



HOME SELLING ORIENTATION

FIRST STEP TOWARDS A SUCCESSFUL SALE



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MEET THE TEAM

► LJ



Founder & Certified Real Estate Broker

► AMANDA



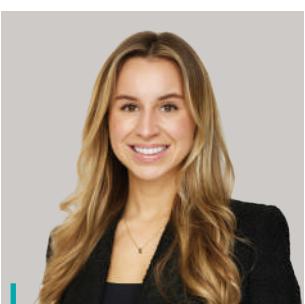
Office Manager & Residential Real Estate Broker

► NIKITA



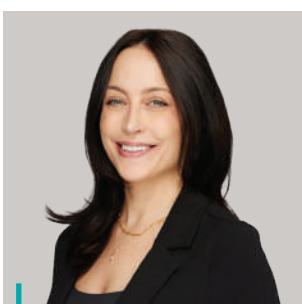
Residential Real Estate Broker

► ALEX



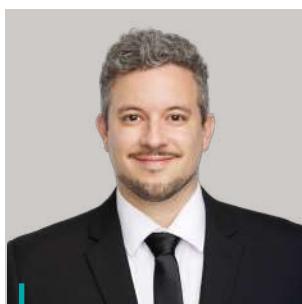
Residential Real Estate Broker

► MARINA



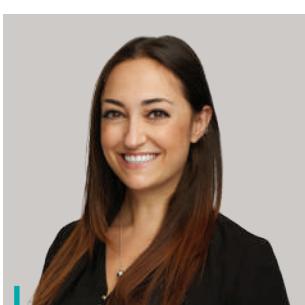
Residential Real Estate Broker

► THIERRY



Property Manager

► CLARA



Listing Coordinator

► MAR



Marketing Manager

► MARIA



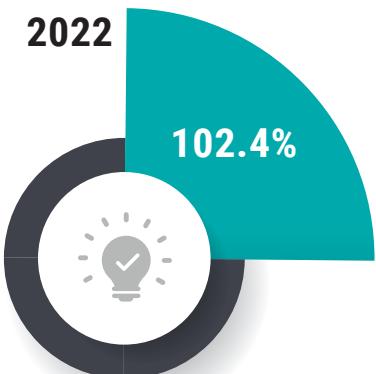
Content Creator

THE RESULTS

► At LJ Realties, we pride ourselves on being results-oriented.

We don't just promise great results, we deliver them!

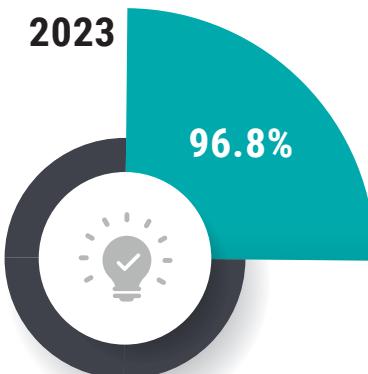
Here are our 2022 and 2023 numbers to back it up.



▲ Average **sold price** compared
to listing price in **2022**

18.6 Days

▲ Average days on Market in **2022**



▲ Average **sold price** compared
to listing price in **2023**

34.6 Days

▲ Average days on Market in **2023**

Average of
115+
Annual
Sales
Since 2020

*We don't
just promise
great results,
we deliver
them!*



STEPS TO A SUCCESSFUL LISTING

► **The first two weeks are critical for all new listings!** For this reason, we strongly believe that being prepared and having the necessary documentation in hand prior to listing is essential.

Once a new listing is live, we apply our proven strategy to ensure maximum exposure in hopes of sparking immediate interest amongst buyers.

By listing your property on multiple platforms and ensuring that each platform is receiving the necessary exposure, **we create maximum excitement around the listing.** What is the purpose of this excitement?

It creates a sense of urgency. As people have an innate fear of missing out, we want to ensure that all potential buyers feel the need to put their best offer forward – or else someone else might!

TIMELINE:

STEP 1

You give us the go ahead.
We agree to work together, and
make it official through
signing a Brokerage Contract
for Sale.



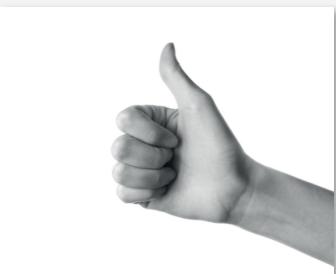
STEP 3

We send you a list of the required documents and provide you with advice on how to prepare your home to be photographed

1

2

3



STEP 2

We schedule a photoshoot with a trusted photographer





- To best highlight your home, we will ensure it receives the necessary exposure by posting it on multiple high-traffic and relevant platforms. We will work together to determine a visiting schedule.

Our tried & true strategy is the best way to list your property for sale.

LJ



STEP 5

Once we have the pictures, the 3D virtual tour and all the necessary documents from you, **we are ready to Go Live!**

4

5

GO LIVE!

STEP 4

Photos, 3D imaging, and measurements are taken of the home, floor plans are then created with measurements



THE LISTING PLAN OF ACTION

► At **LJ Realties**, our goal is to sell your home quickly, efficiently, for the highest price, and in a way that avoids any potential complications down the road.

- To achieve this, we promise to provide tips on how to prepare your space to create a lasting impression during visits:

1 Guide you through the process from start to finish and to always be within reach for all your inquiries.

2 Advise you on how to prepare your home for photos, videos and viewings.

3 Clearly state important and relevant information to inform visitors beforehand.

4 Share your listing with our client network, particularly those whose criteria match that of your home.

5 Organize a schedule for visits by appointment only.

► Allow visitors their space by giving them exclusive access to the home. The goal is to have them feel at ease.

6 Have constant communication by regularly updating you and providing you with feedback from visiting brokers.



Our goal is to sell your home quickly, efficiently, for the highest price...

7 Guide you through each offer in detail and ensure you select the one that makes the most sense for you by:

- ▶ Using our expert negotiation skills.
- ▶ Providing our extensive knowledge on navigating through multiple offers.
- ▶ Ensuring that our focus always revolves around what matters most for you.

8 Transmit all necessary documentation and information to collaborating brokers once an offer has been accepted.

9 Be present during property inspections, to provide our expertise and to ensure all protocols are being respected.

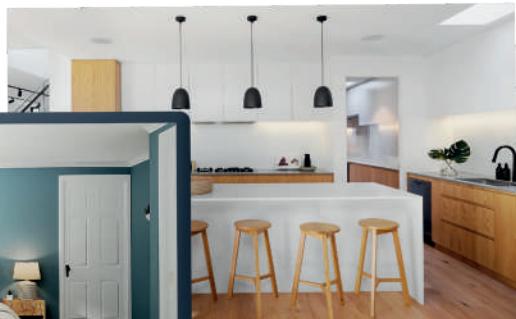
10 Maintain communication with the collaborating broker for all conditions to be met within their delays.

11 Be present at your notary appointment to answer any questions, and more importantly, to congratulate you on the sale of your home!

TOP OF THE LINE PHOTOS



- In real estate, **we have some fundamentals.** Those fundamentals include the photos and written description. Photos are essential to marketing online as nowadays, no one sets foot in a home unless they've been impressed by it.

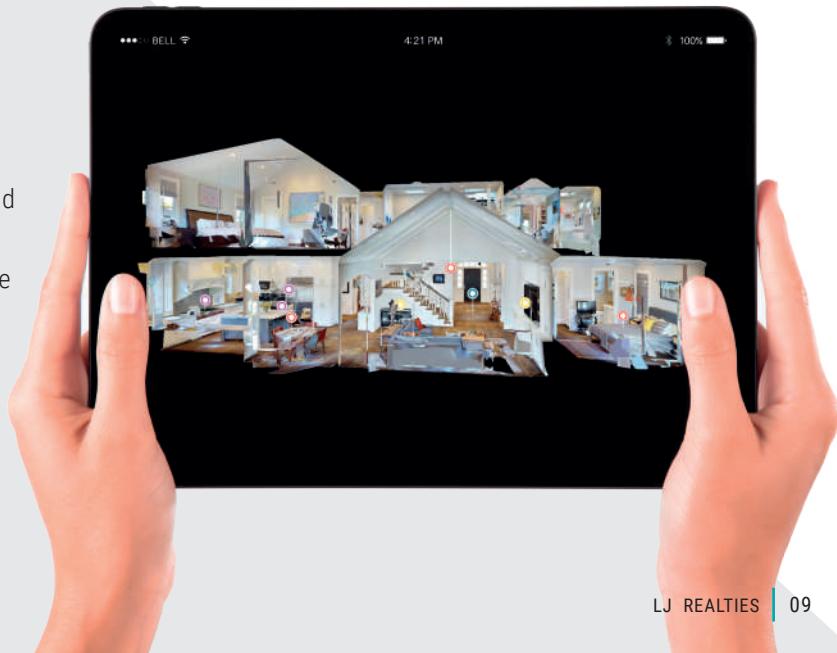


Preparing your home to be photographed is made simple with our step-by-step guide. Once ready, **we hire a professional photographer** to capture your home in the best light.

3D VIRTUAL TOURS

- In addition to these photos, we create **3D Virtual Tours.** These tours allow potential buyers to walk through your home from the comfort of theirs. This also allows the visitors to have a fairly good understanding of the home and its layout prior to scheduling a visit. With the way our photos and videos are done, every in-person visit will be like a qualified second visit.

This feature is not currently offered by many other brokers however we believe it is critical. It filters out less serious buyers.



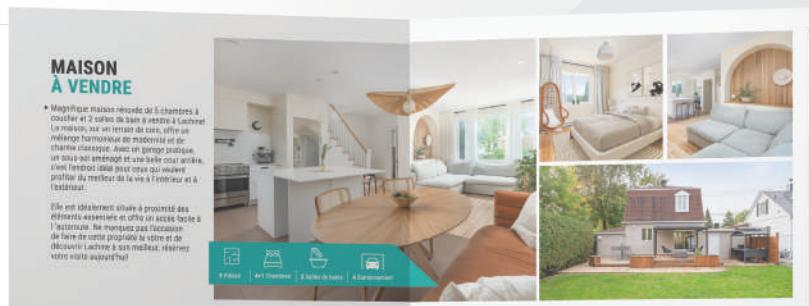
FLOOR PLANS

- We create easy-to-read floor plans of your property to help buyers understand the sizing of each room, and start placing their furniture in the home.



MAILERS

- We send out "Just Listed" mailers to your neighbourhood. We find that people who live in your neighbourhood often know people who want to move into the same neighbourhood.



BROCHURES

- We also prepare **full brochures** for your property to hand out to prospective buyer. This momento showcases your property beautifully and buyers can take it home with them following a visit.

THE FUTURE OF REAL ESTATE

- As with most fields, **technology is the future of real estate.** This shift has allowed us to seriously elevate our strategies. We now have platforms in place which allow brokers to be in constant communication with each other. Documents can be signed virtually. Changes can even be made to any listing within seconds. These are just some examples of the vital role technology plays in our day to day efficiency.



WHY LJ REALTIES

► At **LJ Realties**, our standard is to provide our clients with an exceptional and memorable real estate experience. Whether you're a first time buyer or an experienced investor, we're here to ensure that your transaction goes smoothly and we always have your best interests in mind.

WE'RE ALWAYS IMPROVING

Our regular trainings, mandatory continued education courses, and attention to detail allow us to stay on top of current trends and the newest improvements in the real estate industry.

WE'RE FAST

We stay up-to-date on all the newest advancements in technologies to enhance our everyday performance and overall productivity.

WE WORK TOGETHER

As knowledgeable and compassionate real estate brokers, we are unstoppable when we put our heads together. This dynamic enables us to be more available and to better serve our clients throughout the entire process.

WE'RE RELIABLE

Trust and honesty are of the utmost importance at LJ Realties. We never fail to put our clients first, and always have your best interests at heart.

WE SUCCEED

Our tried-and-true approach continues to lead us to success. We are a small but growing team full of eager and professional brokers ready for any challenge thrown our way.

“
At LJ Realties, our standard is to provide our clients with an exceptional and memorable real estate experience! ”



TESTIMONIALS



"Would highly recommend LJ and his team who helped us immensely throughout the process of purchasing our first home.

LJ was always available to set up viewings and to answer any and all questions we had. He was always on time and very knowledgeable about the current real estate market. We especially appreciated his honesty in letting us know when he thought a property wasn't a good fit, or when he saw that big renovations would have to be done in the near future.

He made it all easy and walked us through every step when it came time to make an offer and close on the property. Would definitely work with him again in the future!"



Kelly, Jon & Alex

"LJ and his team were incredibly knowledgeable, supportive, and kind. As first time home buyers, the team patiently and expertly helped us navigate this new process easily. They personalized our experience by quickly understanding what we like/disliked and provided all necessary information to help us in our buying decisions.

I'd highly recommend LJ and his team if you're looking for your next real estate property! "



Georgia S.



"LJ, through a recommendation from another client, has helped my wife and I first to find an apartment to rent in downtown as we got acclimated to a new city, and then to find and buy a first home.

LJ was very helpful and incredibly giving of his time throughout, always answering our questions at all hours of the day and providing a perspective across the different neighborhoods we considered. He is very much an advocate for the buyer, helping to take care of whatever needs and considerations arise. My wife and I would enthusiastically endorse LJ as a realtor for anyone looking to rent an apartment or buy a home, especially for those that don't know Montreal very well. Thanks LJ."



Brett and Daphne

FAQ'S



WHAT CAN BE DONE TO THE HOME TO GET THE MAXIMUM PRICE?

If you are thinking of improving your home before selling, we always recommend starting in the kitchen. Homeowners spend a lot of time in this particular area of the home. We recommend making it nice, clean, modern, and sharp-looking to capture more attention. Secondly, bathroom improvements will help you see a large return. You want bathrooms to be both clean and inviting. Lastly and the least expensive suggestion is painting. A fresh coat of paint in a neutral color can go a very long way!

WHAT ARE THE MOST COMMON MISTAKES WHEN SELLING?

It is critical to make a good impression during visits. The first thing a potential buyer will see is the exterior. It is important to make sure the driveway and front yard are clean and well-landscaped. Secondly, make sure there are no overbearing smells. We like to recommend having non-invasive scents such as fresh linens in the home. Another suggestion is to declutter by removing items from counter tops and ensuring that the floors are clear of any objects. Lastly, depersonalize the home by removing any personal photos or memorabilia that could be seen as distracting for potential buyers.

WHEN IS THE BEST TIME TO LIST A HOME?

Typically we see the market inventory increase around the beginning of February. People generally want to be installed and comfortable in their new homes by summer. We recommend listing your home anywhere between February and April as those are the hottest months. We also suggest taking professional photos of the exterior portions of the home during the summer months. This allows buyers to have a better understanding of the outdoor landscape, even when listed in the winter.

WILL YOU BE PRESENT DURING ALL VISITS?

Yes! We as an agency do not believe in simply installing a lockbox at a property and not being present during visits at a home. It is an added value that we provide to our clients. We have also experienced a tremendous amount of success by hosting Open Houses. At those visits, we often have more than one team member at the property to ensure that all guests are properly greeted and taken care of.

HOW WILL YOU MAKE SURE MY HOME STANDS OUT?

We only trust professional photographers to capture our listings in the best light. We also offer 3D virtual tours of the home which are a great way for potential buyers to better understand the flow of the home. These tours allow the viewer to click their way through the entire home, room by room. This also helps ensure that those requesting in-person visits are more serious buyers. Next, we offer open houses which allow potential buyers to walk around in peace, without being rushed or feeling uncomfortable by the vendors being present. These are our top 3 ways to help your home stand out!

Still have a question? [Contact us!](#) We're always here to help.

GETTING STARTED

VARIABLES	%
COMMISSION	%
TRANSACTIONS	\$
SALE PRICE	\$
DISBURSEMENTS	\$
COMMISSION (TAX IN)	\$
MORTGAGE PENALTY ¹	\$
MORTGAGE DISCHARGE AND TITLE RESEARCH ²	\$
CERTIFICATE OF LOCATION ³	\$
TITLE INSURANCE ⁴	\$
CONDO MANAGEMENT FEES	\$
CONDO MOVE-IN/MOVE-OUT FEE ⁵	\$
NET PROCEEDS	\$

1) Speak to your bank to confirm what your mortgage pre-payment penalty will be. If you have a closed variable rate it's typically 3 months interest. If you have a fixed rate, it's a difficult calculation to do, we highly recommend you ask your bank to confirm the amount.

2) If you have a mortgage at the time of sale, the notary will have to pay out the balance with the proceeds of the sale, but also remove the lien against the property on the public register. The removal from the register has fees associated with it ranging from \$800-\$1,500. If there is no lien on the property, you will still pay about \$300 for title research fees.

3) If your Certificate of Location is more than 10 years old, the notary will require a new one. If you have made modifications to the home that would be visible from a birds eye view, we will need a new Certificate of Location. Common examples would be: installing a fence, hedges, pool, shed, or enlarging or reducing a deck.

4) In the event that your property has title issues, encroachment issues or we are unable to get a new Certificate of Location in time for the closing, we will have to pay for title insurance to cover any potential problems that arise from these issues. The cost is a function of sale price. Typically about \$100/100k of the sale price.

5) Most condo associations charge a fee to complete the RIS form and an additional fee for communication with the notary

6) Most condo buildings require the seller pay an elevator reservation fee, or move out fee. This is for reserving the elevator, and sometimes to pay for someone to supervise the move. This varies but is typically between \$100-\$400.

CONCLUSION

We've attached a market analysis on your property. We will gladly go over this in detail to further explain how we have arrived at this suggested price. We are open to discussing any potential questions you may have in this regard.

SUGGESTED PRICE \$ _____

TO \$ _____

PREPARED BY _____



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YOUR TRUSTED
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