

THANK YOU



SIMONE ROUSSEAU
+ ASSOCIATES

Thank you for considering Simone Rousseau + Associates to assist you with the sale of your property. Our team's philosophy evolved from our belief that people deserve an exceptional real estate experience. It is this mantra that still drives everything we do – from our service and communication to our industry-leading marketing materials. We are extremely confident that you will thoroughly enjoy working with our team and we are equally confident that we can deliver on our promise of providing an exceptional experience!

This package contains all the information you need to make an informed decision prior to listing your property with us. The next step will be a personal conversation with Simone where you can discuss a pricing and marketing strategy specific to your property. Additionally, Simone will help you with the timing and details around the actual listing process – including home preparation, photography, viewings, and eventually having your property SOLD! Once we are given the “go-ahead”, our team will immediately, begin preparing your listing to go “live”.

Throughout the process, our team will be available to assist you.
Should you have any questions, contact our office at 403.452.7400.

Warm regards,

A handwritten signature in black ink that reads 'Simone' in a cursive, flowing script.

Simone Rousseau + Associates

AN EXCEPTIONAL REAL ESTATE EXPERIENCE

403.452.7400

www.SimoneRousseau.com

1801 10 Avenue SW Calgary AB T3C 0K2



ABOUT OUR TEAM

Simone Rousseau – Seller Representative, Team Lead

Simone is a powerful listing agent! By focusing her time with Sellers, she has proven herself as one of Calgary's elite residential real estate sales professionals. When you list your property with Simone, she puts into place her Plan of Action and guides you through the process of selling your home with confidence. Backed by a team of competent professionals and systems designed to enhance your overall experience of selling, Simone communicates with you regularly to ensure you always know what's happening during the sale process. Her keen pricing strategies and strong negotiating skills ensure you receive the maximum net funds from the sale of your property.

Pablo Galvez – Buyer Representative, Sales + Marketing

Pablo offers a deep understanding of Calgary's intricacies and economy. Clients appreciate his patient, analytical approach and his well-rounded knowledge of homes and condominiums. Builders benefit from Pablo's industry connections and proficiency with the new-home sales process. Pablo is the driving force behind Simone Rousseau + Associates marketing and systems development. Together, Pablo and Simone have a working synergy that combines their collective strengths to create an unrivaled real estate team!

Administrative Team

The backbone of the Simone Rousseau + Associated team is our administrative staff. Highly skilled and well-trained, they are responsible for ensuring accuracy of documentation via our numerous checks and balances. An extension of our Realtors, they take care of our client's questions and needs from arranging the listing details to administering the closing of your purchase or sale – like your own real estate concierge!

Vendors + Partners

Through years of being in the real estate industry, we have established relationships with some of the best vendors in their respective fields. We rely on their expertise to help our clients achieve their real estate goals. From mortgage professionals and real estate lawyers to home inspectors and handy-persons – you can count on our vendors as an extension of our exceptional experience.

LISTING PLAN OF ACTION

Our Objectives are the Following:

1. To assist in getting as many qualified Buyers as possible into your home until it is sold.
2. To communicate to you weekly the results of our activities.
3. To assist you in negotiating the highest dollar value ... between you and the Buyer.

The Following are the Steps We Take to Get a Home Sold ... the "PROACTIVE APPROACH":

1. Submit a thorough listing of your home to our local Multiple Listing Service (MLS).
2. Price your home competitively ... to open the market vs. narrowing the market.
3. Promote your home to cooperating Agents in my office and to my vast network.
4. Suggest and advise as to any changes to make your property more saleable.
5. Schedule our professional real estate photographer to take exceptional photos of your home.
6. Have your property professionally measured – to ensure compliance and minimize liability.
7. Add additional exposure through professional signage, our website, and other 3rd party websites.
8. Create a Feature Sheet summary page along with an extensive customized Brochure for Realtors to use with their potential Buyers.
9. Follow-up on the salespeople who have shown your home ... for their feedback and response.
10. Constantly update you as to any changes in the marketplace and feedback from viewings.
11. Contact our Buyer leads, center of influence and past clients for their referrals and prospective buyers.
12. Whenever possible pre-qualify the prospective Buyers.
13. When possible have the cooperating Realtors in the area tour/preview your home.
14. Follow-up relentlessly with every potential Buyer and ensure they have an opportunity to view your home.
15. Represent you on all offer presentations ... to assist you in negotiating the best possible price and terms.
16. Handle all the administration upon a contract being accepted ... all mortgage, legal and other closing procedures.
17. Work with your Lawyer to ensure a smooth transition on the Closing Day.
18. Be a long-term real estate resource for you, your family, and those you know!

FEATURE BROCHURE

LISTING PLAN OF ACTION

ABOUT OUR TEAM



SIMONE ROUSSEAU
+ ASSOCIATES

Thank you for considering **Simone Rousseau + Associates** to assist you with the sale of your [home/condo]. Our business philosophy evolved from our belief that people deserve an *exceptional* real estate experience. It is this mantra that still drives everything we do – from our service and communication to our industry-leading marketing materials. We are extremely confident that you will thoroughly enjoy working with our team and we are equally confident that we can deliver on our promise of providing an *exceptional* experience!

This package contains all the information you need to make an informed decision prior to listing your [home/condo] with us. The next step will be a personal visit with Simone where you can discuss a **pricing and marketing strategy** specific to your property. Additionally, Simone will help you with the timing and details around the actual listing process – including home preparation, photography, viewings, and eventually the sale! Once we are given the “go-ahead”, our team will immediately begin preparing your listing to go “live”.

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REAL ESTATE
PROFESSIONALS
IN

COMPARATIVE MARKET ANALYSIS



This Comparative Market Analysis is designed to provide a snapshot of the current real estate market as it pertains to your property. Together, we will use this information to determine the best price to set on your property so it sells in the shortest amount of time + for the most amount of money possible!

This booklet contains the following information:

- + Active Listings relevant to your property
- + Recent Sales
- + Map View for perspective
- + Summary and Next Steps
- + Listing Contract and all related documents for your review

I will follow up with you before we meet but if you have any questions about this package, contact me via email at simone@simonerousseau.com or phone at 403-452-7400.

I look forward to meeting with you on:

November 6, 2018 at 10:00 am

Simone



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REAL ESTATE
PROFESSIONALS
INC.

ACTIVE LISTINGS



[315 TUSSEWOOD TC NW](#)

Active

Rooms: 10
Style: 2 Storey
Community: Tuscany 482
Beds: 4/5
F/H Baths: 3/1
Yr Built: 2018
Basement: Walkout/Walk Up-Fully Finished
Taxes: \$1,964/2018

Detached

Fireplace: 1

Calgary Tuscany

SqFt: 3098/287.8135 SqM
Lot Front: 6.77
Faces: South
Shape: Pie Shaped
Parking: Triple Garage Attached

C4197770

List Price: \$1,279,000
LP/SF: \$412.85
DOM: 102

Crystal Creek Homes has out done themselves with this extensively upgraded two storey walkout home - nestled in this estate cul-de-sac backing onto the ravine & walking trails in Tuslewood Terrace Estates. This Custom-crafted home with Arts & Craft Elevation boasts 4 bedrooms up+bonusroom, gourmet chef's kitchen with sliding doors to a sun-filled deck & a sought-after 3 car garage. Thoughtfully designed with your family in mind, the main floor of this gorgeous property features an expansive great room with gas fireplace & big west-facing windows, large open concept dining area , dedicated home office & a designer kitchen complete with stainless steel appliance package, oversized island & quartz counters. Four big bedrooms up including the master retreat with vaulted ceiling, huge walk-in closet/dressing room & luxurious ensuite with custom tiled walk-in shower, double vanities & soaker tub. The walkout basement is fully developed with a 5th bedroom, wetbar and great games area. This one has it ALL!!!

INFORMATION HEREIN DEEMED RELIABLE BUT NOT GUARANTEED. AS OF 2017 MEASUREMENTS ARE PER RESIDENTIAL MEASUREMENT STANDARD (RMS).



RECENT SALES



106 LYNX MEADOWS DR NW

Z-name Not Listed
Condo Fee: 210

Judicial listing in foreclosure - Large bungalow sitting on a huge lot with tennis court surrounded by the golf course. Open floor plan with massive great room with marble tile faced fireplace, vaulted ceilings, and hardwood floors. Kitchen with huge island, granite counter tops, maple cabinets, and large eating area with access door to huge private balcony. Separate dining room with arched entry and fluted columns. Main floor den/office with double french doors. Huge master bedroom with 5 piece ensuite with separate tub, shower, and granite counter tops. Fully finished walk-out basement with infloor heating extended to garage with separate boiler. Basement also includes media room, two bedrooms with walk-in closets, full bathroom, huge family/games room, conference room, and fabulous wet bar with granite counter tops. Please provide 24hrs notice for all viewings. Great find, call TODAY!

INFORMATION HEREIN DEEMED RELIABLE BUT NOT GUARANTEED. AS OF 2017 MEASUREMENTS ARE PER RESIDENTIAL MEASUREMENT STANDARC (RMS).

| | | | |
|---|----------------------|--|--------------------------------|
| Sold | Detached | Calgary None | C4054142 |
| Rooms: 7 | | SqFt: 2497/231.9788 SqM | List Price: \$1,050,000 |
| Style: Bungalow | | Reg Size: 21798/2025.1SqM | LP/SF: \$420.50 |
| Community: None 8888 | | | DOM: 80 |
| Beds: 2/5 | | Lot Front: 28.50 | Sold Pr: \$975,000 |
| F/H Baths: 3/1 | Fireplace: 2 | Faces: North | SP/SF: \$390.47 |
| Yr Built: 2001 | Acres: 0.5001 | Shape: Rectangular | Sold Dt: 06/03/2016 |
| Basement: Full, Walkout/Walk Up-Fully Finish | | Parking: Triple Garage Attached | |
| Taxes: \$4,149/2011 | | | |



78 LYNX MEADOWS DR NW

Z-name Not Listed
Condo Fee: 210

Estate Living in Lynx Ridge one of the most sought after locations in the NW!! Absolutely huge professionally inspired landscaped south facing lot with MOUNTAIN and COP views!! Truly a fantastic opportunity to own this large 3 bedroom walkout home with quality finishing throughout! Many upgrades in the past couple of years including new, furnace, Central Air, Fridge etc. Main floor features a huge custom kitchen with maple cabinets, Granite counter tops, custom hood fan, stainless steel appliances and a walk through pantry! Upstairs features a huge Master bedroom with mountain views, vaulted ceiling and 5 piece en-suite. Two more good sized bedrooms, a large den area and a nice Bonus room complete the upper floor. Walkout basement features a huge games area, full bathroom and a media room! Once you walk into the massive South back yard you will appreciate the professional design, custom playhouse, huge patio and the beautiful landscaping!! Enjoy the large double garage with included 3rd car lift!!

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| | | | |
|---|---------------------|--|------------------------------|
| Sold | Detached | Calgary None | C4078931 |
| Rooms: 9 | | SqFt: 2622/243.5917 SqM | List Price: \$995,000 |
| Style: 2 Storey | | Reg Size: 21771/2022.6SqM | LP/SF: \$379.48 |
| Community: None 8888 | | | DOM: 2 |
| Beds: 3/3 | | Lot Front: | Sold Pr: \$995,000 |
| F/H Baths: 3/1 | Fireplace: 1 | Faces: North | SP/SF: \$379.48 |
| Yr Built: 2004 | | Shape: | Sold Dt: 09/01/2016 |
| Basement: Walkout/Walk Up-Fully Finished | | Parking: Double Garage Attached | |
| Taxes: \$5,113/2016 | | | |



8 LYNX MEADOW CO NW

Z-name Not Listed
Condo Fee: 210

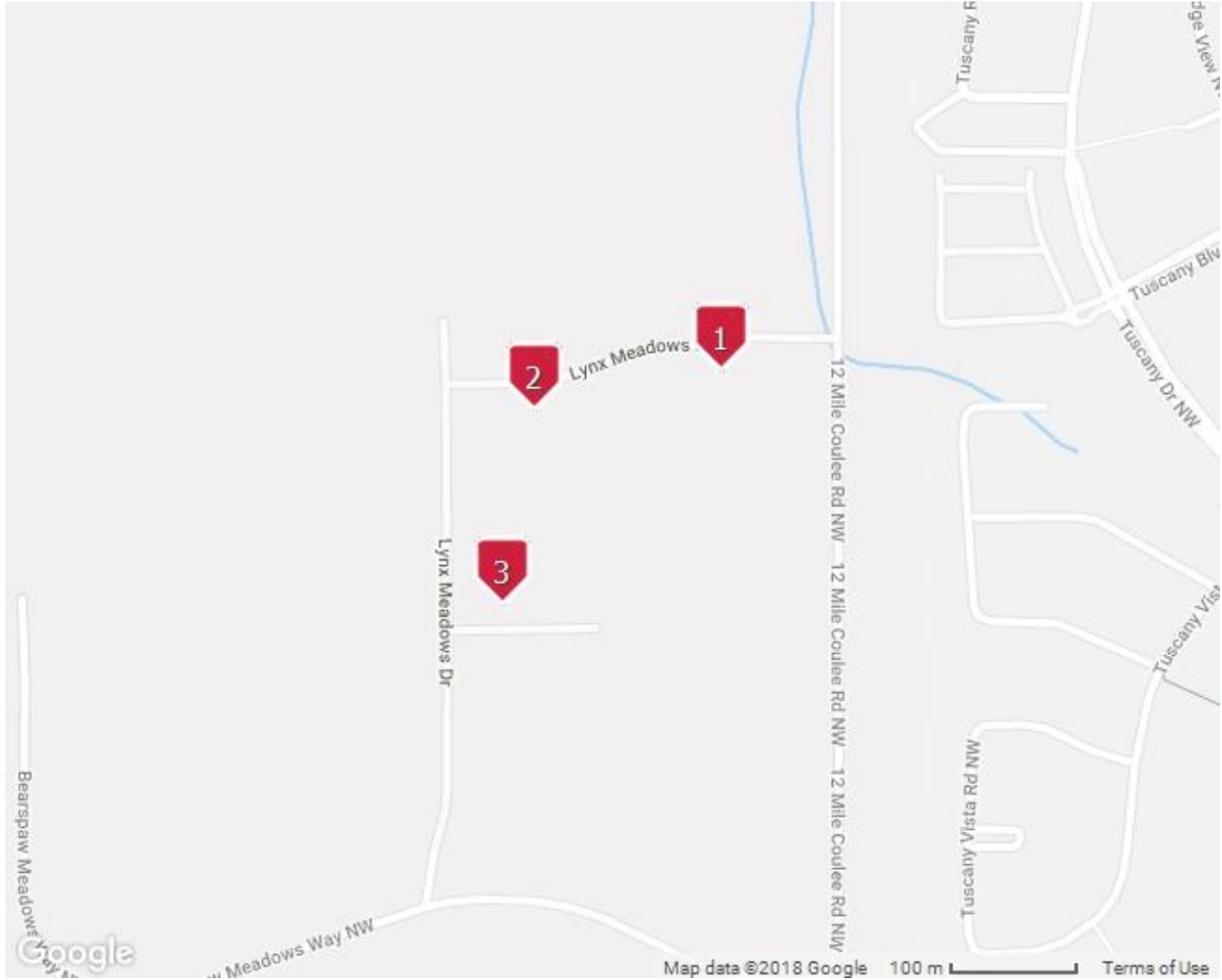
Rare opportunity to own this timeless and beautiful bungalow in the desirable community of Lynx Ridge. Pride of ownership informs every detail of this 3 bedroom, 2 1/2 bath home offering an open and expansive floor plan and over 3000 sq ft of total living space. Defined architectural details grace this home with classic finishes on every level, custom coffered ceilings in the dining room and custom built-ins anchoring the gas fireplace. Large windows allow for views of the beautifully landscaped backyard which features a spacious patio, mature trees and an abundance of green space. The refined Master bedroom offers large windows that provide views into the yard as well as a lavish 5pc ensuite. The fully finished basement has a large rec room with wet bar, dedicated soundproof media room, 2 additional bedrooms, hobby room & 3pc bathroom. Amazing triple attached professionally finished garage features epoxy flooring, 10' doors and custom cabinets. Other extras: A/C, in ceiling speakers, covered deck and more!

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| | | | |
|--------------------------------------|----------------------|--|--------------------------------|
| Sold | Detached | Calgary None | C4094798 |
| Rooms: 6 | | SqFt: 1877/174.3789 SqM | List Price: \$1,138,000 |
| Style: Bungalow | | Reg Size: 22235/2065.7SqM | LP/SF: \$606.29 |
| Community: None 8888 | | | DOM: 83 |
| Beds: 2/5 | | Lot Front: 23.99 | Sold Pr: \$1,040,000 |
| F/H Baths: 2/1 | Fireplace: 1 | Faces: South | SP/SF: \$554.08 |
| Yr Built: 2004 | Acres: 0.5103 | Shape: Rectangular | Sold Dt: 04/24/2017 |
| Basement: Full-Fully Finished | | Parking: Triple Garage Attached | |
| Taxes: \$6,000/2015 | | | |



MAP VIEW



106 LYNX MEADOWS DR NW



1

MLS®#: **C4054142**
 Status: **S**
 Price: **\$975,000**
 SqFt: **2,497**
 Beds: **5**
 Bath: **3/1**
 Acres: **0.50**

78 LYNX MEADOWS DR NW



2

MLS®#: **C4078931**
 Status: **S**
 Price: **\$995,000**
 SqFt: **2,622**
 Beds: **3**
 Bath: **3/1**
 Acres: **0.00**

8 LYNX MEADOW CO NW



3

MLS®#: **C4094798**
 Status: **S**
 Price: **\$1,040,000**
 SqFt: **1,877**
 Beds: **5**
 Bath: **2/1**
 Acres: **0.51**



SUMMARY + NEXT STEPS

RECOMMENDED LIST PRICE*

\$1,075,000

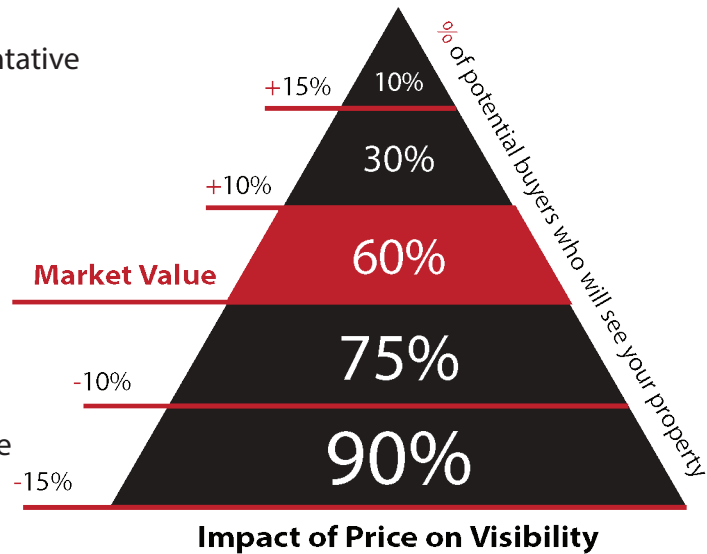
*recommendation may change after Simone visits the property

The real estate market is constantly changing, so pricing your property is not an exact science. Rather, it is a reasonable figure derived from a number of components, such as:

- + Selling and listing prices of comparable properties
- + The expertise and knowledge of your real estate representative
- + The status of the current real estate market
- + Hard facts such as size, condition and location

It is important to note that the following conditions DO NOT affect your home's price:

- + The profit you wish to make from the sale
- + The amount of money you have spent on improvements
- + What other sources, such as friends, and neighbours, have told you it is worth
- + The price you originally paid for your home



NEXT STEPS



The next step is a personal meeting where Simone will view your property and discuss the pricing, staging or preparation requirements, and the Listing Contract with you. Then, if you are ready to sell your home, Simone's team will take action to begin preparing your listing for the market!



We will schedule our professional photographers to take incredible photographs of your property - inside and out - to draw the most buyers to your home.



In order to ensure accuracy and comply with CREB guidelines we go the extra mile and professionally measure your home. In some cases a floor plan is also created at this time.



A thorough description will be crafted about your property to highlight the best features and information about the community. Every word counts as we only have 1,000 characters to work with!



Attention to detail when uploading your listing to the MLS system ensures that no field is overlooked - eliminating the potential that buyers miss your property in a search due to an inputting error.





SIMONE ROUSSEAU
ASSOCIATES

NET SHEET

To assist you in calculating the resulting proceeds of your sale, we have prepared the following Net Sheet based on a sale at our recommended price.

Sale Price: \$ _____

Mortgage/LOC: \$ _____

Brokerage Fee:
(Seller's Agent, Buyer's Agent + Brokerage) \$ _____

Legal Costs (estimated): \$ _____

Other: \$ _____

NET Sales Proceeds: \$ _____

Our main objective is to protect your equity, while providing you with an *exceptional real estate experience*. As professional real estate agents, our sales skills, systems, professionalism, industry reputation and connections work to **NET** you the most!

This Net Sheet is an estimate only and should not be relied on to calculate your actual final sale proceeds. Your lawyer will provide a more detailed net summary at the time of Closing.

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SELLING PRICE

Statistics from the NAR as well as independent sources have said that Realtor-sold properties **sold for 5-25% higher** than a direct sale by the owner or FSBO. Our job is to maximize the amount you receive from your sale - the NET "in your pocket".



TIME ON MARKET

The average days on market (DOM) that a Realtor-listed home takes to sell averages 69 days versus a FSBO which averages 88 days - that's **22% faster** by selling with a professional agent. Simone's median DOM this year is 34 days!



STRESS ON SELLER

70% of FSBO sellers said they had major difficulties in the process. Think about the type of buyers that are looking at FSBO properties... they are typically not qualified, looking for a below-market deal, or not serious buyers who will waste a seller's time. A professional Realtor like Simone will ensure all buyers are qualified and will **take the stress out of the transaction.**



5 BENEFITS TO WORKING WITH SIMONE

1. Experience + Skills - with years of experience selling hundreds of properties, Simone has experienced nearly every type of transaction, complication, challenge and headache in closing a deal.

2. Exposure - with our vast network of past clients, relationships with other Realtors, combined with the full power of the MLS system, we expose your property to the most qualified buyers in the market.

3. Prospecting - Simone spends her mornings prospecting for qualified buyers - something very few agents do for you.

4. It's Free - when buyers work with a Realtor to find a home, they don't pay for this service meaning that these buyers are serious and not just looking for the best deal from an unknowledgable seller.

5. Legal Protection - as a Realtor, we carry special liability insurance and protect sellers from potential liability when selling their homes. From disclosures to contracts to changes and amendments, we are experts in not just selling homes but protecting our clients as well.

