



# Real Edge Group

“GIVING OUR CLIENTS THE EDGE”



Real

OUR TEAM



**JUSTIN BECKER**  
REALTOR ®, Team Lead



**KRIS PAUL**  
REALTOR ®



**DOM RICCI**  
REALTOR ®



**RANDY MERKLEY**  
REALTOR ®



**SHAWN RILEY**  
REALTOR®



**MELISSA McNAB**  
REALTOR®



**PATTI McNAB**  
REALTOR®



The background of the top half of the page is a photograph of a bedroom. It features a bed with white linens and several pillows. In the foreground, there are some decorative geometric objects on a surface. The lighting is soft and the overall tone is muted.

real

FASTEST GROWING REAL  
ESTATE BROKERAGE IN  
THE WORLD RIGHT NOW

## *Testimonial*

We called, and Justin Becker was able to get back to us right away to set up a time to come over and evaluate our house. He was a great help in finding us a wonderful house to move into in Thornecliffe, and invaluable in listing our house in Evanston.

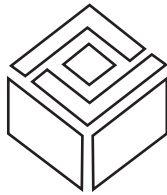
The pictures for the listing turned out beautifully, and our house sold in 5 days for 98% of the list price. Needless to say, we were extremely happy with Justin's professionalism and the help of everyone on the team. We would not hesitate to recommend Justin to anyone looking for a great realtor.

**- LAURA & JIM WRIGHT**

# OUR AWARDS

WE HAVE WON MANY AWARDS OVER THE YEARS,  
HERE ARE JUST A FEW.





# Step 1

## MARKET ANALYSIS

Once we arrive at your home, Real Edge conducts a thorough market analysis so that we can apply our time and resources in order to create the most beneficial impact. Our review combined with your timeline and goals will provide us with a clear understanding of the current market and potential buyers. This information is used to effectively promote your property and help ensure that you receive current and fair market value.

**We will:** .....

- *Once again consider your timeline and goals*
- *Conduct market comparable analysis (comps)*
- *Discuss & agree to the pricing of your home*
- *Match your property to a local buyer database*



# Step 2

## DEVELOPMENT OF MARKETING PLAN

Once Real Edge has viewed your home, we are now well versed on your property and its marketplace. We are ready to implement our marketing plan which makes the most effective use of our process and promotional tools. Our top notch and professional marketing will reach out to all potential opportunities at both the local & national levels.

**We will:** .....

- *Inform the Real Edge database about your home*
- *Advise our other associates of your listing so they may field inquiries along with ourselves*



## Step 3

### IMPLEMENTATION OF MARKETING PLAN

Once the listing agreement is signed, Real Edge places the marketing plan into effect, hiring a professional photographer, reaching out to the broadest audience of area agents, potential buyers, generating responses and enthusiasm for your property.

**We will:** .....

- *Hire professional photographers to capture your home's beauty*



- *Place your home in the MLS® to include a video tour*



- *Place your home on our website for 24 hour viewings*



- *Inform local agents about your home via local broker pitch session*



- *Professional marketing brochures placed in your home*



- *Marketing pieces mailed out to potential buyers of your home*



- *Placement of advertising and marketing delivering results online*



- *Utilize Real Edge proven marketing techniques that create buyer attention*





M A R K E T I N G  
O U R



## *Testimonial*

Justin and his team came into our home with more knowledge of the market than ANYONE else! He was the only one who recognized the value of our home and that what we had was something people sought after. He did a complete market evaluation that considered similar, neighboring areas which no one else did. This was the key factor in choosing him as our agent and we made the RIGHT choice. Honestly, they were just the most attentive and thorough team we met. They also provided superior media coverage and marketing for our home in comparison to many other realtors. I would not hesitate to use them again or recommend them to anyone looking for an exceptional team to work with.

**- CANDI STROHAN**



# MARKETING MADE SIMPLE

## OUR GOAL IS ALWAYS THE SAME FOR EVERY SINGLE PROPERTY.

The highest possible sale price in the shortest possible time with least amount of hassle and stress to you.



## GET AS MANY EYEBALLS AS WE CAN ON YOUR PROPERTY

More eyeballs equals more viewings, which equals more buyers, more buyers equals a higher price in a short time. Anytime we can get you more buyers it will always equal a higher sale price.



## WE DO MORE!

We don't just post and hope on social media, we put our money where our mouth is. We pay out of pocket to put your home in front of your buyers.

## TRUSTED ADVICE

Ask about our Highly Strategic Marketing Plan. It's unlike anything else out there, which is why it is so effective at ensuring we get the highest price in the shortest time frame possible.



## *Testimonial*

*Kris and the team were amazing to work with! In the Spring Kris helped us sell our first home and buy our new home. We had people lined up down the street to see our place. There were over 60 showings in 48hrs. We had 23 offers and sold over asking by the end of the first weekend. The next week we had an offer on our current place and were able to purchase under asking. I was very nervous with this move and Kris helped the whole way. You are in good hands with this team!*

**- MELISSA RAMKISSOON**

# INCLUDED SERVICES

## PROFESSIONAL PHOTOGRAPHY



## STAGING CONSULTATION

Michaela Merkley

Donalea Baptiste



## PROFESSIONAL INSURED MEASUREMENTS

**RestAssured!**  
Property measurements insured accurate

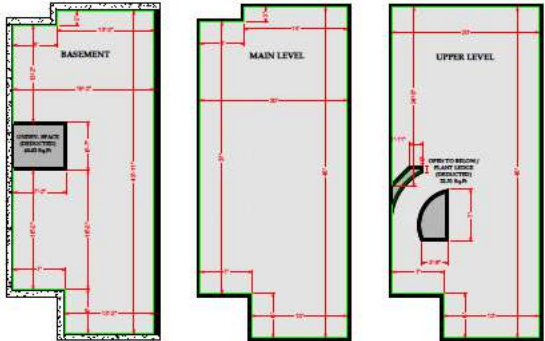
Property / Order Information  
Order Address - 640 26 Avenue NW  
City / Town - Calgary, Alberta  
Date Completed - May 11, 2021  
Customer Name - Ben Sweet  
Company Name - eXp Realty  
Exterior Wall Thickness - 2 x 6  
Measurement Procedure - RECA RMS // Attached

**UrbanMeasure**  
RMS MEASURING • MEDIA

info@urbanmeasure.com  
Calgary | Edmonton, AB  
403.827.4420 | 587.598.4420  
Toll Free: 1.844.504.4420

Interior Total Measurements (RMS)  
Main Level (AG) - 846.00 Sq.Ft. / 78.59 m2  
Upper Level (AG) - 835.69 Sq.Ft. / 77.64 m2  
Total Above Grade RMS Size - 1681.69 Sq.Ft. / 156.23 m2

\*Total Above Grade RMS Size\*  
is the sum of all RMS sizes  
AG - Above Grade Level  
BG - Below Grade Level







R E A L E D G E G R O U P



All Properties | Residential

Showing: 1-12 of 12

-- Sort by: --



**\$1,450,000**  
1600 Evergreen Hill SW  
Evergreen - Calgary

4

5

2,971 sq. ft.

Listed by Real Broker



**\$980,000**  
155 Autumn Close SE  
Auburn Bay - Calgary

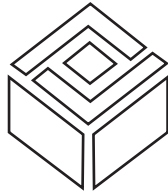
4

4

Listed by Real Broker



O N L I N E P R E S E N C E



**HOW AND WHERE DO WE MARKET YOUR HOME?  
EVERYWHERE THAT MATTERS**

**FACEBOOK • INSTAGRAM • MLS • MATRIX  
ALLCALGARYLISTINGS.COM • YYCREALTY.COM  
KIJJI • YOUTUBE • GOOGLE • CREB  
LINKEDIN • ZILLOW CANADA**

**We even get your home listed on our competitors websites, hundreds of them.  
\*\* At last count it was 1806 websites \*\***



A modern living room with a large circular graphic overlay containing text. The room features a light-colored sofa, a wooden floor, and large windows overlooking greenery. The text is centered within the circle.

“

PRESENTATION IS THE  
SILENT SALESPERSON OF YOUR  
HOME. BEFORE A WORD IS SPOKEN  
OR AN OFFER IS WRITTEN, BUYERS HAVE  
ALREADY DECIDED HOW THEY FEEL, AND  
HOW THEY FEEL DETERMINES WHAT THEY'RE  
WILLING TO PAY. A WELL-PRESENTED HOME  
TELLS A CLEAR STORY: IT'S CARED FOR, IT'S  
DESIRABLE, AND IT'S WORTH IT. YOU  
NEVER GET A SECOND CHANCE AT A  
FIRST IMPRESSION — MAKE IT  
COUNT!



# PREPARING YOUR HOME

## EXTERIOR

- TRIMMED GRASS (SUMMER)
- SHOVELED WALKS & DRIVEWAYS (WINTER)
- OUTSIDE LIGHTS WORKING (Leave on for showings)
- PAINT DECK/EXTERIOR WOOD TRIM AND RAILINGS
- WINDOWS CLEANED INSIDE AND OUT
- RAKE LEAVES (AUTUMN)

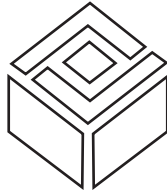
## INTERIOR

- DECLUTTER COUNTERS AND MINIMIZE SMALL APPLIANCES
- WALLS CLEANED AND PAINT AND BASEBOARD TOUCH UPS
- DE-CLUTTER ROOMS AND LIVING SPACES
- THOROUGH CLEAN (make everything shine)

## *Testimonial*

*Dom and his team helped me sell my first condo. He was extremely knowledgeable and was always available to quickly answer any questions I had. I'm sure I will need a realtor again in the future as both a buyer and a seller, and I am completely confident I will use their services again. They are dedicated, hard-working, and genuinely care about the best interests of their clients.*

**- LUIS DIAZ**



## ONCE LISTING AGREEMENT IS SIGNED



***“Selling a home isn’t luck - it’s a process and ours is and ours is built to get results.”***

- MEASURE THE PROPERTY, INTERIOR AND EXTERIOR
- VIDEO TOUR AND HD PHOTOGRAPHY
- REALEDGEGROUP.COM
- MATRIX SYSTEM
- REALTOR.CA
- ALL WEBSITES
- YARD SIGN
- FEATURE SHEETS
- LOCKBOX
- SHOWING COORDINATOR
- TIK TOK
- LOFTY
- STREET TEXT
- REW
- CALGARY.COM
- ZOLO
- MY REAL PAGE
- REDFIN + MORE

## SELLER’S RESPONSIBILITY

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**Order RPR (Real Property Report) or prepare condo docs**



## OFFER PROCESS

When a buyer decides they would like to make an offer on your home, their real estate agent will prepare a Purchase Contract/Offer to Purchase. Their agent will then submit the offer to our team in person, by email, or fax. Your listing agent will then present the offer to you to discuss the terms and price.

Once this has been presented you may accept, reject or counter the offer. If you choose to counter the offer, the negotiations continue until both parties agree to the terms, or the offer expires. It is quite common for offers and counter-offers to go back and forth between a seller and a buyer multiple times, so don't worry if this happens to you. It is all a normal part of the process of selling a home and to ensure you are fully satisfied with the sale price and terms of the sale!

The Offer to Purchase will include a deposit from the buyer in form of a bank draft or cheque. A deposit is a sign of good faith that the buyer, who has offered to purchase the property, will complete the transaction on the date specified in the contract. The listing brokerage will hold this deposit in a trust account until conditions are removed. Once conditions are removed and it is a firm sale the deposit will be applied to the buyers down payment. If the offer is not accepted or the conditions are not satisfied, the deposit will be refunded to the buyer.

The Offer to Purchase will almost always contain conditions relating to the sale. The conditions must be waived by the buyer by the date in the contract or the deal may collapse. The most common conditions of a sale are:

### **HOME FINANCING CONDITION**

Real Edge Group will usually ask for a pre-approval from the buyers submitting an offer. That being said a "pre-approval" is not a guarantee of being approved for the mortgage and the buyer must obtain final approval when they submit the purchase agreement to their lender. Sometimes an appraisal will be required by the lender and access to your home will be required for this.

### **PROPERTY INSPECTION**

Most buyers will choose to have a professional home inspection before signing off. They are not looking for cosmetic defects, they are looking for more major defects in a property such as plumbing leaks, electrical, furnace, roofing, windows, grade, and general maintenance issues. Access to your home will be required for roughly 3-4 hours and this inspection is at the buyer's expense. Sometimes this can result in a secondary negotiation. Also please plan on not being home for the inspection.

### **CONDO DOCUMENT CONDITION**

This condition would apply only to condominiums. The buyer will request to review all current and relevant documents available by the management company. It is the seller's responsibility to supply these documents for review.

# FIRM SALE

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## LEGAL REPRESENTATION

You will need to involve a lawyer for such items as title transfer and mortgage discharge. Property title transfers between sellers and buyers must be recorded at Alberta Land Titles to protect the new owners. All documents will be signed in the lawyer's office before the possession date. Select a lawyer early in the selling process that way you can consult him or her throughout if you have any legal questions. Real Edge Group can refer legal representation or you are free to hire anyone you wish should there be a lawyer you know or have worked with before. You won't need your real estate lawyer until we have a firm sale on your property.



### **Lou Pesta**

Pesta Law  
403.300.2592  
lou@pestalaw.com  
1670-801 6th Ave SW,  
Calgary, AB T2P 3W2



### **Jonathan Lang**

Summit Legal Group  
587.356.0356  
info@summitlegalgroup.ca  
#200, 30 Glendeer Circle SE  
Calgary, AB, T2H 2Z7

## **INSURANCE AND UTILITY COMPANIES/ADDRESS CHANGE**

Once you have a firm sale, you will also have a firm possession date! You can now call your insurance company, utility companies, and cable/internet providers ect... to let the know when to disconnect your services and arrange transfer to new property if needed. The buyers will arrange themselves to have their own services ready for the possession date. You will also want to have your mail forwarded to your new address.

## **CLEANING, KEYS, APPLIANCE MANUALS, DRAWINGS**

The cleanliness of the property is something that is not written, but expected as a nice gesture to the new owners! Once all your belongings are moved out you will want to do a final clean or we can arrange a house cleaner for you to do a move out clean. If there are any large holes from pictures, or TV mounts you are expected to patch and touch up those as well. The Real Edge Group will keep the key you originally provide us in our office until closing date. You will want to leave all extra keys, mail keys, garage door openers etc.. on the counter or in a drawer for the new owners. You may also want to leave appliance manuals, builder drawings, or anything else that you would no longer need but would be helpful to the new buyer. As well as matcing paint or extra flooring such as tile or hard wood.



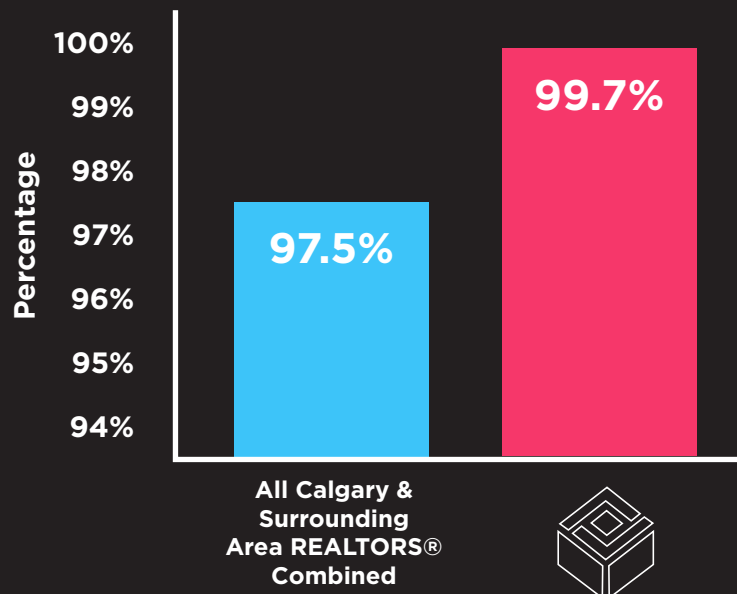
**HERE IS THE PROOF THAT WE GET YOU MORE!**

***This is how we do better and get you more!***

**OUR FOCUS WHEN WE WORK TOGETHER IS...**

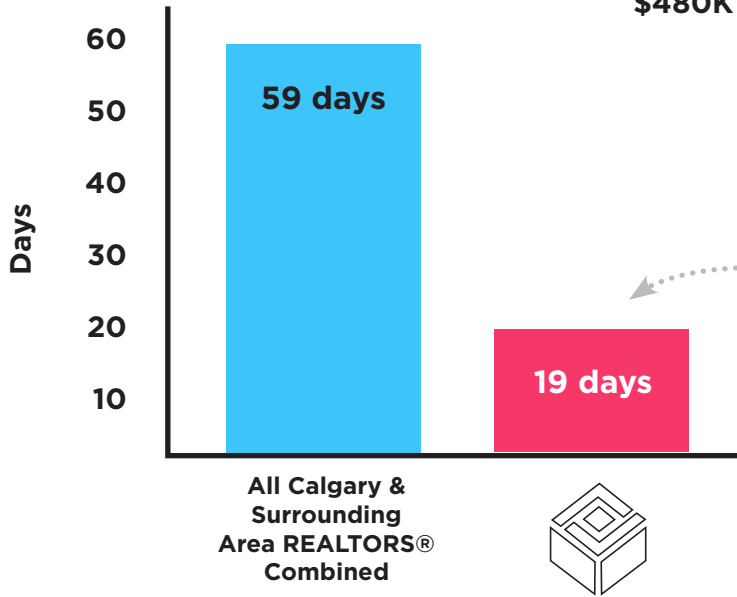
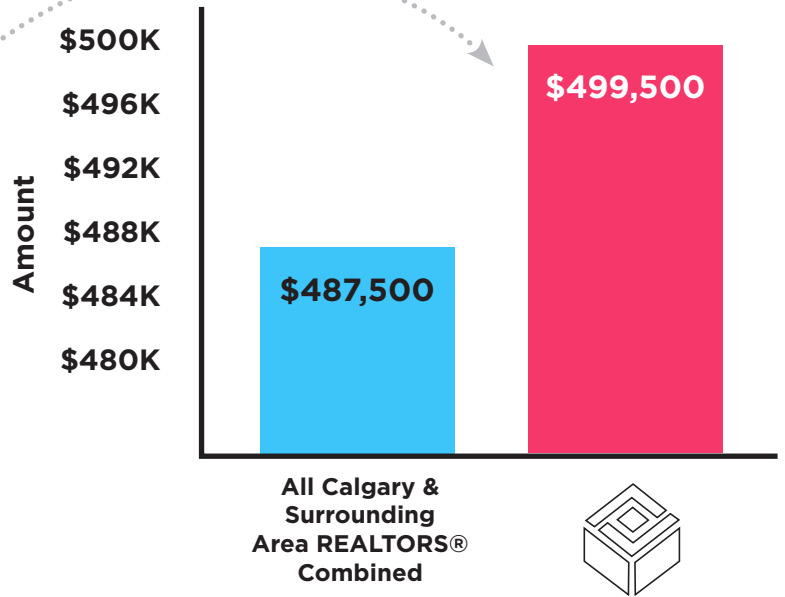
1. Treat you like family, yes we really do. We take this mindset because it helps us to shape our guidance as if we were helping our own family. Everyone wins when we do this.
2. Our marketing and organizational systems are unique, handcrafted, extensive, and unmatched. With these we end up getting higher sale prices, please see some statistics below.

**AVERAGE LIST PRICE TO SOLD PRICE % FOR SOLD HOMES:**



**Achieved Price for a house worth \$500k:**

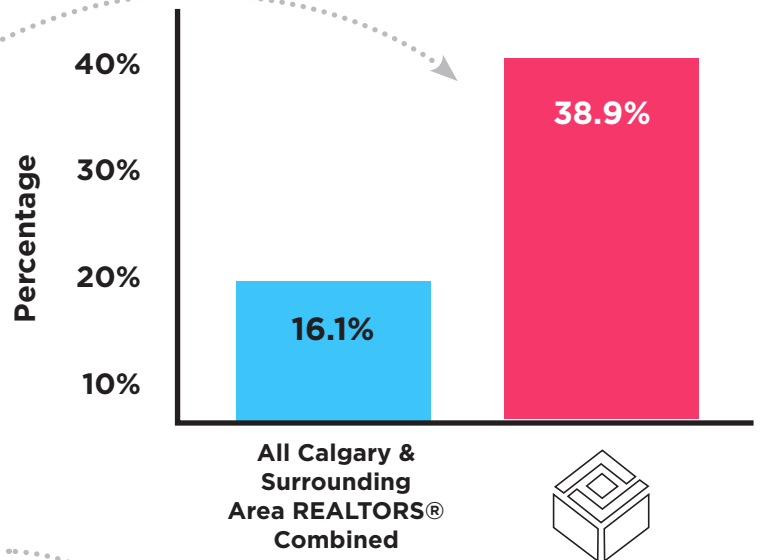
**How much more do we sell homes for?** For example on a \$500k home, they sell for \$487,500, we sell for \$499,500. A difference of \$12,000, would you like an extra \$12,000 when you sell?



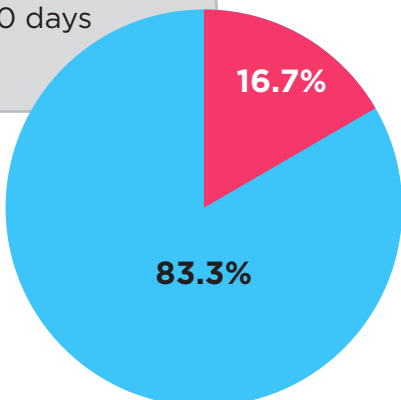
**Average days on market, time required to sell:** All other REALTORS® combined 59 days on market to get a home sold. Real Edge Group 19 days on market to get our homes sold. We sell homes much faster, in about 1/3 the time.

**Listings sold at or above list price:**

**All other REALTORS® combined 16.1% sold at or above list price.** Real Edge Group 38.9% sold at or above list price. We simply sell homes for more money. Our statistics prove it.



Percentage of listings not sold in first 30 days  
**16.7%**



**The statistics show we sell homes for more and faster than all other agents combined.** Why would you choose anyone else? 83.3% of our listings sold in 30 days. We reduce stress, hassles and difficulties by anticipating your needs and fulfilling before we are asked (as often as possible). We will never sugar coat anything.

For every home we put up for sale, we truly want to find the right buyer for that property so we can ensure a smooth sale, we have no interest in only listing it for sale, that is a waste of time, effort and money for everyone.

We don't mess around, and we are also easy going, yet driven and fun loving people. Other people say we are a true pleasure to work with.

### **MAXIMUM MARKETING AND EXPOSURE**

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We promise to market and expose your home to as many potential buyers as possible through all of our marketing channels. Our goal is always the same, maximum eyeballs = more buyers = higher sale price in a shorter time with less hassle to you.

### **DON'T PAY UNTIL WE SELL THE HOUSE**

.....

We don't charge you anything to list your home and are taking the risk paying for all marketing expenses and upfront costs. You only pay a commission when we do our job and your property sells!

### **NO FEES FOR EARLY TERMINATION OR CANCELLATION**

.....

Some realtors will charge you fees if you want to end the listing agreement early or if you decide to take the property off the market. We only ask for 7 days notice to follow up with any of the leads we have brought through your home or have been talking with. We understand that sometimes market conditions aren't ideal and if you decide it's not the right time for you to sell that's fine! We'll chat again when it is a better time!

### **BUILDING LONG TERM RELATIONSHIPS WITH OUR CLIENTS**

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We strive to achieve a high level of customer service and integrity when dealing with our clients and others. We aren't in the business to make chase a quick sale just to get a deal done. We take the time to listen to our clients needs and concerns to make it a more stress free experience. We are there to be your best resource for all your real estate needs for years to come. A majority of our business is from referrals and word of mouth and that is something we are quite proud of!



**Real Edge Group**

**THANK YOU**  
FOR THE OPPORTUNITY

**real**

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