



## **The Home Selling Formula**

*Our Marketing Influence*

*Marketing Tools and To Do List*

*Agency*

*What Controls the Highest Sale Price*

*Pricing and Timing*

*Sell and Close with Confidence*

*Service Guarantee*

*Resumes*

*Ottawa Residential Sales Chart*

*Marketing Strategy for Your Home*



## Listing Presentation

*Courtesy of:*

**Jeff & Kathy McVeigh**



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## To Do List

1. Provide staging services
2. Arrange for photographer to photograph interior and exterior photos
3. Attend photography session to ensure quality photos and staging in place
4. Review photo's to select the best for brochures, MLS, and website
5. Create an impactful write up for the MLS
6. Ensure all details of the home and property are fully documented and understood and relayable to Buyer's.
7. Create a special features sheet of listing.
8. Know the community i.e. schools, shopping, buses, community associations
9. Inform strategic alliances i.e. mortgage brokers and bank contacts and ask for marketing help
10. Install a front lawn sign
11. Install a lock box
12. Create Just Listed/Sold flyers for neighbourhood distribution
13. Update website, FaceBook, Twitter, Instagram
14. Promote listing with Royal Lepage, Canada wide referral network
15. Create and send email marketing material to agents
16. Create a list of the most impactful agents regarding this property to update during the listing
17. Create affordability sheets
18. Plan for Open Houses
19. Print Advertising

# The McVeigh Difference

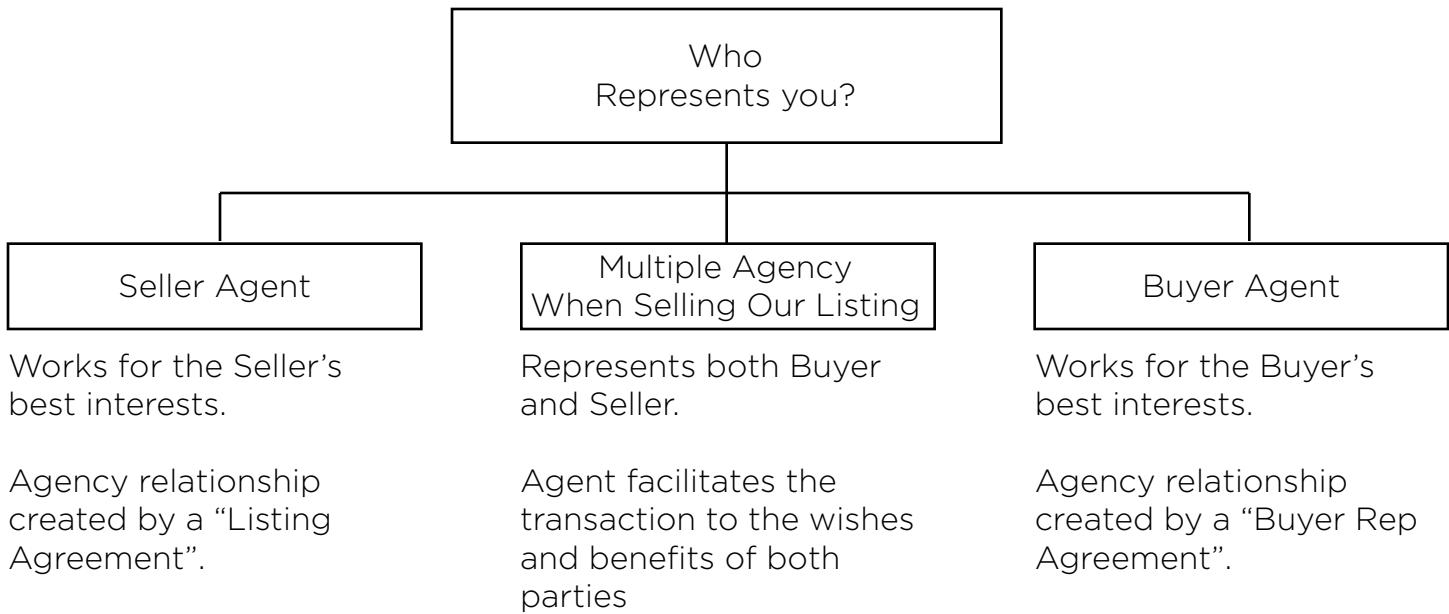


20. Follow up on all showings and keep good records
21. Analyze and communicate feedback with homeowner
22. Ensure enough brochures are at the property at all times
23. Regularly review market conditions and competitiveness of the property
24. Promote property to investors and past clients
25. Place regular weekly update call to Seller to discuss marketing and pricing  
Promote listing at business and networking meetings
26. Review MLS regularly
27. When offer has been received be sure to contact all agents who have shown the property
28. Return all inquiries on the property promptly and with good knowledge of the property and community
29. Have up-to-date technology available for all clients i.e. DocuSign and scanning capacity
30. Make marketing material available to the homeowners to share with their friends, colleagues, and family connections
31. Corporate marketing to continually promote the Realtor/Broker brand that will bring more traffic to our website
32. Quality info and resources available on website in order to increase traffic
33. Open house follow up with visitors and their realtors
34. Previews of competing listings
35. Procedures in place to allow for easy access to property i.e. dog care etc.
36. Agent Open House
37. Promote listing at business and networking meetings



## Who Represents You?

### Agency Explained



In all relationships, we have a duty to act honestly with both the buyer and the seller.

# The McVeigh Difference



## Who's in Control?

### What is in our control?

Our job is to present to you a picture of today's market place, suggest a list price, marketing strategy and ideas to facilitate the sale. To ensure that we reach every potential buyer in the market today and remove any obstacle preventing a buyer from bringing an offer.

### What is in the Seller's control?

Home pricing  
Presentation (suggestions and staging provided by us)  
Availability for showings  
Having home unoccupied for showings

### What You and I Can't Control?

Economics  
World conflict  
Global tragedies  
Elections etc.  
All can bring any real estate market to a standstill

Regardless of market conditions, right pricing will ensure that you get the highest price in the least amount of time.



## Pricing and Timing

### Right Pricing

The single most important decision you can make with me is determining the right asking price for your property.

### Activity Control

As soon as a home comes on the market, there is a flurry of activity surrounding it. Many sellers believe that if they price their home high initially, they can always lower it later or accept lower offers.

### Wary Buyer

Often, when a home is priced too high, there are very few Buyer showings or in some cases many Buyer showings but no offers. Gradually the price comes down to market value, but by that time the damage has been done. The home has been for sale for too long and buyers become wary.

### Benefits of Pricing Right

Your home sells faster and close to asking

Your home never loses its “marketability”

There is less inconvenience for you

Buyer Representatives will focus their energies on your property

You will receive more qualified Buyer viewings

Right pricing encourages higher offers

The right price can even generate competing offers



## Conditional Sale to Firm Sale

### Critical Stage

We will represent YOU and negotiate the best possible price and terms. This is one of the most critical stages in the sale of the home. (home inspection preparation)

### Half Way There

The majority of home sales are conditional. Navigating through the conditional period is always time sensitive and can be challenging.

Arranging and attending property inspections when needed solving potential issues between buyers, realtors lawyers, lenders or appraisers

### Reputation

With our career training, excellent reputation, and experience in the business, you can be sure your interests are strongly represented.



## Sell and Close Explained

We will represent you upon the presentation of all offers and help negotiate the best possible price and terms. This is one of the most critical stages in the sale of the home.

Receive and review all Offers to Purchase contracts submitted by buyers or buyer's agents.

Evaluate offer(s) and conditions in the offer(s)

Counsel Seller on offers. Explain merits and weakness of each component of each offer

Contact Buyer's Agents to review Buyer's qualifications and discuss offer

Confirm Buyer is pre-qualified by calling Lending officer if possible. Information may not be given due to Privacy Act

Obtain pre-qualification letter on Buyer from Loan Officer.

Negotiate all offers on Seller's behalf, setting time limit for loan approval and other conditions and closing date.

Coordinate Buyer's professional home inspection with Seller.

Order and attend any other inspections as may be required re: wiring, heating structural etc.

Relay final approval of Buyer's loan application to Seller.

Ensure Sellers compliance with Home Inspection clause requirements.

Recommend or assist Seller with identifying and negotiating with trustworthy contractors to perform any required repairs.

Facilitate amendments to original Agreement of Purchase and Sale re: priced reductions or Seller's repairs.

Prepare and convey any counter offers, acceptance or amendments to Buyer's Agent.

When offer to purchase contract is accepted and signed by seller, deliver to buyers agent.

# The McVeigh Difference



Record and promptly deposit Buyer's deposit money into RLP Trust account.

Deliver/Email copies of fully signed Offer to Purchase contract to Seller.

Deliver/Email copies of Offer to Purchase contract to Buyer's Agent.

Email copies of Offer to Purchase contract to lender.

Provide copies of signed Offer to Purchase contract for office file.

Ensure all copies of the contract and related documents are sent to closing lawyer unless otherwise instructed by the Seller.

Advise the Seller how to handle additional offers to purchase submitted between contract and closing.

Change status on MLS as Sale Pending

Work with Buyers Agents in scheduling & conducting Buyers final walk thru prior to closing

# The McVeigh Difference



## Personal Service Commitment Guarantee

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Property Owner

Property Address

As a Royal LePage Real Estate Professional, dedicated to providing the best possible service, I guarantee that I will:

1. Recommend a competitive asking price.

I'll provide you with a written Comparative Market Analysis based on current information.

2. Actively market your home. Prepare a personalized Home Marketing Action Plan that includes: Recommendations for preparing your home for sale.

Financing options and mortgage pre-approval of your property.

A Royal LePage "For Sale" sign.

A "Features of this Home" sheet.

Distribution of "Just Listed" notices, when applicable.

Real Estate Professionals' Open Houses and Public Open Houses, as appropriate.

Marketing of your home through our Relocation Services.

Follow-up with prospective buyers.

Exposure of your listing to the world on the Royal LePage website (in most areas).

Keep you informed of:

Changes in the market throughout your listing period.

Buyer interest in your property.

Response to promotional activities.

3. Help negotiate the sale.

Review all offers.

Represent you during negotiations.

4. Follow up after the sale.

Forward all relevant documents to legal professionals.

Provide information to help you in your move.

Refer you to a Royal LePage Real Estate Professional in your community, if appropriate.

100% Satisfaction Guarantee.

As your Royal LePage Realtor, I am 100% committed to providing the best possible service to all of my customers. If you are not completely satisfied, you may terminate the balance of the listing at any time by giving written notice to my Branch Manager. We also ask that you allow us the opportunity to correct any difficulties within a 24-hour period.

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Signature of Royal LePage Realtor

Date

The Royal LePage Personal Service Guarantee is subject to local real estate board by-laws. Details of the Marketing Plan may vary for rural, recreational and Carriage Trade properties. Ask your Royal LePage Realtor for details.

[www.PerformanceRealty.ca](http://www.PerformanceRealty.ca)



## Ottawa Residential Average Sales Chart 1956 to 2018

MLS Residential Sales Percentage  
Increase or Decrease Over Previous Period

Year	Average Sale Price	% Change	Year	Average Sale Price	% Change
1956	\$13,351		1988	\$128,434	7.4%
1957	\$14,230	6.6%	1989	\$137,455	7.0%
1958	\$15,564	9.4%	1990	\$141,438	2.9%
1959	\$16,038	3.0%	1991	\$143,361	1.4%
1960	\$16,791	4.7%	1992	\$143,868	0.4%
1961	\$16,070	-4.3%	1993	\$148,129	3.0%
1962	\$15,952	-0.7%	1994	\$147,543	-0.4%
1963	\$16,549	3.7%	1995	\$143,193	-2.9%
1964	\$16,563	0.1%	1996	\$140,513	-1.9%
1965	\$17,056	3.0%	1997	\$143,873	2.4%
1966	\$18,004	5.6%	1998	\$143,953	0.1%
1967	\$19,476	8.2%	1999	\$149,650	4.0%
1968	\$23,329	19.8%	2000	\$159,511	6.6%
1969	\$25,652	10.0%	2001	\$175,971	10.3%
1970	\$26,532	3.4%	2002	\$200,711	14.1%
1971	\$27,808	4.8%	2003	\$218,692	9.0%
1972	\$30,576	10.0%	2004	\$235,678	7.8%
1973	\$38,305	25.3%	2005	\$244,531	3.8%
1974	\$46,661	21.8%	2006	\$255,889	4.6%
1975	\$49,633	6.4%	2007	\$272,618	6.5%
1976	\$54,623	10.1%	2008	\$289,766	6.3%
1977	\$57,032	4.4%	2009	\$303,888	4.9%
1978	\$59,134	3.7%	2010	\$327,225	7.7%
1979	\$61,896	4.7%	2011	\$343,701	5.0%
1980	\$62,748	1.4%	2012	\$351,792	2.4%
1981	\$64,896	3.4%	2013	\$357,346	1.6%
1982	\$71,080	9.5%	2014	\$361,707	1.2%
1983	\$86,245	21.3%	2015	\$367,629	1.6%
1984	\$102,084	18.4%	2016	\$371,897	1.2%
1985	\$107,306	5.1%	2017	\$392,474	5.5%
1986	\$111,643	4.0%	2018	\$407,571	3.8%
1987	\$119,612	7.1%	2019	\$441,693	8.4%