

SELLING WITH  
KAILEY MYMRYK



/REALTOR/



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WITH 14+ YEARS OF EXPERIENCE IN REAL ESTATE, I HAVE BUILT MY CAREER ON A FOUNDATION OF INTEGRITY, DEDICATION, AND A CLIENT-FOCUSED APPROACH. I TRULY LOVE THIS CITY—ITS NEIGHBORHOODS, THE PEOPLE, AND THE SENSE OF COMMUNITY IT OFFERS—AND I FEEL SO FORTUNATE TO HELP OTHERS FIND THEIR PLACE IN IT.

AS YOUR REALTOR®, MY GOAL IS TO MAKE THE BUYING OR SELLING PROCESS SMOOTH, STRESS-FREE, AND ENJOYABLE. I BELIEVE IN PROVIDING HONEST GUIDANCE, EXPERT MARKET KNOWLEDGE, AND PERSONALIZED SERVICE, ENSURING YOU FEEL CONFIDENT AND SUPPORTED EVERY STEP OF THE WAY. WHETHER YOU'RE LOOKING FOR YOUR FIRST HOME, MAKING A MOVE, OR SELLING A CHERISHED SPACE, I'M HERE TO HELP YOU NAVIGATE THE PROCESS WITH CARE AND EXPERTISE.

AS A TOP-PERFORMING REALTOR® IN MANITOBA, I AM PROUD TO HAVE BEEN RECOGNIZED AS THE #1 INDIVIDUAL ROYAL LEPAGE AGENT IN WINNIPEG (2022+2023) AND THE #2 INDIVIDUAL ROYAL LEPAGE AGENT IN MANITOBA (2023). I HAVE CONSISTENTLY RANKED AMONG THE TOP TEN INDIVIDUAL ROYAL LEPAGE AGENTS IN MANITOBA SINCE 2018 AND WAS HONORED AS ONE OF THE TOP 35 AGENTS UNDER THE AGE OF 35 IN CANADA (2020). ADDITIONALLY, I HAVE ACHIEVED NATIONAL TOP 2% ROYAL LEPAGE CANADA STATUS SINCE 2022 AND HAVE BEEN RECOGNIZED WITH THE ROYAL LEPAGE LIFETIME AWARD OF EXCELLENCE.

BEYOND THE ACCOLADES, MY FOCUS HAS ALWAYS BEEN ON THE PEOPLE I WORK WITH. I BELIEVE IN CREATING GENUINE RELATIONSHIPS WITH MY CLIENTS, ENSURING THEY FEEL INFORMED, SUPPORTED, AND CONFIDENT THROUGHOUT THEIR REAL ESTATE JOURNEY. I OFFER EXPERT MARKET EVALUATIONS, A PROFESSIONAL STAGING CONSULTATION, AND A STRATEGIC MARKETING PLAN TO ENSURE EACH HOME IS POSITIONED FOR SUCCESS.

WHEN I'M NOT NEGOTIATING DEALS OR PREPPING LISTINGS, YOU CAN FIND ME SPENDING TIME WITH MY HUSBAND AND KIDS, EXPLORING NEW LOCAL RESTAURANTS, OR ENJOYING A QUIET NIGHT IN. I'M A BIG BELIEVER IN BALANCE—JUGGLING CAREER, FAMILY, AND FRIENDS—AND I LOVE BEING PART OF A COMMUNITY WHERE I CAN HELP PEOPLE FIND A HOME THEY TRULY LOVE.

LET'S CONNECT AND MAKE YOUR NEXT REAL ESTATE MOVE A SEAMLESS AND SUCCESSFUL EXPERIENCE!





# MARKETING YOUR HOME

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I USE A MULTI-PLATFORM STRATEGY TO SHOWCASE YOUR HOME WITH PROFESSIONAL PHOTOS, VIDEO TOURS, AND ENGAGING CONTENT. ON FACEBOOK, I POST DETAILED LISTINGS, SHARE IN COMMUNITY GROUPS, AND LEVERAGE MARKETPLACE FOR VISIBILITY. ON INSTAGRAM I USE CAROUSEL POSTS, REELS, AND SHORT VIDEOS TO HIGHLIGHT KEY FEATURES. I ENSURE THAT ALL AGENTS HAVE ACCESS TO YOUR HOME, AND CONFIDENCE IN YOUR LISTING

IN ADDITION TO SOCIAL MEDIA, YOUR HOME WILL BE FEATURED ON REALTOR.CA AND THE ROYAL LEPAGE WEBSITE, REACHING BUYERS ACTIVELY SEARCHING FOR PROPERTIES. TO FURTHER BOOST VISIBILITY, I RUN TARGETED AD CAMPAIGNS ON FACEBOOK AND INSTAGRAM, USING SPECIFIC DEMOGRAPHICS AND RETARGETING TOOLS TO ENGAGE INTERESTED BUYERS. I MONITOR ANALYTICS TO TRACK PERFORMANCE AND ADJUST THE STRATEGY AS NEEDED. BY ALSO HIGHLIGHTING THE LIFESTYLE AND AMENITIES OF THE NEIGHBORHOOD, I ENSURE POTENTIAL BUYERS CAN ENVISION LIFE IN YOUR HOME.

THE BEST PLACE TO START WITH MARKETING IS PROFESSIONAL PHOTOS, AND PROPER STAGING OF YOUR HOME. BUYERS DECIDE WITHIN SECONDS OF VIEWING PHOTOS ONLINE WHETHER THEY WILL COME TO VIEW!

# HOW I PRICE YOUR HOME

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## 1. RESEARCH

- LOOK AT HOMES THAT SOLD IN THE LAST 6-12 MONTHS IN YOUR NEIGHBORHOOD
- FOCUS ON HOMES SIMILAR TO YOURS IN SIZE, AGE, AND FEATURES (COMPARABLES)
- NOTE THE SALE PRICE PER SQUARE FOOT TO USE AS A BENCHMARK

## 2. COMPARE ACTIVE LISTINGS

- SEE WHAT SIMILAR HOMES ARE CURRENTLY FOR SALE NEARBY
- PAY ATTENTION TO THEIR ASKING PRICE, DAYS ON THE MARKET, AND PRICE CHANGES
- ACTIVE LISTINGS REPRESENT YOUR COMPETITION, GIVING INSIGHTS INTO BUYER INTEREST

## 3. EVALUATE MARKET TRENDS

- CHECK IF THE LOCAL MARKET IS A SELLER'S OR BUYER'S MARKET:
  - SELLER'S MARKET: FEWER LISTINGS, HIGHER DEMAND, PRICES INCREASE
  - BUYER'S MARKET: MORE LISTINGS, LESS DEMAND, PRICES STABILIZE OR DECREASE

## 4. ASSESS YOUR HOME'S FEATURES

- MAKE A LIST OF YOUR HOME'S UPGRADES (E.G., KITCHEN RENOVATION, NEW ROOF)
- COMPARE THOSE UPGRADES WITH SIMILAR HOMES THAT SOLD
- TAKE NOTE OF ANY UNIQUE AMENITIES (LIKE A LARGE BACKYARD OR FINISHED BASEMENT)

## 5. ADJUST FOR CONDITION

- FACTOR IN YOUR HOME'S CURRENT CONDITION (E.G., FRESHLY RENOVATED OR NEEDING REPAIRS)
- A WELL-MAINTAINED HOME CAN COMMAND A HIGHER PRICE, WHILE HOMES NEEDING REPAIRS MIGHT SELL FOR LESS



# STAGING & HOME PREP

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EVERY HOME IS DIFFERENT—SOME NEED A FULL REFRESH WITH DECLUTTERING, PAINTING, AND STAGING, WHILE OTHERS JUST NEED A FEW FINISHING TOUCHES. NO MATTER WHERE YOUR HOME FALLS ON THAT SPECTRUM, I AM HERE TO HELP. FROM TRUSTED TRADES TO HANDS-ON PREP, WE'LL MAKE SURE YOUR HOME IS PRESENTED IN THE BEST POSSIBLE LIGHT.

WE START WITH A STAGING CONSULTATION WITH A PROFESSIONAL STAGER TO REVIEW YOUR SPACE AND DETERMINE THE BEST APPROACH—WHETHER THAT MEANS WORKING WITH WHAT YOU HAVE, ADDING IN ACCESSORIES, OR FULLY STAGING WITH CURATED PIECES TO ELEVATE THE LOOK AND FEEL OF YOUR HOME.

WE WILL GO OVER EVERYTHING TOGETHER TO CREATE A PLAN THAT WORKS FOR YOU. TO TOP IT OFF, EVERY LISTING INCLUDES A PROFESSIONAL CLEAN, SO YOUR HOME IS TRULY SHOWING AT ITS BEST. LET'S GET IT READY TO SHINE!



# WHY STAGING MATTERS

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**FIRST IMPRESSIONS ARE EVERYTHING** – ESPECIALLY IN REAL ESTATE. A STAGED AND WELL-PREPARED HOME ISN'T JUST ABOUT LOOKING PRETTY; IT'S ABOUT CREATING AN EMOTIONAL CONNECTION WITH BUYERS. HERE'S WHY IT WORKS:

**FASTER SALES** – HOMES THAT ARE CLEAN, STYLED, AND CLUTTER-FREE SELL QUICKER BECAUSE THEY FEEL MOVE-IN READY. BUYERS DON'T HAVE TO 'IMAGINE' THE POTENTIAL—IT'S RIGHT IN FRONT OF THEM.

**HIGHER OFFERS** – A WELL-PRESENTED HOME STANDS OUT, ATTRACTS MORE INTEREST, AND DRIVES COMPETITION, LEADING TO STRONGER OFFERS.

**BETTER PHOTOS = MORE VIEWS** – IN TODAY'S MARKET, BUYERS SHOP ONLINE FIRST. PROFESSIONAL PHOTOS OF A STAGED HOME GET MORE CLICKS AND BRING IN SERIOUS BUYERS.

**CREATE SPACE & FLOW** – DECLUTTERING AND REARRANGING FURNITURE HIGHLIGHTS THE BEST FEATURES OF YOUR HOME AND MAKES IT FEEL BIGGER, BRIGHTER, AND MORE INVITING.

**BUYERS CONNECT EMOTIONALLY** – WHEN A HOME LOOKS AND FEELS WARM, STYLISH, AND FUNCTIONAL, BUYERS START PICTURING THEMSELVES LIVING THERE—AND THAT'S WHAT GETS IT SOLD.

**A LITTLE PREP GOES A LONG WAY!**





# WHAT I DO FOR YOU

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## **PRE-LISTING PREPARATION**

- SEND A PRE-LISTING PACKAGE
- RESEARCH YOUR HOME AND COMPARABLE SALES IN THE AREA
- CONDUCT A DETAILED MARKET ANALYSIS, REVIEWING PAST SALES AND CURRENT LISTINGS
- PRESENT A PERSONALIZED LISTING PRESENTATION

## **DOCUMENTATION AND MEASUREMENTS**

- ASSIST WITH COMPLETING THE SELLER'S DISCLOSURE FORM AND LISTING CONTRACT
- MEASURE INTERIOR ROOMS AND CALCULATE HEATED/AIR-CONDITIONED SQUARE FOOTAGE
- GATHER AVERAGE UTILITY USAGE INFORMATION

## **PROPERTY DETAILS AND MARKETING**

- PREPARE A DETAILED LIST OF AMENITIES, FEATURES, AND PROPERTY INCLUSIONS
- ROOM BY ROOM STAGING ADVICE
- COMPLETE A FINAL WALKTHROUGH BEFORE PHOTOGRAPHY
- COMPILE A LIST OF REPAIRS AND MAINTENANCE PERFORMED
- SCHEDULE AND ARRANGE PROFESSIONAL PHOTOGRAPHY AND VIDEOGRAPHY
- LISTING SETUP AND MARKETING INCLUDING FULL SOCIAL MEDIA PRESENCE
- ARRANGE PROFESSIONAL CLEAN

## **SHOWINGS AND BUYER INTERACTION**

- COORDINATE AND CONFIRM SHOWING REQUESTS
- ADDRESS INQUIRIES FROM BUYERS AND THEIR AGENTS
- PRE-QUALIFY POTENTIAL BUYERS
- FOLLOW UP FOR FEEDBACK THE DAY AFTER SHOWINGS
- PROVIDE WEEKLY UPDATES ON LISTING ACTIVITY
- HOST OPEN HOUSES, IF NEEDED

## **OFFERS AND NEGOTIATIONS**

- PRESENT ANY OFFERS PROMPTLY
- NEGOTIATE OFFER TERMS ON YOUR BEHALF
- ENSURE THE DELIVERY OF PAPERWORK AND DEPOSIT CHEQUE
- PROVIDE YOU WITH A CLOSING FILE CONTAINING ALL RELEVANT DOCUMENTS

## **CLOSING AND POST-SALE SERVICES**

- REMOVE THE FOR SALE SIGN AND LOCK BOX AFTER CLOSING
- COORDINATE WITH LAWYERS FOR TITLE TRANSFER AND DELIVERY OF KEYS
- PROVIDE METER READINGS IF REQUIRED



# ESTIMATED COSTS OF SELLING

EACH HOME CAN VARY IN COSTS OF WHAT IS NEEDED TO BRING THE HOME TO MARKET, BUT BELOW IS A GERNERAL GUIDELINE TO HELP YOU PREPARE.

LAWYER FEES + DISBURSEMENTS	\$1000-\$1500	I CAN PROVIDE YOU WITH RECOMMENDATIONS FOR LAWYERS
MARKETING COMPENSATION	4 % to 5% + GST	OUR SLIDING COMMISSION IS BASED ON SERVICES PROVIDED.
STAGING	\$0-\$3000	RANGING FROM ADVICE ON YOUR HOME, TO ACCESSORY STAGE, TO FULL STAGE.
HOME PREPARATION	VARIES	PAINT GOES A LONG WAY! MINOR REPAIRS, FIXES , STAGING
PROFESSIONAL CLEAN	\$100-\$300	I INCLUDED IN THE COMMISSION



## TIMELINE ON MARKET

THIS IS OUR TYPICAL TIMELINE ON MARKET, HOWEVER, IT CAN BE  
MODIFIED TO ACCOMMODATE YOUR NEEDS

THURSDAY	PHOTOGRAPHY	PHOTOS ARE TAKEN THE WEEK BEFORE, TO HAVE TIME TO PREP MARKETING
MONDAY	ON MARKET	GO LIVE ON MLS AND START FULL MARKETING
WEDNESDAY	SHOWINGS START	SHOWINGS WILL START AND CONTINUE TILL OFFERS
SATURDAY / SUNDAY	OPEN HOUSE	HOST AN OPEN HOUSE IF APPLICABLE
MONDAY / TUESDAY	OFFER DATE	WE WILL DECIDE WHICH DAY IS BEST TO REVIEW OFFERS

# ACCEPTING OFFERS

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OFFERS CAN BE AT ANYTIME, WHETHER WE SET A SPECIFIC DATE FOR THEM TO BE REVIEWED, OR IF WE ARE ACCEPTING THEM AS RECEIVED.. I WILL REVIEW ALL OF THEM WITH YOU AT ONE TIME, AND ADVISE ON HOW ANY TERMS AND CONDITIONS EFFECT YOUR SALE, NEGOTIATE ON YOUR BEHALF, AND ULTIMATELY HELP YOU CHOOSE WHICH OFFER YOU WISH TO ACCEPT

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## PRICE

DEPENDING ON THE MARKET, THE PRICE OFFERED MIGHT DIFFER FROM THE ASKING PRICE

## DEPOSIT

THE DEPOSIT SHOWS THE BUYERS GOOD FAITH AND WILL BE APPLIED AGAINST THE PURCHASE PRICE OF THE HOME WHEN THE SALE CLOSES.

## CONDITIONS

THESE MIGHT INCLUDE 'SUBJECT TO HOME INSPECTION', 'SUBJECT TO OBTAINING FINANCING' AND 'SUBJECT TO THE SALE OF THE PURCHASERS PROPERTY'

## TERMS

INCLUDES THE TOTAL PRICE THE BUYER IS OFFERING AS WELL AS FINANCING DETAILS, POSSESSION DATES, AND ANY OTHER TERMS RELEVANT TO THAT PARTICULAR TRANSACTION

## CLOSING OR POSSESSION DATE

POSSESSION DATE IS THE DAY THE NEW OWNERS MOVE IN. CLOSING DATE IS THE DAY THE TITLE IS LEGALLY TRANSFERRED, WHICH IS ANYWHERE FROM 1-6 WEEKS AFTER POSSESSION, UNLESS CLOSING NCP WHICH MEANS THE FUNDS CAN BE RELEASED WITHIN DAYS.

## INCLUSIONS & EXCLUSIONS

THESE MIGHT INCLUDE APPLIANCES & CERTAIN FIXTURES OR DECORATIVE ITEMS SUCH AS WINDOW COVERINGS OR MIRRORS. EXCLUSIONS ARE ATTACHED ITEMS THAT ARE BEING REMOVED

# COMPLIMENTARY PRE LIST CLEAN

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WE KNOW HOW MUCH PREPARATION GOES INTO GETTING YOUR HOME READY FOR SALE, SO WE WANT YOU TO FOCUS ON THAT, AND LEAVE THE CLEAN TO US! WITH EVERY LISTING, A COMPLIMENTARY PRE LIST CLEAN IS OFFERED YOU MAY ALSO OPT TO CHANGE THIS TO A MOVE OUT CLEAN, IF YOU WISH. THIS CLEAN IS APPROX 3-4 HOURS LONG, DEPENDING ON HOME SIZE

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## KITCHEN

- DUST AND WIPE SURFACES
- CLEAN FRONT OF CUPBOARDS AND CABINETS
- CLEAN OUTSIDE OF APPLIANCES
- POLISH STAINLESS STEEL
- CLEAN INSIDE MICROWAVE
- CLEAN AND ORGANIZE COUNTERS
- CLEAN SINK
- VACUUM AND MOP FLOORS

## BATHROOMS

- CLEAN TOILET, SINK, BATHTUB AND SHOWER
- SCRUB GROUT CLEAN (TO BEST OF ABILITIES)
- CLEAN GLASS
- CLEAN WINDOWS IF APPLICABLE
- DUST AND WIPE ALL SURFACES
- HAND WIPE FLOORS

## COMMON ROOMS

- DUST AND WIPE ALL SURFACES
- CLEAN INTERIOR OF WINDOWS
- CLEAN MIRRORS
- SPOT CLEAN WALLS TO EYE LEVEL
- SPOT CLEAN BASEBOARDS
- VACUUM AND MOP ALL FLOORS IN HOME

## BEDROOMS

- MAKE ALL BEDS
- DUST AND WIPE SURFACES
- CLEAN INTERIOR OF WINDOWS
- CLEAN MIRRORS
- VACUUM AND MOP FLOORS

## ADDITIONAL CLEANING

IF THERE IS ANYTHING ADDITIONAL THAT MAY BE REQUIRED, WE CAN ADJUST OR ADD SERVICES ON TO ACCOMMODATE! IF CARPET CLEANING IS NEEDED, THAT IS AN OUTSOURCED SERVICE.



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/ REALTOR /

1. CONSULTATION  
HIRE AN AGENT FAMILIAR WITH THE AREA AND LOCAL PROPERTY MARKET TO EFFECTIVELY MARKET YOUR HOME
2. ESTABLISH A PRICE  
REVIEW FINAL SALES PRICES AGAINST THE ORIGINAL LIST PRICES WITH THE AID OF A CMA
3. PREPARE YOUR HOME  
WE WILL COME THROUGH TO OFFER STAGING AND DECORATION ADVICE; SUGGEST ANY REPAIRS THAT SHOULD BE DONE. DECIDE IF A STAGING COMPANY IS NEEDED. WE WILL COME AS MANY TIMES AS NEEDED TO GET YOUR HOME IN TOP SHOWING CONDITION
4. DETERMINE A MARKETING PLAN  
CREATE A CUSTOM MARKETING PLAN AND PRICE HOME EFFECTIVELY TO GENERATE THE MOST INTEREST FROM QUALIFIED BUYERS
5. LIST YOUR HOME  
WE START IMPLEMENTING OUR MARKETING PLAN ACROSS ALL PLATFORMS TO GET THE HIGHEST EXPOSURE!
6. SHOWINGS  
AGENTS WILL START TO BRING THEIR CLIENTS THROUGH, AND WE WILL SCHEDULE AN OPEN HOUSE IF APPROPRIATE. SHOWINGS WILL HAPPEN ALL WEEK LONG UNTIL OFFER DAY
7. OFFERS AND NEGOTIATIONS  
TODAY IS OFFER DAY! WE WILL SET A SPECIFIC TIME TO REVIEW AND OFFERS TOGETHER AND NEGOTIATE. THIS DAY CAN BE A ROLLER COASTER, LEAN ON ME
8. UNDER CONTRACT  
THAT MEANS YOU ACCEPTED THE OFFER, BUT THE SALE IS NOT FINAL. CONDITIONS MUST BE CLEARED BEFORE CLOSING. THIS MAY BE A HOME INSPECTION, FINANCING OR ANY OTHER APPROPRIATE CONDITIONS
9. CLOSE THE SALE  
WHEN CONDITIONS HAVE ALL BEEN SATISFIED, WE HAVE A FINAL SALE! THE SOLD SIGN GOES UP, AND WE ENSURE ALL PAPERWORK IS SENT TO THE LAWYER ON YOUR BEHALF
10. POSSESSION  
TODAY, THE NEW OWNERS TAKE POSSESSION AT THE PRE DETERMINED TIME. CONGRATULATIONS!



## MANITOBA'S #1 REAL ESTATE BROKERAGE

ROYAL LEPAGE PRIME IS MANITOBA'S LARGEST AND MOST PRODUCTIVE REAL ESTATE BROKERAGE. WITH FOUR OFFICES ACROSS WINNIPEG, WE HAVE A LARGE REACH INTO MANY DIFFERENT AREAS OF THE CITY. WITH STRONG AND EXPERIENCED LEADERSHIP AND A COHESIVE UNIT OF REALTORS® AND STAFF, WE HAVE CREATED A WINNING AND PROFESSIONAL CULTURE. WITH INTENSIVE TRAINING PROGRAMS, AN ON SITE LEARNING CENTRE, FULL TIME TECH SUPPORT AND A MULTITUDE OF VALUE ADDED SERVICES, ROYAL LEPAGE PRIME HAS POSITIONED ITSELF TO THRIVE IN THE EVER CHANGING REAL ESTATE MARKET.

WITH OFFICES AT ALL CORNERS OF OUR CITY

300-3025 PORTAGE AVE  
1877 HENDERSON HIGHWAY  
1305 KENASTON BOULEVARD

# YOU DESERVE AN EXCEPTIONAL REAL ESTATE EXPERIENCE

I'D LOVE THE OPPORTUNITY TO REPRESENT YOU IN THE PURCHASE  
OF NEW HOME YOUR HOME! I KNOW CHOOSING THE RIGHT  
REALTOR IS A BIG DECISION, AND I'M HERE TO ANSWER ANY AND  
ALL QUESTIONS YOU HAVE. LET'S PUT MY EXPERIENCE TO WORK  
FOR YOU! THE NEXT STEP IS SIMPLY FINALIZING A PRE APPROVAL  
IF REQUIRED, AND START LOOKING AT HOUSES TOGETHER!



[WWW.KAILEYMYMRYK.CA](http://WWW.KAILEYMYMRYK.CA)

SCAN TO VIEW MY WEBSITE!



300-3025 PORTAGE AVE



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