

ARIVL

YOUR HOME SELLING JOURNEY

A PARTNERSHIP FOR SUCCESS

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REAL ESTATE

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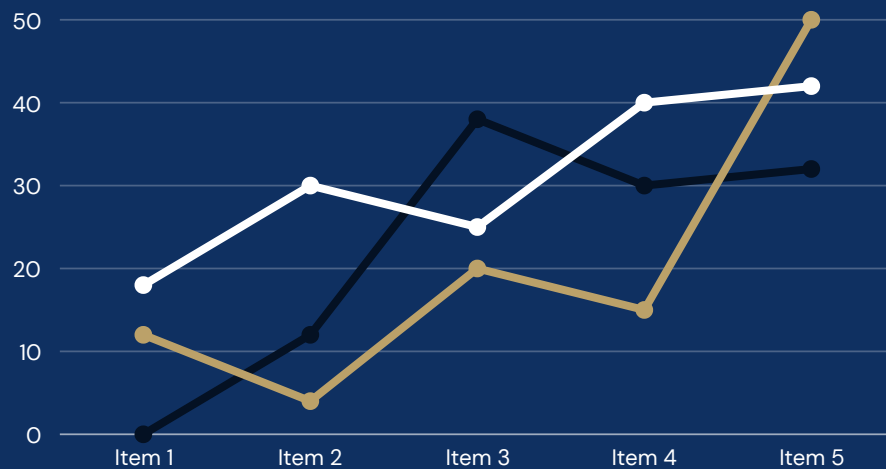
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Fun fact: The Price is Right!

MARKET METRICS

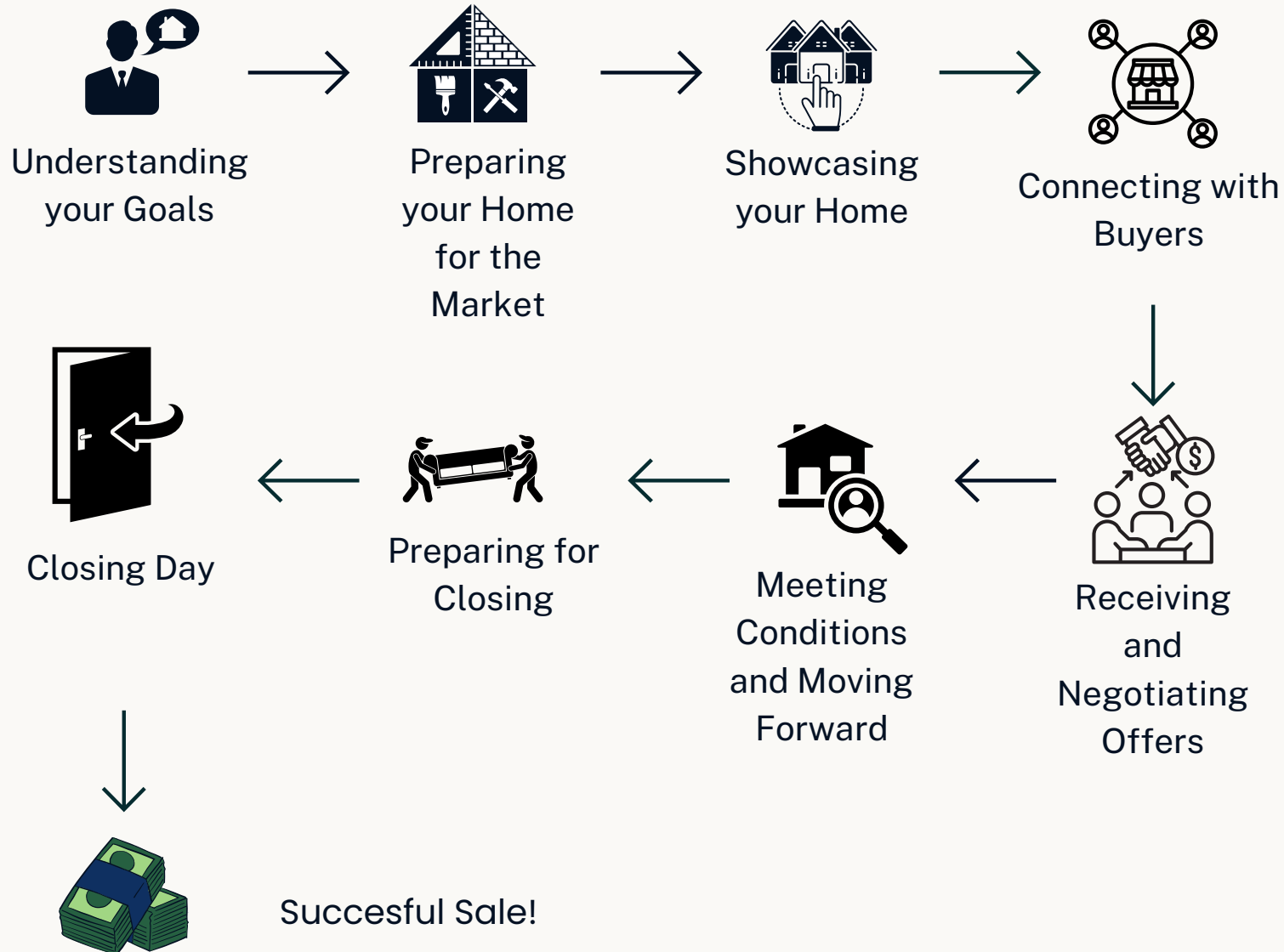


It might seem tempting to list your home for a high price, but overpricing can actually hurt your chances of getting the best offer. When a home is priced too high, it can sit on the market for a longer time, which leads to fewer showings and less interest from buyers. The longer your home stays on the market, the more likely it is to be seen as “stale” or “overpriced” by potential buyers. As a result, you might end up receiving lower offers, and even worse, you could find yourself needing to reduce the price after it’s been listed for too long.

In fact, homes that are priced correctly from the start often sell faster and for a higher price than those that are overpriced. A competitive listing price creates a sense of urgency and can spark more interest, resulting in multiple offers that drive the price up. Together, we’ll find that sweet spot — a price that reflects your home’s value, attracts buyers, and sets you up for success.

NOW LETS GET STARTED...

YOUR HOME SELLING JOURNEY



A man in a dark blue suit and striped shirt is sitting at a dark wooden desk, working on a laptop. He is looking down at the keyboard. On the desk, there is a closed book and a smartphone. To his left, there is a lamp with a warm orange glow. Behind him is a large window with a grid pattern, showing a view of a city street. The overall atmosphere is professional and focused.

UNDERSTANDING YOUR GOALS

Every home is unique, and so is every seller's journey. The first step in our process is a conversation—a chance for us to listen to you.

- **What matters most to you?** Is it selling quickly, achieving the best possible price, or ensuring a stress-free experience?
- **What makes your home special?** From your favorite spaces to its standout features, understanding your perspective helps us position your home in the best light.
- **A Plan Tailored to You:** We'll discuss your timeline, expectations, and the market so that we can craft a strategy that works for you and your goals.

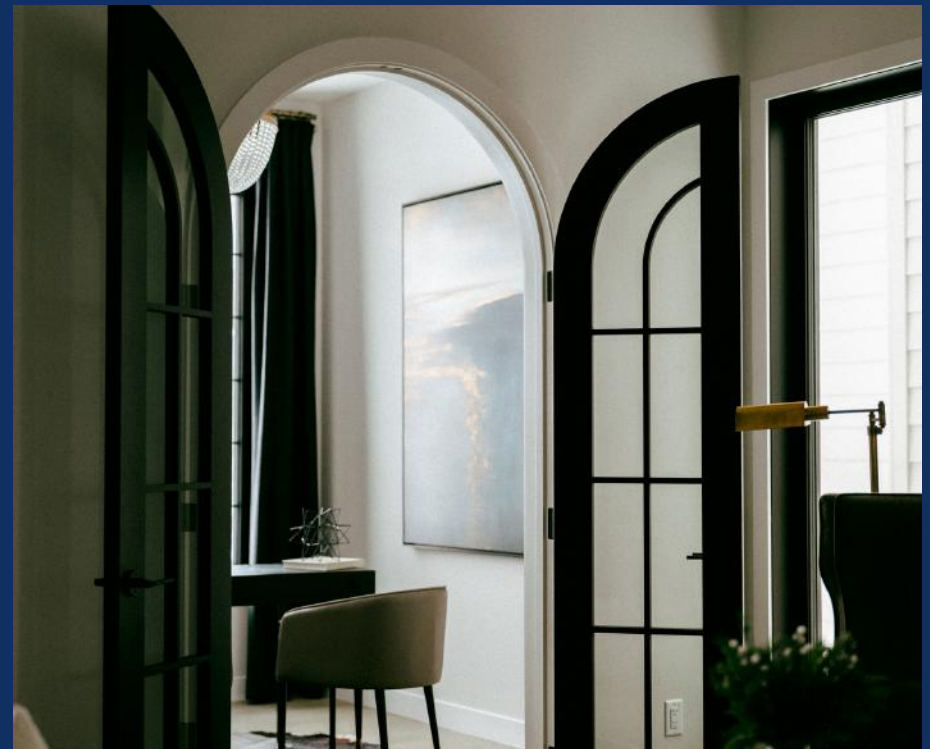
This isn't just about selling a property; it's about understanding what success means for you.

PREPARING YOUR HOME FOR THE MARKET

Every home has its unique charm, and our job is to help bring that to the forefront for potential buyers. Together, we'll ensure your home makes the best possible impression.

- **Repairs and Enhancements:** We'll review cost-effective updates that can elevate your home's appeal, such as fresh paint, minor fixes, or decluttering key spaces.
- **Partnering for Preparation:** If larger improvements are needed, we'll recommend trusted professionals who can help get your home market-ready.
- **Highlighting What Matters:** Whether it's a bright living room, a peaceful backyard, or a stunning kitchen, we'll focus on the features that resonate most with buyers.

Our goal is to help buyers see your home not just as a property, but as their future home.



SHOWCASING YOUR HOME WITH *OUR MARKETING PLAN*



First impressions matter, especially when buyers are searching online. Together, we'll ensure your home stands out in the crowd with ***Our Marketing Plan.***

PRE LISTING CAMPAIGN

Goal: Build Anticipation and Curiosity

1. Teaser Campaigns

- **"Coming Soon" Posts** – Share High Quality teaser photos on social my media with caption like "Coming Soon to [Neighbourhood Name] Stunning 4-bedroom family home. Stay Tuned for details!"
- **Video Sneak Peek** – Create a short walkthrough video showing highlights like the kitchen or backyard without revealing the whole property.

2. Exclusive Previews – *Goal: Create Demand through exclusivity.*

- **VIP Open House Invitations** – I will Invite neighbours, past clients, and our professional network for a private preview.
- **Agent-Only Preview Events** – Host a broker's open to get local agents talking about the property (If needed).
- **Email Campaign to Buyers** – Notify pre-qualified buyers on my database about the upcoming listing.



SHOWCASING YOUR HOME WITH *OUR MARKETING PLAN*



VISUAL MEDIA

1. **Impactful High - Quality Professional Photography** *That tells a Story*

- Captured from a central vantage point to ensure balanced representation of all elements within the space.
- Utilize a wide-angle lens to emphasize depth and dimension
- Incorporate warm, neutral, and balanced tones to evoke comfort and a sense of belonging.
- Highlight the intended purpose and functionality of each space through thoughtful composition.
- For Distinctive areas, nighttime photography may be used to enhance ambiance and showcase the room's warmth with higher exposure settings.
- Images are optimized for quality and size to align with [Realtor.ca](https://www.realtor.ca) IDX platform standards
- With a maximum allowance of 50 photos per listing, we strive to showcase each property to its fullest potential

SHOWCASING YOUR HOME WITH *OUR MARKETING PLAN*



VISUAL MEDIA

2. An Engaging Video Which Tells a Lifestyle Story – Full Length Property Tour Video

My Goal is to highlight the home as more than just a property – showcase the lifestyle it offers

- Drone Shots of the exterior, neighbourhood, and inviting entryway
- Featuring the lifestyle of the home – morning coffee in the kitchen, family gatherings, and outdoor entertaining spaces.
- Neighbourhood experience, showcase nearby parks, schools, and amenities
- Call To Action Highlight key features and contact details to schedule a tour

3. Production Features:

- 4K Camera, drone shots.
- Editing Warm Color grading. background music and motion graphics for a polished finish.

4. Distribution:

- Social Media Ads: Facebook, Instagram, and Youtube
- Email Campaigns: Direct to my database with video links
- QR Codes on Flyers: Drive Traffic to the video from print materials
- Our full video will be shortened to 60 seconds for use on social media

SHOWCASING YOUR HOME WITH *OUR MARKETING PLAN*



VIRTUAL MARKETING STRATEGY

1. Immersive 3D Virtual Tours

- We use Matterport Technology to provide an accurate and interactive representation of the home's size and layout
- 3D Virtual Tours allow out of town buyers to explore the property from the comfort of their homes, ensuring maximum accessibility and engagement.

2. Multi-Platform Exposure

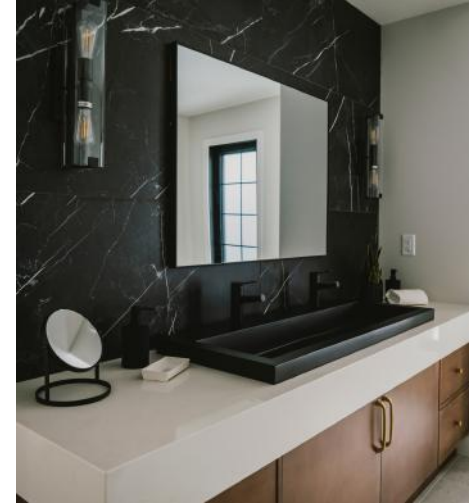
- Every home is showcased on my website, MLS, [Realtor.ca](https://www.realtor.ca), and Social Media platforms for broad visibility and reach.

3. Mobile Friendly Access

- QR CODES are integrated into custom front yard signage and print materials, offering instant access to your listing via mobile devices.

Each listing benefits from a tailored marketing strategy, including targeted paid ads on platforms like facebook, instagram, and google to reach the right buyers

SHOWCASING YOUR HOME WITH *OUR MARKETING PLAN*



PRINT AND IN PERSON MARKETING

1. **Professionally Designed Postcards**

- Eye-catching, custom property postcards will be created and mailed to targeted neighborhoods, maximizing local exposure.

2. **Luxury Brochures**

- High-quality, matte-laminated brochures featuring stunning photography and key property highlights will be provided to leave a lasting impression.

3. **Exclusive Open Houses**

- Thoughtfully planned and curated open house events will be hosted, with the owner's approval, to attract serious buyers and showcase the property's best features.



CONNECTING WITH BUYERS

WHEN INTEREST TURNS INTO SHOWINGS, IT'S ALL ABOUT CREATING THE RIGHT EXPERIENCE.

- **Thoughtful Showings:** Buyers are given the space to explore while we highlight what makes your home special. Each showing is an opportunity to connect them emotionally with your property.
- **Gathering Feedback:** After every showing, we'll gather insights from potential buyers to refine our approach and stay aligned with market expectations.

This step is about building connections that lead to meaningful offers.



RECEIVING AND NEGOTIATING OFFERS

WHEN OFFERS START COMING IN, IT'S TIME TO EVALUATE WHAT'S BEST FOR YOU.

- **Looking Beyond the Price:** Together, we'll review every detail of the offer, from timelines to Terms & Conditions, ensuring it aligns with your priorities.
- **Negotiating with Care:** Our approach is focused on maximizing your return while maintaining professionalism and creating a win-win for everyone involved.

Every decision will be made with your goals in mind, ensuring you feel confident moving forward.



Meeting Conditions and Moving Forward

ONCE AN OFFER IS ACCEPTED, THERE ARE STILL A FEW STEPS TO TAKE BEFORE THE SALE IS FINAL:

- **Inspections and Appraisals:** Buyers may conduct a home inspection or appraisal. We'll guide you through the process, addressing any questions or concerns that arise.
- **Navigating Issues:** If adjustments are needed—like repairs or concessions—we'll work with you to ensure a smooth resolution.

This step is about tying up loose ends so the sale can move forward confidently.



Preparing for Closing

WITH THE FINISH LINE IN SIGHT, WE'LL ENSURE EVERYTHING IS IN PLACE FOR A SMOOTH TRANSITION.

- **Coordinating Details:** We'll work closely with lawyers, buyers, and other professionals to handle all closing requirements. •
- **Your Final Checklist:** From transferring utilities to planning your next move, we'll provide guidance to ensure you're ready for what's next.

This is where all our efforts come together to close the chapter successfully.

Closing Day

The big day has arrived! On closing day, you'll officially transfer ownership of your home. We'll ensure that every detail is handled with care, so you can focus on moving forward to your next chapter.

What Happens on Closing Day?

Lawyer Finalizes the Sale

Your lawyer plays a key role in ensuring a smooth closing. They will Review and finalize all legal documents related to the sale. Receive payment from the buyer's lawyer and ensure all financial obligations (like mortgages, liens, or condo fees) are settled.

- Transfer ownership by updating the title to the new buyer's name.
- Handle payout of sale proceeds to you, minus any outstanding costs.

Key Release & Possession

Once your lawyer confirms the sale is complete and the funds have been transferred, your lawyer gives the go-ahead for key release. The buyer typically takes possession midday or early afternoon, but this may vary depending on when funds are received.

Moving Out & Final Walkthrough

By closing morning, your home should be completely vacated and left in the same condition as when the buyer purchased it. The buyer may do a final walk-through before possession to ensure everything is in order.

Receiving Your Sale Proceeds

Your lawyer will transfer the net proceeds of the sale to you after deducting any mortgage balance, legal fees, and closing costs.

This transfer typically happens on closing day or the next business day, depending on bank processing times.

Updating Your Address & Final Steps

Notify utility providers, mail services, and other accounts of your move.

Cancel or transfer home insurance once the sale is finalized.



Why This Process Works?

Selling your home is personal, and we treat it that way. Our approach is built on:

- **Understanding You** This journey is about your goals, timeline, and peace of mind.
- **Teamwork** From preparation to closing, we're by your side, ensuring no detail is overlooked.
- **Modern Marketing** With the right mix of online and traditional strategies, we'll create the exposure your home deserves.
- **Proactive Support** Challenges may arise, but with open communication, Creative Strategies, and problem-solving, we'll overcome them together.

Additional Resources

Checklist: Documents You Need to Sell Your Home

- Real Property Report (RPR)
- Mortgage details & payout information
- Recent utility & tax bills
- Condo documents (if applicable)
- Home warranty & appliance manuals

Additional Resources

Real Property Report (RPR)

- An RPR is crucial for sellers because it provides a clear, legal description of the property's boundaries and the locations of structures such as homes, garages, and fences. It helps avoid disputes by confirming that the property aligns with municipal regulations and complies with zoning requirements. Having an up-to-date RPR can facilitate a smoother sale process by addressing potential concerns from buyers about encroachments or non-compliance issues before they arise.

Why is the Real Property Report (RPR) Important for Buyers?

- **Confirms Property Boundaries and Structure Locations:** The RPR provides an accurate depiction of the property's boundaries and the placement of buildings and other structures.
- **Ensures Municipal Compliance:** When the RPR is stamped with municipal compliance, it confirms that the property meets local regulations.
- **Identifies Potential Issues:** The report can highlight issues such as encroachments or violations of zoning laws, allowing buyers to make informed decisions before purchasing.

Additional Resources

Title Insurance

Title insurance protects property owners and lenders against losses from legal defects or issues discovered after purchase. It doesn't fix problems but provides financial coverage if they arise.

What It Covers:

- Title Fraud – Protects against fraudulent ownership claims.
- Gap Coverage – Covers delays in land registration during closing.
- Hidden Issues – May cover unregistered easements, liens, or underground structures.
- Known Defects – Can include pre-existing issues like misplaced fences or oversized decks.

Types of Policies:

- Owner's Policy – Protects the buyer's equity and may cover both title and non-title issues.
- Lender's Policy – Protects the lender's interest but does not cover the buyer.

RPR vs Title Insurance

While an RPR ensures clarity on property boundaries and regulatory compliance, title insurance protects buyers from unknown risks, such as fraud or unresolved liens. For comprehensive protection, both an RPR and title insurance may be necessary.

- RPR – A survey showing property boundaries and structures.
- Title Insurance – Protects against unknown risks and legal defects.

Both serve different purposes and may complement each other.

Additional Resources

Residential Measurement Standard (RMS)

As real estate professionals, we use the RMS to ensure accurate, consistent measurements of a property's above-grade space. This standard helps provide clarity for both buyers and sellers.

- Sellers: Ensure your property size is accurately represented.
- Buyers: Confirm the space meets your needs.
- Landlords & Tenants: Access reliable size information for rental properties.

Key RMS Guidelines

- Required for Real Estate Agents: All property measurements must follow RMS guidelines.
- Measurement System: We use either metric or imperial and apply it consistently.
- Detached Homes: Measured from the exterior foundation walls.
- Properties with Common Walls: Measured from interior (paint-to-paint) walls.
- Above Grade: Only floors above grade are included.
- Height: Minimum ceiling height of 2.13 meters (7 feet) to be included.
- Exclusions: Open areas like vaulted spaces are excluded.

We use the RMS to provide you with accurate, standardized property measurements for informed decisions.

Understanding The Listing Agreement

Before signing the Exclusive Seller Representation Agreement, consider these key points:

- **Full Legal Name:** Seller's name must match the title. If married, both parties sign with Dower Right Acknowledgements.
- **Goods Included:**
 - Non-attached goods must match the listing.
 - Attached goods must be in working order and free of loans.
- **Legal Description:** Confirm the legal description, including lot size, boundaries, and any easements. Ensure all structures, additions, and improvements are included in the legal title.
- **Listing Price:** Include GST if it's a new home sale.
- **Listing Term:** We recommend a 90-day listing to avoid stale listings.
- **Bareland Condo:** Get an updated or new Real Property Report (RPR) ASAP.
- **Dower Consent:** Both the sale and purchase must be acknowledged and notarized if applicable.
- **Required Disclosures:**
 - Disclose any major defects or issues affecting market value.
 - Disclose any government notices or missing permits.
 - Material latent defects must be disclosed.
- **Commissions Payable:**
 - Our fee is 7.5% of the first \$100,000 and 3% on the balance + GST.
 - Only payable if the home sells—no upfront costs.
- **Protection of Personal Information:** Your information is used only to verify identity and confirm authority to sell. It's kept private.
- **Early End to Agreement:** If circumstances change, we'll adjust the agreement as needed.
- **Condominium Documents:** If it is a Condo, Review the Condominium Property Schedule for required documents.

Understanding The Process is Just the Beginning...

Navigating the Edmonton real estate market can feel overwhelming, but it doesn't have to be. Our Step-by-Step Home Selling Guide in Edmonton is designed to simplify the journey, helping you move forward with clarity and confidence.

Want to dive deeper into the Edmonton Selling process?
Scan the QR code to access our full guide online,



or Tap the link below if you're on a mobile device:

<https://mikeecanasa.com/selling/>

Your next step starts here.



Mikee Canasa

REAL ESTATE

Let me help you find your way home



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Core Values

Vision

To guide life's biggest moves with clarity, care, and confidence. Because real estate should feel personal, not pressured.

Mission

To empower clients through every step of their journey with honest advice, real support, and a commitment to doing things the right way.

INTEGRITY

We act with honesty, transparency, and respect in every relationship. Trust is the foundation of everything we do, and we are committed to earning and keeping it every step of the way.

RESILLIENCE

Real estate can bring challenges, but we rise to meet them with determination and a positive mindset. We adapt, persist, and find solutions, even when the path gets tough.

RESULTS

We are laser-focused on delivering outcomes that matter. Your goals become our goals, and we don't just aim for success, we work relentlessly to achieve it.

TRANSFORMATIVE

Real estate changes lives. We strive to make every transaction not just a sale, but a transformative experience that opens new possibilities and empowers your next chapter.

INNOVATION

The real estate world evolves constantly and so do we. We embrace fresh ideas, creative strategies, and forward-thinking technology to give you a cutting-edge advantage



About Me

With over seven years of leadership experience in luxury retail management, I bring a unique blend of professionalism and approachability to real estate. My background in strategic roles such as Operations Manager and Store Manager has sharpened my skills in delivering exceptional results, problem-solving, and putting clients first. Whether you're buying or selling, my mission is to make your journey seamless, informed, and rewarding.

Having proudly called Edmonton home for over 12 years, I know the heartbeat of its neighbourhoods and the unique charm of its diverse communities. Fluent in English, Tagalog, and Kapampangan, I connect with clients across cultures and backgrounds, building trusted relationships that go beyond the transaction.

As your REALTOR®, I am committed to clear communication, expert advice, and hands-on support every step of the way. I excel at identifying opportunities, negotiating deals, and making complex processes simple and stress-free. Whether it's helping buyers find their dream home or assisting sellers in maximizing their property's value, my goal is to empower you with confidence and success in every transaction.


Our Partners

Note: Click on any picture to visit their website.



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Last Stop Moving

Moving & Storage Services



Staging

Sanctuary Staging and Design

SELLING YOUR HOME IS A BIG STEP, AND IT'S
ONE YOU DON'T HAVE TO TAKE ALONE.
TOGETHER, WE'LL MAKE THIS PROCESS
SEAMLESS & SUCCESSFUL