

SELLING A  
**PROPERTY,**  
ONE STEP  
AT A TIME

**ROYAL LEPAGE ALTITUDE**  
REAL ESTATE DONE DIFFERENTLY

## DECIDED IT'S TIME TO SELL?

■ Let us show you how we make selling your home quick and easy. Because selling a property is much more than simply putting up a "For Sale" sign!

■ Setting the right asking price is not as easy as you might think. Set a price that's too high, and you'll turn off buyers. Too low, and you'll lose out on thousands of dollars. We'll help you create a complete property profile that takes into account your home's current condition, location, neighborhood, special features and countless other criteria.

## WE WILL HELP YOU SET THE IDEAL ASKING PRICE:

- By taking stock of the current market
- By showing you properties comparable to yours that have recently sold in your area
- By analyzing your home's sales history and current condition
- By recommending an asking price that's in line with our agreed-upon selling strategy
- By estimating the net profit from the sale of your property

**As Royal LePage Altitude real estate brokers, we promise to expertly guide through each step of the home-selling process.**

## OUR ROLE?

**There are numerous facets to effectively promoting a property for sale. We minimize the amount of time your home is on market by maximizing its availability to potential buyers.**

To save you time and energy, we handle all of the following on your behalf:

- All stages of the transaction, from marketing to notarizing the sale
- Setting the right asking price
- Promoting your property
- Negotiating on your behalf
- Minimizing the risks associated with a real estate transaction
- Preparing your property for listing
- Compiling and completing all of the necessary documents and agreements
- Coordinating the transaction with key stakeholders and other involved professionals
- Establishing your conditions of sale
- Ensuring the transaction complies with applicable laws and regulations

**There are endless complications that can arise during a real estate transaction. Entrust this important role to a Royal LePage Altitude real estate professional.**

## THE SALE OF A PROPERTY STARTS WITH...

### HIRING A ROYAL LEPAGE ALTITUDE REAL ESTATE BROKER

Selling a property involves a lot of research, paperwork, effort and most importantly, trust.

**Choose a Royal LePage Altitude real estate broker who knows your neighbourhood and local market trends well.**

We'll put all our extensive knowledge and resources at your disposal so that you can achieve your goals.

### LISTING YOUR PROPERTY

**Establishing a property's real value is a difficult task.** Our Royal LePage Altitude real estate brokers will help you complete your property profile. We will also do a comparative market study to analyze the selling price of other homes in your neighbourhood that have sold in recent months.

**To attract buyers, you also need to have a rock-solid marketing plan.** That's where the experience of Royal LePage real estate brokers is invaluable. In addition to advertising your property, we will work with you to create a listing that makes your property stand head and shoulders above the crowd. We'll also help you promote your home on blogs, social networks and various websites. Our Royal LePage Altitude brokers have a national network of more than 19,000 professionals that we can easily tap into to find contacts and get recommendations.

**We make sure to present your property in its best light.** A thorough cleaning and decluttering will be the first step in getting your home ready to seduce buyers at first sight. Again, our brokers are here to offer all the advice you may need.



### RECEIVING AN OFFER ON YOUR PROPERTY

Royal LePage Altitude real estate brokers will help you review the offer to purchase and all the key elements it contains: how much the buyer is willing to pay, the specific details of the offer and financing, any conditions, inclusions and exclusions, etc. We carefully go through all of these details with you so that you can evaluate the offer intelligently.

Royal LePage real estate brokers will also help you decide whether to accept or reject an offer, or to make a counter-offer.

### NEGOTIATING

You may end up receiving multiple offers to purchase, which means you'll have to make a choice. In these situations, **it can be especially reassuring to have the support of an experienced Royal LePage Altitude real estate broker.** Let our brokers help you make sense of all the minutia of offers, counter-offers and multiple offers so that you can make a decision that's best for you.

### CLOSING THE SALE

Even after you accept the offer, there are remaining details that need to be settled before your home is officially sold – such as the closing costs that will need to be paid on or before the closing date of the sale. These costs include the real estate broker's commission, the notary fees, adjustments for utilities and taxes, early repayment of the mortgage loan, or discharge fees, etc.

### Congratulations!

**All that's left to do now is to get ready for your move and to settle into your new home with full peace of mind!**

## ROYAL LEPAGE IS ALSO\*

### MOMENTUM

- Strongest growth in the industry since 2016 in Quebec
- **+265 %** Growth in sales volume
- **+67 %** Productivity growth for our brokerS

### CREDIBILITY

- Our inclusive and recognized brand gives you access to all market segments, from residential to luxury and even commercial
- We offer over **108 years** of innovation in real estate

### PROTECTION ROYALE

- We offer an exclusive insurance program for clients buying or selling real estate through a participating Royal LePage broker. We offer the most comprehensive protection against latent (hidden) defects, delays or withdrawals as well as special assessments for co-ownerships. \*\*

### GLOBAL REACH

- Our vast referral network includes more than **72,000** real estate brokers in over **2,400** real estate agencies worldwide

### POWERFUL NETWORKS

- We offer all the purchasing power of a national network that's made even stronger with the voice and agility of a Quebec team
- Our pan-Canadian network includes more than **19,000** brokers – of which more than **2,300** are in Quebec
- Our provincial sales volume exceeds **\$8 billion**

### UNRIVALED LEADERSHIP

- Thanks to our monthly market studies, we are the real estate firm cited most often by the Quebec media, with nearly **1 billion** media impressions
- Our parent company, **Brookfield**, is the largest real estate firm in the world according to Forbes

### PHILANTHROPY

- We are the only real estate firm in Canada with its own charity
- The Royal LePage Shelter Foundation has raised more than **\$35M** to help women and children across the country escape domestic violence
- Our corporate culture is based on collaboration and integrity



## ROYAL LEPAGE IN NUMBERS\*

### INDUSTRY LEADER

- **#1** in **180** markets nationwide

### INCREDIBLE REACH

We get **100 million** visitors to royallepage.ca each year

We connect with more Canadians across the country through our 5 social media accounts

- **+ 20 000** likes on Facebook
- **+ 17 000** fans on Twitter
- **+ 23 000** fans on LinkedIn
- **+ 17 000** fans on Instagram
- **+ 1 million** views on YouTube

### SALES VOLUME

- **+ 146 billion** in transactions
- **35%** of all real estate transactions in Canada involve a Royal LePage broker

### 100% CANADIAN

- Canada's real estate leader
- **9 out of 10 Canadians** know the Royal LePage brand
- We boast a strong heritage with more than **100 years** of success

### COMMUNITY-MINDED

- We have raised **\$38 million** through our Royal LePage Shelter Foundation

\* Source : Royal LePage Canada Oct. 2022

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ALTITUDE

Agence immobilière