

Krystal
— READWIN —
REALTOR®

The REAL
ESTATE **DISTRICT**



Listing Guide



A Little About Me

I got into real estate completely by chance, if I am being honest. I was a stay at home mom for many years and was looking for work that would allow me the flexibility to remain present for my boys. I was hired as a virtual assistant by a Realtor® and as time went on, I began to consider getting my own licence. Even though I had always thought of real estate as strictly sales, my perspective had begun to change. I saw that real estate agents were skilled negotiators, mediators and problem solvers. They are also trusted advisors and dedicated advocates for their clients. This is what drew me to pursue this career. Helping people is something I love to do and it gives me purpose.

Another reason I was drawn to real estate is the flexibility it allows. Like most born-and-raised Calgarians, I love to explore our beautiful corner of the world. In our free time, my family and I can be found enjoying the outdoors through camping, hiking and dirt biking. This balance energizes me to wake up every day excited to make a difference in the lives of my clients!

As a parent, dog mom, wife, and entrepreneur, I appreciate the importance of finding balance in life. I pride myself on providing my clients with proactive and professional communication and facilitation, so you can relax and enjoy the best parts of your real estate experience.

Krystal Readwin



What My Clients are Saying



I felt very well represented by Krystal Readwin with CIR Realtors. She was quick to respond to questions and inquiries, advised and educated me through every step of the process, and kept in close contact throughout the entire process. I appreciated her professionalism while dealing with 2 difficult negotiations and truly felt she had my best interests in mind when advising me through the process. She helped foster a positive outcome in what can be a challenging and stressful time.

I would highly recommend Krystal to anyone looking for a real estate agent who is informed, passionate about what they do, and is working hard for You!



Krystal was very helpful and encouraging throughout the process of buying a home. I never felt pressured throughout the buying process and would highly recommend Krystal!!



Krystal is very easy to work with. She has a good personality, very diligent, responsible, and friendly. Krystal responded to my inquiries quickly, and helped me through the process a lot.



Krystal was wonderful to work with. She was able to answer my questions and talk things through with me when I needed it. She also consulted with her colleagues to ensure we were on the right page. I was really happy with all the work she did (and she worked very hard for me), and would definitely recommend her to anyone looking for a realtor here in Calgary.



Krystal is really easy to work with. She is very patient was essential in helping me find a suitable house in Calgary. I'll definitely work with Krystal again for any future buying or selling!



Krystal was not only kind and patient, but extremely helpful in my process in figuring out the house I wanted to buy. She was honest and had great suggestions which helped me find the perfect home! Thank you Krystal!!



Krystal is very easy to work with. She is personable, friendly, honest and was always quick to respond to any questions I had throughout the buying and selling process. She made sure to ease my mind through the stressful parts and even had helpful recommendations for contractors and appliances to upgrade our newly purchased home with. I would highly recommend using Krystal to buy or sell a home (I used her for both!).



Pricing Strategy

It's a fact: Properly priced homes sell faster, and for more money, in the first few weeks of the listing.



COMPARATIVE MARKET ANALYSIS

A Comparative Market Analysis is used to determine the current and fair market value of a specific property. This is based on location, features and conditions of a home. The primary method for assessing a home is to compare similar homes in similar neighbourhoods which have recently sold, or are currently for sale. Market conditions are an additional factor I consider. I look at if it is a seller's or buyer's market. Consideration must be given to the average days on market. When inventory is moving quickly, I look back 30 days. However, when homes are sitting on the market for extended periods of time, I often look back 60-90 days, to get a more accurate picture.

ADJUSTMENTS TO INCREASE ACCURACY

While it is best to compare apples to apples, more often I require more information to accurately price a home. It is rare that any two homes are identical, at least when it comes to features and upgrades. To determine your home's value in comparison, I add or subtract dollar amounts for features, e.g., garage or finished basement. I use a standard set of values by home appraisers. This keeps the values consistent and removes emotional opinions.



Marketing

Coming Soon Campaign

Coming Soon listings are a great way for me to market your property prior to photos being completed. Through CIR Realty's internal 'Coming Soon' marketing system, as well as numerous exclusive realtor Facebook pages, I can get eyes on your home sooner than you think.



Styling, Professional Photos & Virtual Tour

Home buyers shop online first. If the photos of your home don't grab the interest of potential buyers, they will not visit your home in person. Home styling, and professional photos are crucial in marketing your property. I will also order a virtual tour so buyers can get a feel for walking through your home before ever stepping a foot in.



Open House

Yes, I believe these work! I will host an open house on the first weekend your home is on the market. Subsequent open houses may be beneficial for some properties.



Exposure

We live in a digital world and I will take the opportunity to use these tools to market your home. Tools include: The MLS (accessed to the public by Realtor.ca), realtor group pages, social media platforms including Instagram and Facebook, digital campaigns to target buyers in your area, and traditional signage.



The Listing Process

Step 1

After selecting your Realtor® there are documents that need to be discussed and signed to allow me to represent you in the sale of your home. In addition, there are certain documents and materials that you are required to obtain. These include an updated survey of your property called a Real Property Report (you likely have one from when you bought the home). This needs to be current and stamped with compliance from the city, any relevant repair receipts (such as a new roof or furnace) are beneficial, any home warranty documents, a spare set of keys, relevant rental or lease agreements, tax information, city local improvement information, any related contracts to the home (water softener, or air conditioner, alarm system, etc.), proof of any building permits, etc. If you live in a condo, you will need to order the condo documents as well.

Step 2

Home preparation is a crucial step in the selling process (a more detailed list can be found on the next page). It is important to ensure that your home is in its best possible condition to appeal to potential buyers. This includes making any necessary repairs, deep cleaning, decluttering, depersonalizing, and staging the home. By taking the time to prepare your home, you can help to reduce the time it spends on the market and increase its selling price, ultimately achieving your goal of a successful sale with less intrusion in your home.

Step 3

Once your home is photo ready, I will schedule a photos and measurements. Professional photography, virtual tours, and accurate floor plans are essential in marketing your home effectively. The iGuide website is also a great tool that allows potential buyers to explore your home in a more interactive way. And it's great to keep track of the number of views your home is getting online to gauge interest and make any necessary adjustments to the marketing strategy.

Step 4

Within 2-3 business days, I will receive your photos and measurements. Ideally, I list homes on a Wednesday or Thursday. Listing your home towards the middle or end of the week ensures that your property will be seen by potential buyers prior to the weekend when they likely have more free time to schedule viewings.



Preparing your Home for Sale

First Impressions are Key!

Often a small investment in time and money will provide your home a competitive advantage over other listings.

Exterior

- Cut the lawn
- Trim shrubs & plants
- Weed and edge the gardens
- Pick up any garbage &/or dog droppings
- Clear walk & driveway
- Repair gutters, eaves & roof
- Move all building supplies out of sight
- Clear the patio of small items
- Clean oil stains from the driveway & garage
- Replace worn, stained or personalized doormats
- Replace any bulbs that have burnt out
- Touch up exterior paint

Interior

- Oil squeaky doors
- Clean and tidy entrance
- Clear hallways and steps of any objects or clutter
- Remove identifying items such as photographs
- Clean everything (appliances, furnace, windows, carpets, etc.)
- Remove messages from the refrigerator
- Tighten & polish doorknobs
- Repair leaking taps & toilets
- Repair cracked plaster
- Remove extra items from all counter tops
- Replace burnt out lightbulbs
- Touch up wall damage
- Organize closets and cupboards (and thin them out)

The Buying Atmosphere

- Be sure to leave your home during showings & remove your pets as well
- Turn on all lights
- Turn on the gas fireplace
- Open blinds to let the light in
- Play quiet music in the background
- Ensure the home smells clean & fresh



Negotiations to Possession Day

Step 1

Offer time!!! During negotiations, it's important to try and be flexible and understanding. While we hope that any offer that comes in is at full asking price or more and all conditions are favourable, this is usually not the case. Be prepared for negotiations. Think about what is most important to you. The sale price or the possession date. It may be that both are and that's ok. The buyer may, however, only be willing to negotiate on one or the other. Think about what your bottom line is. Consider the moving costs, real estate fees, lawyer fees...at the end, what do you need to net from the sale of your home? Sometimes, even the conditions are not favourable to you. Make sure you understand everything you are negotiating. Real Estate Purchase Contracts are wordy and are full of legal jargon. But please be sure to read it all and ask any and all questions that you may have. This is very important.

Step 2

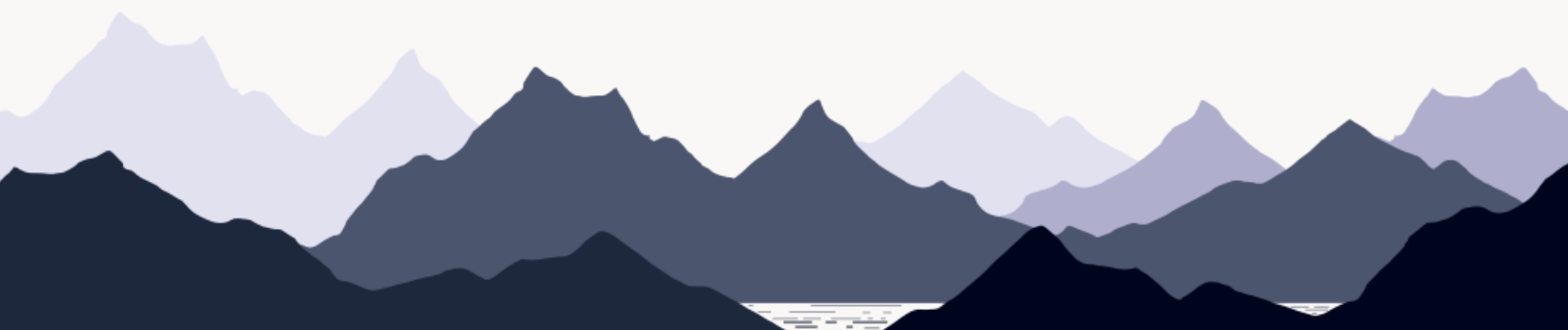
The negotiations are complete and you have signed the offer, your home is conditionally sold. The most common conditions on a purchase contract are a home inspection and financing. If you own a condo then a condo document review is likely. Typically this period is 7-10 business days. If a home inspection is requested, you will need to be out of the home while the home inspector is there. Treat this inspection like a showing. Depending on the size of your home, this may be up to 4 hours. This is a non-invasive inspection so you don't need to worry about damage to your home. You will have the option of continuing to allow showings during this time or not. If you choose to allow showings to continue, it can create a sense of urgency for other potential buyers to put in a back up offer in case the current one falls through. However, it can also be inconvenient for you as you will need to keep your home tidy and be prepared for showings at any time.

Step 3

Conditions have been waived. Congratulations on the firm sale of your home! It's an exciting time but there is still work to do. At this point, It's important to find a Real Estate Lawyer to assist you with the sale, and purchase if you're also buying a new home. It's also time to start packing for your move!

Step 4

On Possession Day, it is important to provide the buyer with all keys, garage door openers, and any other necessary items to access the property. I strongly suggest that you move out a day or two prior so that you can clean and make sure the house is in the same condition that you would expect it to be if you were moving in. Usually your lawyer will acquire the funds by midday on possession day. Sometimes, however, there can be a delay. Once the money has been obtained, I will inform you and the buyer's Realtor® that the keys are releasable and the sale of the property is officially finalized.



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Turning Your Real Estate Dreams into Reality!

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