



CRAIG PILGRIM, REALTOR®

RE/MAX Real Estate
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... for Sellers

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 go over the Comparative Market Analysis (CMA) and Listing Presentation package I will have prepared specifically for you in advance. We will spend approximately one-hour together during our first meeting and we will:

- tour your home so I can learn about any recent upgrades and renovations;
- discuss your plans, goals, timelines, and competing priorities you may have;
- address any questions or concerns you may have;
- discuss your CMA and the price I have recommended for your home; and
- discuss my approach to marketing and selling your home.

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 selling of your home. Remember, this is your meeting and you've invited me to your home. If after our initial meeting we decide to work together, you can expect a second meeting in which we will list your home and go over any last minute details. This may occur within days or weeks of our meeting – 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, items to be addressed, and tasks to be checked off to get your home 'SOLD'. **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:

- keep your home ready for and accommodate requests to show your home;
- pay for the Real Property Report (RPR) if one is required;
- 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.

Selling your home is not fun and by-and-large most people find it extremely stressful. My job (aside from selling 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 – and not on selling.

When it comes to selling your 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.

Listing Performance

The following is a summary of my sales performance over the past five years on behalf of my selling Clients.

2006			
Total Listings	12		
Total Sold	10		
Re-List and Sold	2		
Total Expired	0		
Average Sale Price to List Price:		98.24%	
Sales-to-Listing Ratio:		100.0%	
2007			
Total Listings	9		
Total Sold	6		
Re-List and Sold	1		
Total Expired	2		
Average Sale Price to List Price:		98.53%	
Sales-to-Listing Ratio:		66.7%	
2008			
Total Listings	10		
Total Sold	7		
Re-List and Sold	3		
Total Expired/ Terminated	0		
Average Sale Price to List Price:		96.62%	
Sales-to-Listing Ratio:		100.0%	
2009			
Total Listings - 2009	15		
Total Sold	11		
Re-List and Sold	1		
Total Expired/ Terminated	3		
Average Sale Price to List Price:		97.86%	
Sales-to-Listing Ratio:		80.0%	
2010			
Total Listings - 2010	10		
Total Sold	3		
Re-List and Sold	3		
Total Expired/ Terminated	4		
Average Sale Price to List Price:		97.86%	
Sales-to-Listing Ratio:		60.0%	
5-Year Average SP to LP Ratio:		97.82%	
5-Year Avg. Sales-to-Listing Ratio:		87.5%	

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.