

Your **guide** to
selling your
home with
confidence

ROYAL LEPAGE
NORALTA
— REAL ESTATE —



Welcome.

Selling a home is a significant transition. It is a mix of financial strategy and an emotional milestone. Our role is to handle the complexity so you can focus on what comes next.

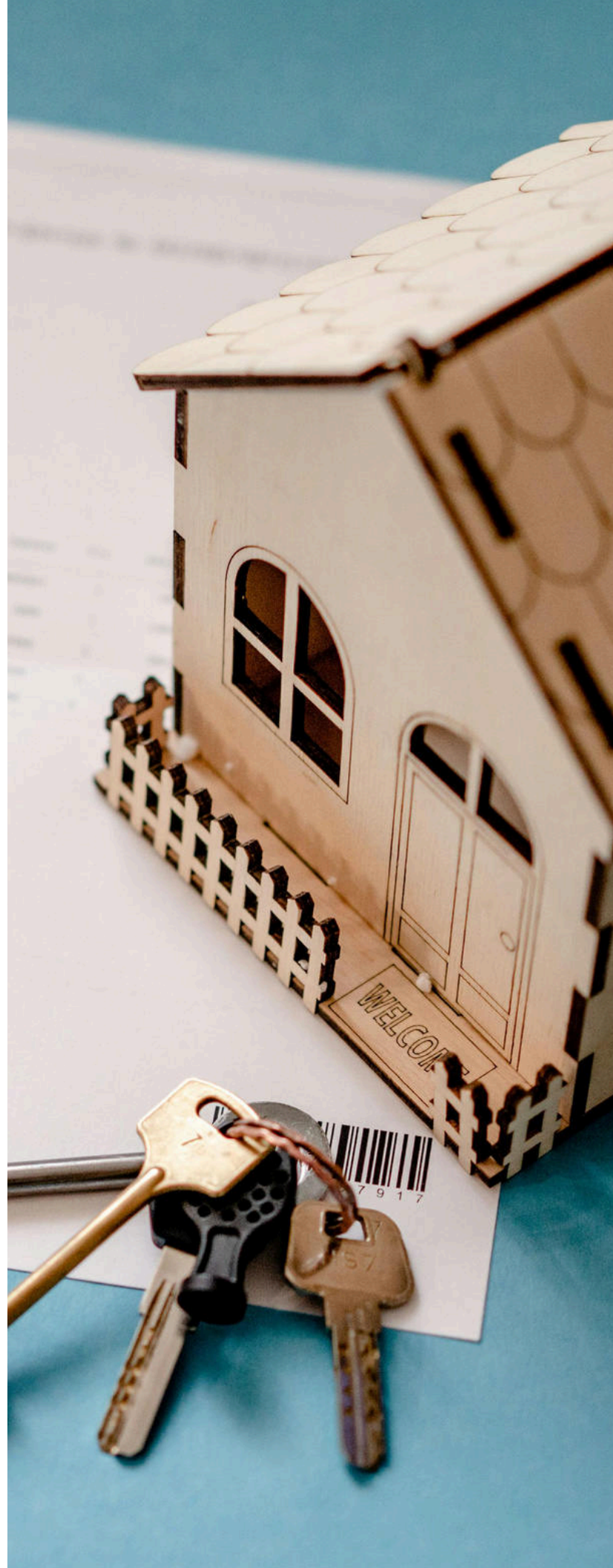
We do not just list homes. We position them to be seen and valued. This guide explains how we do that calmly, clearly, and effectively.



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The Path.

**We walk you through each step
so there are no surprises.**

Preparing the home
Strategic positioning and pricing
Launch and active marketing
Navigating offers and conditions
Closing and next steps





Selling a home is not just a marketing task.

It is a financial decision, a timeline, and a life transition.
Our role is to manage the complexity so you feel clear and in control.

we help you prepare strategically

We recommend the updates and staging shifts that create the strongest first impression and the best return.

we position your home to be valued

We price with strategy using real local data, buyer behavior, and current market conditions, so your home attracts serious interest.

we protect your interests

We explain terms, conditions, and timelines in plain language, flag risks, and help you avoid costly missteps.

we negotiate with calm strategy

When offers come in, we focus on the full picture. Price matters, but so do terms, timelines, and buyer strength.

we manage the details through closing

From launch to possession day, we coordinate communication, showings, paperwork, and timelines so nothing gets missed and you always know what comes next.

First impressions matter.

Preparation is where value is created. We help you identify the small updates and staging shifts that make the biggest difference. We look at your home through the eyes of a buyer to ensure it feels like their future.

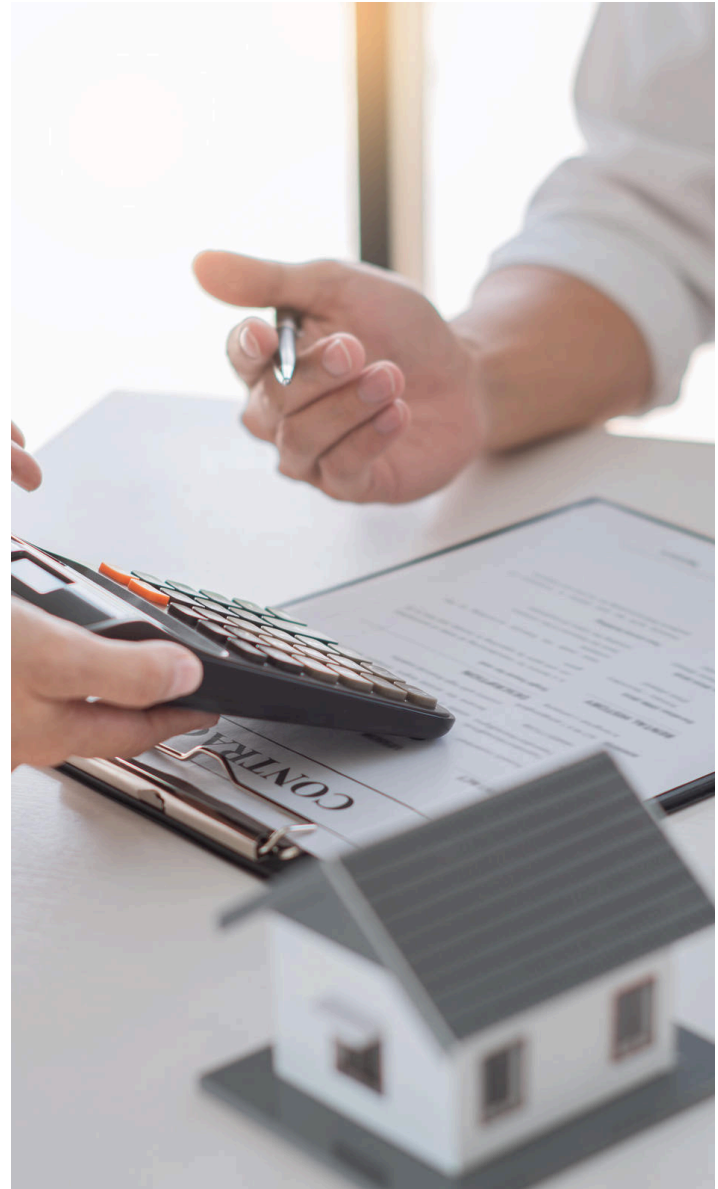


Strategic pricing.



Pricing is a strategy, not a guess. We use local Noralta data and real-time insights to position your home where it will generate the most interest.

Our goal is to find the sweet spot that drives urgency without leaving money on the table.



LOW



HIGH

A well-positioned home tells a story
people want to join.



Modern reach.

Using the right tools makes all the difference.

We ensure your home is seen and valued by the right audience. Using professional video, photography, and targeted digital reach, we tell your home's story on every screen. We reach buyers wherever they are.





A NAME PEOPLE TRUST.

Proudly
CANADIAN

ROYAL LEPAGE *My Real Estate Company*

As part of Canada's largest real estate network, your home gains instant credibility.

The Royal LePage brand carries a reputation for integrity and excellence that buyers and agents respect.



CANADA'S
REAL ESTATE COMPANY



Market language made simple.

You will hear a few key terms during the selling process.
This page gives quick definitions so everything stays clear.

active listings

Homes currently available for sale.

recent sales

Homes that have sold recently and help define market value.

days on market

How long it takes for similar homes to sell once listed.

months of inventory

How long it would take to sell the current listings at today's pace.

A simple rule

Lower inventory usually means stronger seller leverage.
Higher inventory usually means pricing and preparation matter even more.



How we showcase your home.

Presentation matters.

We prepare your home to show its best on every screen.

Professional photography

Bright images that highlight space, light, and flow.

Floor plans

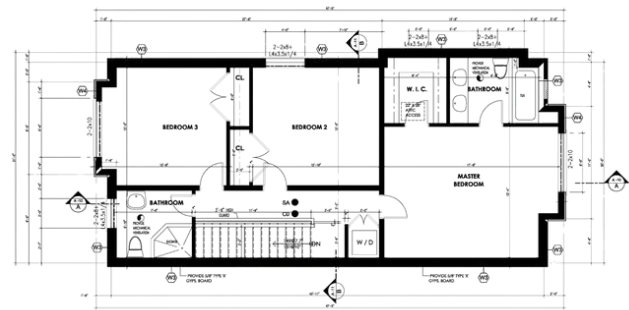
Clear layouts that help buyers understand the home instantly.

Digital tours (when appropriate)

Virtual access for out of town buyers and busy schedules.

Your home should feel intentional, not rushed.

This is where confidence begins.



You will never be left guessing.

We keep communication steady, honest, and clear.

Real estate doesn't run on a 9 to 5 schedule.

You will always know what's happening, what's next, and how we're responding.



Once your home is live, the process moves quickly and can feel disruptive at times. Our job is to keep the sale organized and predictable.

showing requests and scheduling

We manage booking logistics to maximize exposure while respecting your time and your home.

feedback and communication

After showings, we collect feedback and share what matters most so you stay informed without feeling overwhelmed.

momentum in the first days

The first week is an important window. We monitor activity closely, look for patterns, and adjust strategy if needed

Key dates at a glance.

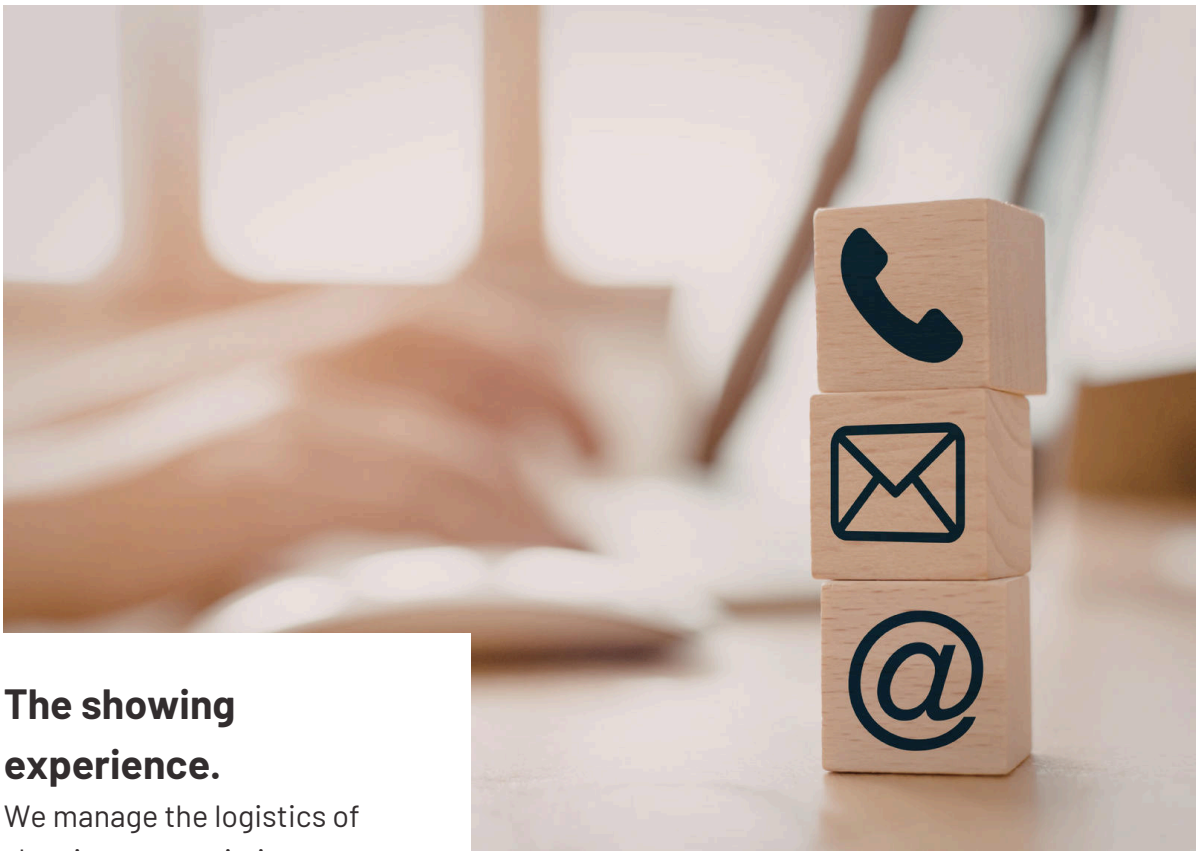
This page helps keep key dates clear and predictable.

- pre-listing staging
- photo session
- market activation
- showings begin
- feedback review
- 21 day market update
- 45 day market update
- 60 day market update



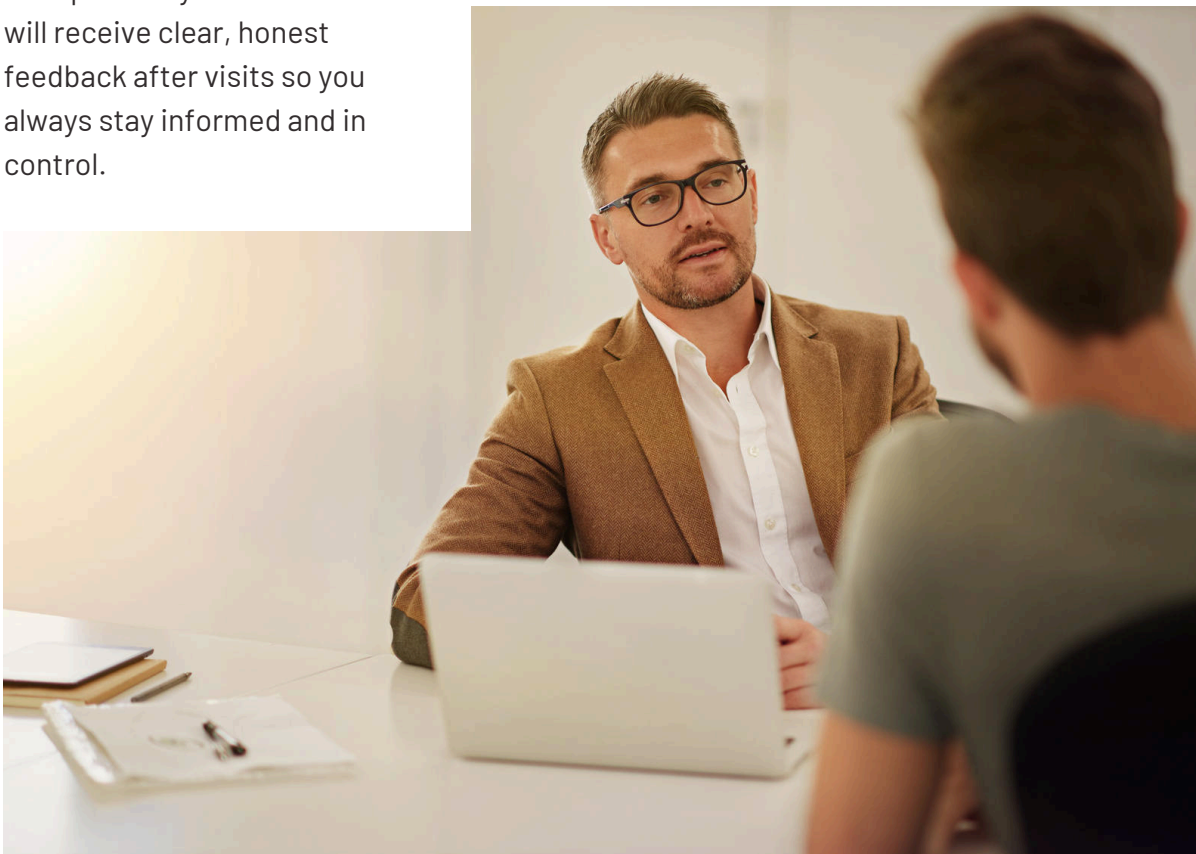
Month _____

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



The showing experience.

We manage the logistics of showings to maximize exposure while minimizing disruption to your life. You will receive clear, honest feedback after visits so you always stay informed and in control.



Strategy at the table.

When offers arrive, we evaluate them together. It is not just about the highest price. It is about the best terms, the strongest buyers, and the cleanest timelines.

We negotiate with a focus on your goals and your protection.





The path to closing.

Condition removal (financing and inspections)
Finalizing legal paperwork
Coordinating possession and keys
Managing the transition to your next home



Three things you can expect from a Noralta listing



National brand reach

Your listing is backed by the reach of Canada's largest real estate brand.

A structured marketing process

Every listing follows a consistent launch plan so nothing gets missed.

Pricing strategy that protects value

We price using data and buyer behavior, not guesswork.





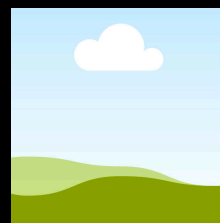
A partnership, not a transaction.

We believe in transparency and steady communication. Our focus is on providing honest advice and a people-first approach to make your sale as smooth as possible.

Integrity, dependability, and transparency are at the core of how we work.

Clear communication and principled service are not “extras” for us. They are the standard.

People first.



customized Zone
name
address
phone number
email
Signature

Our service commitment.

As your Royal LePage Noralta real estate professional, I am committed to providing steady, professional service throughout your sale.

You can expect:

- Clear communication and reliable follow-through*
- Honest advice, even when it is not the easy answer*
- A pricing strategy backed by real market data*
- A marketing plan that runs like a system*
- Strong negotiation with your goals protected*
- Support through closing, possession, and next steps*

If at any point you feel something is not working, I want to know right away. We will address concerns within 24 hours whenever possible so we can keep the process smooth and productive.

You should feel supported, informed, and respected from start to sold.





Your next step.

Every successful sale begins with a clear plan. Reach out when you are ready to discuss your home's value and how we can help you move forward.



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