



**ANDREW KEDDY**

ROYAL LEPAGE  
TRURO REAL ESTATE  
*Independently Owned and Operated*

# Seller Guide



# "Hi, I'm Andrew..."

I'm on a mission to help you, but first I think we need to answer some basic questions.

- Why use an agent?
- Why hire RLP?
- Why hire Andrew?



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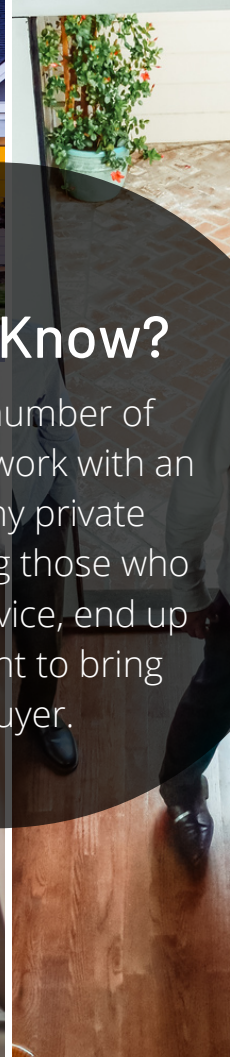
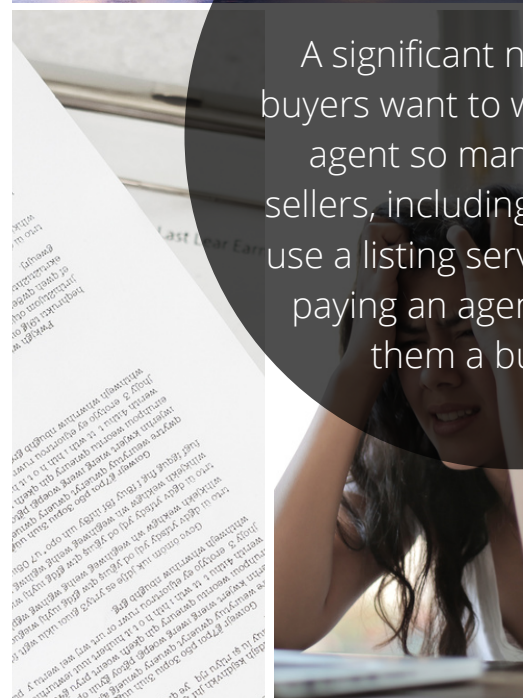
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# Do I need a real estate agent?

In today's real estate market, there are more options than ever for selling your home. With so much technology and information readily available, you might be wondering if hiring an agent is the best way to sell your property?

While only you can determine which option is the best one for you, we truly believe that hiring an agent who will work hard on your behalf is still the right choice for most people.

We're not talking about selling a used car here, this is real estate, and it's likely the most valuable asset you own. The stakes are high. Mistakes can be devastating. In this market, working with a professional who can help guide you every step of the way is absolutely critical.



## Did You Know?

A significant number of buyers want to work with an agent so many private sellers, including those who use a listing service, end up paying an agent to bring them a buyer.



# 'Helping You Is What We Do'

It's our motto, but it's also more than that, it's a way of life!

There has never been more options for selling your property than there is today. This may seem like a good thing, but how do you decide between all the brokerages and companies out there?

If you want to work with a 100% Canadian company, that's got a rich history of serving Canadians for over a century, and a legendary track record, the choice is clear...Royal LePage.

But did you know that each brokerage is independently owned and operated? That means that each Royal LePage office offers their own unique flavour based on the people that work there. At Royal LePage Truro we're dedicated to the high standard of service that Royal LePage is known for, local market expertise, and a supportive team culture that we believe translates into a better experience for all our amazing clients!





CANADA'S  
REAL ESTATE COMPANY

The Voice of  
Canadian Real Estate

MORE THAN

7.4 Billion  
MEDIA IMPRESSIONS<sup>1</sup>

1.5 Billion more  
THAN THE CLOSEST COMPETITOR



Powerful Leads & Referrals Channels

344,000

LEADS

per year from digital channels<sup>3</sup>

+ Referral relationships with top U.S. and international real estate companies

Over

\$146 Billion  
in transactional dollar volume



Participated in

~35%

of all transactional dollar volume in Canada<sup>7</sup>

100% Canadian

CANADA'S  
REAL ESTATE COMPANY

A STRONG HERITAGE  
With over 100 years of success

9 out of 10 Canadians are familiar  
with the Royal LePage Brand<sup>10</sup>

UNSTOPPABLE  
MOMENTUM & GROWTH

... approx ...

20,000

REALTORS<sup>®</sup>  
from coast to coast

CANADA'S LARGEST & FASTEST GROWING  
Commercial Brokerage

42% Growth in agent count<sup>4</sup> with 540 advisors coast to coast

Most Influential

#1

Phil Soper  
President & CEO of  
Royal LePage named  
most influential leader  
in Canadian Real Estate<sup>5</sup>



CONNECTING YOU

WITH MORE CANADIANS NATIONWIDE

5 Social  
Media  
Channels



over 22,000 Page Likes

over 17,000 Followers

over 23,000 Followers

over 17,000 Followers

approx 1 Million Views

Supporting the Community

\$38 Million raised



through the Royal LePage Shelter Foundation

by the  
NUMBERS  
NUMBERS  
NUMBERS  
NUMBERS

OCTOBER  
2022

INCREDIBLE REACH

100 Million

VISITS<sup>2</sup> PER YEAR TO  
royallepage.ca

INDUSTRY LEADERSHIP

#1 IN  
180 markets  
NATIONWIDE<sup>6</sup>

Brookfield

A strong, stable parent company

#1 Ranked as the  
top real estate  
company in the  
world by Forbes<sup>8</sup>

\$750+ Billion  
of assets under management<sup>9</sup>

1 Print and online media impressions, for 12 months ending August 31, 2022. 2 ComScore MyMetric MultiPlatform Visits, Oct 2020 to Oct 2021. 3 Inside Real Estate Internal Lead System and Smart Leads System, Jan 2021 to Dec 2021. 4 Measured from 2019 to Q3 2022. 5 Phil Soper, Royal LePage President & CEO, named Most Influential Canadian for the last 5 years by Swanepool Power 200. 6 Based on market share and/or agent count. 7 2021. 8 In 2019. 9 2022. 10 Online survey of 1500 Canadians completed between August 27 - 31, 2021, using Leger's online panel. ROYAL LEPAGE is a registered trademark of Royal Bank of Canada and is used under license by Bridgemark Real Estate Services Inc. and Bridgemark Real Estate Services Manager Limited.



# Why Andrew? How & what will Andrew do to help me?



There are a lot of misconceptions in the real estate industry about what an agent does for you. While each agent can be a little bit different, here are some of the main things I offer my clients.

1

## Pre-Listing Service

- Property Report
- Pricing Strategy
- Develop Custom Marketing Materials
- Develop a Showing Plan (in-person, virtual, etc.)
- Develop a Sales Plan: to make sure we do everything we can to make the process as stress free as possible.

2

## Active Listing Service

- Active Buyer Search (is there an existing buyer in our database who might love your property).
- Co-ordinate showings
- Offer review and advice on how to respond.
- Negotiate and Re-Negotiate (if necessary) the Purchase Agreement
- Provide unlimited support during every step of this stressful process.

3

## Closing Service

- Updates on 'how things are going.'
- Co-ordinate Closing with Buyer/Buyer's Agent.
- Assistance/advice/support to help make sure that closing day goes smoothly.
- Post closing support: if you have questions after the sale, contact me anytime, I'll help you any way I can.

**Andrew Keddy, Royal LePage Truro Real Estate**

5.0 ★★★★★ 28 Google reviews

Real estate agency in Truro, Nova Scotia

**Denise Smith**  
1 review  
★★★★★ 10 months ago  
**Positive:** Professionalism, Quality, Responsiveness, Value

Andrew is incredibly efficient, thorough and knowledgeable. He maintained excellent communication throughout the duration of our sale, offering sound advice and consultation. Andrew's professionalism and friendly demeanour made him a pleasure to work with. He worked diligently to sell our property. We highly recommend Andrew Keddy!

**Ellen Butts**  
6 reviews  
★★★★★ 5 months ago  
**Positive:** Professionalism, Quality, Responsiveness, Value

From the first meeting with Andrew I knew that he was the right person for us. He was very helpful from start to finish and I would highly recommend Andrew and Royal LePage


**Craig Nagels**  
6 reviews - 1 photo  
★★★★★ 2 weeks ago **NEW**

Andrew was fantastic to work with. Efficient, friendly and professional from start to finish. We loved that he responded quickly to any questions we had. He not only met our needs but also had good instincts reading the market. We would highly recommend his services to any of our friends.

Truro > Home Services > Real Estate

## Real Estate in Truro, NS

Sort: Highest Rated



**1. Andrew Keddy-Royal LePage**  
**Truro Real Estate**  
★★★★★ 1  
Real Estate Agents  
"would highly recommend his friendly, knowledgeable services for all your real estate needs!" [more](#)

16 Young Street

**Peter J Surette**  
1 review  
★★★★★ a week ago **NEW**

**Positive:** Professionalism, Responsiveness

Andrew from the start of meeting us, stayed with us, and was there for us all the way through our dealings with him. He certainly earned our respect. Thank you Andrew

**christine tessitore**  
2 reviews - 1 photo  
★★★★★ 2 months ago  
**Positive:** Professionalism, Responsiveness

Andrew Keddy is an excellent representative for the Royal LePage agency.

He was pleasant, professional and prompt in responding to all our inquiries and needs throughout the entire transaction.

His task was monumental in that he represented his buyer from another province and us from another country. Yet he managed to keep the experience stress-free and under control every step of the way.

**Louise Scott-Fisher**  
3 reviews  
★★★★★ a year ago  
**Positive:** Professionalism, Quality, Responsiveness, Value

It's been a pleasure working with Andrew! From beginning to end (and through a global pandemic) he was friendly, professional and very attentive. He worked hard to market our property in the best way possible and kept us up to date on everything. It's been a pleasure working with Andrew and we highly recommend him for any real estate needs. 😊



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