

KEVIN CROSS

306.220.4433 | [www.KevinHelpsYou.com](http://www.KevinHelpsYou.com)





Thank you for the opportunity to view your home and discuss how we can achieve your real estate goals. I take this responsibility very seriously and I appreciate your willingness to consider my services in such an important transaction. My promise to you is that I will deliver an honest evaluation of your property's value and a relentless plan to sell your home for the best possible price. I will do this in a professional manner that will allow you to list with confidence.





## ABOUT KEVIN

Born and raised in Saskatoon, I have always loved this great city. In 2008, I was blessed to have a mentor who helped me start my career with Royal LePage Saskatoon Real Estate and I haven't looked back since. I love the business of selling homes that people will live and grow in, and have been privileged to help hundreds of families achieve their goals focusing exclusively on residential buyers and sellers. I've never sold a farm. I don't sell businesses or commercial properties. I sell homes. In my business life, this is my passion.



#2  
REALTOR®  
ROYAL LEPAGE SASKATOON 2017

TOP 5  
REALTOR®  
ROYAL LEPAGE SASKATOON  
2013-2017

OVER  
\$60  
MILLION IN SALES IN THE PAST 5 YEARS  
HELPING 185 CLIENTS AND THEIR FAMILIES  
2013-2017





## MY MISSION

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To deliver the type of old fashioned service that people used to expect, by putting the clients first and not the paycheck. As the late, great Zig Ziglar said, **“You can have everything in life you want if you help enough other people get what they want.”** My mission is to help my clients get what they want.

## CORE VALUES

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- Integrity
- Honesty
- Hard work
- Service





## TESTIMONIALS

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Kevin helped us buy our first home. And when our family outgrew that house, he helped us sell our house and closed the deal on our new home in a weekend. Literally put our house up for sale Friday morning and signed off on our new home Sunday night. We got much more for our home than we thought we would and got our new home for far less than we ever imagined possible.

We could not be happier with our dealings with Kevin and can't recommend him enough. We will not even consider another realtor as long as he is in the business.

5 stars is a huge understatement.

Thanks Kevin,  
Rob

My fiance and I recently purchased our first home through Kevin. He was extremely knowledgeable and gave us all the tools we needed to make an informed decision that was right for us. I highly recommend his services!

Gregg.





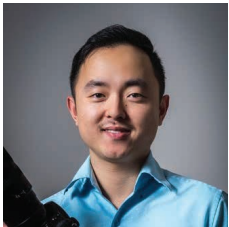
# MY TEAM

## LAWYER

*Burlingham  
Cuelenaere*  
Legal Prof. Corp.  
Barristers, Solicitors and Notaries Public

**Sharla Haggett**  
306.343.9581  
sharla.haggett@bclawsk.com  
www.bclawsk.com

## PHOTOGRAPHER



*Darioso Photography*  
**David Oh**  
306.241-0594  
dariosophotowork@gmail.com  
www.Dariosophoto.com

## MORTGAGE BROKER



**One Street Mortgage**  
**Colette Gates**  
306.341.3944  
coletteg@onest.ca  
www.onest.ca

## STAGER



**Shannon Weber**  
306.262.1912  
infineorder@sasktel.net  
www.infineorder.ca

## HOME INSPECTOR



**Dave Andrew**  
306.220.8702  
dandrew@canadianresidential.com  
www.canadianresidential.com

## CLEANERS



**Pure Zen Cleaning**  
306-612-2429  
www.purezencleaning.com





## STEPS TO SELLING YOUR HOME

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### 1. Prepare Your Home

- Make repairs, improvements & simplify decor

### 2. Interview & Select A Professional REALTOR®

- Determine your home's listing price
- Sign a listing agreement
- List your home on mls

### 3. Launch Marketing Campaign

- Develop advertisements, direct mail, flyers, internet
- Listings, virtual tours and e-mails
- Pursue all leads

### 4. Show Your Home

- Book showings with qualified buyers and other REALTORS®
- Host open houses

### 5. Receive Offers

- Negotiate with the buyer
- Sign a conditional contract of purchase and sale
- Coordinate fulfillment of conditions including home inspection
- Complete disclosure statement

### 6. Buyer Removal of Conditions

- We now have a FIRM SALE!
- Place a sold sign on your home

### 7. Closing

- Our office provides your Lawyer all required sales documentation
- Lawyer arranges for transfer of funds and title
- Lawyer advises that keys can be released to the buyer

### 8. Sold





## PRIOR TO OUR APPOINTMENT

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Before meeting any potential seller I will do some basic research on your property, including but not limited to:

- Search the history of your property in the MLS database.
- Consult City of Saskatoon or Sama property tax assessment information.
- Determine zoning and other aspects of the property.
- Review neighbourhood statistics.
- Compare to Saskatoon Real Estate market statistics and trends.
- Review a title search for the property including legal ownership and interests.
- Obtain ISC parcel information including lot plan and dimensions.
- Search recent sold properties in your neighbourhood.
- Examine currently listed competing properties in your neighbourhood.
- Begin process of drafting a Competitive Market Analysis for your property.





## FOR OUR FIRST APPOINTMENT

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Our first meeting is an opportunity to meet in person and understand your Real Estate goals. We'll discuss the details about your home as we take a full tour and you can show me any special or unique features you feel would stand out. This will help me in finding prospective buyers for your property. We will discuss what your expectations are of me, as your Real Estate representative. I will take you through my marketing plan and show you why it is in your best interest to choose me as your REALTOR® and Royal LePage to represent you and your home. I will answer any questions you may have for me, then we can set up our next meeting.

What I will need you to prepare for our first meeting:

- Recent utility bills
- A survey certificate (if available)
- Information on any recent repairs or upgrades to the property
- Existing mortgage information
- Any septic/well information (acreage only)
- Any other pertinent information on the property





## AFTER OUR FIRST MEETING

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The Competitive Market Analysis will be completed. The field of comparable sales and competing offerings will be narrowed to include those most similar to your property based on my inspection. Certain properties will require detailed adjustments to account for differences between your property and the recent sales. In that case, I will illustrate the value adjustments of the important elements of comparison between your property and those of recent sales. This will allow us to arrive at sale prices for the comparables that are more meaningful in the prediction of the selling price for your property. I will arrive at a recommended list price and expected selling range for your home.

At this stage I will also start to identify potential buyers for your home from my current client base, and through other REALTORS® within my office.

## TO SECOND APPOINTMENT

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I will present my price opinion and a personalized marketing plan to maximize exposure of your property to potential buyers. We will discuss the marketing process in detail and any questions you have will be answered.

At that time I will provide a checklist that will help you prepare your home for photography and some other useful information to help you get the best value for your home.

Should you decide to award me the listing, we will review and complete all required documents for the listing of your home.





## LISTING YOUR HOME FOR SALE

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1. Complete all documents
  - Agency Disclosure (my responsibilities to you)
  - Fintrac Identification Form (government requirement)
  - Listing Contract
  - MLS® Data Input Form
2. Cleaning and Preparing Your Home
  - Arrange for professional cleaners and staging consultation if required
3. Hire a professional photographer
  - Arrange photo shoot
4. Measure your home
5. Complete MLS® listing
  - Write a compelling description of your home aimed at our target market
6. Place sign and lockbox on the property
7. Launch listing on MLS® within the context of our Marketing Plan





## HOW I MARKET YOUR HOME

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### CREATE A BUZZ

1. Notify all REALTORS® at Royal LePage Saskatoon of the upcoming listing through our private Social Media Group.
2. Post your upcoming listing to a Social Media site used by Saskatoon REALTORS® to match buyers with new listings before they are listed on MLS®
3. Review and contact my own database of active buyers.
  - All of this is done to maximize the interest in your property when we go live on MLS®.

### GO LIVE

4. Having identified a target market and completed a compelling listing, we're ready to launch the finished product on MLS® for all Saskatchewan REALTORS® to view and share with their clients.
5. Reverse prospecting
  - Conduct a search of our MLS® to identify Agents searching for a home like yours for their Buyers and directly contact these Agents as soon as the listing is available to show.

### BE EVERYWHERE

6. Cast a wide net online
  - Realtor.ca, royallepage.ca, royallepagesaskatoon.com, and all real estate websites that feature Saskatoon MLS® listings
7. Social media postings and targeted facebook ads
8. Paid Featured ads on point2homes and their 30 syndicated sites

### OLD SCHOOL

9. Lawn sign
10. Mail "Just Listed" postcards to everyone on your street
11. Host Open Houses
12. Feature sheets delivered to your home





## ROYAL LEPAGE - LEADERS IN CANADIAN REAL ESTATE

Industry Leadership

#1\*

in over  
**100<sup>+</sup>** markets  
nationwide

Unstoppable  
Momentum and Growth

Over

**17,000**  
REALTORS®

We've **doubled** the size  
of the company, and **tripled**  
revenue since 2002

**2x** Size **3x** Revenue

A Strong Heritage

OVER  
**100**  
YEARS  
OF SUCCESS

Incredible Reach

~**39M**  
visits<sup>1</sup>

royallepage.ca

100% Canadian

CANADA'S  
REAL ESTATE COMPANY







## MAKING A DIFFERENCE

Like thousands of Royal LePage agents across the nation, I donate a portion of every sale to the Royal LePage Shelter Foundation. In Saskatoon, we direct these donations to Interval House, a local shelter providing services to women and children who are escaping domestic violence. As we are committed to strengthening the communities where we live and work, Royal LePage is the only Canadian real estate company with its own charitable foundation. The Royal LePage Shelter Foundation is Canada's largest public foundation dedicated exclusively to funding women's shelters and violence prevention programs.

Supporting the Community

**\$24M** raised through

Royal LePage Shelter Foundation

