

LISTING STRATEGY

MY APPROACH TO SELLING YOUR HOME FASTER + FOR TOP DOLLAR



Darren Stang

Your Neighbourhood Realtor

Thank You



Darren Stang

RE/MAX[®] Real Estate

Cell: 780-203-9999
darrenstang@remax.net
stangrealestate.com

Thank you for the interview & trusting me with the sale of your home. Everyone involved in the process is committed to ensuring that ALL of your real estate needs are not just met, but exceeded!

I've created this book for your convenience and I hope that it will be a valuable resource. While the entire process is outlined for you here, please know that I will be staying in constant contact with you throughout the process. Your experience will be unique and I will adjust our service according to your wants and needs. My focus is on your complete satisfaction..



What I offer

Our Modern Marketing Approach: Some agents think just putting a home on the MLS gets it sold. While listing on the MLS is highly important, attractive marketing will attract the right buyers and help net you the most for your home!





5 Step Process to getting your home SOLD

Pre-listing

Listing
Launch

Active
Listing

Under
Contract

SOLD

1

2

3

4

5

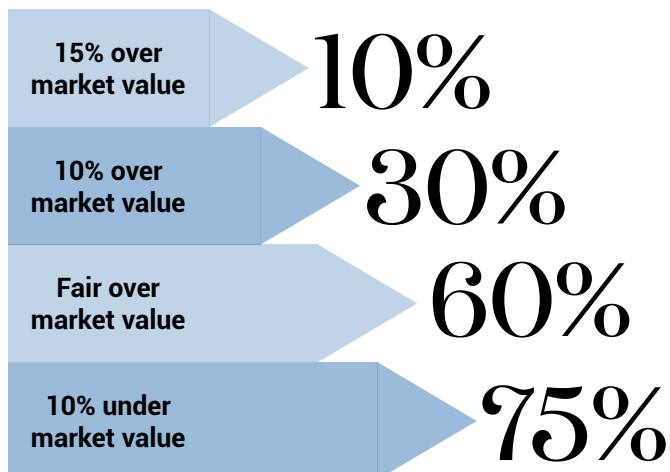
STEP 1

PRE-LISTING

- Listing consultation
- View comparable home sales
- Marketing plan discussed
- Contract signed
- Schedule photography/video
- Arrange home staging



**PERCENTAGE OF THE
MARKET THE PROPERTY
APPEALS TO:**



STEP 2

LISTING LAUNCH

- Install high-quality signage
- Create targeted one-to-one social media paid advertising property brochures delivered to your home
- Activate listing on MLS
- Promote property to other agents, via broker meetings, email and social media marketing
- Remember every home is different and we tailor our approach to you every time!



STEP 3

ACTIVE LISTING

- Broker Bay set up for easy scheduling & 24 hour answering service
- Email campaign launched
- Broker Only Open House
- Timely feedback after each showing



STEP 4

ACCEPTED OFFER

- Offer(s) received
- Offer(s) negotiated
- Offer accepted
- Potential back-up offer(s)
- Condition period completed and removed
- Buyer's appraisal completed if required
- Documents forwarded to lawyer
- Make arrangements with movers and utilities
- Ongoing coordination between buyer's agent



STEP 5 SOLD!

- Property closes
- Moving day
- Pick up keys or funds from the lawyer
- Celebrate!
- Client and friend for life with Darren Stang



Testimonials



Darren was the dream team in himself! He helped us sell our home while we were out of province. He helped ensure the sale was smooth, and had great communication for the progress of showings. He is very professional. We highly recommend using him for all your real estate needs! He's very informative and knowledgeable in real estate trends. We put all of our trust in Darren, and would do it again using him.

N & J, Legal, AB



Darren Stang is knowledgeable, easy to work with and we genuinely felt he wanted the best for us. Buying a home can be stressful, but he took the time to understand our needs, worked around our schedules, and communicated well throughout the whole process of purchasing our home. He made us feel valued as his clients. He is our realtor of choice, and we highly recommend him.

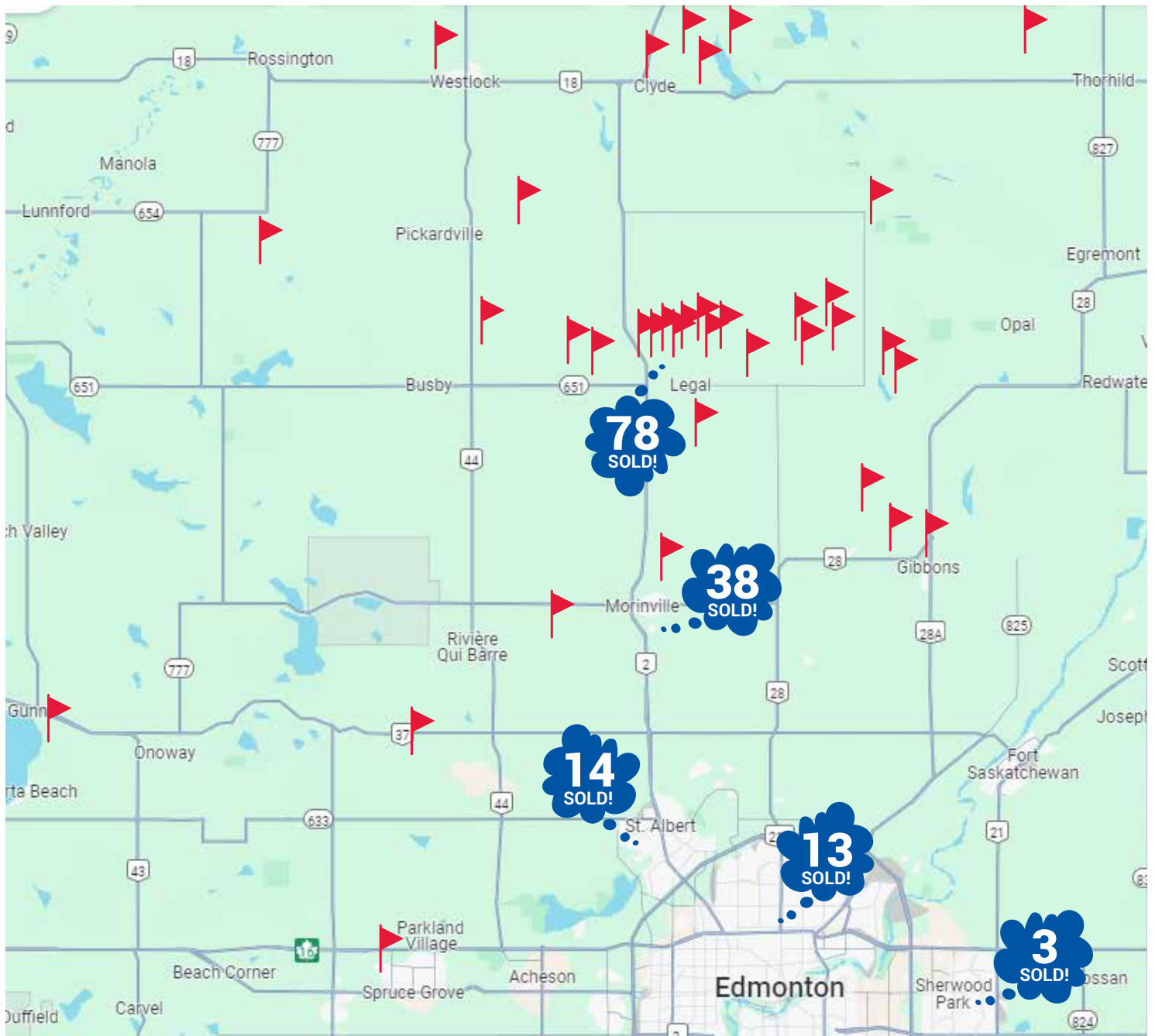
C & E, Sturgeon County, AB



After working with Darren to sell my first home in 2014, I was convinced that he's the only realtor I'll ever need. Since then, I've bought multiple properties and sold a couple, and with each process, Darren's knowledge, professionalism and terrific instincts have consistently guided us through to excellent outcomes. He is a skilled listener and negotiator, with very in-depth knowledge of the local markets. It is truly a pleasure to work with my Neighbourhood Realtor, Darren Stang.

V & M, Sturgeon County, AB

JOIN MY HAPPY CLIENT CLUB



Questions?



**I'm here to
navigate you
through the
process of
selling your
home. Please
don't hesitate
to reach out!**

Darren Stang

780-203-9999

darrenstang@remax.net

stangrealestate.com



Darren Stang

Your Neighbourhood Realtor

RE/MAX® Real Estate





Darren Stang

Your Neighbourhood Realtor

