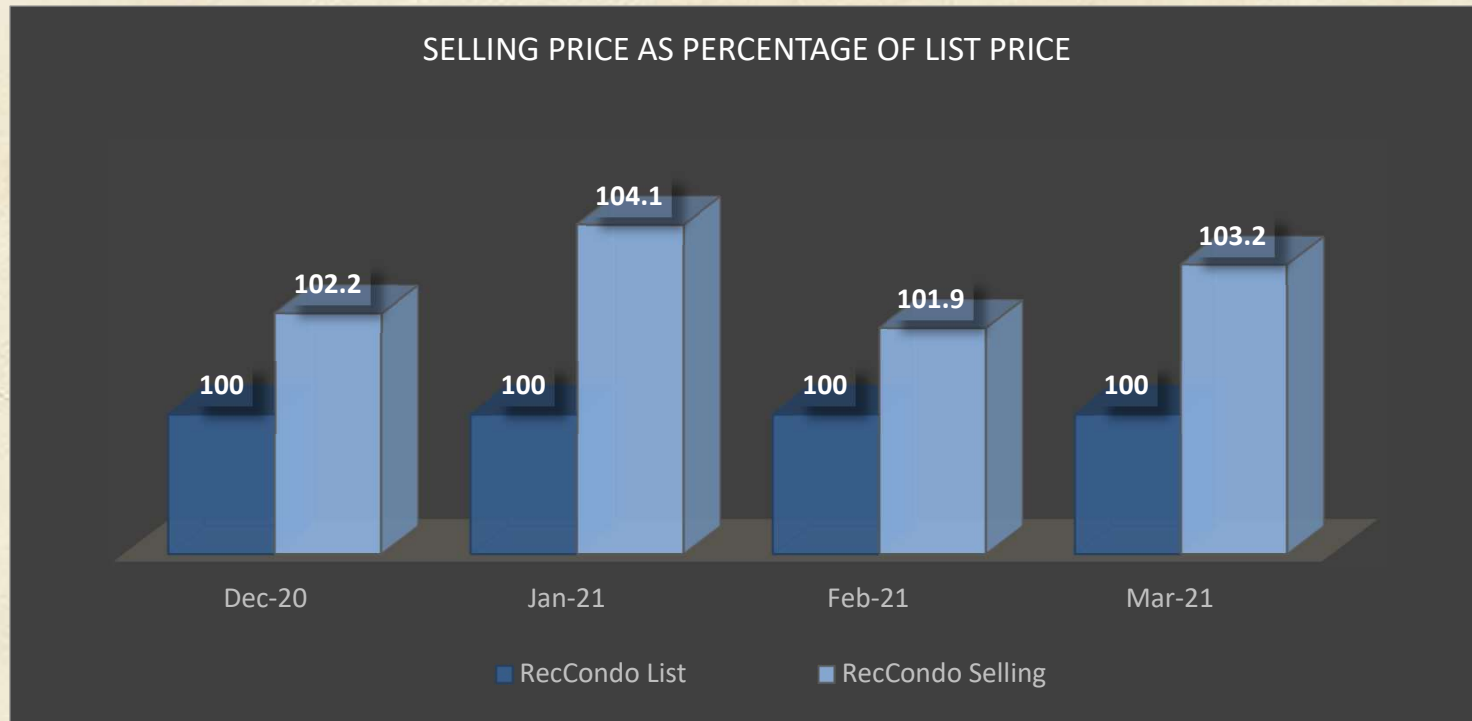




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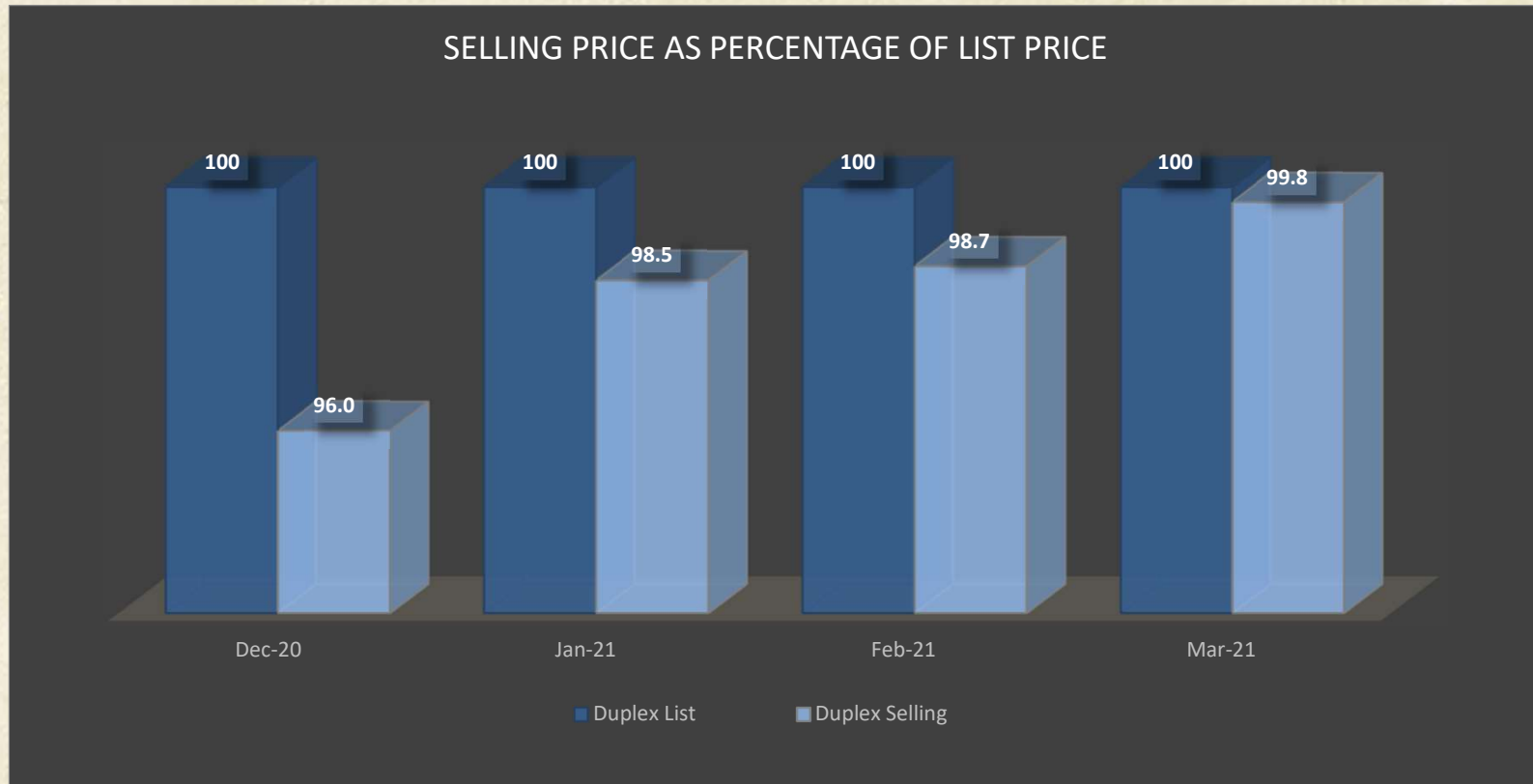


# Market Conditions & Trends



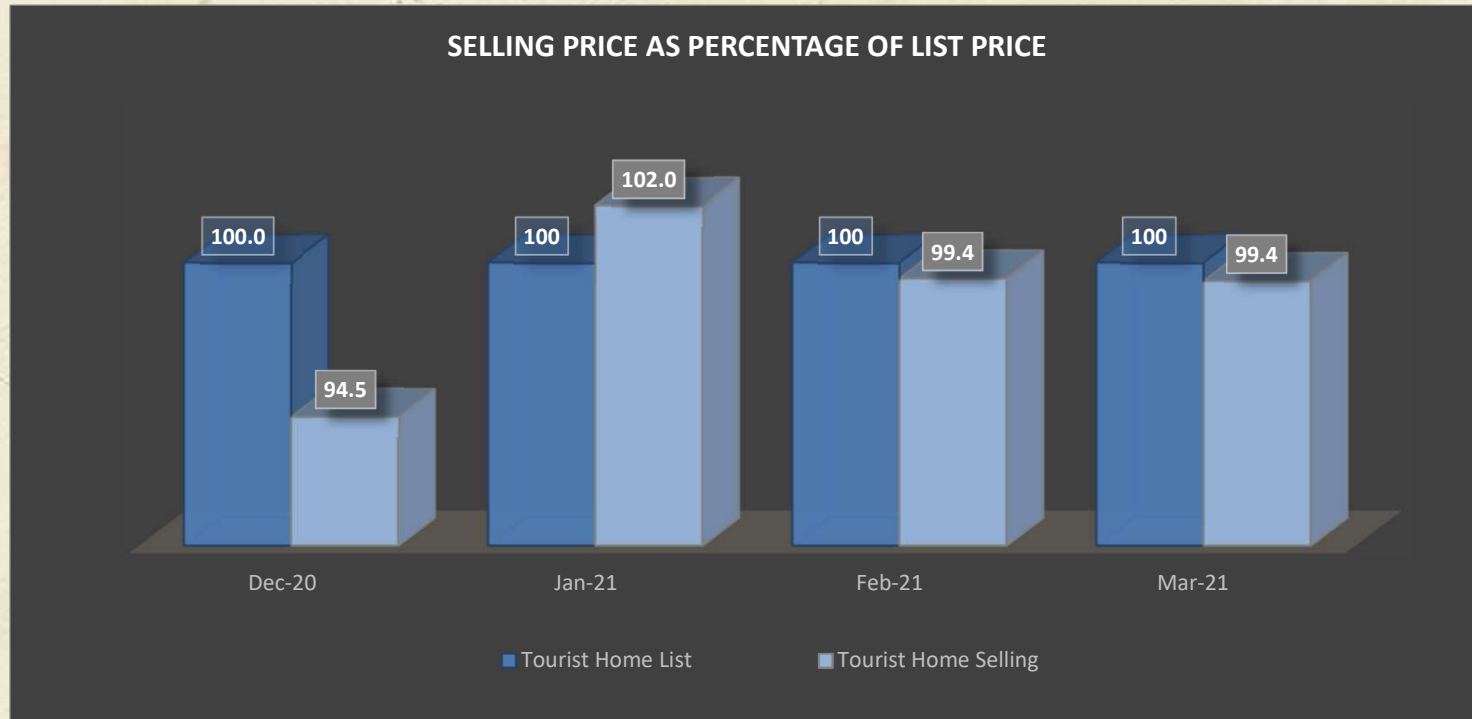


# Market Conditions & Trends



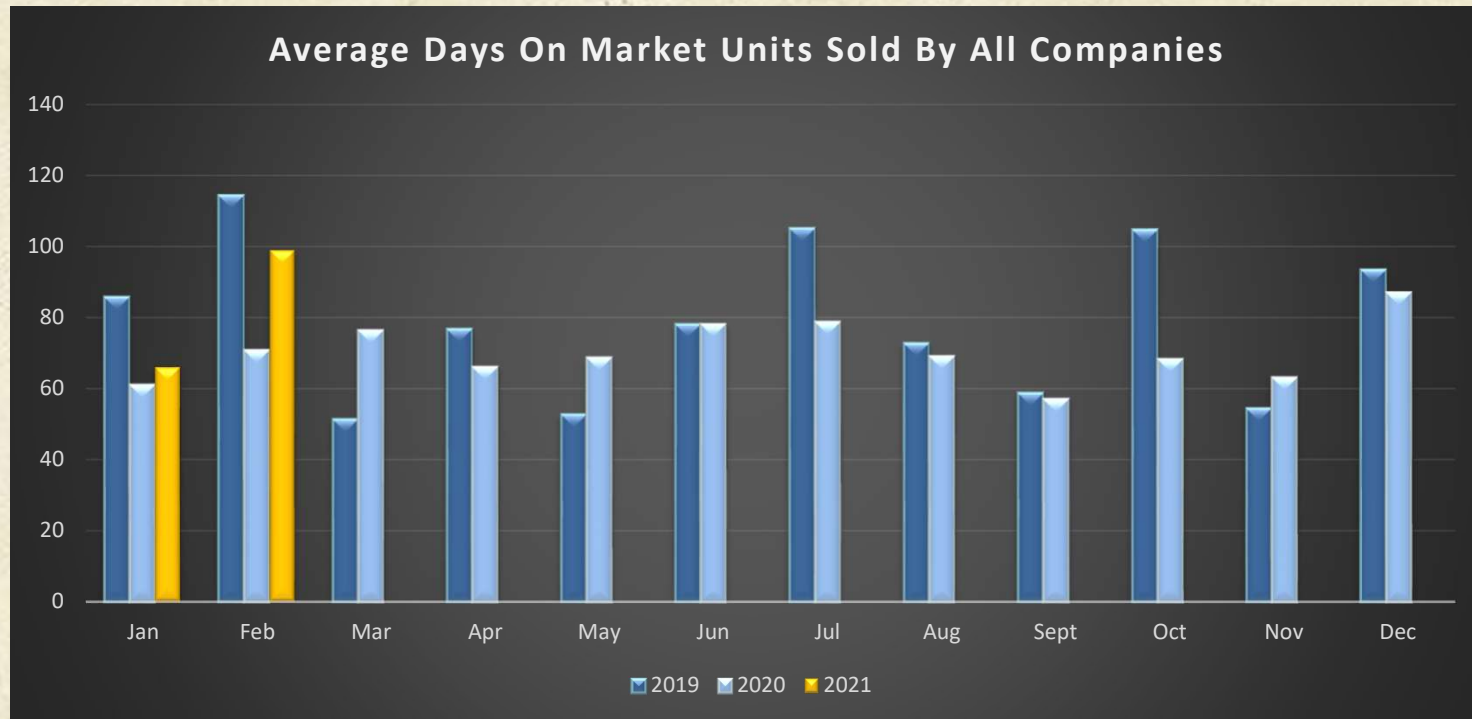
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# Market Conditions & Trends

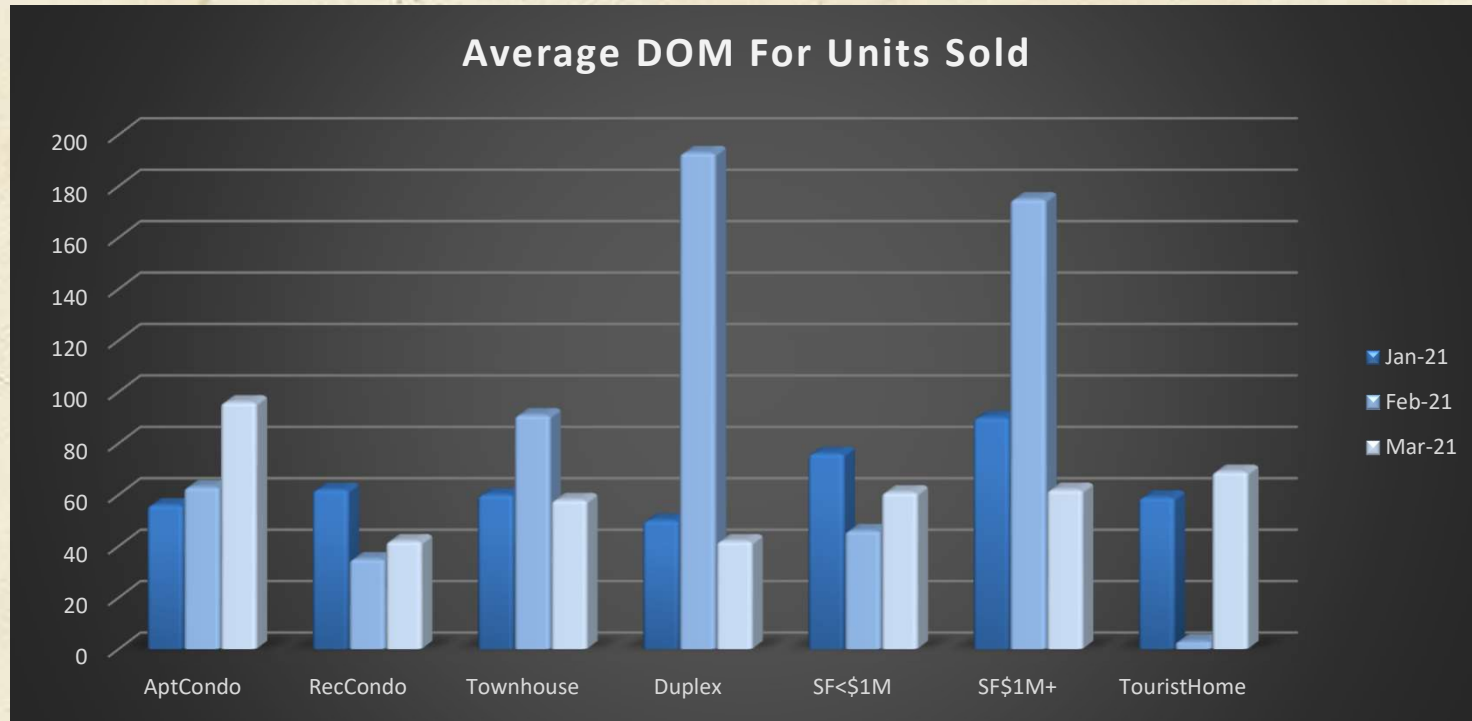




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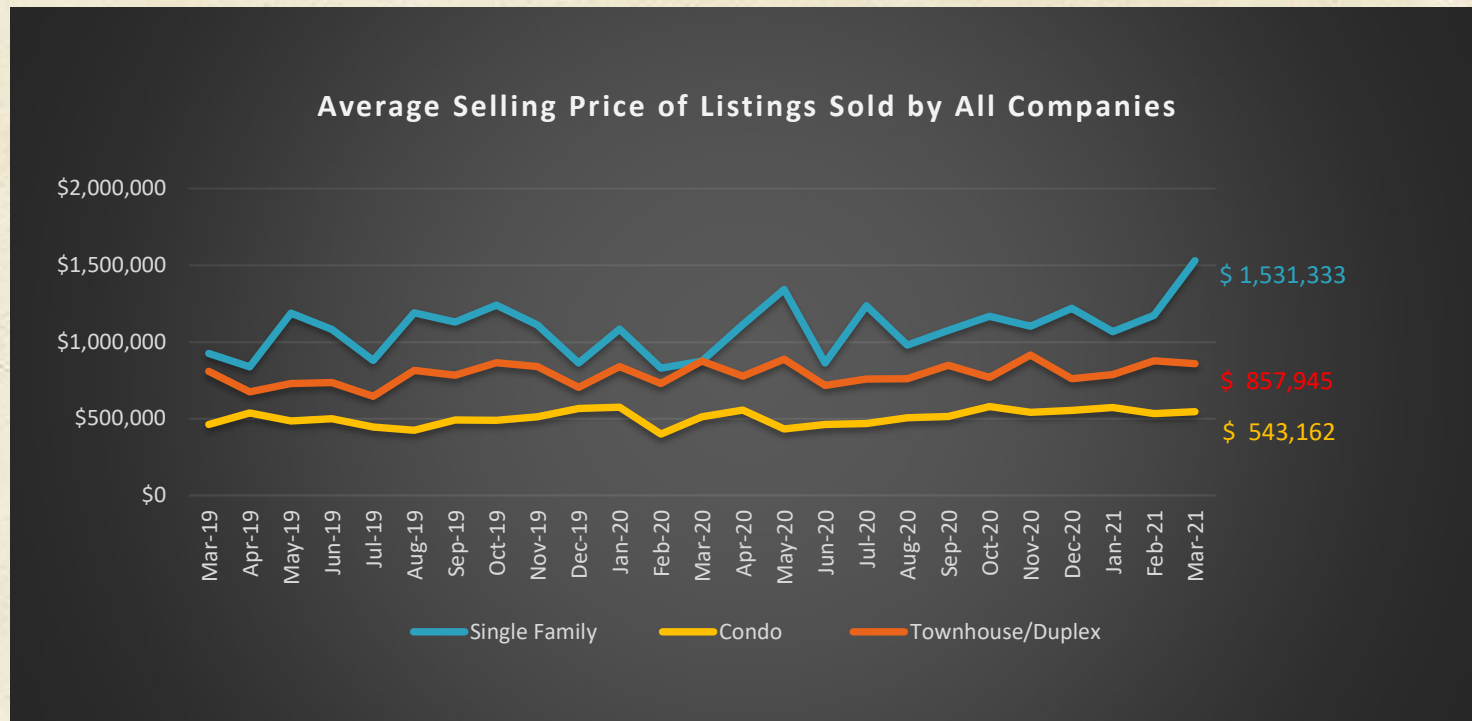


# Market Conditions & Trends





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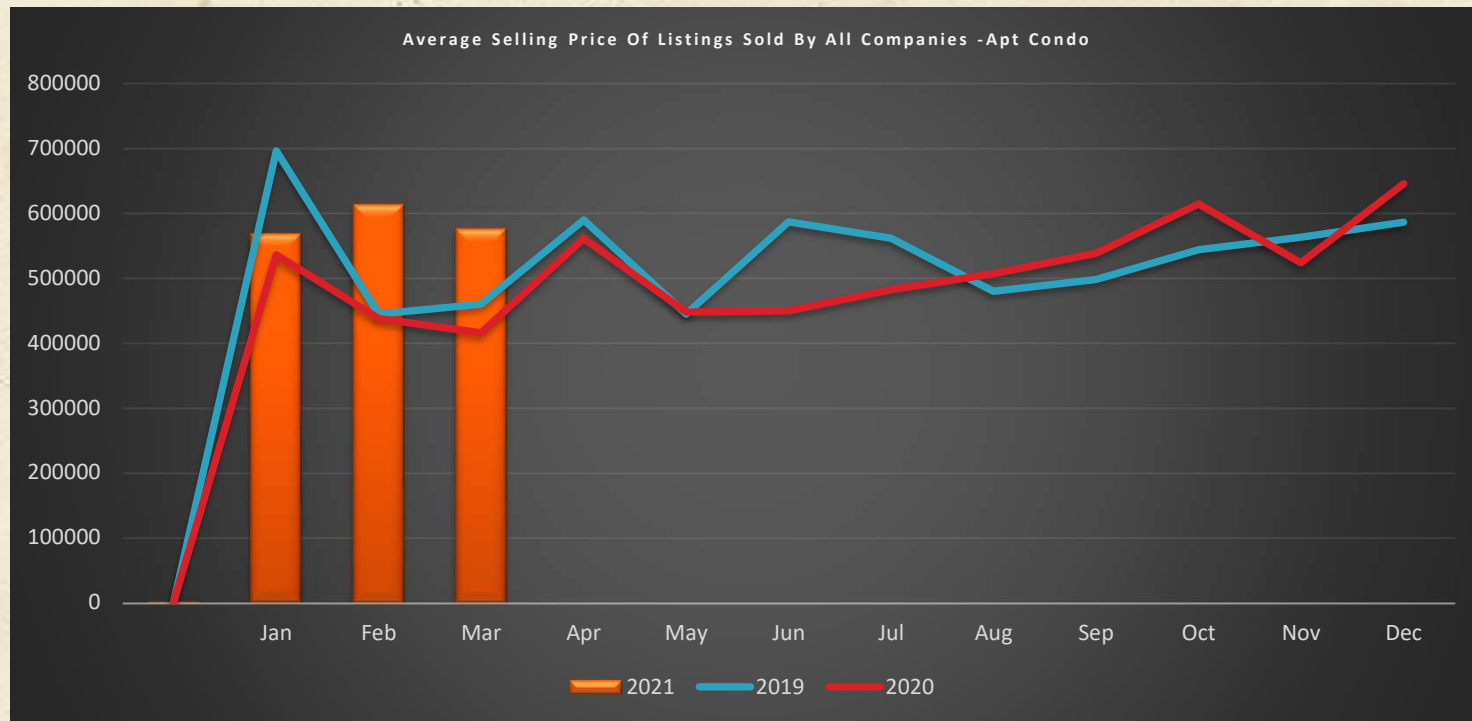


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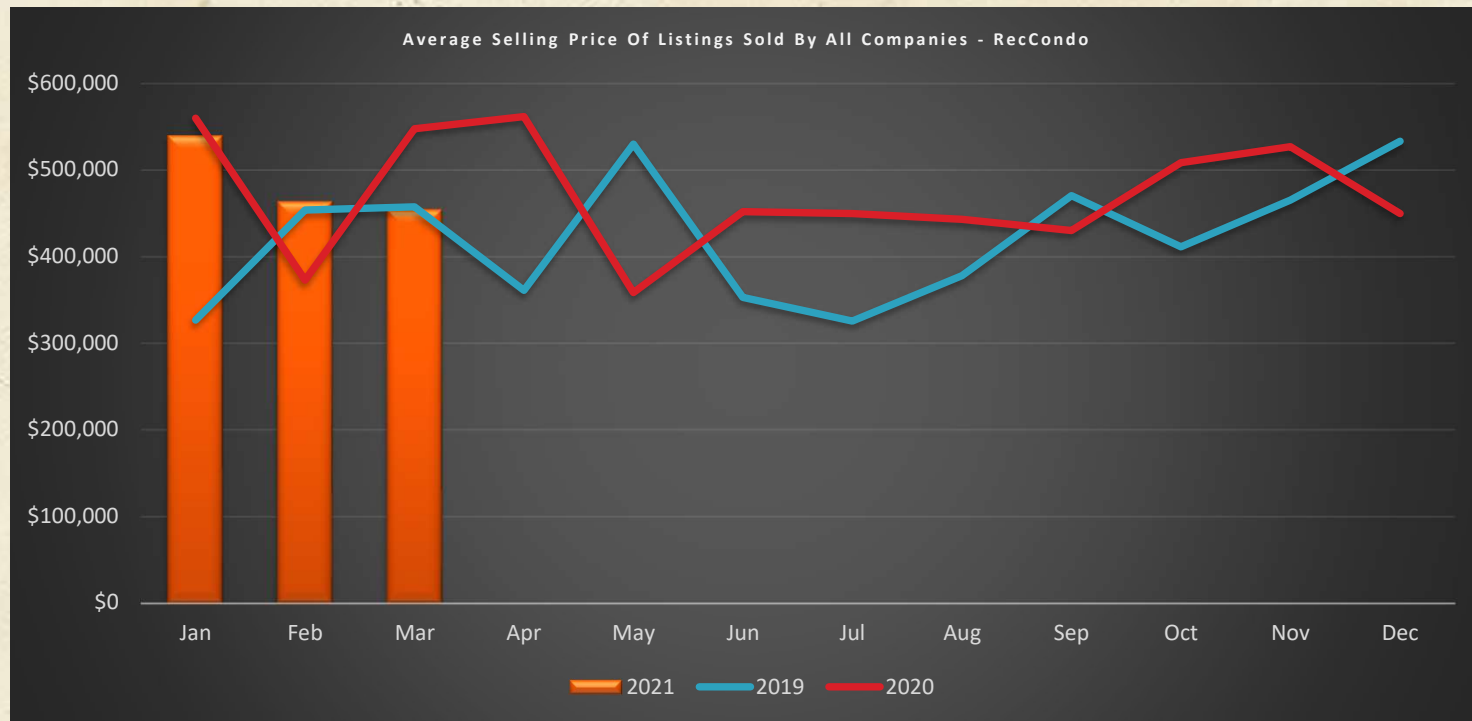




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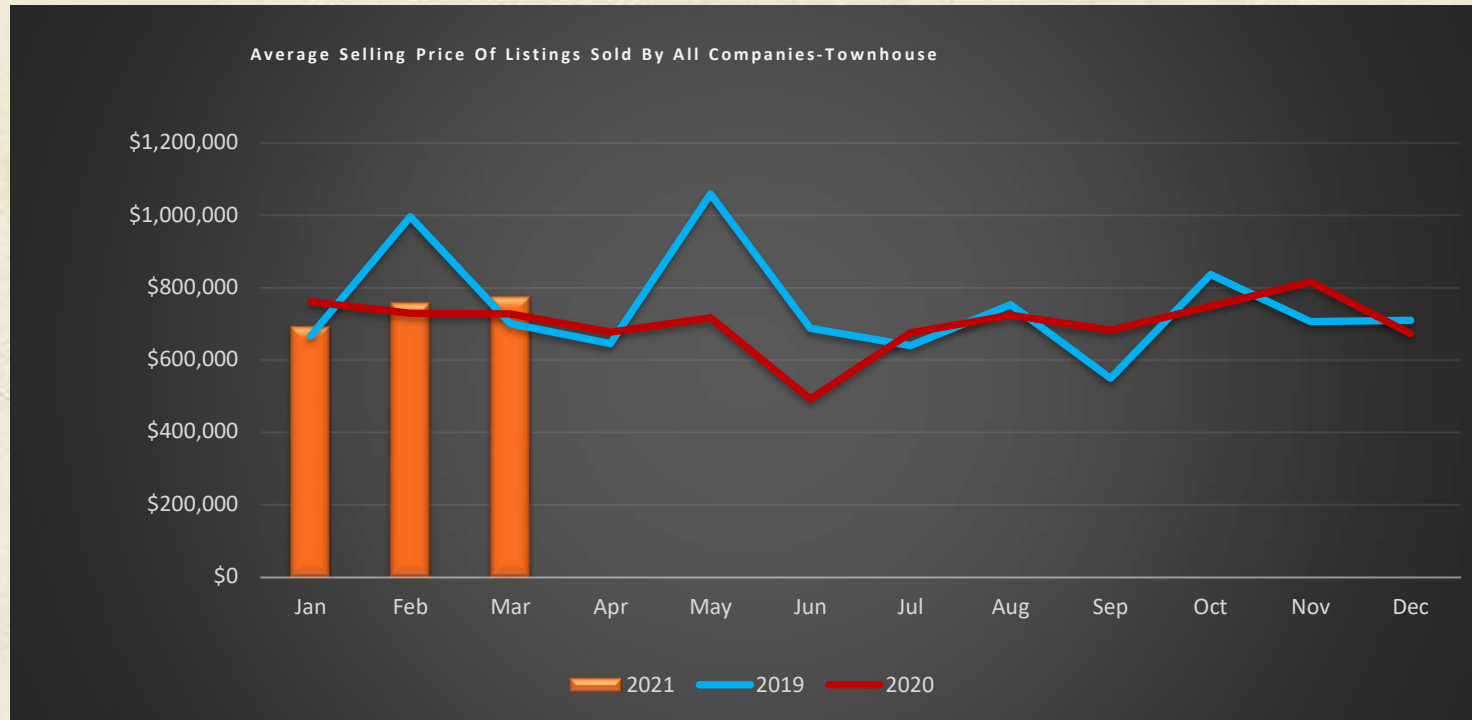


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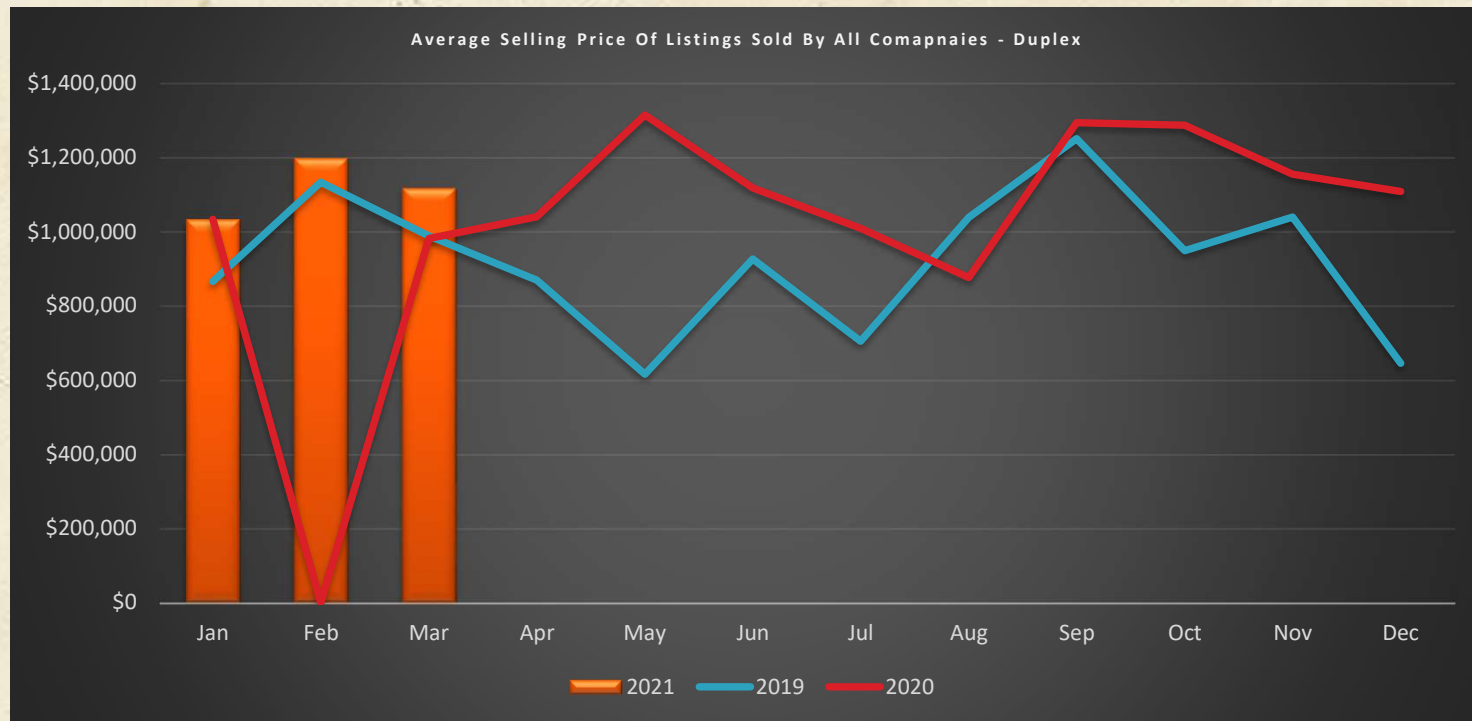




# Market Conditions & Trends



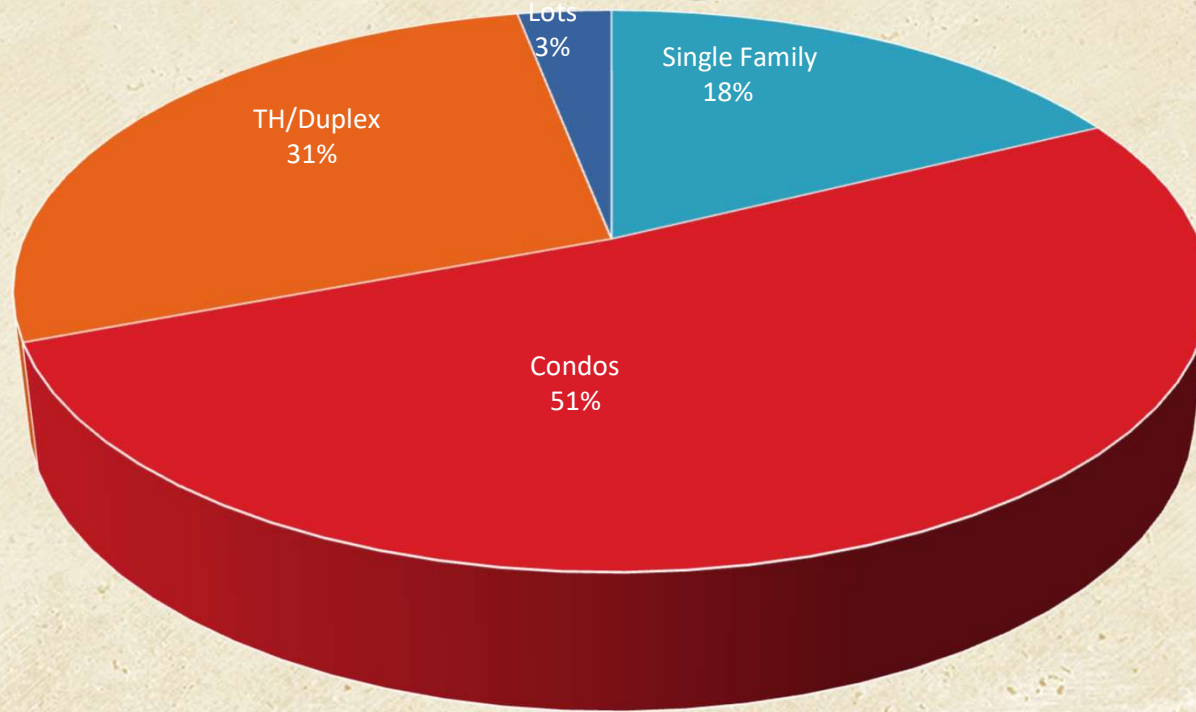
# Market Conditions & Trends





# Market Conditions & Trends

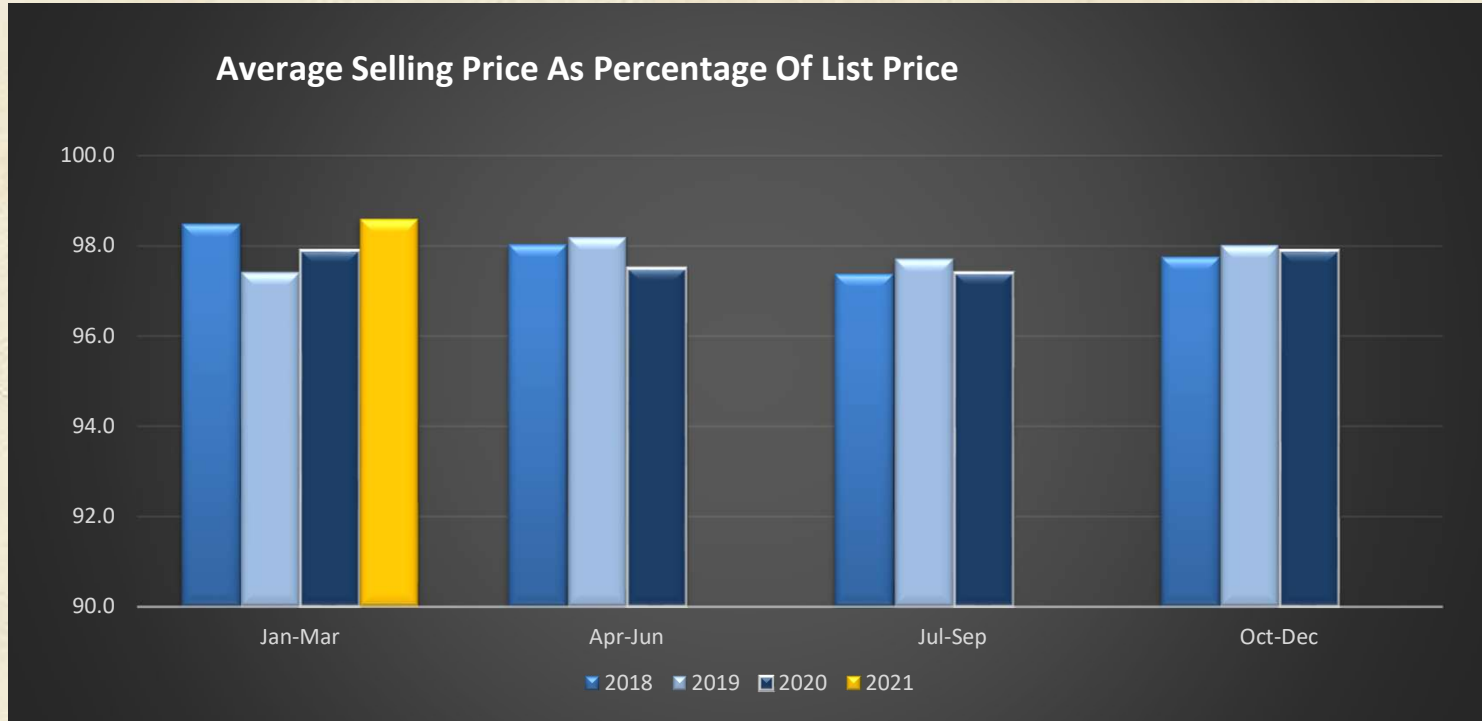
Q1 - 2021 Sales



■ Single Family ■ Condos ■ TH/Duplex ■ Lots

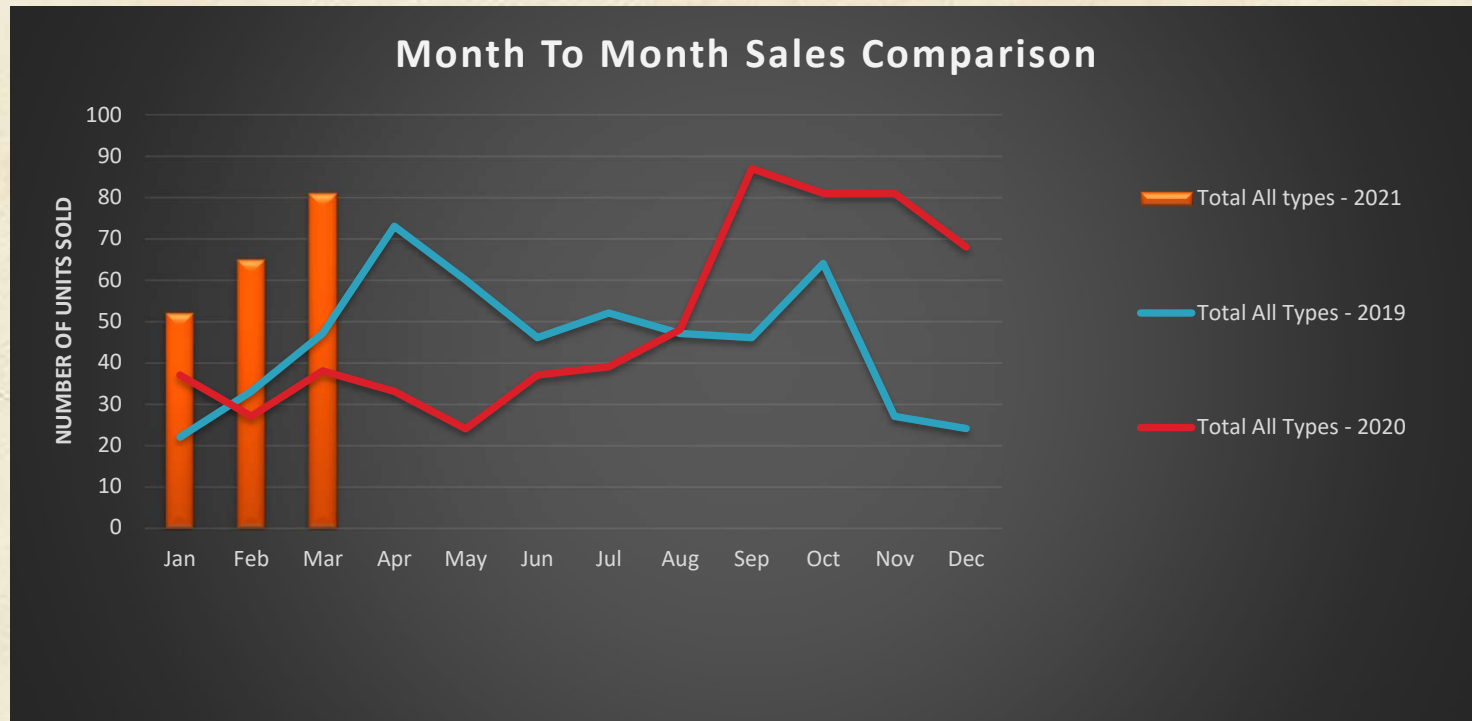


### Average Selling Price As Percentage Of List Price

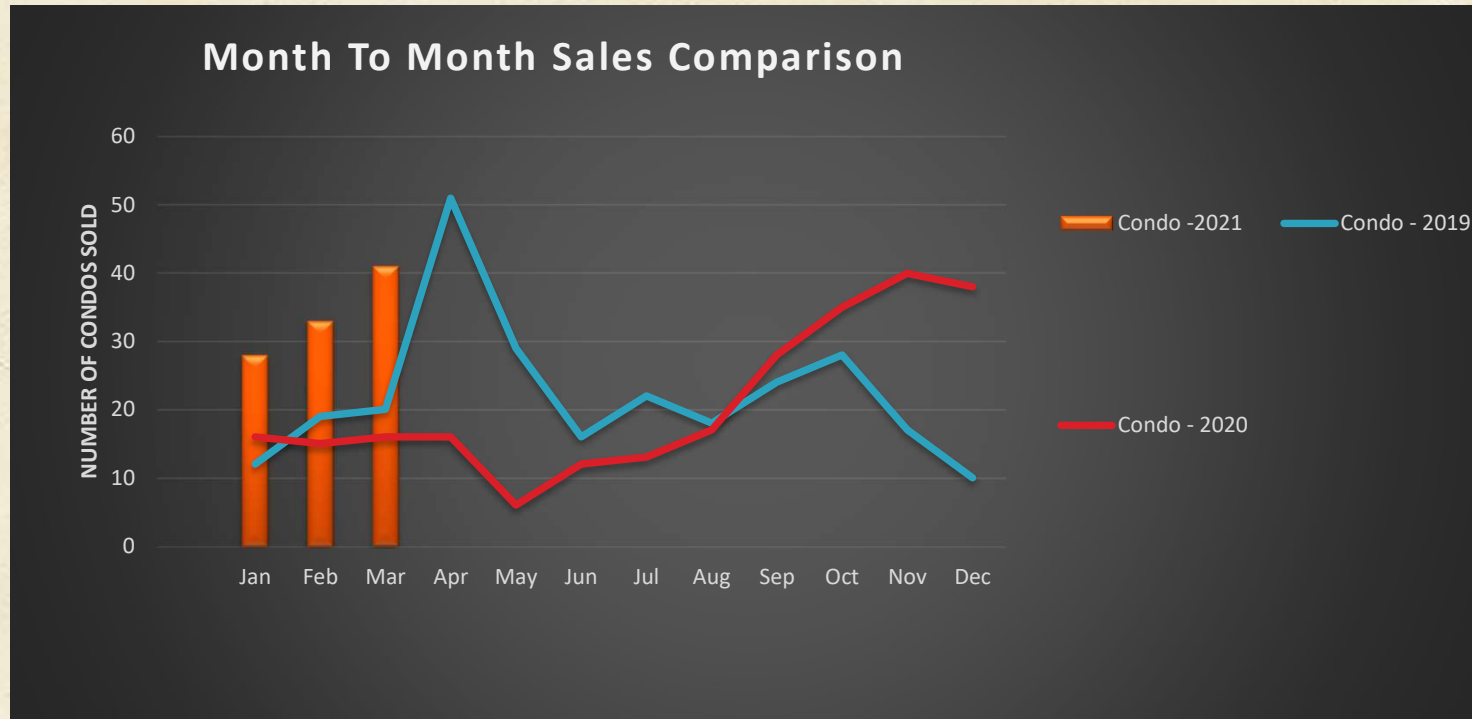




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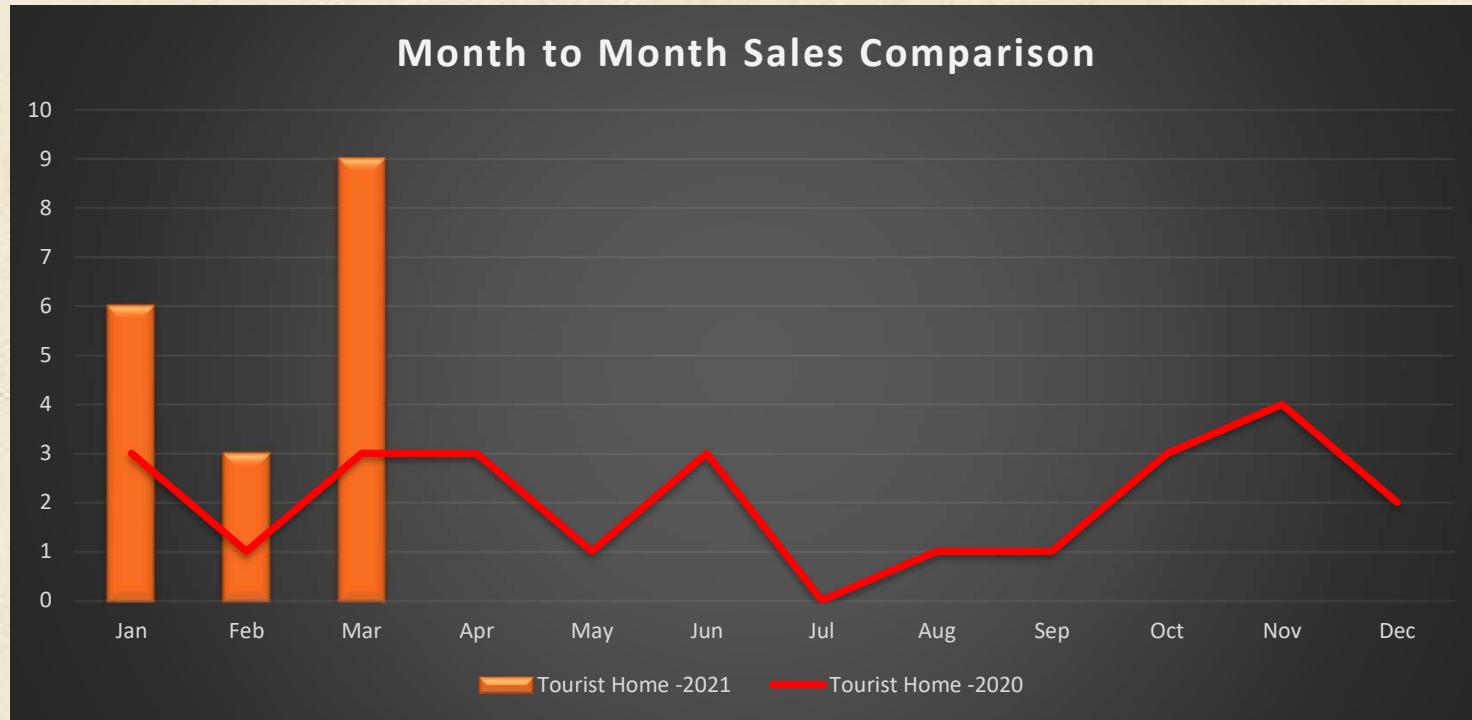


# Market Conditions & Trends



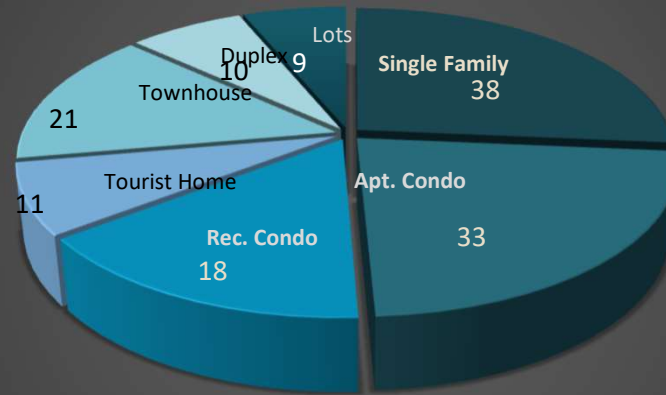


# Market Conditions & Trends



# Market Conditions & Trends

## Mar2021 Active Listing By Type



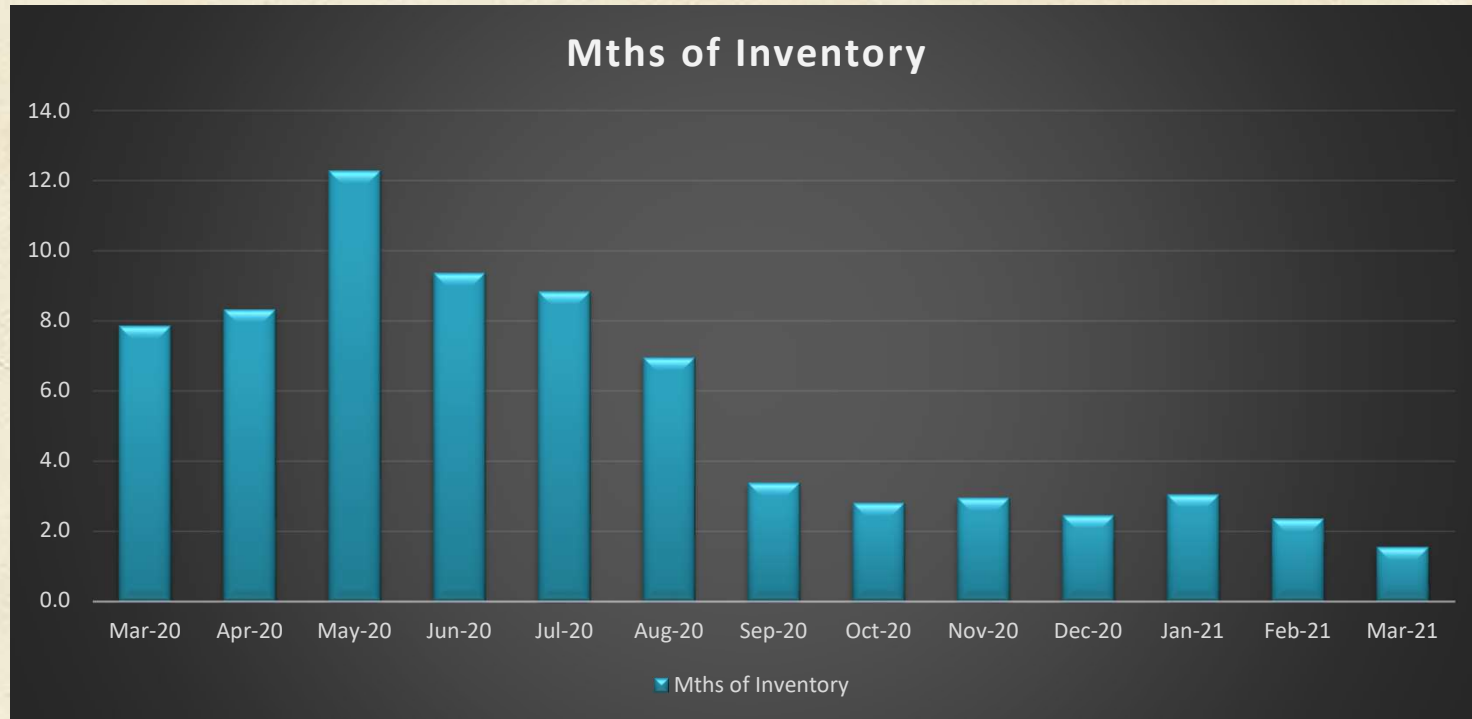
Mar2021 - 144  
Mar2020 - 299  
Mar2019 - 270

Single Family Apt. Condo Rec. Condo Tourist Home Townhouse Duplex Lots

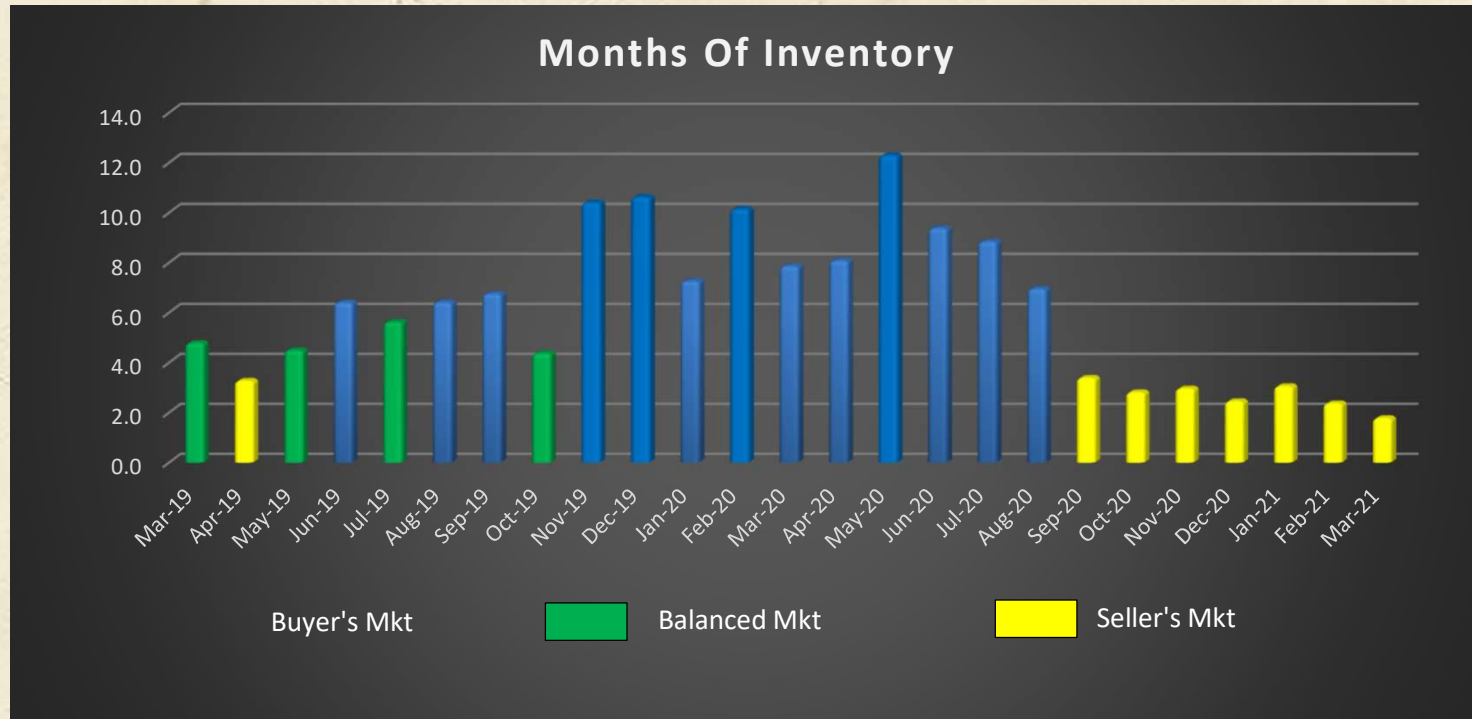




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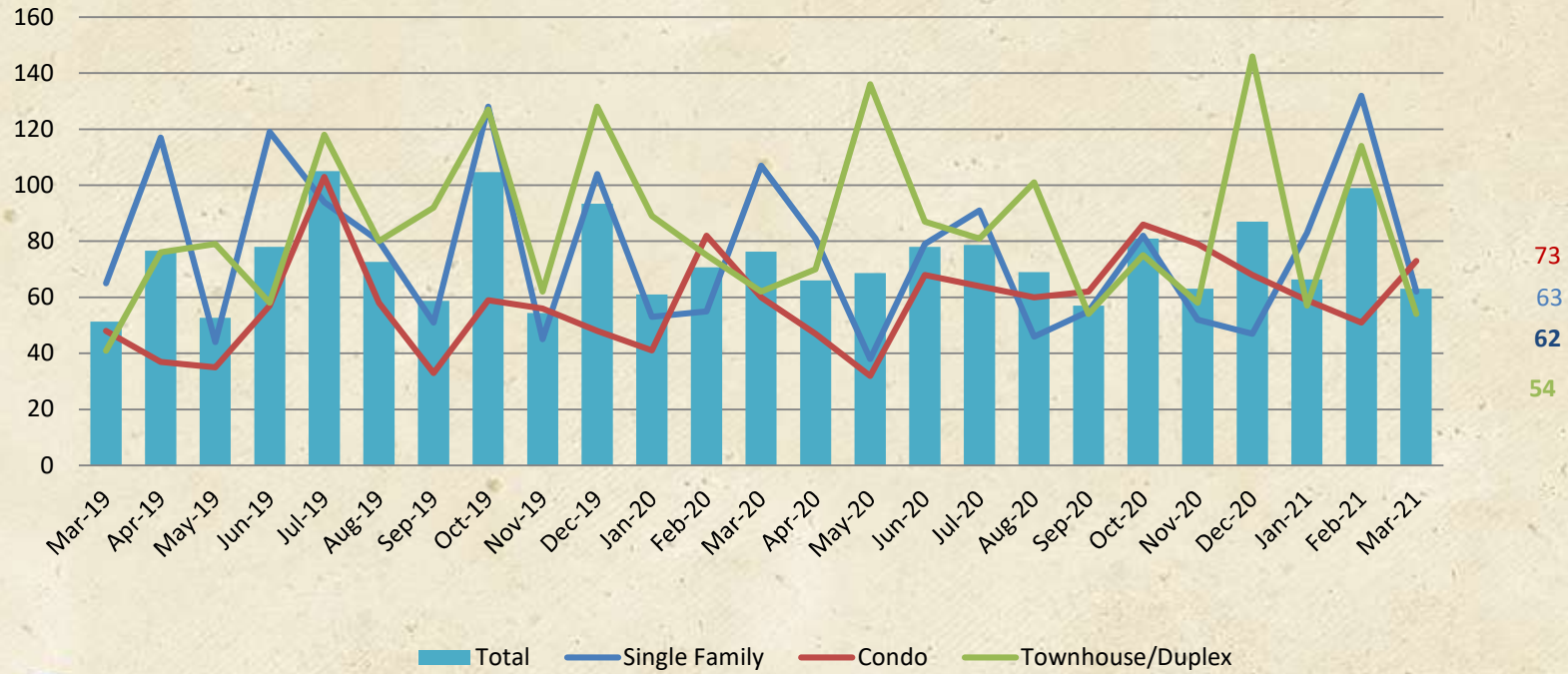
# Market Conditions & Trends





# Market Conditions & Trends

## Average Days On Market Units Sold By All Companies



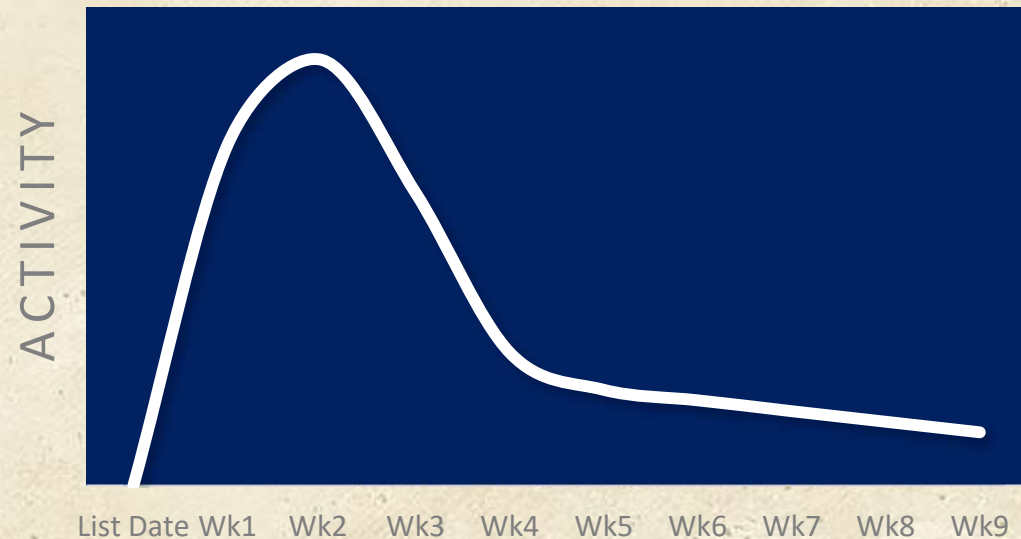
# Market Conditions & Trends

## PRICING VS. TIMING

A property attracts the most excitement and interest from the real estate community and potential buyers when it is first listed.

Your property has the highest chance of selling when it is new on the market.

Price your home correctly in the beginning and you will walk away with more money.



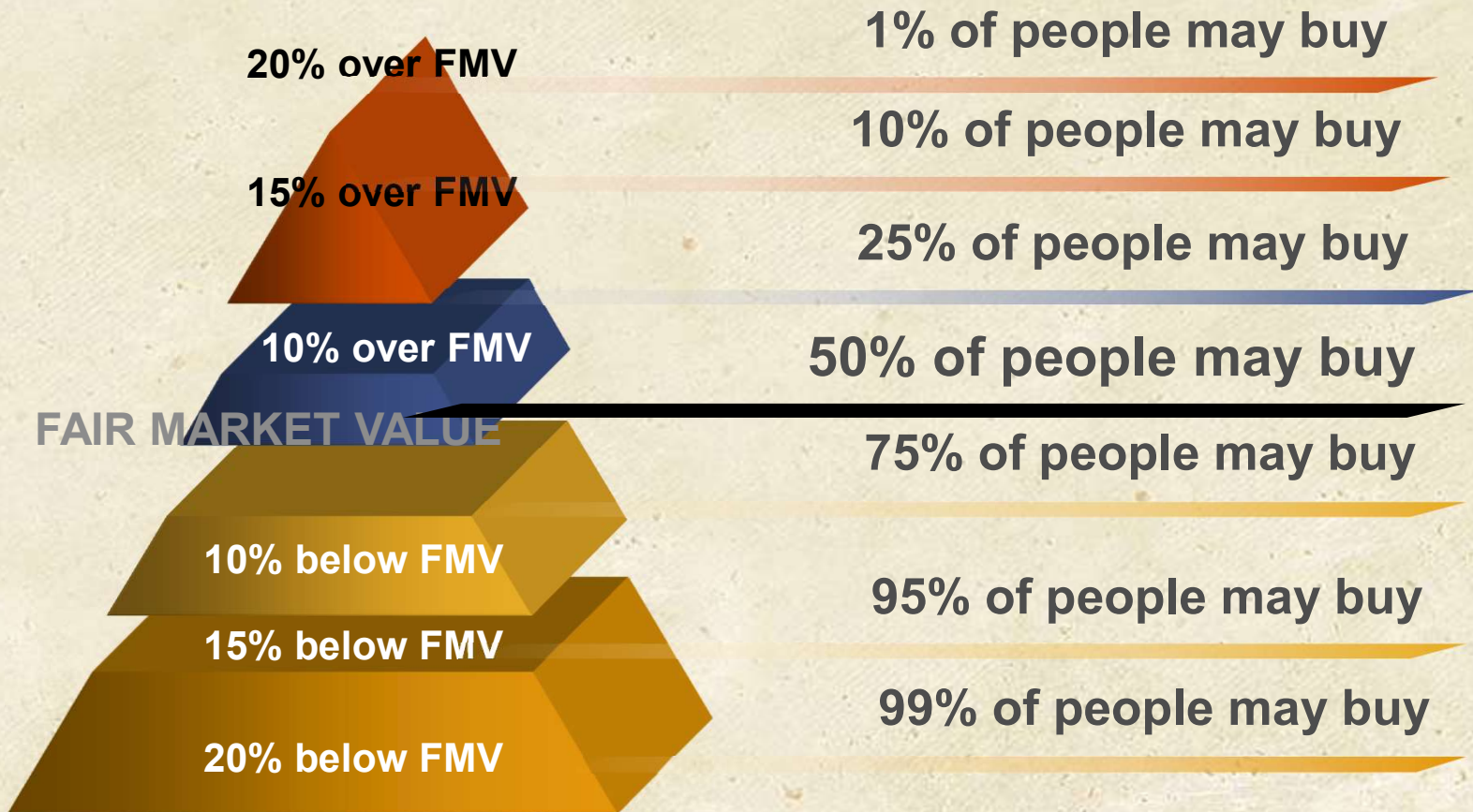


# Market Conditions & Trends

## PITFALLS OF OVERPRICING



# What's More Important – Time or \$\$\$\$?





# Factors that Determine Fair Market Value

Fair Market Value for your home is arrived at by:

- Comparing properties similar to your own
- Determining what makes the comparable more or less valuable than your property
- Looking at market factors and trends which might influence the price



## The "Plan"

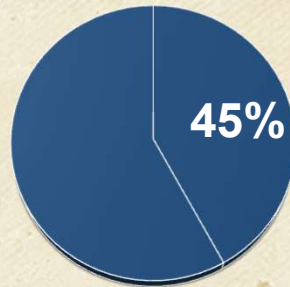
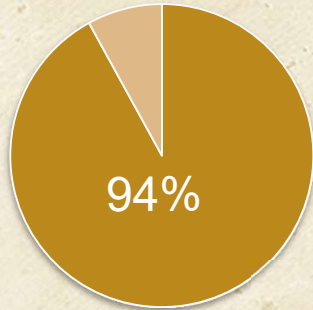
3





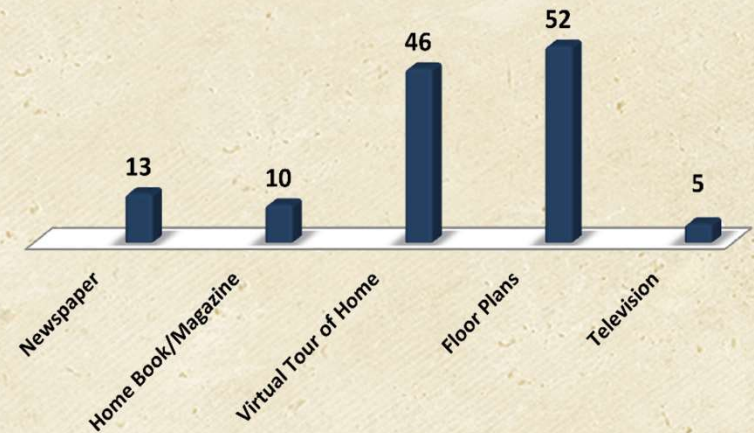
# Marketing & Sales Plan Overview - Statistics

Percentage of People Using Internet During Home Buying Process

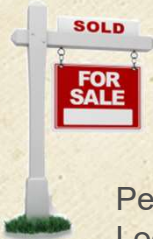


Percentage Buyer's First Step – Looking Online

Other Sources Used Frequently or Occasionally During Home Search



46%



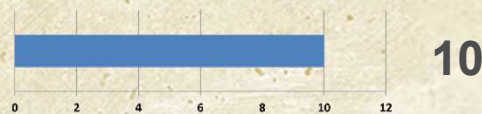
Percentage of Buyers Looking for Lawn Signs as Part of Search



Percentage of Buyers Who Used Open Houses During Buying Process



Typical Buyer – Weeks Searched



Typical Buyer – Homes Viewed



Source: National Association of Realtors- Profile of Home Buyers & Sellers 2019





# Marketing & Sales Plan

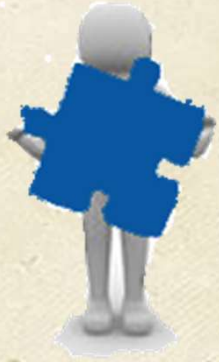
My Marketing Plan for your home includes many of the elements used most by Buyers when searching for a home.

Each element is designed to build upon the others to create synergy and increase the effectiveness of the marketing effort.

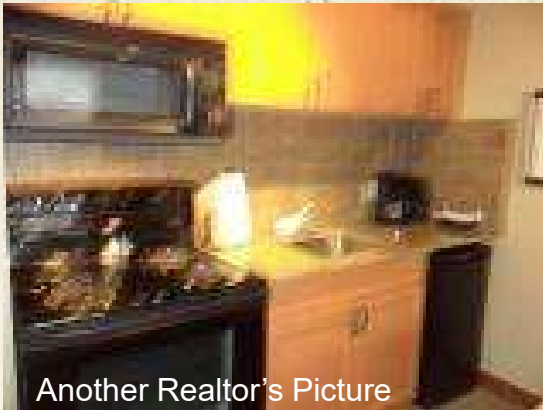




# Step One: Listing Imagery & Wording



We live in a visual age and are continually bombarded with information. We have **ONE** chance to make that positive impression that will make the Buyer looking online pause and want to click for more information.



Another Realtor's Picture

I use a professional photographer to provide not only sharp images but also to create a detailed floor plan and 3D Virtual Tour of your home making it as close as possible to being there.



One of my pictures

Like the images I will put in your Listing showing your mountain getaway to its best advantage, HOW your home is described should give people reading a good idea of what is being offered while encouraging them to action.



## Step Two: Getting The Word Out

Every week new listings are showcased in the Realtor Tour which takes place every Tuesday morning.

When you list with me I will prepare a feature highlighting the best features of your home. This will help make your home stand out from the rest

Second, in our office we mastermind at our weekly meetings what each Associates' clients are looking for with the goal of matching available inventory or upcoming listings with what Buyers are looking for. It is like having many agents looking for your Buyer!

Third, you will be featured in my website as well as on our brokerage website and the national Coldwell Banker website.

Fourth, I create a slideshow of pictures of your home which is displayed in our office window facing FasGas allowing Buyers to get a good feel for your home and make them want to come for a personal viewing.

Fifth, your home appears on our listing wall in our office – GREAT exposure!!





## Step Three: Open Houses

Studies show that 46% of Home Buyers use Open Houses as part of their decision making process.

One of the biggest advantages of an Open House is the ability of the Buyers to walk through the home at their pace. Often when people are looking at homes there is the temptation to pack a lot into a few hours. Doing so runs the risk of creating overload. All too frequently memories confuse features of one home with another ultimately leading to the perfect home – with the kitchen from house number one, the deck from number two, the price of number three, etc.

Open Houses allow me to highlight the positives of your home, listen to any questions or objections and then overcome them to move the process forward. The Buyers get to ask questions about other places they have seen which then can be used as lead-ins to highlighting how and why your home works for them. When your unit is occupied we can also use our VIRTUAL TOUR to showcase your home.





## Step Four: Advertising

Where do you go to look for things to buy?

**45% of Buyers begin their Home Search online**

**94% of Buyers use the Internet in their buying process**



**Utilizing Advertising In Local Print Media Reaches Both Locals & Tourists Sparking Interest**

Advertising online as well as in local print media meets people where they are looking!



# Putting All The Pieces Together

The combination of:

Effectively presenting your unit with excellent images and description on both the national MLS and local PCS systems.

Realtor exposure through Realtor tour, office meetings and mastermind sessions.

Open Houses – with timing and frequency to be agreed upon.

Website exposure for Featured Listing, Blog entry, Slideshow video

Coldwell Banker + Office exposure

Advertising through Online & Print

**Delivers Results!!**



# The Closing

4





# Working through the Process

With you every step of the process:

- Coordination of viewings by Realtors.
- Resource person for any questions regarding your property.
- Offer negotiation – working with you to help you get the best price with the terms in the timeframe that works for you.
- Coordination of Condominium Documents and Offer documents to parties.
- Coordinating for trades, Appraiser, etc. needing access to your unit once Offer has gone to unconditionally sold:
  - Working with you and your lawyer during Closing process
  - Coordinating with Buyer's Agent to ensure smooth transition
  - Coordination for final cleaning and walkthrough



***Giving You Peace of Mind***

# The Preparation

5







# Thank You!

Ian Murray - Real Estate Agent -  
Coldwell Banker Canada

I look forward to talking soon. Please do not hesitate to contact me with any questions that arise.

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Webpage: [ianmurrayrealestate.com](http://ianmurrayrealestate.com)