



SELLING YOUR
H O M E
WITH US



BEN SWEET
JUSTIN BECKER
& ASSOCIATES

www.AllCalgaryListings.com

real

MEET

the team

HIGHLY TRUSTED LOCAL EXPERT ADVISORS



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Realtor®



JUSTIN BECKER
Realtor®



ERIC DENNIS
Realtor®



TRISTAN QUIRING
Realtor®



MELANIE BELISLE
Realtor®



JUSTIAN WYLIE
Realtor®



SEAN MCKEIGAN
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JAMIE JENNER
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KRIS PAUL
Realtor®



CAMEO PALIN
Realtor®



BETHANY LUKEVICH
Admin

403-774-7447
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“WORK HARD BE KIND”
“SIMPLY GREAT SERVICE”



FASTEST GROWING REAL
ESTATE BROKERAGE IN
THE WORLD RIGHT NOW.

GLOBAL COMPANY - PUBLICLY TRADED ON THE NASDAQ

CLOUD BASED TECH COMPANY

EMBRACING THE CHANGES NOW AND
IN THE FUTURE OF REAL ESTATE

LEAVING THE OLD MODEL BEHIND

“HIGHLY TRUSTED, EXPERT LOCAL ADVISORS”



AWARDS

We have won many awards over the years, here are just a few.



2021 Featured Top Agent
TOP AGENT
MAGAZINE



REAL ESTATE MARKETING IS SIMPLE

Our goal is always the same for every single property.

The highest possible sale price in the shortest possible time with least amount of hassle and stress to you.



Get as many eyeballs as we can on your property.

More eyeballs equals more viewings, which equals more buyers, more buyers equals a higher price in a short time. Anytime we can get you more buyers it will always equal a higher sale price.



We don't just post and hope on social media, we put our money where our mouth is.

We pay out of pocket to put your home in front of your buyers.

Ask Me About Our Highly Strategic Marketing Plan. It's unlike anything else out there, which is why it is so effective at ensuring we get the highest price in the shortest time frame possible.

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INCLUDED SERVICES

PROFESSIONAL PHOTOGRAPHY

Amateur



Professional



STAGING CONSULT

Amateur



Professional



PROFESSIONAL INSURED MEASUREMENTS

RestAssured!
Property measurements insured accurate

UrbanMeasure
RMS MEASURING + MEDIA

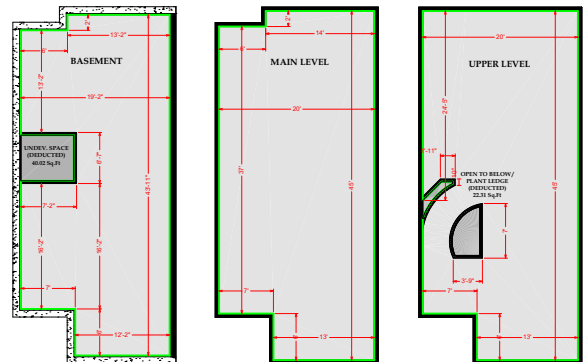
Property / Order Information
Order Address - 640 26 Avenue NW
City / Town - Calgary, Alberta
Date Completed - May 11, 2021
Customer Name - Ben Sweet
Company Name - eXp Realty
Exterior Wall Thickness - 2 x 6
Measurement Procedure - RECA RMS // Attached

info@urbanmeasure.com
Calgary | Edmonton, AB
403.827.4420 | 587.598.4420
Toll Free : 1.844.504.4420

Interior Total Measurements (RMS)
Main Level (AG) - 846.00 Sq.Ft. / 78.59 m2
Upper Level (AG) - 835.69 Sq.Ft. / 77.64 m2
Total Above Grade RMS Size - 1681.69 Sq.Ft. / 156.23 m2

"Total Above Grade RMS Size"
to be used within your MLS® system

AG - Above Grade Level
BG - Below Grade Level



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HOW AND WHERE DO WE MARKET YOUR HOME?

EVERYWHERE THAT MATTERS

FACEBOOK • INSTAGRAM • MLS • MATRIX
ALLCALGARYLISTINGS.COM • YYCREALTY.COM
KIJIJI • YOUTUBE • GOOGLE • CREB
LINKEDIN • ZILLOW CANADA

We even get your home listed on our competitors websites, hundreds of them.
** At Last Count it was 1806 websites **



We Always Market, Advertise & Negotiate Better Than Other REALTORS®



PRICING YOUR HOME TO SELL

A good agent will tell you honestly if you want more for your home than you can reasonably expect in the current market. However, there are also agents out there who will tell you exactly what you want to hear or better. Overpricing a home is part of their game plan. They will encourage your high expectations to get your listing, only to tell you later – after the ideal time frame for selling has past – that you must reduce your price to sell! You will now have lost all the initial interest in your property, buyers will have moved on and wrote on properly priced properties, and you are now a stale listing.

EFFECTS OF OVERPRICING



SCARE OFF BUYERS/LIMIT SHOWINGS

If you are not careful, you can scare off the best buyers before you ever get a chance to show them your home. Most serious buyers are often working with real estate agents, and a good agent can spot an overpriced home from a mile away. These agents will tell their clients to steer clear of your home or only show them more competitively priced homes.



NOT SHOW UP IN BUYERS SEARCH RESULTS

For example, say the average comparable property is selling for \$385,000 and your agent suggests a list price of \$399,800 to allow some negotiating room. If you decide to try a higher price at \$410,000, buyers in your area might only set their search up to \$400,000 and not see your property at all and still have lots to choose from.



BECOME A STALE LISTING

There is an ideal time frame to sell a home in, and it usually falls within the first few months that the home is on the market. Longer you sit on the market the more a buyer will start to wonder why the property isn't selling, think negatively, or that must be wrong with the property.



CONTINUE TO REDUCE PRICE AND SELL FOR LESS

Your going to have the most interest and activity when you first list your property. If you overprice your home and decide to reduce the price, it's a lot tougher getting buyers back through the property. And you might have lost those buyers to other properties that were priced correctly.

PREPARING YOUR HOME

95% of buyers want to just move in, so do your best to make your home look this way. *It will be worth it.*



EXTERIOR

- TRIMMED GRASS (SUMMER)
- SHOVELED WALKS & DRIVEWAYS (WINTER)
- OUTSIDE LIGHTS WORKING (leave on for showings)
- PAINT DECK/EXTERIOR WOOD TRIM AND RAILINGS
- WINDOWS CLEANED INSIDE AND OUT
- RAKE LEAVES

INTERIOR

- DECLUTTER COUNTERS AND MINIMIZE SMALL APPLIANCES
- WALLS CLEANED AND PAINT AND BASEBOARD TOUCH UPS
- DE-CLUTTER ROOMS AND LIVING SPACES
- THOROUGH CLEAN (make everything shine)



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PREPARING YOUR HOME

PRESENTING PROPERTY

- TURN ON ALL LIGHTS AND OPEN BLINDS/DRAPES
- COMFORTABLE TEMPERATURE
- BE ABSENT FOR SHOWINGS
- TAKE PETS WITH YOU

ONCE LISTING AGREEMENT IS SIGNED

- MEASURE THE PROPERTY, INTERIOR AND EXTERIOR
- VIDEO TOUR AND HD PHOTOGRAPHY
- ALLCALGARYLISTINGS.COM
- MATRIX SYSTEM
- REALTOR.CA
- ALL WEBSITES
- YARD SIGN
- FEATURE SHEETS
- LOCKBOX
- SHOWING COORDINATOR

SELLER'S RESPONSIBILITY

Order RPR (Real Property Report) or prepare condo docs

OFFER PROCESS

When a buyer decides they would like to make an offer on your home, their real estate agent will prepare a Purchase Contract/Offer to Purchase. Their agent will then submit the offer to our team in person, by email, or fax. Your listing agent will then present the offer to you to discuss the terms and price.

Once this has been presented you may accept, reject or counter the offer. If you choose to counter the offer, the negotiations continue until both parties agree to the terms, or the offer expires. It is quite common for offers and counter-offers to go back and forth between a seller and a buyer multiple times, so don't worry if this happens to you. It is all a normal part of the process of selling a home and to ensure you are fully satisfied with the sale price and terms of the sale!

The Offer to Purchase will include a deposit from the buyer in form of a bank draft or cheque. A deposit is a sign of good faith that the buyer, who has offered to purchase the property, will complete the transaction on the date specified in the contract. The listing brokerage will hold this deposit in a trust account until conditions are removed. Once conditions are removed and it is a firm sale the deposit will be applied to the buyers down payment. If the offer is not accepted or the conditions are not satisfied, the deposit will be refunded to the buyer.

The Offer to Purchase will almost always contain conditions relating to the sale. The conditions must be waived by the buyer by the date in the contract or the deal may collapse. **The most common conditions of a sale are:**

HOME FINANCING CONDITION

Ben Sweet, Justin Becker & Associates will usually ask for a pre-approval from the buyers submitting an offer. That being said a "pre-approval" is not a guarantee of being approved for the mortgage and the buyer must obtain final approval when they submit the purchase agreement to their lender. Sometimes an appraisal will be required by the lender and access to your home will be required for this.

PROPERTY INSPECTION

Most buyers will choose to have a professional home inspection before signing off. They are not looking for cosmetic defects, they are looking for more major defects in a property such as plumbing leaks, electrical, furnace, roofing, windows, grade, and general maintenance issues. Access to your home will be required for roughly 3-4 hours and this inspection is at the buyer's expense. Sometimes this can result in a secondary negotiation. Also please plan on not being home for the inspection.

CONDO DOCUMENT CONDITION

This condition would apply only to condominiums. They buyer will request to review all current and relevant documents available by the management company. It is the seller's responsibility to supply these documents for review.

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FIRM SALE!

LEGAL REPRESENTATION

You will need to involve a lawyer for such items as title transfer and mortgage discharge. Property title transfers between sellers and buyers must be recorded at Alberta Land Titles to protect the new owners. All documents will be signed in the lawyer's office before the possession date. Select a lawyer early in the selling process that way you can consult him or her throughout if you have any legal questions. Ben Sweet, Justin Becker & Associates can refer legal representation or you are free to hire anyone you wish should there be a lawyer you know or have worked with before. You won't need your real estate lawyer until we have a firm sale on your property.

Lou Pesta

Walsh Law

403-267-8400

#2800 801 6th Avenue SW

Calgary, AB

lpesta@walshlaw.ca

Chantal Boucher - Legal Assistant

cboucher@walshlaw.ca

Rob Vanderberg

Robert S. Vanderberg, Barrister and Solicitor

403-259-3099

400-7015 MacLeod Trail SW

Calgary, AB T2H 2K6

rsvan@outlook.com

INSURANCE AND UTILITY COMPANIES/ADDRESS CHANGE

Once you have a firm sale, you will also have a firm possession date! You can now call your insurance company, utility companies, and cable/internet providers ect... to let the know when to disconnect your services and arrange transfer to new property if needed. The buyers will arrange themselves to have their own services ready for the possession date. You will also want to have your mail forwarded to your new address.

CLEANING, KEYS, APPLIANCE MANUALS, DRAWINGS

The cleanliness of the property is something that is not written, but expected as a nice gesture to the new owners! Once all your belongings are moved out you will want to do a final clean or we can arrange a house cleaner for you to do a move out clean. If there are any large holes from pictures, or TV mounts you are expected to patch and touch up those as well. Ben Sweet, Justin Becker & Associates will keep the key you originally provide us in our office until closing date. You will want to leave all extra keys, mail keys, garage door openers etc.. on the counter or in a drawer for the new owners. You may also want to leave appliance manuals, builder drawings, or anything else that you would no longer need but would be helpful to the new buyer. As well as matching paint or extra flooring such as tile or hard wood.

COMMUNICATION IS KEY!

WHAT YOU CAN EXPECT FROM US ON A WEEKLY BASIS

1. YOUR LISTING AGENT IS ALWAYS AVAILABLE DIRECTLY BY CELL PHONE
2. FOUR UPDATES PER WEEK:

A. SHOWING FEEDBACK.

C. BEHIND THE SCENES INTERNET MARKET UPDATE.

B. NEIGHBORHOOD COMPARABLES AND SALES.

D. RELATOR.CA ACTIVITY STATISTICS UPDATE.

real f in @ 盘 Email Us Call or Text: 403-774-7447 REGISTER LOGIN

BEN SWEET JUSTIN BECKER & ASSOCIATES BUYERS * SELLERS * RAVE REVIEWS ABOUT US CAREERS CONTACT US *

Hi, I'm Ben and this is my highly trusted local real estate team. After 80+ years of combined experience, we still care deeply about what we do. We are honest, hardworking, down-to-earth, skilled, and knowledgeable. Buying or selling a home really is a big deal. We'd love to help you. Be sure to read some of our reviews, we think you'll like what you read.

A+ TOP AGENT ROOMVU 100% HOZZ TOP AGENT

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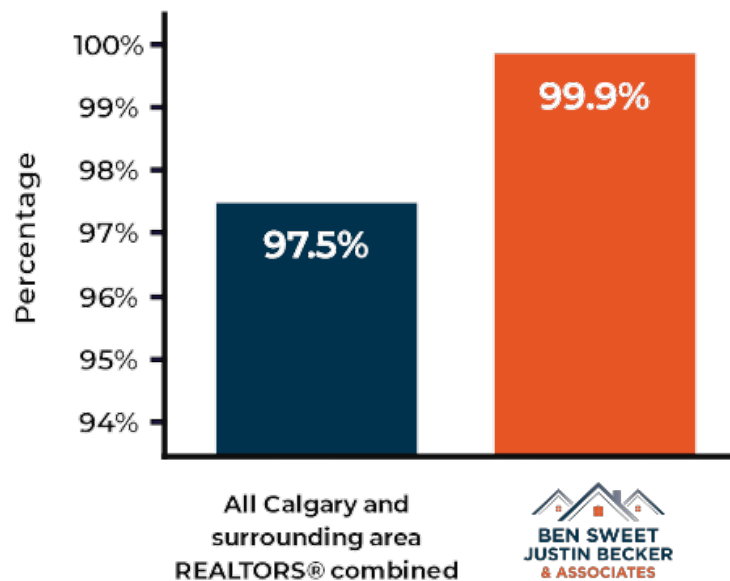
HERE IS THE PROOF THAT WE GET YOU MORE!

THIS IS HOW WE DO BETTER AND GET YOU MORE!

OUR FOCUS WHEN WE WORK TOGETHER IS...

1. Treat you like family, yes we really do. We take this mindset because it helps us to shape our guidance as if we were helping our own family. Everyone wins when we do this.
2. Our marketing and organizational systems are unique, handcrafted, extensive, and unmatched. With these we end up getting higher sale prices, please see some statistics below.

Average list price to sold price % for sold homes:

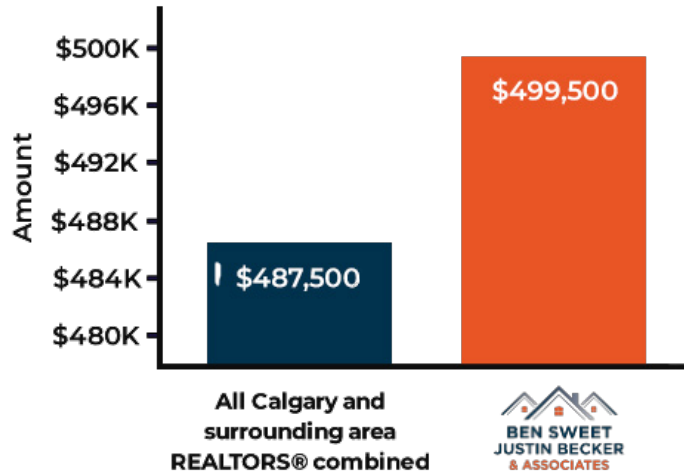


Achieved Price for a house worth \$500k:

How much more do we sell homes for?

For example on a \$500k home, they sell for \$487,500, we sell for \$499,500.

A difference of \$12,000, would you like an extra \$12,000 when you sell?

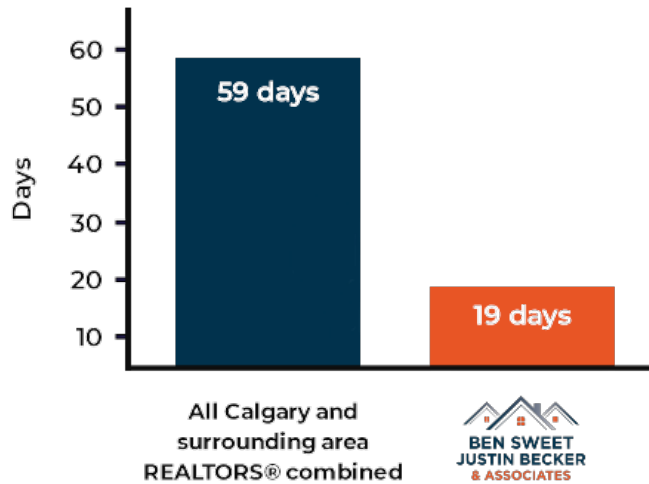


Average amount of days on market:

Average days on market, time required to sell:

All other REALTORS® combined 59 days on market to get a home sold.

Ben Sweet | Justin Becker & Associates
19 days on market to get our homes sold.
We sell homes much faster, in about 1/3 the time.



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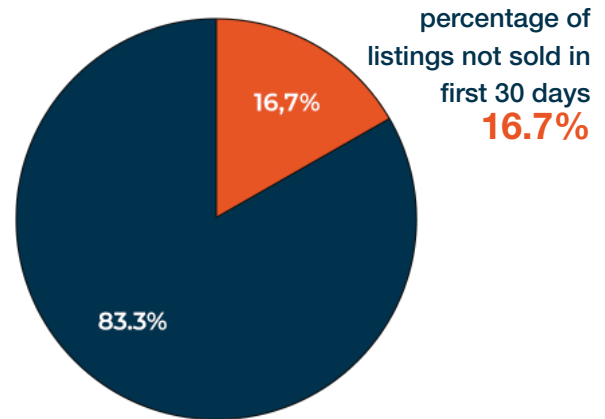


Listings sold in first 30 days on market:

The statistics show we sell homes for more and faster than all other agents combined. Why would you choose anyone else?

83.3% of our listings sold in 30 days.

We reduce stress, hassles and difficulties by anticipating your needs and fulfilling before we are asked (as often as possible). We will never sugar coat anything.



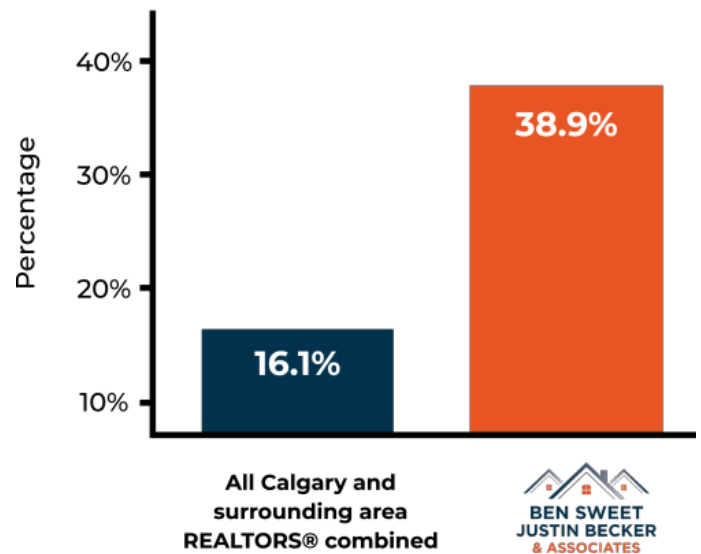
percentage of listings sold in first 30 days
83.3%

Listings sold at or above list price:

All other REALTORS® combined 16.1% sold at or above list price.

Ben Sweet | Justin Becker & Associates 38.9% sold at or above list price.

We simply sell homes for more money. Our statistics prove it.



For every home we put up for sale, we truly want to find the right buyer for that property so we can ensure a smooth sale, we have no interest in only listing it for sale, that is a waste of time, effort and money for everyone.

We don't mess around, and we are also easy going, yet driven and fun loving people. Other people say we are a true pleasure to work with.

WHAT PEOPLE ARE SAYING

about us

**BLYTHE
IBATUAN**

I've used Ben Sweet and Associates a number of times, and I have always been completely at ease and satisfied with their service. Recently, in the midst of a global pandemic, the challenges seemed insurmountable. I live part-time in the US so you can imagine the challenges (quarantining, having my house 'show ready', etc.) we faced trying to sell my home in Calgary. Ben was fantastic, going above and beyond, every step of the way. I had no choice but to ask for extra service and Ben never hesitated. I can't recommend Ben and his team enough!

**LAURA & JIM
WRIGHT**

We called, and Justin Becker was able to get back to us right away to set up a time to come over and evaluate our house. He was a great help in finding us a wonderful house to move into in Thornecliffe, and invaluable in listing our house in Evanston. The pictures for the listing turned out beautifully, and our house sold in 5 days for 98% of the list price. Needless to say, we were extremely happy with Justin's professionalism and the help of everyone on the team. We would not hesitate to recommend Justin to anyone looking for a great realtor.

**SHAWN
MURPHY**

This is the third home that we have purchased over the last nine years, using Eric as our Realtor. This home was the most complicated purchase that we have experienced, but Eric handled everything flawlessly. Throughout the entire purchase process, Eric addressed every question and concern that we had in a timely manner, he is extremely responsive. Eric kept us updated throughout the process and we would recommend Eric to everyone we know!

**PAUL
ALBERT**

Ben was absolutely awesome and helped us get our home listed and sold quickly and effectively. Ben had some great advice on making our home more friendly for showings (it is a smaller home) and assisting us arrive at an attractive and appropriate list price. Would highly recommend Ben to anyone looking to sell their home and would use him again in a heartbeat.

"HIGHLY TRUSTED, EXPERT LOCAL ADVISORS"



OUR GUARANTEE

MAXIMUM MARKETING AND EXPOSURE

We promise to market and expose your home to as many potential buyers as possible through all of our marketing channels. Our goal is always the same, maximum eyeballs = more buyers = higher sale price in a shorter time with less hassle to you.

DON'T PAY UNTIL WE SELL THE HOUSE

We don't charge you anything to list your home and are taking the risk paying for all marketing expenses and upfront costs. You only pay a commission when we do our job and your property sells!

NO FEES FOR EARLY TERMINATION OR CANCELLATION

Some realtors will charge you fees if you want to end the listing agreement early or if you decide to take the property off the market. We only ask for 7 days notice to follow up with any of the leads we have brought through your home or have been talking with. We understand that sometimes market conditions aren't ideal and if you decide it's not the right time for you to sell that's fine! We'll chat again when it is a better time!

BUILDING LONG TERM RELATIONSHIPS WITH OUR CLIENTS

We strive to achieve a high level of customer service and integrity when dealing with our clients and others. We aren't in the business to make chase a quick sale just to get a deal done. We take the time to listen to our clients needs and concerns to make it a more stress free experience. We are there to be your best resource for all your real estate needs for years to come. A majority of our business is from referrals and word of mouth and that is something we are quite proud of!

THANK - YOU -

for the opportunity



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& ASSOCIATES**

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