



DERRICK DION
REAL ESTATE

SELLER'S GUIDE



RE/MAX FIRST

YOU

Let's talk about you for a minute...

This is about you, your home and your needs...

My many years of experience in this industry has taught me the most important consideration is you...

You deserve someone who knows not just you and your home, but your area, your market, your target audience and how to showcase it all in fashion that brings in the most return...

You deserve someone who will understand your plans, see your vision and do their very best to get you there while genuinely caring for you and the outcome through the process...

You deserve someone with the tools, the plans, the contacts, the experience and the marketing strategies to guide you through the process, make it all happen smoothly so you can enjoy the transition stress free...

You deserve someone you are very comfortable with that you trust naturally and can work with easily...

You deserve to be communicated with diligently, promptly, and kept up to speed at every turn...

This all I understand and make my commitment to deliver...
We work with you while remembering that we work for you...



MARKETING

The ultimate goal is to sell for maximum dollar in minimal time...

Standard marketing:

Lockbox - Yard Sign - Measurements - Photos - MLS - Open house - Social Media

My Marketing: *In addition to the above...*

Marketing is never a one size fit all and your marketing plan will be custom tailored to you and your home using all or a number of the following strategies...

I promote & market homes before they are listed through private realtor platforms to grow interest

I always do a video tour and video realtor intro, properties with video receive 400% more inquiries and 90% of buyers engage with video when available

I not only do professional photography but I do epic twilight photoshoots with sky edited exteriors shots

Pre launch email blast of the listing to my office of almost 200 agents, my buyer database, and all private realtor platforms

Social media advertising is very common, I go a step further and market the home on marketplace and ad video reels which receive a significantly higher view rate

Target marketing where I specifically hunt down all the agents that have been doing business in your area and I send them the listing directly and make them aware of your home

Maximum exposure, your home is not just on MLS but on realtor.ca, remax.com and globalremax.com



Thank you for your consideration

Thank you for considering Derrick Dion Real Estate to assist you with the sale of your property. Our philosophy evolved from our belief that people deserve an exceptional real estate experience. It is this mantra that still drives everything we do - from our service and communication to our industry-leading marketing techniques. We are extremely confident that you will enjoy working with us and we are equally confident that we can deliver on our promise of providing an exceptional experience!

This package contains all the information you need to make an informed decision prior to listing your property with us. The next step will be a personal consultation where you can discuss pricing and marketing strategy specific to your property and circumstance.

Additionally, we will help you with the timing and details around the actual listing process - including home preparation, photography, viewings, and eventually having your property SOLD!

PLAN OF ACTION

OBJECTIVE

- Guide in taking the home to market in a fashion that achieves absolute top dollar
- Use particular vendors and practices that give the home the highest degree of online presence
- List & market the home very specifically to highlight aspects that will generate more interest
- Price & advertise the home strategically with proven tactics to increase attention and exposure
- Communicate thoroughly and ensure your comfort and understanding every step of the way



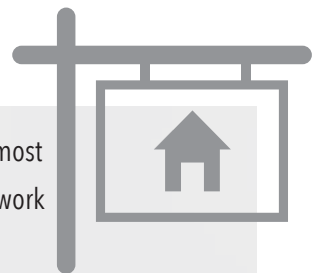
PREPARATION

- Preliminary consultation to create a game plan and a to-do list for us both
- I am hands on, moving furniture, decluttering, staging, yard clean up, dump runs ect...
- I have many vendor alliances to address issues that may improve the value or sale of the home
- Second consultation to ensure we are photo ready; we may enlist the services of my staging and design team where necessary to ensure we are properly seen through the lens of a camera
- Twilight photo shoot (added charm) from one of Calgary's Real Estate Photography leaders
- Video Intro - Video Tour - Drone footage - Aerial Photography - Pre-List Inspection - Professional Appraisal - all used where applicable
- Professionally designed and printed marketing materials
- Have your property professionally measured - to ensure compliance and minimize liability.
- It may help to get a look at the competition and view a few homes prior to listing as well



LISTING

- Advertise the property before its even listed on social media, to your neighbours, my office of almost 200 Calgary Agents, Facebook Market place, Area specific target marketing and my personal network
- Door knock the area and use attractive eye-catching signage to get local attention prior to list
- Send the listing out to my network and any agents that have been active in your area recently
- Create a thorough listing of your home to our local Multiple Listing Service (MLS)
- Price your home competitively ... to open the market vs. narrowing the market
- Follow-up with all showings for feedback and insight on buyer perspective
- Weekly updates on internet traffic, Showings, Feedback, Sales & Listings and any information relevant to the sale
- Heavy social media advertising updated weekly



REVIEWS

OVER 80 5 STAR REVIEWS



Derrick and I met at a difficult time in my life and I had to sell my home fast. He listened, gave advice on what needed to be done and made a plan of action. He came and helped stage my home for sale, always answered my questions and checked in regularly during the sale and purchase of my new condo.

My house sold fast which was a main priority for me and he found the condo of my dreams.

Derrick will make it happen when it comes to selling or buying your dream home. He truly cares about his clients and their needs. He is extremely professional, kind and approachable, by far the best real estate agent I have ever met. When it comes to real estate agents Derrick is the exception to the rule, he is the best out there!

- Karin

To anyone looking for a realtor that puts you, the customer first, Derrick is your man. He displays a friendly attitude and is always there to help you. Derrick is very professional goes out of his way to make you feel comfortable in your quest either buying or selling. Very knowledgeable about the real estate business and listens to your needs from the beginning of your journey. Definitely someone you can trust to help you in achieving your goals. Thank you Derrick it was a pleasure to be your client.

- Jan Orton

Derrick is a star. Not only is he highly responsive, he is intuitive and understands what needs to happen, not just to land a deal, but the steps before, during and afterwards too, all with a friendly smile throughout. 5-star, highly recommended!

Can't recommend Derrick enough to help with both purchasing as well as selling properties in Calgary. He knows the market, and removes a lot of uncertainty as can set expectations as to how things will unfold. Derrick goes above and beyond for his clients and I wouldn't hesitate to use him again!

- Paul and Jay Howard

Derrick was extremely instrumental in the sale of my downtown loft. I didn't live in Calgary at the time of the sale and he was highly recommend by a family member. The sale happened quickly. Derrick always took time to answer any questions and made the process seem effortless. Derrick was there going above and beyond right until the last document was signed and the keys were handed over. I look forward to working with you again.

- Alana Fox

Derrick worked tirelessly for us throughout the whole process taking time to ensure we understood all the aspects of our complicated transaction.

He went above and beyond in many respects which was very much appreciated. Highly recommend!!

- Daylene Weinbender

What a great experience it has been working with Derrick Dion! Right away, Derrick was personable, friendly, knew the market and was interested in what we wanted to accomplish. We had only just met Derrick and he knew that the house we went to see with him would not work for us. As he listened to our situation and gave us the idea that we didn't have to rush on purchasing a new property ...but instead, maybe sell our home and lease a property until we could decide what we wanted to do? Bingo! He was patient with us as we gave our home a little "freshen up" and organized our life. When we were ready, sold in 2 days over asking. Yeah! Thanks Derrick! If your looking for a realtor who is a breathe of fresh air... you've found him.

- Koocanusa Lakehouse



THE TEAM



DERRICK DION
team lead



COBI DION
office/marketing manager



ALI RIFAI
graphic designer / pti+



SANDRA WIEBE
owner / style savvy interiors



JOSHUA RIKIHANA
Owner / Top shelf property inspections



SEAN GREEN
owner / summit legal group



MATT KEE
owner / mortgage line

The backbone of the team is the administration staff who come highly skilled and well-trained, they are responsible for ensuring accuracy of documentation via our numerous checks and balances. They take excellent care of all details and always fully up to date - like your own real estate concierge!

The marketing team is working diligently to ensure any and all advertising is running optimally. Reviewing things once a week to be sure we are on point throughout the entire process...

Through years of being in the real estate industry, we have established relationships with some of the best vendors in their respective fields. We rely on their expertise to help our clients achieve their real estate goals. From mortgage professionals and real estate lawyers to leading edge photography and video creation, as well as staging, design, inspectors and handy-persons - you can count on our vendors as an extension of our exceptional experience.

DERRICK DION

In a fast paced increasingly competitive & evolving real estate market, choosing a great agent has never been more important.

Communication is key and ours will be detailed, thorough and ongoing ensuring awareness & comfort for us both. Understanding your vision and best interests while working tirelessly to achieve your desired results will be my commitment!

Competence and experience are a must! This market is incredible and having a process that takes advantage of it can make the difference of tens of thousands for a seller. I have proven selling strategies & aggressive marketing tactics that get results!

Comfortability and trust are the glue that hold it all together. I pride myself in being genuine and forthcoming, taking a true interest in the outcome and best interests of my clients!

Previously a residential contractor I am no stranger to long hours and hard work. I am experienced working closely with homes & home owners. My knowledge of properties themselves, interiors & exteriors, home components and the dynamics of issues or potential issues is a tremendous asset. I also understand the connection we all have with our home and how decisions can be emotional, complex and uncertain. With experience and knowledgeable guidance, I hope to relieve most of the pressure, carry the load and simplify through the process creating comfort and confidence so you can enjoy the experience!

In real estate we don't work alone as there are many aspects to properly achieving excellence. Marketing, staging & design, photography and videography, contractors, measurers & surveyors, brokers and lawyers, other agents and the members of our boards.... Just to name a few! I work with and surround myself with other professionals who also expect the highest standard of care from themselves and deliver only that!

My wife was previously a mortgage broker which has exposed me to the many options and broad gamete of the finance world. This lends itself as an asset to us both as I not only understand the real estate product's we are working with but am knowledgeable on the variety of financial products and options available to achieve the transaction.

I'm confident you will appreciate my personal characteristics, benefit from my professional experience and recognize excellent service while working relentlessly for you!

Derrick Dion



COMMISSIONS and COST BREAKDOWN

STANDARD COMMISSIONS:

7% on the first \$100,000 and 3% on the balance - All paid by seller!

For example: \$500,000 sale price

7% on the first \$100,000 = \$7,000

3% on the balance = \$12,000

For a total with GST = \$19,950



Both the buying and selling agent split these commissions for a total each of = \$9,975

You do not need to come up with these funds, lawyers will deduct from the proceeds of the sale.

As the listing agent I will arrange and cover all the listing & marketing costs .



CLOSING COSTS ARE TYPICALLY:

Legal on sale \$1200 (vendor dependant)

Legal on buy \$1000 (vendor dependant)

Inspection \$500 (vendor dependant)

RPR \$750 for new \$400 for updated (vendor dependant)

Mortgage This will depend on your institution, contact them for any impact/penalties of a sale



QUICK HOME PREP CHECKLIST

- ☐ Declutter and remove all personal items
- ☐ Clear surfaces primarily bathrooms kitchens and tables
- ☐ Remove excess furniture and create ease of movement
- ☐ Half empty closets and storage areas
- ☐ Clean windows, doors, walls, baseboards, switches and handles
- ☐ Make sure all doors and windows open and close smoothly as intended
- ☐ Ensure all plumbing and electrical are working as intended
- ☐ Tend to any quick fixes and minor TLC
- ☐ Ensure front of the house & entry way are attractive as possible, curb appeal and first impression is key
- ☐ Clean all fans, vents and air returns
- ☐ Change furnace filter and have serviced if due (every 2 years)
- ☐ Paint Touch-ups



MOVING CHECKLIST

With the big move on the go it can be difficult staying organized with some of the little things so we have compiled a quick checklist to help you stay ahead of the game. Please feel free to use this list to keep things on track with your personal services...



UTILITY PROVIDERS

- ☐ ELECTRICITY
- ☐ TELEPHONE
- ☐ WATER AND SEWER
- ☐ CABLE AND INTERNET
- ☐ GAS

PROFESSIONAL SERVICES

- ☐ BROKERS & ACCOUNTANTS
- ☐ DOCTOR & DENTIST
- ☐ LAWYER
- ☐ VETERINARIAN

GOVERNMENT INSTITUTIONS

- ☐ CRA
- ☐ POST OFFICE
- ☐ SCHOOLS
- ☐ REGISTRATION & DRIVERS

BUSINESS ACCOUNTS

- ☐ BANKING & FINANCIAL
- ☐ CELL PHONE
- ☐ DEPARTMENT STORES
- ☐ CREDIT CARDS

INSURANCE

- ☐ HOME & AUTO
- ☐ HEALTH & BENEFITS
- ☐ LIFE & ACCIDENT

CLUBS AND RECREATION

- ☐ GYMS & FITNESS CLUBS
- ☐ GOLF & COUNTRY
- ☐ BOOK CLUB & LIBRARY

POSSESSION CHECKLIST

Please use this checklist and leave behind for buyers to ensure that nothing is missed.



MAIL BOX LOCATION: _____

BOX NUMBER: _____

TOWER (LEFT MIDDLE RIGHT): _____

LEAVE KEYS: _____

GARAGE CODE: _____

LEAVE OPENERS (2): _____

FRONT DOOR CODE: _____

BACK DOOR CODE: _____

BLUE / GREEN BIN DAY: _____

BLACK BIN DAY: _____

- ☐ UTILITY PROVIDERS HAVE BEEN CHANGED
- ☐ SERVICE PROVIDERS (CELL PHONE ETC)
- ☐ GOVERNMENT INSTITUTIONS
- ☐ BANKING AND FINANCIAL SERVICES
- ☐ BUSINESS AND PROFESSIONAL ACCOUNTS
- ☐ INSURANCE COMPANIES
- ☐ CLUBS AND MEMBERSHIPS

Ensure home is clean to higher-than-average standard using the following checklist

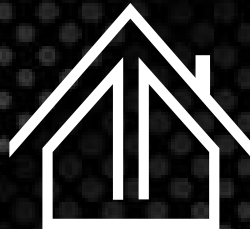
- | | |
|---|---|
| ☐ FLOORS, WALLS AND BASEBOARD | ☐ ALL VACUUMING & DUSTING OF LEDGES |
| ☐ SWITCHES, HANDLES, FAN COVERS, VENT COVERS | ☐ CABINETS, CLOSETS, VANITIES AND PANTRY |
| ☐ DOORS, WINDOWS, AND CASINGS | ☐ BEHIND & INSIDE FRIDGE AND STOVE |
| ☐ SINKS, TOILETS, TUBS AND SHOWERS | ☐ OVEN, DISHWASHER, MICROWAVE, WASHER, DRYER ALL — INSIDE AND OUT! |
| ☐ REPLACE FURNACE FILTER | |



Google Reviews



Instagram



CREATING REAL ESTATE SOLUTIONS

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