



## CRAIG PILGRIM, REALTOR®

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# ... for Buyers

## It's About You, Not Me

The first thing you need to know is that when you engage me to work for and with **you** as your REALTOR®, I am legally obligated to act in your best interests and to put your interests before the interests of all others; including my own.

I am **your** personal advisor and the only thing(s) that matter to me are those things that matter to **you**.

## What You Can Expect

You can expect an initial meeting in which we will discuss your plans, needs, and wants, and we'll review the Buyer package I will have prepared specifically for you in advance. We will spend approximately one-hour together during our first meeting and we will:

- discuss your plans, goals, timelines, and competing priorities you may have;
- address any questions or concerns you may have;
- discuss my approach to helping you find and purchase your new home; and
- begin building our relationship and ensure we start out on the right foot.

My time is yours and during our initial meeting you will have as much time as you need to ask questions about me, the market, and/ or the purchase of your new home. If after our initial meeting we decide to work together, you can expect to begin searching for homes until we find "the one". It may take days or weeks – it all depends on you; and that's the way it should be. **After all, this is about you!**

As you can imagine, there are a great many details to be covered when buying your new home. **I will handle everything for you**; all the while guiding you through the process, keeping you informed, and at all times making myself available to you. Communication is key!

You will only have to:

- decide on your new home;
- pay for and attend the home inspection;
- sign the appropriate paperwork; and
- start packing.

**Remember, you hired me to do the work...why would you settle for anything less?**

## Why Work With Me?

There are approximately 3,000 REALTORS® licensed with the REALTORS® Association of Edmonton. That's a lot of choice – in fact, too much choice.

While buying a home is the fun part of real estate, by-and-large most people find it extremely stressful. My job (aside from finding your home) is to make it as stress-free as possible and bear as much of the burden for you as I can, thereby allowing you to focus on moving.

When it comes to purchasing your new home, **I will personally handle as many of the tasks as you wish me to**; all the while keeping you up-to-date and informed about our progress. I will make sure you are aware of the next steps before they happen and will ensure you understand each step along the way so there aren't any surprises and you don't feel as though you are being 'swept along' in the process.

## Additional Resources

I provide a number of resources for my Clients and for the public-at-large:

**Cominghome Real Estate:** I operate my main website (www.cominghome.ca) as a hybrid website/ blog. I regularly write and post articles covering everything from buying to selling, market statistics, inventory levels, and things most people wouldn't think to discuss about real estate.

**'News You Can Use':** This is my quarterly Preferred Client newsletter. As the title indicates, it's not just about real estate – it's news my Clients can use.

**eNewsletter:** I publish and distribute this email newsletter at least once a month with the latest MLS® market statistics. In addition, I publish important or relevant information as necessary to keep my Clients as up-to-date as possible.

## Testimonials

The following are excerpts from some of the many testimonials I have received. You can view all testimonials in their entirety by visiting my website.

*Craig gave us an extremely pleasant buying experience. We were looking at properties outside the city of Edmonton, and he had no problem making the time to travel to our (new) town to show us what we were looking at. He worked around our schedules and gave us valuable input on things we never would have thought to look at when viewing properties. He helped us with every aspect of our buying experience and his personable manner, honest nature and knowledge was much appreciated. [Shannon & Darrell]*

*Craig exceeded my expectations. Based upon dealings with other real estate agents, Craig was attentive to detail, communicated effectively, always returned my calls promptly and was fun to work with! [Graeme & Julia]*

*Craig helped me in so many ways. Not only did he remain within my budget, but he considered my safety in the different neighbourhoods (single woman). I outlined what I wanted and Craig found it to perfection! He went above and beyond consistently. He always remained professional, patient and friendly. [Mareka]*

*Simply put, Craig was exceptional. I was a commitment-shy first time buyer, and the customer service he provided was second-to-none. It seemed that every time a question or concern popped into my head, Craig called me with the answer before I could call him. Craig approaches his business through clients' eyes - always prepared and always gracious. [Chris & Dan]*

*Craig is fabulous! Overall I was very impressed with pleased with his high level of service & dedication making sure I got what I wanted. Craig understood what I was looking for - he took the time to ask questions, his attention to detail, patience, time availability/ flexibility and communication was outstanding. I respected Craig's professional ethics as he cared about my needs and wasn't just after the sale - he builds relationships with his clients. His negotiation skills are the best I have seen in a long time. In my opinion, Craig is one of the best realtors I have ever met, and it is obvious that Craig loves what he does and he is all about the customer experience! [Vivianne]*

## About Me

I am formally educated at the University of Alberta and hold an undergraduate degree (B.Sc.) in Laboratory Medicine.

I am a member of the REALTORS® Association of Edmonton, the Alberta Real Estate Association, and the Canadian Real Estate Association. I am also a member of the Commercial Division of the REALTORS® Association of Edmonton and the Canadian Commercial Council of REALTORS®.

I have been trading in real estate since January 2005 and while I possess a lot of experience, I still manage to take away at least one new experience from each Client and each transaction. I work for my Clients in all areas of Edmonton, St. Albert, and surrounding communities.

My business is based upon the complementary principles of honesty, integrity, and professionalism and I bring these three qualities to every real estate transaction in which I am involved.

I am serious and committed however, I strive to ensure every real estate experience is enjoyable, from beginning to end.