



**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?



# Do I even need a real estate agent?

Reality Check: you MIGHT find a buyer for your property without using the services of an agent and you MIGHT even save some money; but should you?

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. And most sellers opt to trust a professional to make sure they get the best price, terms, and to keep the process on track.



## 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!

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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 sales companies out there?

If you want to work with a 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.





### Industry Leadership

#1

in  
**NOVA SCOTIA**  
and in 100<sup>o</sup> markets nationwide

### THE Voice of Canadian Real Estate

#1 Share of  
Voice

**7.9 BILLION**  
media impressions in 2020\*

royallepage.ca

#1 Real Estate  
Company Website  
in Canada†

Incredible Reach  
**~78 MILLION**  
VISITORS‡

### A Strong Heritage

OVER  
**100**  
YEARS  
OF SUCCESS

### Powerful Leads & Referrals Channels

**~370,000** LEADS‡  
per year from digital channels

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

### Most Influential

#1 **Phil Soper**  
President & CEO  
of Royal LePage named  
**most influential leader**  
in Canadian Real Estate.°



Participated in  
**ALMOST 1/3** of all **transactional**  
**dollar volume** in  
Canada.°

Over  
**\$94B** in **transactional**  
**dollar volume.**°

### Brookfield

A **strong, stable** parent company

#1 Ranked as the  
**top real estate**  
**company** in the  
world by Forbes.‡

Over **\$600B**  
of assets under management•

### 100% Canadian

CANADA'S  
REAL ESTATE COMPANY

### Supporting the Community

**\$35M** raised  
through  
Royal LePage Shelter Foundation

### Connecting You with more Canadians nationwide

**5** Social Media  
Channels



Over **20,000** Likes

Over **14,000** Followers

Almost **17,000** Followers

Almost **20,000** Followers





# What does 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's what I offer my clients.

1

## Pre-Listing Service

- Property Report
- Pricing Strategy
- Develop Custom Marketing Materials
- 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
- Negotiate Agreement
- Provide unlimited support during every step of this stressful process.

3

## Closing Service

- Unlimited 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.



# A Track Record of Success

What Andrew's customers and clients are saying about him?

For more testimonials, check out:  
[andrewkeddy.com](http://andrewkeddy.com)



*Louise S-F.*

"It's been a pleasure working with Andrew! 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."



*Denise S.*

"Andrew is incredibly, efficient, thorough, and knowledgeable. He maintained excellent communication throughout the duration of our sale, offering sound advice and consultation."



*Christine T.*

"Andrew is an excellent representative. He was pleasant, professional, and prompt in responding to all our inquiries and needs throughout the entire transaction."



# Next Steps?

To Book a FREE (no pressure)  
'Pre-Listing Consultation'  
call or email me.

What's Included in this Pre-  
Listing Consultation:

- In person property tour
- Review your needs and goals
- A detailed property market report



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