

SELLER'S GUIDE

YOUR GUIDE TO A
SUCCESSFUL HOME SALE



BADION
— HOMES TEAM —



COLDWELL BANKER
MOUNTAIN CENTRAL

WELCOME

Selling your home is more than a transaction — it's an important decision and often the beginning of your next chapter.

Our goal is to make that transition as smooth, informed, and successful as possible. From preparing and pricing your property to marketing, negotiating, and the closing process, we'll be there to guide you through every step.

This guide will walk you through what to expect when selling your home and how we'll work together to achieve the best possible result.



John & Cherry
— REALTORS® —

WHY WORK WITH US

Selling your home deserves more than simply putting a sign on the lawn. It requires the right strategy, strong marketing, skilled negotiation, and REALTORS® committed to representing your interests from start to finish.

01 STRATEGIC PRICING

We combine local market knowledge, comparable sales, current competition, and your property's unique features to position your home strategically from day one.

02 MAXIMUM EXPOSURE

We showcase your home across the MLS® System, major real estate platforms, digital channels, and our professional network to reach as many qualified buyers as possible.

03 PROFESSIONAL MARKETING

We present your home at its best with professional-quality photography, compelling property descriptions, and polished marketing designed to attract serious buyers.

04 SKILLED NEGOTIATION

We negotiate strategically on your behalf, carefully evaluating price, terms, conditions, and timelines to help protect your interests and achieve the best possible outcome.

OUR SELLING PROCESS

From preparing your home for the market to negotiating offers and moving toward closing, we guide you through each step with clear communication, professional advice, and your goals at the forefront.

01 **PREPARE & POSITION**

We assess your home, discuss your goals and timeline, review market conditions, and recommend the right pricing and preparation strategy before your property goes to market.

02 **LAUNCH & MARKET**

Once your home is ready, we launch it to the market with professional presentation and strategic exposure designed to reach qualified buyers and generate interest.

03 **OFFERS & NEGOTIATION**

When offers are received, we review the price, terms, conditions, and timelines with you, then negotiate strategically on your behalf to help you make an informed decision.

04 **CONDITIONS & CLOSING**

Once an offer is accepted, we help you navigate conditions, important deadlines, and the steps leading toward closing and possession for a smooth transition to your next chapter.

OUR MARKETING STRATEGY

We combine professional presentation, strategic exposure, and targeted marketing to showcase your home at its best and connect it with qualified buyers.

01 PROFESSIONAL PRESENTATION

We showcase your home with professional-quality photography, compelling property descriptions, and polished presentation designed to make a strong first impression.

02 MLS® & ONLINE EXPOSURE

We showcase your property through the MLS® System, major real estate platforms, and online channels to maximize visibility among potential buyers.

03 DIGITAL & SOCIAL MARKETING

We use digital and social media marketing to expand your home's reach, create additional exposure, and connect with buyers where they are searching.

04 REALTOR® NETWORK

We promote your property within our professional real estate network to help increase awareness among REALTORS® working with prospective buyers.

PRICING YOUR HOME

Setting an appropriate asking price is an important part of your selling strategy. We evaluate current market conditions, comparable properties, competition, and your home's unique features to help you make an informed pricing decision.

01

COMPARABLE SALES

We review recent sales of similar properties in your area to understand what buyers have been willing to pay in the current market.

02

CURRENT COMPETITION

We analyze similar homes currently listed in your area to understand how your property will compete for buyers' attention.

03

MARKET CONDITIONS

We consider current market activity, buyer demand, inventory levels, and recent trends that may influence your home's position in the market.

04

YOUR HOME'S FEATURES

We consider your home's location, condition, upgrades, layout, and unique features when developing a pricing strategy tailored to your property.

SOLD TO POSSESSION

Once your sale becomes firm, there are still important steps before possession. We'll help you stay informed and organized as you prepare for closing and the transfer of your home to the buyer.

01 CONDITIONS COMPLETED

Once all agreed conditions are satisfied or waived in accordance with the purchase contract, the sale becomes firm and can move forward toward closing.

02 CLOSING PREPARATION

As closing approaches, you'll work with your lawyer to complete the required legal documents and address the necessary steps for the transfer of ownership.

03 PREPARE FOR POSSESSION

Before possession, complete your move, remove personal belongings, and leave the property in the condition required under the purchase contract.

04 POSSESSION & HANDOVER

On possession day, the transfer is completed through the appropriate legal process and the buyer receives access to the property in accordance with the purchase contract.

WHAT TO EXPECT FROM US

Selling your home is a major decision. Our role is to provide clear communication, professional guidance, and dependable support throughout the process while keeping your goals and interests at the forefront.

01 CLEAR COMMUNICATION

We keep you informed throughout the selling process, explain important developments clearly, and make sure you understand what comes next.

02 HONEST GUIDANCE

We provide straightforward, professional advice based on the information available so you can make informed decisions with confidence.

03 RESPONSIVE SERVICE

We stay accessible and responsive to your questions and concerns, helping you stay informed and supported throughout the transaction.

04 YOUR INTERESTS FIRST

We represent your interests throughout the transaction, providing professional guidance while keeping your goals and priorities at the forefront.

REALTOR® COMPENSATION

REALTOR® services are paid through brokerage compensation as outlined in your written representation agreement. We'll clearly explain the compensation structure and applicable terms before you make any commitment.

01 AGREED COMPENSATION

The compensation for our real estate services is agreed upon with you and is payable to Coldwell Banker Mountain Central as outlined in the written representation agreement.

02 HOW COMPENSATION IS CALCULATED

The amount and method of calculating brokerage compensation are set out in your representation agreement and reviewed with you before you sign.

03 COOPERATING BROKERAGE

Depending on the transaction, a portion of the compensation may be paid to a cooperating brokerage representing the buyer. If the buyer is also represented through Coldwell Banker Mountain Central, we will disclose this to you and clearly explain the applicable representation and compensation arrangements.

04 FULL TRANSPARENCY

Before you sign, we'll review the compensation terms with you, answer your questions, and make sure you understand what you are agreeing to.

COMPENSATION EXAMPLE

The example below shows how brokerage compensation could be calculated using an illustrative rate of 7% on the first \$100,000 of the sale price and 3% on the remaining balance. Actual compensation is negotiable and will be set out in your written representation agreement.

01

EXAMPLE SALE PRICE

For this example, we'll use a hypothetical sale price of \$500,000.

02

FIRST \$100,000

$\$100,000 \times 7\% = \$7,000$

03

REMAINING BALANCE

$\$400,000 \times 3\% = \$12,000$

04

TOTAL COMPENSATION

$\$7,000 + \$12,000 = \$19,000$, plus applicable GST.

Depending on the transaction, a portion of the total compensation may be paid to a cooperating brokerage representing the buyer. If the buyer is also represented through Coldwell Banker Mountain Central, we will disclose this to you and clearly explain the applicable representation and compensation arrangements.

READY TO MAKE YOUR MOVE?

Every successful sale starts with a clear plan. We're ready to guide you through the process with professional advice, strong communication, and a strategy built around your goals.

LET'S TALK ABOUT YOUR HOME.

John & Cherry
— REALTORS® —

Your Goals. Our Commitment.

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