

*Selling your home?*

**EVERYTHING YOU NEED TO KNOW.**

A Homeowner Information Package

*Chad Leigh*

Chad Leigh | Royal LePage Dynamic | 204 880 9523 | [Chad@chadleighhomes.com](mailto:Chad@chadleighhomes.com)



# MEET CHAD LEIGH

## Hi, I'm Chad

I was raised in Winnipeg, MB. I attended University of Manitoba studying at the Asper School of Business. Throughout my high school and university academic career I worked at the Keg Steakhouse and Bar. There I met an abundance of people, co-workers and patrons, with different passions and abilities, I learned skills that translated into my career as a realtor. I learned how to anticipate people's needs and wants, how to carry myself in a wide variety of situations, and most importantly I learned about sales and the value of a satisfied customer.

After starting my career in Real Estate, I was quickly drawn to the morals and ethics that Ethos Realty provided. After working closely with the team at Ethos, I was offered an opportunity to further my career and took a position with Century 21 and in 2021 I decided to move to Royal LePage Dynamic. I still maintain strong relationships with my colleagues at Ethos Realty and Century 21 Carrie and am so thankful they were my first introduction into the world of Real Estate in Winnipeg.

My genuine and charismatic approach and attention to detail is what sets me apart from others. I am able to meet the needs and wants of each client independently and will always provide customer service beyond customer expectations.

I sincerely hope we get a chance to work together.

Sincerely,  
Chad Leigh, REALTOR®

MEET CHAD LEIGH



# MARKETING PLAN

We have a very unique selling market and no two homes are the same so why have a strict marketing plan like every other agent or team?

I will design a plan specific to your home and goals. I will ensure your goals are met on your terms while I guide you through the entire process so you can make an informed decision.

Please see the list of services below that puts us above and beyond:

Maximum Exposure is necessary and we advertise Canada wide!

- Chad Leigh's Website
- Royal LePage Dynamic's Website
- Royal LePage Canada's Website
- Royal LePage "For Sale" Sign in your yard
- Point 2 Homes
- Multiple Listing Service (MLS) [www.realtor.ca](http://www.realtor.ca)
- [www.marketplace.winnipegfreepress.com](http://www.marketplace.winnipegfreepress.com)
- [www.winnipegrealestatenews.ca](http://www.winnipegrealestatenews.ca)
- [www.kijiji.ca](http://www.kijiji.ca)
- Social media sites (Facebook & Instagram)
- Professional Photographer
- Brookfield Relocations

Chad Leigh

As your  
**REALTOR®**  
I will:

- Recommend a competitive asking price
- Provide all the information necessary to prepare your home for sale
- Prepare a feature sheet of your home for prospective buyers
- Host public open houses as required

# SHOWING YOUR PROPERTY



## **Scheduling the Showing**

Coordination is key! Before a REALTOR® from our brokerage or a co-operating brokerage shows your property, your REALTOR® will contact you to schedule an appointment. You will then be notified of the showings date, time and, if it's acceptable, the appointment will then be confirmed. If you can't be reached, the showing will proceed on the understanding that you wouldn't want to miss any chances for interested buyers to view your property.

## **Timing**

Ordinarily, you'll have plenty of notice for a showing request. Some buyers, however, may ask to see your property as soon as possible. In such cases, a showing could take place within an hour or so, you'll be given as much notice as possible.

## **Special Instructions**

Any special instructions you may have given to your listing agent, such as information on pets, parking or security will be listed in your property file and thoroughly explain to the REALTOR® who requested the showing.

## **The Showing**

You will need to leave the property for each showing 15 minutes prior to the time scheduled and you may return one (1) hour later, the REALTOR® will use the lock box your agent put on your property to enter. All REALTOR®s will leave the home in the condition that it was found, lights on, locked, secured, and will leave a business card behind as proof they were in the home and to whom it was.

## **Contact Information**

If you're not available to approve a showing request, it's important to notify your agent by leaving a telephone number where you can be contacted.

## **Agent Preview**

Occasionally, a REALTOR® may schedule an appointment to view your property without a buyer. By familiarizing themselves with what's on the market, they will be in an excellent position to alert a buyer to a property that fits the bill.

## **Unscheduled Appointments**

Do NOT allow anyone in the door that does not have a scheduled appointment, you will be aware of all appointments. Politely ask them to call your listing agent to request a showing. Even if the person identifies himself or herself as a licensed REALTOR®, an appointment request must be made first through your listing agent. Safety is number 1!

# PREPARING YOUR HOME

Chad Leigh

## Showing

Your house should always be available for show, even though it may occasionally be inconvenient.

## Don't be home during all showings

Home buyers will feel like intruders if you are home when they visit, and they might not be as receptive toward viewing your home. Visit the local coffee house, yogurt shop, or take the kids to the local park.

## Lighting

When you know someone is coming by to view your home, turn on all the indoor and outdoor lights – even during the day. At night, a lit house gives a “homey” impression when viewed from the street. During the daytime, turning on the lights prevents harsh shadows from sunlight and it brightens up any dim areas. Your house looks more cheerful with the lights on and buyers will walk through with ease.

## Fragrances

Do not use scented sprays to prepare for visitors. It is too obvious and many people find the smells of those sprays offensive, not to mention some may be allergic. If you want to have a pleasant aroma in your house turn on a stove burner (or the oven) for a moment and put a drop of vanilla extract on it. It will smell like you have been cooking.

## Pet Control

If you have pets, your listing agent will put a notice with your listing on the multiple listing service MLS. The last thing you want is to have your pet running out the front door and getting lost. If you know someone is coming, it would be best to try to take the pets with you while the homebuyers tour your home. If you cannot do that, it is best to keep dogs in a penned area in the back yard or crated in the home. Try to keep indoor cats in a specific room when you expect visitors, and put a sign on the door.

## The Kitchen & Bathroom Garbage

Especially if your kitchen or bathroom trash can does not have a lid, make sure you empty it every time someone comes to look at your home – even if your trash can is kept under the kitchen sink. Remember that you want to send a positive image about every aspect of your home. Kitchen & bathroom trash does not send a positive message. You may go through more plastic bags than usual, but it will be worth it.

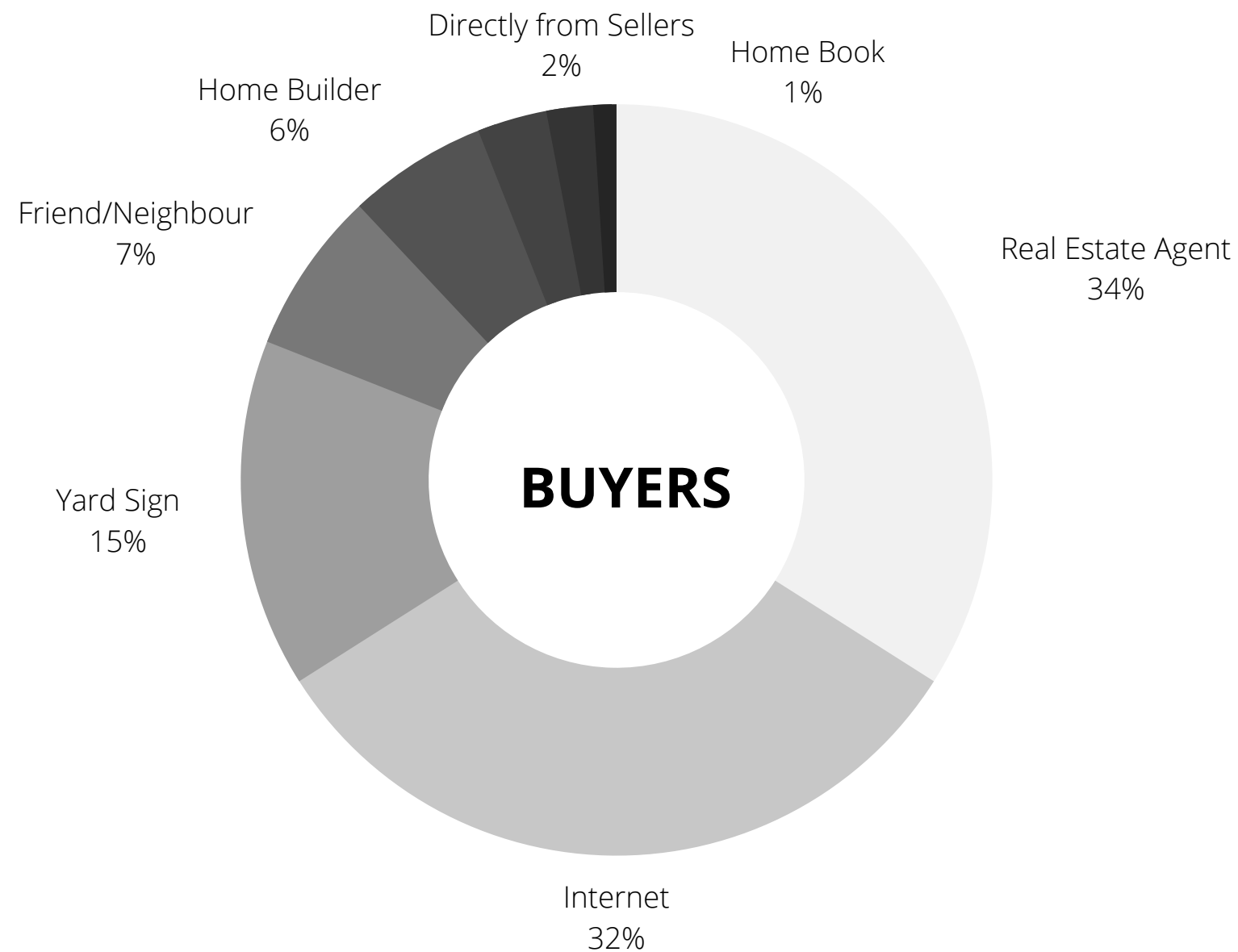
## Keep the House Tidy

Not everyone makes his or her bed every day, but when selling a home it is recommended that you develop the habit. Pick up papers, do not leave empty glasses in the family room, keep everything freshly dusted and vacuumed, toilet seats down, laundry (clean or dirty) put away. Try your best to have it look like a model home. Please remove all jewelry, heirlooms, piggy banks from the home or put in a safe place. It is also in your favour to leave some family pictures in your home but remove pictures of children as your home will be featured on the internet.

## Exterior

Seasonal Clearing - Mow, rake the lawn, trim hedges, weed and edge gardens, sweep sidewalks and driveways, pick up any litter around your yard. Make any repairs needed to gutters and eaves to ensure proper drainage and a clean maintained look. Clear snow on all walkways around your home and driveway, make sure there are no slippery spots of ice - sand or salt work best.

# SOURCES OF BUYERS & COMMISSION



This above chart illustrates the primary sources of buyers for your property.

There are several excellent reasons for selecting a professional Real Estate Agent to handle the sale of your property. For starters, our long-standing real estate expertise gives us the ability to network with other firms' agents to promote your property to the widest possible audience, including the Internet. Selling your property depends on a lot more than advertising and signage – it takes referrals, word-of-mouth advertising, and networking.

The above diagram describes how a commission is divided amongst all of the parties involved.

After a successful sale of your property, the real estate commission is shared among all who assisted in this important transaction. Generally, the commission is divided four ways: to the listing broker, the listing agent, the selling broker and the selling agent. In recognition of the important roles each played in the sale of your property, each is compensated by a percentage of the commission.

# THE BENEFITS OF USING A PROFESSIONAL REALTOR



With Chad Leigh & Royal LePage Dynamic you'll experience a wide variety of benefits when you hire one of our real estate professionals. Successfully selling a property is a complicated exercise, and Realtors have the experience, resources and contacts to complete your sale quickly and smoothly.

## **Pricing**

A Realtor will help you determine the selling price of your property at a level that accurately reflects its value in current market conditions and will not cost you missed opportunities.

## **Marketing**

A REALTOR® will have many useful suggestions on ways to improve the marketability of your property, including cosmetic repairs and other items that will create a favourable impression among buyers. Your property will enjoy a wider exposure among buyers when you use a Realtor. In addition to using flyers and organizing open house days, a Realtor's extensive contact list of former clients, newly qualified buyers and other industry professionals can significantly reduce the time your property is on the market.

A Realtor will also allow you to tap into a highly productive and extensive industry network, such as a Multiple Listing Service or other industry marketing system. Advertising your property efficiently is another area where a Realtor® can play an important role. A Realtor's experience in deciding on the most appropriate type and frequency of advertising for your property can be invaluable. For example, placing too many ads can create the impression that there may be something wrong with the property or that the seller is desperate.

## **Security**

Security is a major consideration when showing your home. By using a Realtor®, you can rest assured that all showings will be pre-screened and supervised.

## **Negotiating**

When negotiating a purchase, most buyers prefer to deal with a middle person who is objective, unemotional and professional. Buyers will often feel more comfortable with a Realtor® than with the owner when they want to raise issues that need resolving before making an offer.

## **Monitoring, Renegotiating, Closing**

A Realtor will guide you through the minefield of potential problems associated with the appraisal, inspection and financing process, including the often complicated escrow instructions. In addition, your agent can meet and instruct any specialists or tradespeople who may be required for repairs or other issues that need to be completed before closing.

## YOU'LL BE HAPPY WE MET

Chad Leigh

Chad was an absolute gem! Incredibly knowledgeable in the real estate game, patient as heck, we worked with him for ~6ish months and it was always a pleasure to see him. We had a viewing out of the city, the moment we got there I knew right away I didn't want to go in (just due to the location, shared driveway etc), I felt really bad but let Chad know we didn't want to waste our time; I can honestly say there was not an ounce of annoyance in his voice, instead he was understanding and reassured us (me) not to feel bad, he didn't mind the drive, that it just wasn't the right fit then, that when you know you know, that purchasing a house is one of the biggest investments in your life so you want to make sure it's the right one. We purchased our house during the height of the selling market (august 2022) and with his astounding negotiation skills, we got the house UNDER ASKING and got a pool table thrown in there. 10/10 would use Chad again and recommend him to anyone and everyone.

Chad helped us with selling our home and the purchase of a new one. Our sale was complicated by some preexisting structural issues with our home, and Chad was able to navigate this with us so well. Chad is a wealth of knowledge and truly goes above and beyond; he is always quick to get back to you and was a huge help after the sale/purchase with lining up contractors for our new home. Chad is the best!

Chad helped us sell our house and buy our dream home in under a month! He somehow made the whole process easy and stress-free which I never thought would happen since we did all of that with two small children at home. He is knowledgeable, professional and reliable. I would recommend him to anyone, anywhere. Thank you, Chad!

My husband and I were referred to Chad through mutual friends. The moment we met him we knew instantly that he was who we needed to work with to go on this journey with. A journey it was, house after house, offer and offer. Chad is professional, yet real. He is honest with you and will do everything possible to go to bat for you, speak up for you and advocate for you. Chad made our experience memorable, something we will never forget. We enjoyed meeting up with him weekly to look at homes, he is friendly, respectful and very professional in the work that he does. He cares, a lot. He cares about the market but most importantly he cares about how it is affecting his clients and does everything possible to ease their minds and be supportive. We gained a life long friend after working with Chad and he continues to be one text / call away if have any questions. Working with Chad to sell/ buy would be the best decision you ever make!

Chad made buying our first home a fun learning experience. He had our best interests at heart when we were looking at houses, and always asked if we had any questions. He was great to work with! I will definitely recommend him to anyone I know who is in the market to buy or sell a home!

Chad was amazing and made our home buying experience truly pleasurable. He is eager, very knowledgeable in all aspects of home systems and honest to the core. We highly recommend that you Choose Chad!!

Chad is the absolute best! Would give him 10 out of 5 stars if I could! We are so glad we reached out to him to help us find our home. He was so patient with us. We were first time home buyers, and he really walked us through the process before, during, and after for purchasing a house. Every appointment we had with him was fantastic, and he truly has our best interest in mind. We have met other realtors previously, where you can tell they were just there for a sale. However, Chad truly cares for what he does, and ensured that we wouldn't be buying something unless we were happy with it. He is also very thorough when looking at homes, to ensure there won't be any big issues if purchased. He had also checked in with us after moving in to ensure that everything was satisfactory. If the time comes, we would absolutely work with Chad again!



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www.chadleighhomes.com