

## WHEN SELLING WITH FRANCINE YOU GET

- Deep Market Knowledge
- Best Pricing
- Effective Advertising
- Professional Negotiator
- Contract Expertise
- Efficient Closings

### Deep Market Knowledge

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You can rely on me for relevant, accurate, and up-to-date **information on market activity, pricing, financing, terms and conditions, and closings** for actual, recent transactions. Such knowledge ensures that you will be properly represented and will complete the selling and closing process at the best possible price and terms, quickly, confidently, and with minimum hassles.

### Best Pricing

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**Get the best price and terms, quickly, confidently, and with minimum hassles.** It is my business to know exactly what is going on local markets. In helping you set the offering price, I will cut through the market hype and emotion, and will provide you accurate and up-to-date information on local market activity and actual sales of relevant comparable properties. Such information would include their initial pricing and any subsequent adjustments, the true comparative marketability of your property, an assessment of present buyer interest and timelines, contract negotiations, and probable closing terms and conditions.

I can also provide **advice on 'staging'** for best-pricing and quick-sale. This would include recommendations on 'de-cluttering' and on minor repairs and cosmetics that will increase both the selling price and the chances of a quick sale.

### Effective Advertising

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I have the **right tools and expertise to get the word out** to other REALTORS® and qualified buyers. I can provide proprietary postings on the Multiple Listing Service as well as my own websites, and personalized introductions to my own buyer and service professional networks. I will host open houses, both for other REALTORS® and homebuyers. I will coordinate all showings of your property to pre-screened, qualified buyers, and will ensure it is properly showcased, all questions are answered, and the safety and security of your property and possessions.



## Professional Negotiator

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**Completing successful contract negotiations is an art**, especially if there are competing bidders. **The nuances of the terms specific to your deal need to be negotiated properly and diligently.** I will objectively evaluate every Offer without compromising your position and, where appropriate, I will advise on Counter-offers to best achieve your objectives. **My specific, personal negotiating skills and experience ensure you the best possible price and terms, saving you significant money.**

An “accepted” Offer is only the beginning of an involved process of appraisals, inspections, financing, payment, and title transfer, all having many of possible pitfalls. I will help you negotiate a legally binding, win-win agreement – one most likely to make it all the way through the process. You can count on me to **properly represent your interests** and to **protect you.**

## Contract Expertise

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As you move through the selling and closing process, it is crucial that you fully understand all of the **contractual legalities** of the Offers, Counter-offers, and finally the Contract of Purchase and Sale that you will enter into. You can count on me to:

- Explain** the details of the oftentimes complicated legalities and contractual wording.
- Manage** the involved process of deadlines, deposits, and paperwork.
- Protect** your needs, both now and in the future.

You can count on me to act as your **personal guide** throughout the entire process. I will ensure that everything completes quickly, efficiently, and with minimum hassles.

## Efficient Closings

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Most sellers find the **necessary legal processes and paperwork are quite overwhelming.** Closing efficiently involves finalizing all of the legalities of inspections, financing, payment, and title transfer. And, from initial Offer to final Closing and settlement, numerous questions and issues can arise, including the discovery of unexpected repairs, financing snags, and property title issues. As your REALTOR®, I am the one **tirelessly working** on your behalf to answer all questions and to objectively resolve any issues. I am the one looking out for your interests while keeping the transaction moving towards successful completion.

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Sotheby's  
INTERNATIONAL REALTY

Canada

For my detailed **Information Guides** on selling listed below, contact me today.

Curb appeal & 'Staging' | Determining value | Listing price | Listing options | Listing Agreement & Property Disclosure Statement | Marketing & Advertising | Showings and open houses | The offer (and counter-offer) | Inspections | Closing | Moving out

Join our growing list of **satisfied clients** please **contact Francine** today!