

BUY

UNIQUE
HOMES

SELL

WWW.
NANCYBENSON.COM



SELLERS

THE ULTIMATE ROADMAP TO SELLING YOUR HOME

Sales Representative
www.nancybenison.com

613 747 4747 | NANCY@NANCYBENISON.COM

2024

THANK YOU

I look forward to working with you as your Realtor of choice!

My job is to ensure that you are not only well represented but also well informed as to the complexities of selling a home. I have created this package to give you an understanding of the steps that we will take to ensure a successful sale of your property.

You are entrusting me with the sale of one of the most valuable possessions that you will own in a lifetime - with 30+ years of experience in the Ottawa Real Estate Market, I am confident that my expertise will ensure we exceed your expectations.

Feel free to contact me should you have any questions or concerns, I can be easily reached by telephone, email or text.

I sincerely look forward to working with you on the sale of your property.

Cheers!

A handwritten signature in blue ink, appearing to read 'Nancy Benson', with a horizontal line underneath the name.

Nancy Benson
Real Estate Advisor

THE EQUESTRIAN REALTOR

When she isn't busy selling homes, you'll often find Nancy involved in her other passion: Equestrian Show Jumping. Nancy participates in show jumping competitions in Canada, the United States, and abroad, and has consistently achieved top placings over the years. She is a member of both the Canadian Equestrian Foundation and the United States Equestrian Foundation. Thanks to the internet and the support of her real estate team, she continues to make appointments, set up tours, and manage her business seamlessly from any location where she might be competing. She meets many people in her travels and has even helped some fellow equestrians to coordinate their moves to Ottawa.



Arlequin Du Mazes
(nickname Cancan)



Joli Coeur
(nickname Cracker)



Tia Maria



Quannan De Bray
(nickname Britain)

Nancy is very familiar with the variety of barns and training centres that operate in the National Capital Region. This knowledge of what makes a quality equestrian property also makes Nancy a great equestrian Realtor. If you're thinking to sell a property with acreage to suit paddocks, pasture land, schooling arenas, or riding trails... for sure you should be giving Nancy a call to discuss strategies to sell.

THE TEAM

STEVE MAZEY

- Blog Coordinator
- Publications Coordinator
- Statistics Reporter



PAYAM KESHTGANI

- Graphic Design
- Print Media
- Mail-out Advertising



LONDON HOUSE

- Professional Photography
- Virtual Walkthroughs
- Interactive Floor Plans



ANNE BULLEN

- Marketing Coordinator
- Marketing reporting
- Website Care
- Client Care



KAREN POWER

- Professional Photography
- Virtual Tours
- Floor Plans



BADR GERBARA

- Home Staging
- Renovation Guidance
- Furniture Rentals

WHAT SETS US APART?



TEAM

Together, we handle the entire process for you. Each member of the team will focus on a particular aspect of the sale.



EXPERIENCE

We are all well versed real estate professionals and have all made our careers in this field. Nancy alone boasts 30+ years of experience.



COMMUNICATION

We will keep in regular communication with you so that you're always in the know when it comes to your property, including a weekly marketing summary reports.



TECHNOLOGY

We stay up-to-date and know how to use the most current technology when it comes to promoting your listing. We use high-caliber virtual tour creation, data-distribution feeds to post your listing more broadly, and the effective use of social media.



MARKETING

Our marketing campaigns are extensive and include many different marketing mediums, both online and in print, that are proudly presented to a global audience of prospective buyers.

NANCY & BENSON ASSOCIATES

Our office is spearheaded by
Sales Representative **Nancy Benson**.

In addition to the core team, we work with
other great Realtors who associate with
our office.

1985 - PRESENT: Sales Representative

- Registered with RE/MAX Hallmark Realty Group, Brokerage
- Ontario Real Estate Association (OREA) Licensing
- Carleton University Honors B.A. in Urban Geography
- Property Management Training, Bona Management Inc.

\$36M+
SALES VOLUME
(2023)

**1,410+ FOLLOWERS
ON FACEBOOK**



**30+
YEARS OF
EXPERIENCE**

**4,415 FOLLOWERS
ON LINKEDIN**

**2,462 CLOSED
MLS TRANSACTIONS**

(as of DECEMBER 2023)

...and that's not even counting
off-market sales.

**FULL SERVICE
REALTY OFFICE**

We are equipped to assist you with:

- Acquiring / Selling / Leasing Residential Properties
- Acquiring / Selling / Leasing Commercial Properties
- Formal Property Valuations
- Income Projection Reporting
- Property Management
- Real Estate Portfolio Consulting
- Registered Military Relocations

**24 HOURS A DAY
7 DAYS A WEEK
AT YOUR SERVICE**

BUY

UNIQUE
HOMES

SELL

WWW.NANCYBENSON.COM

SOCIAL MEDIA

In today's digital age, social media has become an invaluable tool for showcasing properties and reaching potential buyers. Leveraging platforms like Facebook, LinkedIn, Twitter, and Instagram allows me to maximize exposure for your listing and attract the right audience.



1.5K Followers

Facebook: We create engaging posts featuring high-quality photos and videos of your property, accompanied by compelling descriptions highlighting its key features and amenities. I also leverage Facebook's targeted advertising capabilities to reach users based on their location, interests, and demographics, ensuring your listing gets in front of the right audience.



4,400 Connections

LinkedIn: On LinkedIn, we focus on networking with fellow real estate professionals, as well as potential buyers and investors. I share updates about new listings, market trends, and insightful industry articles to establish credibility and build relationships.



1.5K Followers

Instagram: As a visually-driven platform, Instagram allows me to showcase the aesthetic appeal of your property through stunning photos and captivating stories and reels enticing potential buyers to explore further.



450 Followers

Twitter: With its fast-paced nature, Twitter is ideal for sharing real-time updates about open houses, price reductions, and other important developments related to your property. We utilize hashtags and mentions to increase visibility and engage with users who may be interested in your listing.

By strategically promoting your listings across these social media platforms, we ensure maximum exposure and engagement, ultimately helping you sell your home.



RE/MAX HALLMARK

#1

RE/MAX Hallmark Realty Group is the number 1 brokerage under the RE/MAX Umbrella, based on number of agents and sales.

RE/MAX is proudly Canadian and the most recognized name in Canadian Real Estate.

1,800+

Agents in Ontario.

40+

Offices in Ontario.

40+

We've been the leading Ontario Brokerage for over 40 years.

every 18 MINS

a Hallmark Realtor makes a transaction.

(2023 internal data)

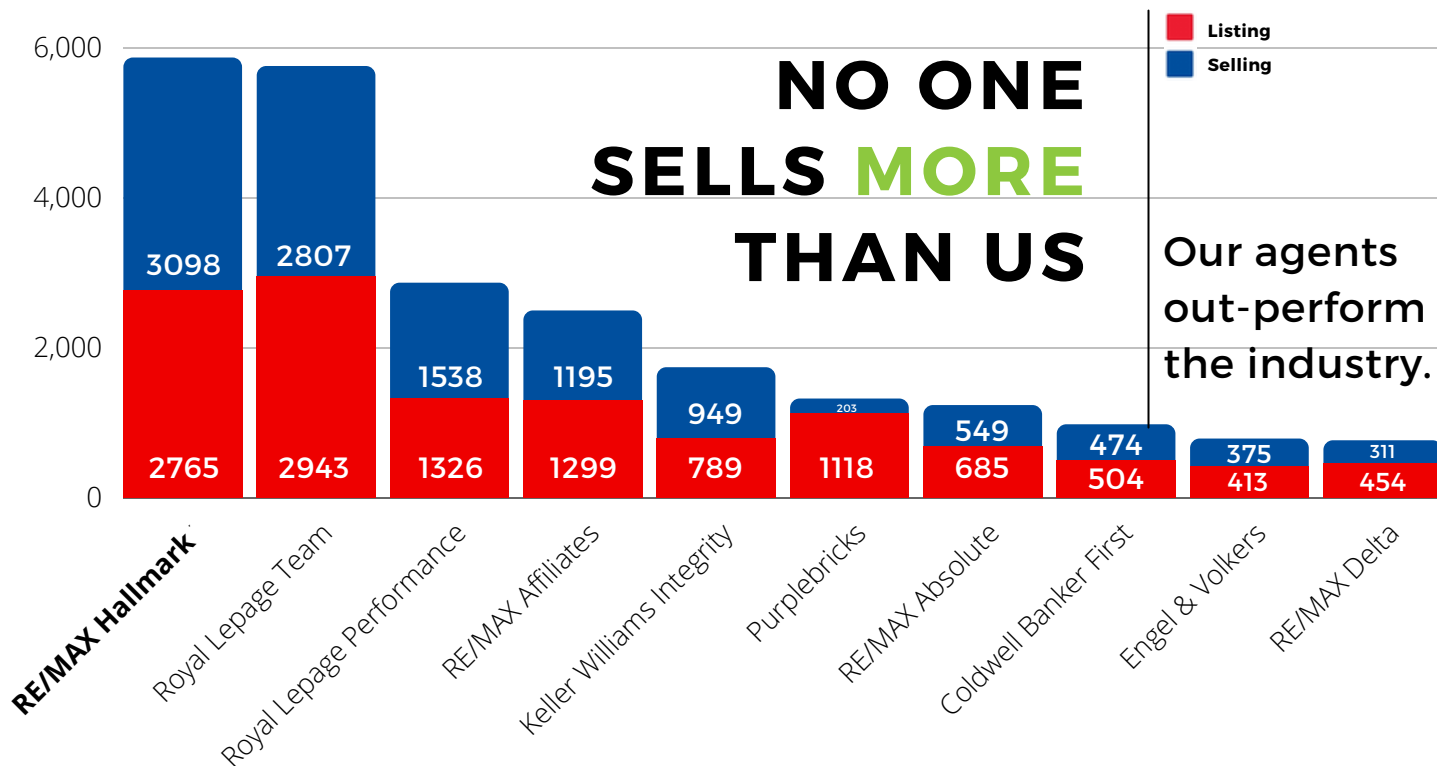
3 to 1

Our agents outperform the industry.

(2023 internal data)

29,000+

Total successful transactions made by Hallmark Realtors in 2023.



INTERNATIONAL EXPOSURE



<https://www.global.remax.com/>

<https://www.remax.ca/luxury>

RE/MAX operates in more countries and territories around the world than any of its competitors. Every year we continue to increase our international reach and referral opportunities for a network of more than 123,000 real estate agents worldwide. No matter where you go, RE/MAX is there. Especially in the age of the internet... no border is a barrier to making a purchase.



123,000+

AGENTS

7,900+

OFFICES

100+

COUNTRIES

RE/MAX listings are presented to a global audience. The RE/MAX Global website is specifically geared to be used by Buyers who are looking beyond their local areas, displaying listings from over 100 countries in more than 40 different languages. In fact, RE/MAX was the first Realty brand to expand their reach to the global market through a global listing website.

The RE/MAX Luxury Collection website (for listings above \$1M) likewise caters to an international pool of buyers. The RE/MAX network's global footprint is unmatched by any other real estate brand.

THE PLATFORMS

WHAT IS MLS & WHAT IS THE ADVANTAGE ?

The Multiple Listing Service (MLS) is an online platform used by Realtors to buy & sell homes. In addition to displaying the details and photos, MLS listings also indicates what compensation is available to a cooperating Realtor.

MLS offers increased exposure as more Realtors & Buyers will be presented with your listing.

From MLS, your listing is automatically pulled to a variety of 3rd party websites including REATOR.CA



WHAT IS REALTOR.CA?

MLS and REALTOR.CA are not the same thing. The listing that you will see advertised on REALTOR.CA is pulled from MLS (by DDF) and might take about 24 hours to do so.

Realtor.ca is a very popular real estate search engine.

WHAT IS CREA & DDF?

The Data Distribution Facility (DDF) was created by the Canadian Real Estate Association (CREA) in 2012. It provides real estate professionals with the ability to access the national pool of listing and display them in a searchable format on their respective website. Any changes to a listing will be automatically updated on the websites that they were pulled to.



TRESA

TRESA REPLACES REBBA! CHANGES TO REAL ESTATE TRANSACTIONS

As of December 1, 2023, the second phase of Ontario's Trust in Real Estate Services Act (TRESA) took effect, replacing the Real Estate and Business Brokers Act (REBBA). The changes were designed to bring additional clarity and transparency to a transaction that for most people is the biggest purchase of their lives.

Enclosed with this package the consumer's guide, created by the Real Estate Council of Ontario, explaining the policies in clear language. **The guide will give you the full details, but here are some noteworthy differences:**



“OPEN OFFERS” AN OPTION FOR SELLERS

Traditionally, if you were a seller and received multiple offers from competing buyers, you were not permitted to let buyers know what other bidders were offering or what conditions, if any, were placed on those offers. Buyers had to make their strongest offer and cross their fingers.

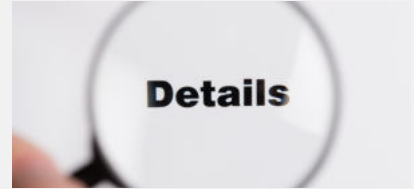
With the new TRESA regulations, if you're selling, you can decide to stay with that traditional approach if you think it's in your best interest. If you feel it could be to your advantage for buyers to have more information, you could opt to have your agent give certain information to all bidders and their Realtors about the offers you've received. This information would not be permitted to include any personal identification that would reveal names of bidders, but it could include prices that have been offered, any conditions, closing dates, or a combination of those details. You must put any such requests in writing to your Realtor. If you are a buyer, your Realtor will let you know that parts of your offer could be revealed to other bidders, but again, not including any personal information that would identify you.



TRESA

MORE DETAILED AGREEMENT FORMS

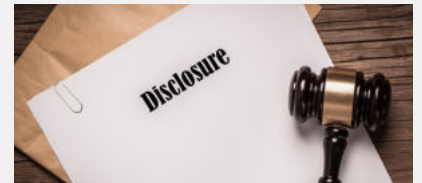
To help buyers and sellers understand exactly what their Realtor will be doing for them, all the services we provide, along with the commission, will be stated and listed clearly in the agreement forms that we sign at the beginning of our process.



For sellers, for example, I have long offered services such as free home staging, targeted marketing plans for your property, brochures, professional photographs, open houses, feedback from those who have viewed the property, and more. This will all be spelled out in the new forms. The goal is to ensure that whether you are buying or selling, you understand the services to expect from your Realtor during the process, and you can follow up if you feel some services are not being delivered.

REQUIREMENTS FOR DISCLOSURES:

Under the new legislation, if a seller's Realtor becomes aware of any defects, because of a pre-sale home inspection, for example, they are required to disclose that information to all buyers and their representatives. Previously, sellers were required only to reveal any problems that could make the property uninhabitable or unsafe.



Under the new rules, as always, a seller who becomes aware of a problem has the option to fix any issues or adjust their price to help the buyer address them. Buyers should still consider the traditional condition on their offer of a pre-sale home inspection, as an inspection could find other issues beyond those known by the seller.

TRESA

DESIGNATED REPRESENTATION:

Occasionally a property is listed for sale by a Realtor at a brokerage and a buyer who is interested in that property is represented by a different Realtor from the same brokerage.

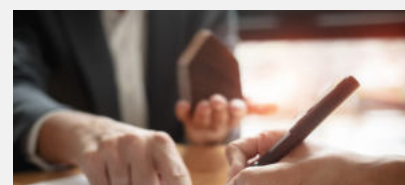


In those situations, the regulations have traditionally required that the buyer and seller are made aware of this and agree to it in advance. The Realtors in such cases were limited in what they could advise their clients during the transaction. With the new legislation, a brokerage can now decide to offer “designated representation.” With designated representation, the Realtor for the buyer and the Realtor for the seller can each offer their clients the same full advice and advocacy that they would if they were dealing with a Realtor from a different brokerage.

The brokerage designates one Realtor to represent only the buyer and one Realtor to represent only the seller. The brokerage is required to have policies to ensure each realtor remains neutral, that they do not share confidential information, and are fulfilling their duties and responsibilities to each client.

YOU’RE NOW A “CLIENT” OR A “SELF-REPRESENTED PARTY”

There’s a new term for a seller or buyer who has chosen not to be represented by a Realtor: “Self-represented party.” Someone who has a written agreement to have a Realtor represent them in the transaction is referred to as “a client.”



In the past, a buyer or seller without representation was referred to as “a customer,” but this sometimes caused confusion, as “customer” could suggest a relationship with a Realtor, when in fact there was none, apart from the basic interaction involved in the transaction.

The idea is to make it clear that when someone chooses to enter this transaction without a Realtor advocating for them, they have decided to truly go it on their own, and that they cannot expect any advice or counsel from a Realtor along the process. Those without representation will sign forms acknowledging this in any transaction.

MORE INFORMATION

The Ontario Real Estate Association (OREA) also has a summary of the changes and a series of videos, at www.orea.com/tresa.

PHASE ONE

PREPARING FOR THE LISTING



DETERMINING VALUE

Determining the most strategic price for your property by looking at recent sales of other comparable properties. This will be presented to you as a Comparable Market Analysis.

MARKETING STRATEGY

We set up custom marketing plan based on your needs and input. This includes social media, email, and other applicable advertising.



STAGING & PHOTOGRAPHY

95% of home searches start online. Your home needs to look great in order to appeal to the widest audience possible. With the help of a professional stager, we style your home so its looking its best. We employ a professional photography & videography company who will also produce virtual tours, drone photography and floor plans where available. For properties yet to be built we organize the Seller-supplied drawings & renderings and virtual staging where possible.

PHASE ONE

PREPARING THE LISTING

PRESENTATION MATERIALS

We design and deliver traditional printed property brochures, informational binders, custom signage and virtual marketing material including virtual tours.



PRE-MARKETING

We launch a COMING SOON campaign to generate interest before the listing is live. This includes promotion on our website, social media pages, "Coming Soon to MLS" signage and lockbox installation. YouTube video generated and posted to www.nancybenson.com. Coming soon post to "Agents Only" Facebook pages, giving them early insight to new listings before the general public.



ADDED FEATURES

Advanced promotion to other Brokers and Sales Representatives, reverse prospecting, interactive flipbook and virtual tour, aerial map and Walk Scores, boosted Instagram and Facebook posts. We review analytics for online viewership of your home. Custom signage and informational property binders.



PHASE TWO

SERVICING THE LISTING



ACTIVATING THE LISTING (MLS)

MLS provides massive exposure for your listing! We also launch another "just listed" ad campaign to let everyone know, targeting niche markets and those within our own network.

TARGETED ADVERTISING & MONITORING

We collect feedback from each viewing and use this to make next-step decisions. Full marketing reports will be sent to you each week to let you know exactly what we've been doing to service your listing. Your listing is sent directly to nearby hospitals / embassies / HR services / etc. with personnel who may wish to live in the area via direct contacts and LinkedIn.



PROFESSIONAL WEBSITES & SOCIAL MEDIA

Your listing resides on our professionally designed website (www.nancybenson.com) offering potential buyers exceptional information including neighbourhood amenities, virtual tour and a YouTube video, a flip book feature sheet and more.



PHASE THREE

SALE OF THE PROPERTY

RECEIVE OFFERS

We present and explain offers to you, negotiate on your behalf, and aim to secure you the highest & best price in the current market.



DOCUMENTATION

We prepare and send all required documentation to lawyers, co-operating brokers and financing professionals to ensure a smooth closing.



TRANSFER ACCOUNTS

We connect you to an exclusive online moving concierge program to assist in transferring accounts and getting everything in order for your move. All your moving tasks are completed swiftly and easily, saving you time and money. **Ask us for more details.**



FOLLOW UP

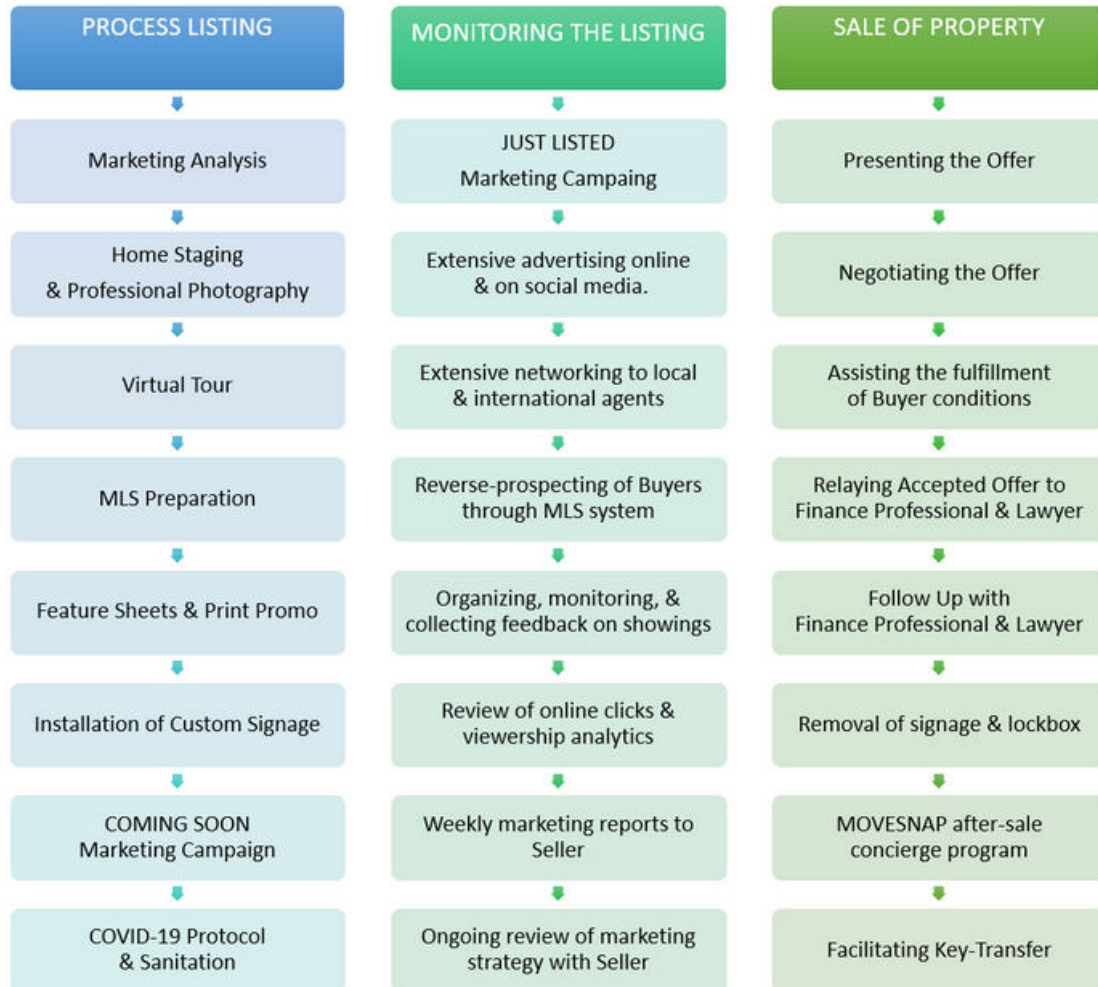
We are with you every step of the way! We will continue to follow up until the completion of the transaction to ensure a smooth sales process.



The fee for our services is a set **percentage** of the **final selling price + H.S.T.**

There are other Realtors who might charge less to list your property, but they will not provide the same caliber of service that we do. **We are a full service real estate office.**

Much of our fee goes right back into the services that we provide.



The average Seller will sell his or her house for 20% less than if they had hired a REALTOR®.

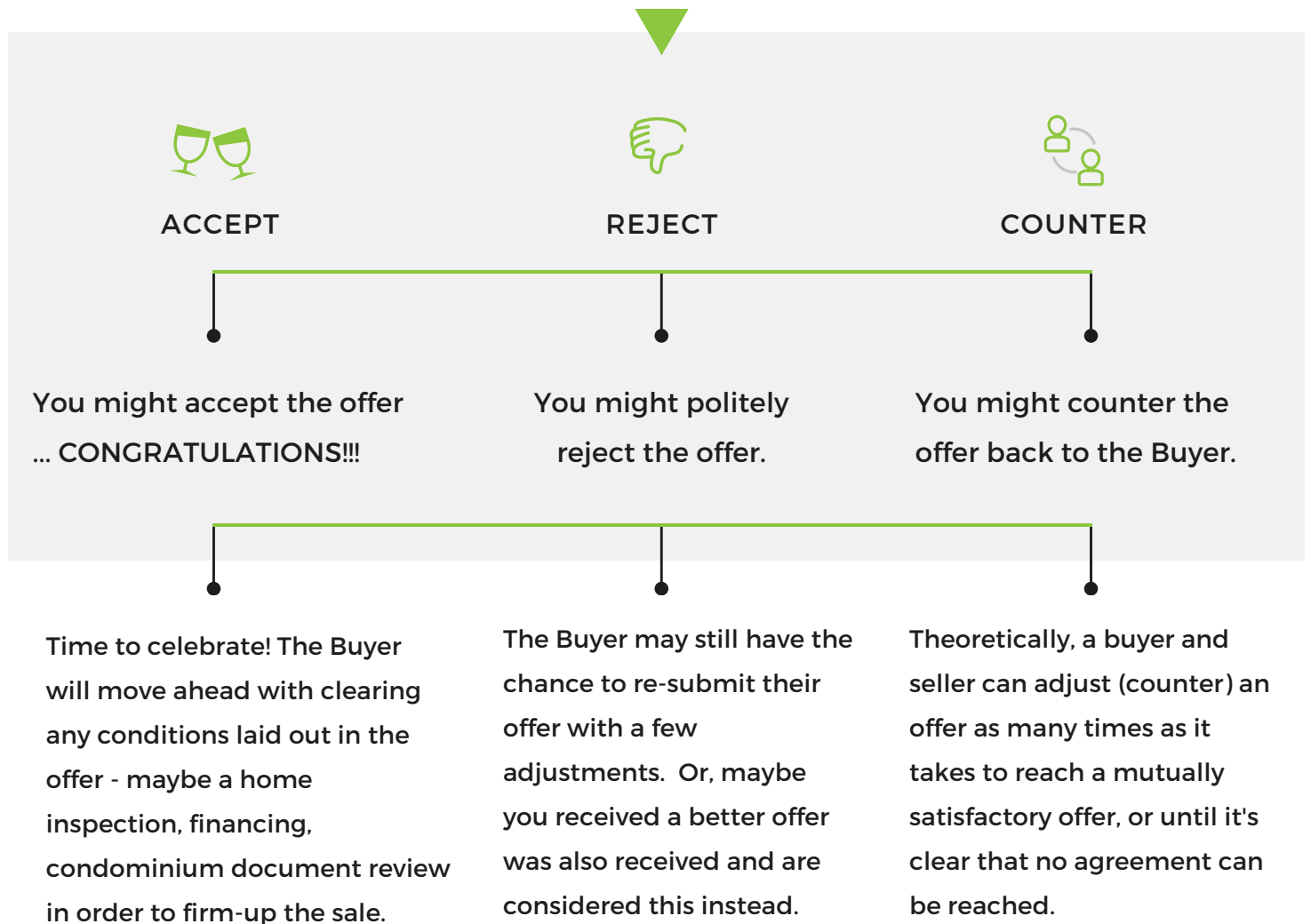
We come with the necessary knowledge & experience of navigating the offer process. We will help you evaluate offers, manage multiple offers, and ensure that accepted sales make it all the way to closing. We also know that it takes a full marketing push to get you the highest and best dollar for your property. **We do not skimp on our marketing budget.** We want to present your property looking its best and to the widest possible audience. We would not do you, your property, or our company the disservice of anything less.

THE OFFER PROCESS

Let's talk about the offer process...

here are the steps and what to expect.

We might set a specific date & time to review all offers, or we might wait for these to come to us one by one. For each offer we will explain its complexities and make suggestions on how best to respond. I want you to feel like you can make a **well-informed decision that protect your interests** when replying to an offer.



HAPPY CLIENTS

What our clients had to say
about the selling process



"Nancy Benson was outstanding. We felt extremely well served by her knowledge, her thoroughness, her skill and her good advice in the closing of the sale."

- Paul & Barbara



"Nancy Benson provides excellent service with friendliness and grace. I also appreciate how important the skills of a good agent are in looking out for your interest. Thank you very much. All contact with your staff has always been courteous pleasant, and professional."

- Catherine



"Nancy was a pleasure to deal with. She has made the purchase of my first home an easy and memorable event. I give her an A+ for customer satisfaction."

- Domenico



"It is people like you, Nancy, who make life easier for young couples! We appreciate all the hard work you did for us, and we're very happy with the results."

- Dawn & Stephanie

FAQ'S

You've got Q's...
We've got A's

WHEN IS THE BEST TIME TO SELL MY HOME?

The best time to launch onto the open market will vary from year to year... but it's always best to plan for a sale early. Reach out to me as soon as you start to think about selling.

HOW LONG DOES THE PROCESS USUALLY TAKE?

Selling a home can happen in a week or it may take months. We will work with you to make it happen as per your timelines.

WHAT IS A BUYER'S MARKET V. A SELLER'S MARKET?

A "Seller's Market" happens when there's a shortage in housing. A "Buyer's Market" occurs when there are more homes for sale than buyers.

WHAT IS A CONDITIONAL SALE? WHAT ARE CONDITIONS?

A Buyer might ask for the chance to secure financing, do a home inspection, review condo documents, or complete other tasks before they firmly commit to the purchase. They will have a set time period to clear these conditions to the sale.



COMMON TERMS

| | |
|------------------------------|---|
| APPRAISAL | Your lender may visit the home to determine its lending value. The lending value may or may not match the purchase price of the home. |
| BRIDGE FINANCING | Interim financing for the time gap between the closing date on the purchased home and closing date on the sold home. |
| BULLY OFFER | An offer to purchase a home submitted before the date that the sellers have indicated they intend to review any offers. |
| BUYER'S MARKET | When there is a surplus of homes on the market, buyers have an advantage over sellers in price negotiations. |
| CLOSING COSTS | Costs in addition to the purchase price of the home, such as legal fees, transfer fees and disbursements, payable on closing day. |
| CMHC | Canada Mortgage and Housing Corporation. This Crown Corporation administers the National Housing Act for the federal government. |
| CONDITIONAL OFFER | An offer that is subject to specified conditions, like the arrangement of a mortgage, prior to firm agreement. |
| CONDOMINIUM | A type of ownership & not a style of home, in which one also owns percentage of the common elements maintained by a condo fee. |
| CONVENTIONAL MORTGAGE | A conventional mortgage has a minimum of 20% of the purchase price as a down payment. |
| COUNTEROFFER | The vendor has amended something from your original offer, such as the price or closing date. You must accept, reject, or counter. |
| DEPOSIT | Submitted with any offer, this sum is held in trust by the Real Estate Brokerage or lawyer until closing day, and then it is paid to the vendor. |
| DOWN PAYMENT | The portion of the home price not financed by the mortgage, paid from Buyer funds, generally 5% to 25% of purchase price. |
| EASEMENT | A right for access to or over, and / or use of another person's land for a specific purpose, such as driveway access or to access public utilities. |
| HOLDBACK | Money withheld by the lawyer or lender beyond the closing date, to ensure that outstanding tasks are completed and / or can be funded. |
| OFFER PRESENTATIONS | A date & time at which the Seller intends to review all offers for their home at once rather than one by one. |
| PRE-APPROVAL | A written confirmation from a lender who has reviewed your finances, guaranteeing you a certain mortgage amount and rate. |
| SELLER'S MARKET | When low supply meets high buyer demand, Sellers can ask for increased prices and better terms in negotiations. |
| STATUS CERTIFICATE | A document produced by a condominium to outline the condominium corporation's financial and legal state. |
| TITLE INSURANCE | Insurance against matters affecting title to immovable property, such as a defect in the title or the existence of a lien, encumbrance, or servitude. |



The information included in this book is believed to be correct.
The publishers of this book are not responsible for any error in content.
This book is not intended to solicit homes already listed for sale under contract.