



SELLERS *guide*

FROM START TO SOLD. ALL THE DETAILS YOU NEED TO SUCCESSFULLY LIST & SELL YOUR HOME.



HEART & HOME REALTY TEAM
LOVE WHERE YOU LIVE



WELCOME

Hi, We are Heart & Homes Realty Team & we believe you should love where you live.

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.



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ABOUT US

JESSIE MARKU

REAL ESTATE AGENT

Growing up in Medicine Hat has allowed me to blend my love for real estate with a strong sense of design, ensuring that every home transaction I handle is both personalized and stylish. As a mom of two girls and happily married since 2014, I've found my niche in real estate, backed by a robust background in sales and a genuine love for homes. Together with my husband, we run a renovation company, providing us with unique insights for making effective and appealing updates to homes.



RICHELLE WICK

REAL ESTATE AGENT

I am a mom of 2 boys and married in 2016. I bring over a decade of real estate experience working many different positions before becoming a real estate agent in 2016. My love for Medicine Hat & passion for people makes this a perfect career choice. I have become a trusted name in the real estate scene with a great deal of business stemming from referrals. When I am not working I enjoy getting together with family & friends, golfing, watching sports and hanging out on our acreage with my husband & kids.



CINDY SCHLOSSER

UNLICENSED ASSISTANT

I am a mom of 2 sons & 2 step sons. I married my husband in Mexico in 2019. I actually had my real estate license years ago. I've been an unlicensed assistant since 2021 and love the homes I get to encounter on a regular basis. When I am not working I enjoy camping, spending time with friends & family and watching my grandchildren's sporting events.



WHY HIRE A TEAM?

When it comes to buying or selling a property, having a real estate team on your side is a game-changer. Not only will they always be available to take calls and show properties, but they'll also bring a wealth of experience and expertise to the table.

When it comes time to take your largest asset to market, it's vital to have a variety of perspectives to build your specific marketing plan. As a team, we work together to develop a personalized plan for your property. Every listing is collaboratively examined by our members, aiming to enhance our marketing strategies and minimize any potential oversights.

Our job is to get you the best deal and often times that is through leveraging our combined skill sets...and NETWORKS.

While we personalize our marketing approach, we systemize our approach to paperwork, ensuring you always know what's coming next.



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SUCCESSFUL SELLING PROCESS



I KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home is EXCITING!

LISTING
CONSULTATION |
SET PRICE

PROFESSIONAL
PHOTOS AND
VIDEO

OPEN HOUSE |
OFFER
PRESENTATION

CLOSE ON THE
HOUSE (AND
CELEBRATE)



LISTING CONSULTATION

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.



A few things to think about...

What is your moving timeline?

What do you hope to net from your home sale?

What concerns do you have about listing or buying?

Write these things down so we can talk through all the details!



SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

NOTES

PREPPING THE HOME

Cleaning & prepping your home to sell
can increase its value by 3%-5%

01 Kitchen

- Clear off all counters, everything from paper towels and toasters, with minimal décor
- Remove all personal accessories
- Tidy pantry

02 Family Room

- Remove all personal accessories, hide remotes
- Declutter, including furniture if needed
- Have throw pillows and blankets for decor

03 Bedrooms

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

04 Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white/neutral ones

05 Backyard

- Trim all bushes & mow any lawns/shovel snow off deck
- Tidy toys, gardening supplies, ect

06 Front Entry

- Sweep front porch + add welcome mat
- Seasonal decor
- Inside try to ensure space is utilized ie. have coat rack if no front closet, keep tidy

07 Throughout

- Wipe down all blinds
- Touch up any drywall or paint
- Make sure all light bulbs are working and same color temperature
- WD-40 any doors that are squeaky
- Anything smaller than a baseball will not photograph well, please pack these items away

08 Deep Clean

- We can recommend cleaning companies if you would like to have your home deep cleaned before photos/listing. It does show much better with a deep clean and makes it easier on you when its time to move out.

Pre-List TO DO LIST

BATHROOMS

KITCHEN

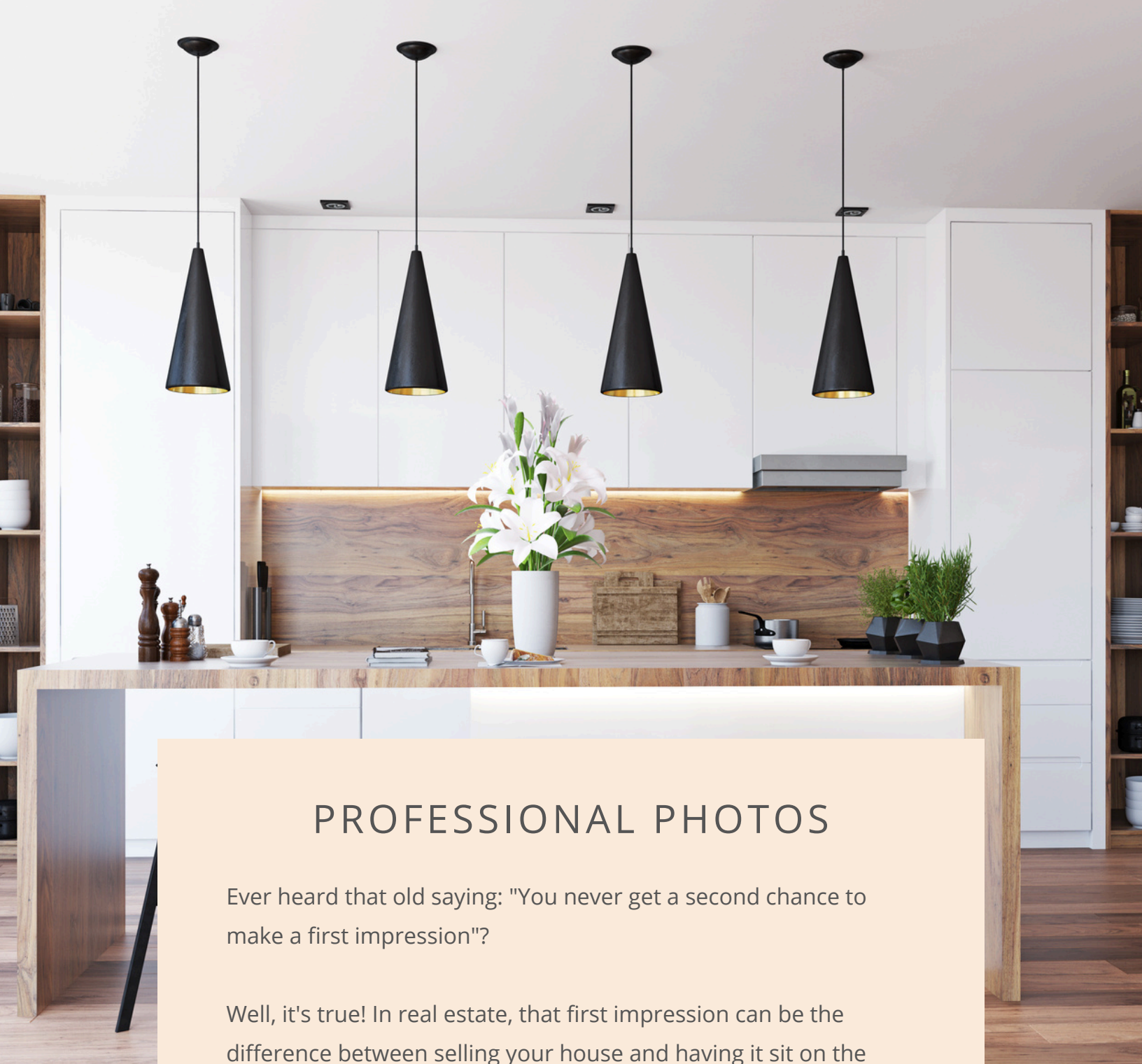
BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.



Shocking Truths...

- ✓ homes listed with professional photography sell 32% faster.
- ✓ The average ROI on professional real estate photography is 826%.
- ✓ 68% of consumers say that great photos made them want to visit the home.
- ✓ 11% of buyers can visualize a home's potential, making professional staging beneficial for selling vacant properties.

GO TO MARKET TIMELINE

Homes perform best when they go to market on Monday to Wednesday. In order for your home to go to market, all cleaning and photos need to be taken a few days prior.

Photos and measurements are usually booked about a week in advance, we get them back the following day or if done on a Friday, we receive them on Monday.

The photos and videos will then be edited and used to build the following marketing materials:

- Social media posts & ads
- Neighbourhood direct pieces
- Open house materials
- Your home only website



The TIMELINE

COMING SOON

- Sign is placed in yard
- Posted on Social Media no more than 48 hours prior to going live
- No showings until hits MLS
- Generates Interest

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

MARKETING CAMPAIGN

- Pick you neighbour cards
- Coming Soon, Open House, Just Listed, Under Contract, Sold

PHOTO & MEASUREMENTS

- Professional Photos
- Professional Measurements
- Video Reels

SOCIAL DEPLOYED

- All social pieces created
- Just Listed post, reels and designer style photos

CUSTOM WEBSITE BUILT

- Exclusive website built for your listing
- Creates buyers touch points

OPEN HOUSE

- Open houses applicable, if desired

ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



*I give your home as much visibility
as possible using a variety of tools to
ensure your home is seen by
thousands of potential buyers*

Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major platforms like Medicine Hat Real Estate Board, Realtor.ca, Royallepage.ca, Kijiji, Facebook, Point2Homes, Instagram and other 3rd party websites



OPEN HOUSE



When you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

OFFER PRESENTATION

Offer presentations happen when we receive an offer or offers. Once I receive an offer from a buying agent, we can arrange to meet in person or discuss the offer over the phone, whichever you prefer. We go over terms, conditions, price ect and choose to either accept as is, or present a counter offer, where we change items to suit us better (this can go back and forth several times before coming to an agreement). If we come to an agreement and all signatures are completed, the home is conditionally sold, keep in mind, there is always a slight chance this can falter, so we do have the option to contunue to allow showings.

In a multiple offer situation, we'll review them all at once. In this instance we go through and can choose the best offer, or attempt to counter offer.



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CONDITION PERIOD

In real estate, a transaction enters the "under contract" or "pending" phase when the Agreement of Sale hinges on specific conditions that must be met to ensure the progression of the deal. Buyers have the flexibility to incorporate various conditions into their contract, with the three most prevalent being financing, home inspection, and the sale of their existing home.

Furthermore, sellers can also include conditions that are advantageous to them, such as a Seller's Condition, granting them a specified timeframe to secure a suitable new residence.

Upon the removal of these buyer-imposed conditions, the property is officially sold, and we will proceed to transmit all requisite documents to the lawyers. However, if buyers fail to eliminate these conditions, the property may revert to the market. This can occur due to reasons such as unsuccessful financing approvals, non-negotiable issues arising during the home inspection, or the inability to sell their own home.



COMMON

Inspection Condition

Every contract has a 7-14-day inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection. This will also typically take place after the financing condition if one is included.

Financing Condition

Most contracts are also contingent on the buyer's financing. Unfortunately, even with a pre approval, there are times that this is not approved. Inside the buyer's financing their is often an appraisal. This means the buyer's financing is contingent upon the home appraising for their purchase price.

Home Sale Condition

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of condition.

CONDITIONS



FINAL STEPS

Your lawyer will call you in to sign documents a week or so before possession date. Transactions in Alberta will require your lawyer to also be licensed in Alberta. When possession date arrives, the buyers lawyer will transfer the FULL amount of the purchase price to your lawyers trust account and keys will be released to the buyers agent unless a hold back amount has been negotiated if terms are not completed prior to possession.

What you CAN EXPECT

I recognize that this journey is about more than just numbers. Although we may face some challenges, you can trust me to do everything I can to streamline the process. Expect weekly updates from me, where I'll provide straightforward information and a bit of creative problem-solving to guide us toward achieving your goals!



what others
ARE SAYING



BRANDY S.

I don't think I can say enough good things! From the moment we were first in contact with each other, to after the sale of my house, she has gone above and beyond my expectations of a REALTOR®. She is kind, honest, extremely hard working and a lovely person in general.



COLE & MEGAN

She was very patient and understanding with us in our decision making, while we wanted to look at multiple homes, multiple times. She is very friendly and well educated in the market and goes the extra mile for her clients, during and even after the sale!



TABETHA & DEAN

We appreciated her insight and advice to get our home ready for the market. Her passion for her work is evident in her professional demeanor and excellent communication skills. You won't regret choosing her to help you buy or sell your next home.



READY TO LIST?



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GET IN CONTACT