



GRASSROOTS

REALTY GROUP

SELLING GUIDE

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GEOFF HILHORST,
REALTOR



GEOFF HILHORST

Meet Geoff Hilhorst, a community-focused Realtor making waves in the stunning Bow Valley of Alberta as a valued member of Grassroots Realty Group. With a heart for both people and property, Geoff Hilhorst has seamlessly blended a passion for real estate with a genuine commitment to the well-being of the local community.

Specializing in the Bow Valley market, Geoff offers clients not only a wealth of industry knowledge but also a personalized and empathetic approach that goes beyond the transactional, ensuring that each real estate journey is a positive and fulfilling experience.

Geoff is dedicated to upholding the highest standards of integrity and professionalism. With a keen understanding of the unique dynamics shaping the Bow Valley real estate landscape, Geoff stands out as a trusted ally, helping clients navigate the intricacies of buying or selling their homes. Whether it's finding that perfect mountain retreat or contributing to the growth and vitality of the community.

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ABOUT GRASSROOTS REALTY GROUP

GRASSROOTS REALTY GROUP IS A BOUTIQUE
REAL ESTATE BROKERAGE, FOUNDED IN ALBERTA,
BY ALBERTANS, FOR ALBERTANS

Grassroots Realty Group is a boutique real estate marketing firm that is dissecting every pre-conceived notion of what makes a real estate brokerage; we're taking a grassroots approach and rebuilding it from the bottom up. Real estate marketing has been tired, bored and stagnant for years, and we are here to change the game. We are constantly asking ourselves the question, what isn't working? How can we do it better? If we get to the core of real estate, it all comes down to marketing. Real estate is our passion, and changing the marketing game is our mission!



THE MARKETING PLAN

STATE OF THE ART TECH

An agent who is enabled with state-of-the-art technology to make smart and informed business decisions in the demanding fast paced real estate market.

"GRASSROOTS AGENTS USE ALBERTA'S MOST ADVANCED MARKETING SYSTEM. WE'RE HERE TO CHANGE THE GAME"



LEADING MARKETING

Out of the box and industry leading marketing that will result in quicker sales, higher sale prices, and a more stress free environment.

ADDITIONAL MARKETING



FACEBOOK

Our team does more than post your listing on social media, we find creative and interactive ways to engage clients. We engage in highly targeted cost-per-click advertising to find the perfect buyers. We track our marketing efforts rigorously and will report our results on a weekly basis.



YOUTUBE

Our Youtube channel is the perfect avenue to showcase our stunning marketing videos, HD drone aerials, listing promo videos and other cool and creative eye candy developed by the brokerage. We can do very targeted video advertising to get local traction on your listing.



INSTAGRAM

Our Instagram page is filled with beautiful and inspiring content, local architecture, art and most importantly our featured listings. We convey our messages through stunning visual posts, and reach our target demographics through specialized marketing.

ADDITIONAL MARKETING



24 hour exposure on MLS, Kijiji, Grassrootsrealtorgroup.ca and over 10 other public web-sites



Dynamic road-side signage – the sharpest in the real estate game.



Professionally printed flyers designed by our in house designer.



Realtor® and Public open houses within first week of listing. Old School Works!



Home Staging, Cleaning and Organization Available



Email Drip campaigns, newspaper, radio and other old school marketing when applicable.

THE SELLING PROCESS

PART 1

SITE VISIT (CMA)

First order of business is getting together at the property to ensure we have all the information on the home. This is usually 45 minutes and gives us a fantastic opportunity to get to know each other and everything you love about the home.

RECCOMENDATIONS

Not sure whether to replace the tired flooring, paint, or to stage etc. We can make recommendations and connect you with the best professional contractors.

MEDIA + MARKETING

Once your home is show ready, our PRO media team will capture photos, film videos, and capture 3D floorplans. Ideally, this will take place 2-3 days prior to hitting the market.

SIGN UP + LAUNCH

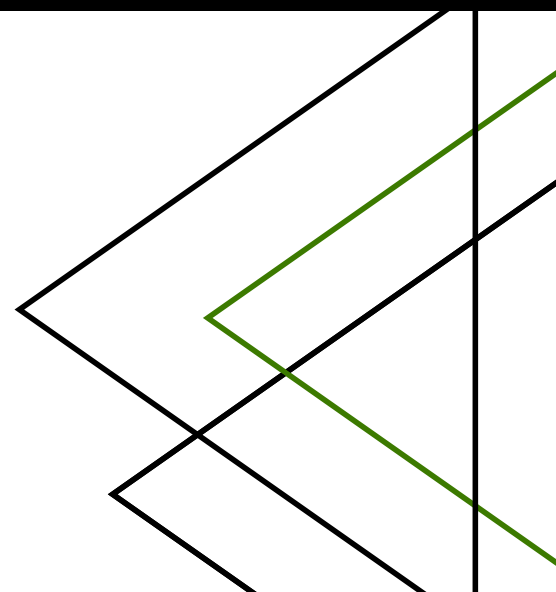
Our stunning signage goes up, and we launch across all platforms!

SHOWTIME!

We're now ready to show the world your beautiful home and ready to take Showings.

SHOWINGS

We are now ready to take showings on your home! Remember to keep it tidy and clutter free for maximum results.



THE SELLING PROCESS

PART 2

OFFERS

We provide buyers with all documentation needed to submit offers. As a team, we will discuss our negotiation strategy to ensure you receive top dollar for your home!

COMPLETE CONDITIONS

Conditions can be different for every deal but the most common are financing, property inspection and sale of buyers home. Usually 2-3 weeks to remove.

SOLD!

With military like precision, we've achieved our objective. It doesn't end there though! This is where we send the deal to the lawyers.

LEGAL

Now that we have a done deal, we need the lawyers to make it official. Bank documents and title transfers are all done at this time.

KEY RELEASE

We will be there to do final walk through and collect all the keys from you. We will facilitate a key hand off to the buyer and make sure everyone is happy

POP BOTTLES AND ENJOY

We did it!!! This was a full team effort and with every successful seller, there is always a reason to celebrate. This is another area we excel in

CMA EXPLAINED

(COMPARATIVE
MARKET
ANALYSIS)

A QUICK BREAKDOWN OF THE CMA

BEFORE PUTTING A HOME ON THE MARKET OR LISTING WITH A REAL ESTATE AGENT, SAVVY HOME SELLERS OBTAIN A COMPARATIVE MARKET ANALYSIS, ALSO REFERRED TO IN INDUSTRY AS A CMA .

Comparative Market Analysis (CMA) reports contain the following data:

Active Listings: homes currently for sale. These listings matter only to the extent that “they agree” with your competition for buyers. They are not indicative of market value because sellers can ask whatever they want for their home. It doesn't mean any of the prices are realistic, necessarily.

Sold Listings: homes that have closed within the past six months. These are your comparable sales and what an appraiser will use when appraising your home for the buyer, along with the pending sales (which will likely have closed by the time your home is sold). Look long and hard at the comparable sales because those are your market value.

Off-Market / Withdrawn / Cancelled: these are properties that were taken off the market for a variety of reasons. Usually, the reason homes are removed from the market is because the prices were too high.

MOVING CHECKLIST



CHANGE MAILING ADDRESS

Bank, phone, CRA, subscriptions, municipal. Set up mail forwarding



SET UP NEW / CANCEL OLD UTILITIES

Water, gas, electrical, internet, phone, cable., alarm. Set up Installs.



CANCEL INSURANCE

Get multiple quotes, bundle with auto to save. Lawyers will need this!



MAKE MOVING ARRANGMENTS

Take time off work, book movers, cleaners or family/friends to help.



TALK TO YOUR LENDER

Talk to your bank or broker, will be needed min. 2-3 days before closing.



ORDER PIZZA

Trust us, you will be busy! We are here to help, and we also love pizza.



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**THANKS FOR SELLING WITH ONE OF
CANADA'S FASTEST GROWING
NEW COMPANIES**

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