

SELLER'S guide

FOR SELLING YOUR HOME

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Luke Levesque

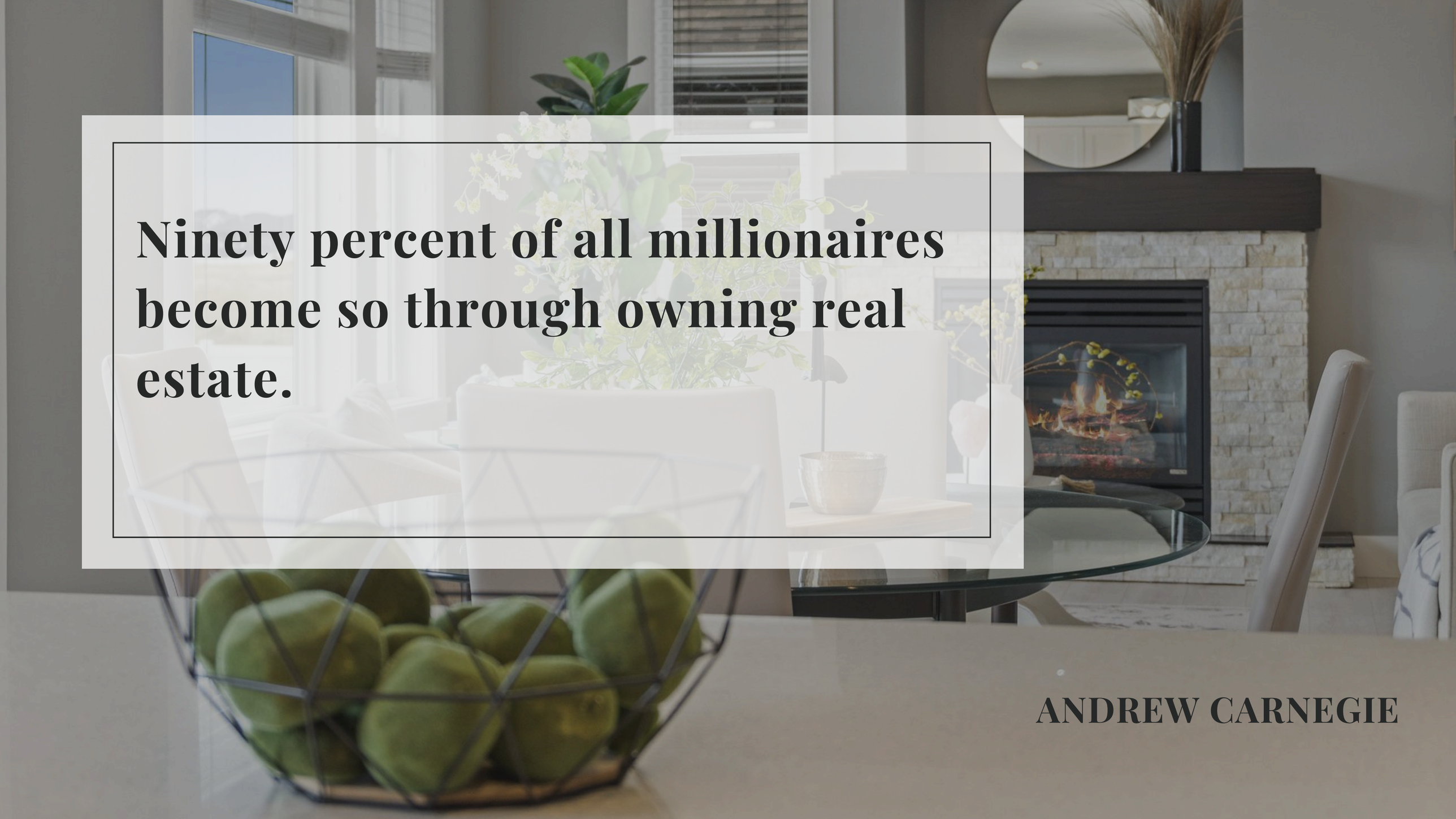
Realtor®

www.luketherealtor.com | Luke.levesque@exprealty.com

With over 13 years at Ellaney Homes (established 2007), I've mastered the art of crafting spaces that families love. My journey doesn't stop there—I combine this hands-on construction expertise with a financial acumen honed through a B.Comm degree, CFP certification, and years as an RBC Branch Manager. This unique blend ensures you're not just selling a house, but maximizing its value, down to the last dollar.
Local housing expert. Born and raised in YXE. I don't just list homes.
I tell their stories. Currently live on a bison ranch.
Customized marketing strategies: Professional photos, video walkthroughs, drone shots, and floor plans for every listing.

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Ninety percent of all millionaires become so through owning real estate.

ANDREW CARNEGIE

WHERE MY BUSINESS CAME FROM

BY TOTAL SALES VOLUME

ACREAGES	$8,411,000	39.73%
SASKATOON HOMES	$7,122,400	33.64%
SMALL TOWN PROPERTIES	$1,938,000	9.15%
COMMERCIAL	$2,700,000	12.75%

TOTAL SALES VOLUME
$21,172,300

NEGOTIATING RESULTS

SELLERS

ON AVERAGE EACH CLIENT RECEIVED

$11,508

ON AVERAGE MY LISTINGS SOLD FOR

102.55%

OVER ASKING PRICE



Preparing

YOUR HOME TO SELL

Meet your Agent, Listing Price, Questionnaire,
Staging Your Home & Pre-Listing Checklist

Meet Your Agent

TO SELL YOUR HOME

Selling a home without a realtor can be stressful and challenging. The majority of homeowners prefer to work with a real estate agent because their experience and resources typically lead homes to garner higher prices on the market.

I will be working with your best interests to help guide you in your journey of selling your home.











SAVING YOU TIME

My goal is to save you a lot of time during the process of selling your home. My experience in the industry has enabled me to know what to look for in a serious potential buyer. We have specific initial questions to determine whether or not they are a qualified buyer before welcoming them into your home.

GREATER EXPOSURE FOR YOUR HOME

Only agents are allowed to market homes for sale in the MLS (multiple listing service), it means that your house information will be available to all of the agents in the MLS system, giving you the most exposure to buyers.

AGENTS AVOID EMOTIONAL SALES

Having an agent keeps you from making mistakes such as refusing to counter a low offer because you’re offended, or giving in too easily. An experienced agent can follow up a sense of eagerness or desperation without communicating.

PROTECT YOU FROM LEGAL RISKS

A lot of legal paperwork is involved in a home sale. You can be held liable for fraud, negligence, or breach of contract if you don't disclose properly. The buyer could sue you if you fail to disclose a hazard or nuisance.

CUSTOMER SERVICE

Once your home is sold, the transaction is still far from being complete. I will be there every step of the way to assist with communication between the agents, your mortgage professional, and your lawyer. I will also be discussing your options and answer any questions you might have about property taxes, utilities, and insurance.

The Listing Process

Talk to a real estate professional to help you determine the best price for your house.



- Initial Consultation: We'll chat about your goals, timeline, a bit about finance and what puts wind in your sails. Usually at your house. No need to clean. No judgements here.
- Market Analysis: I'll dive deep into the data to determine the ideal price point for your home. I prefer to give a recommended range with you having the final say. Think Sherlock Holmes, but with spreadsheets. It's called a CMA (Comparative Market Analysis).
- Home Prep: I'll guide you on staging, decluttering and fixing those "quirks" that buyers may not love as much as we do.
- Professional Marketing: For ALL of my listings - lights, camera, action! Photos, floor plans, videos, and drones (not the UFO military ones) will make your home the star of the Saskatoon real estate scene.

SELLING SHOULDN'T FEEL LIKE REALITY TV. WE'LL KEEP IT SEAMLESS AND FOCUS ON THE BEST POSSIBLE OUTCOME

- Go live: We sign it up like it's 1999 - the docs. Next we list your home, launch the marketing and wait for the offers to roll in. Spoiler: I handle the calls so you don't have to.
- Showings: Buyers will visit and you'll hopefully leave your house cleaner than it's been since you moved in.
- Negotiations (aka "the games"): Here's where I flex my negotiation muscles to get you the best price and terms. Nobody likes a bragger but my track record is strong for clients and my experience extensive.
- Closing the Deal: More paperwork, keys and the big possession day where we all exchange "I love yous". Perhaps a good time to mention all clients get access to a courtesy moving trailer to help make moving a little easier.

Please Do This Questionnaire

TO FIGURE OUT EXPECTATIONS

- [ ] NAME:
- [ ] EMAIL:
- [ ] PHONE:

- [ ] WHEN DO YOU WANT TO MOVE?

- [ ] WHAT ARE YOUR REASONS FOR SELLING?

- [ ] WHAT PRICE ARE YOU EXPECTING FROM YOUR HOME?

- [ ] ARE YOU CURRENTLY ON MORTGAGE PAYMENTS?

- [ ] PROPERTY INFO:
  - Bedrooms:
  - Bathrooms:
  - Approximate Sq. Ft:
  - Features:
  - Amenities:



Prepare your home

TO IMPRESS THE BUYERS

Staging a home helps to create a strong first impression on potential buyers. A well-staged home looks appealing in photographs and in person, which is crucial for attracting interest in today's digital age where most home searches begin online.

I have a keen eye for house layout and staging.

I hire professional photographer with arial drone pictures as well and do social video, all at no cost to you.

Tips to Make your Home Irresistible

- **Declutter and Depersonalize.** Neutrality is key. Doing this allows buyers to imagine themselves living there. That lime green accent wall? Maybe let's reconsider.
- **Freshen Up & Make it Sparkle**. People like shiny things, including your countertops. A Clean, well lit home feels inviting. Ensure all the lights are on before leaving.
- **Ambiance Matters**. Fresh flowers or the smell freshly baked muffins. Even soft music. Pleasant scents and sounds leave a lasting impression.
- **Exponential Returns & High Yield**s. Our culture is big on appearances. Put on the makeup - every dollar spent on paint or patching is money well spent.

Seller Checklist

Cleanliness & Decluttering

- [ ] Deep clean floors, surfaces, windows, and bathrooms.
- [ ] Declutter countertops, shelves, and furniture.
- [ ] Remove personal items
- [ ] Organize closets and storage spaces

Lighting & Ambiance

- [ ] Open all curtains/blinds to maximize natural light.
- [ ] Turn on interior lights (lamps, overheads, accent lighting)
- [ ] Light subtle-scented candles or use air fresheners (avoid strong odors).

Temperature & Security

- [ ] Set thermostat to a comfortable temperature
- [ ] Secure valuables, jewelry, cash, and sensitive documents.
- [ ] Lock away medications and small electronics

Curb Appeal

- [ ] Mow the lawn, trim bushes, and weed gardens
- [ ] Sweep walkways/driveway; clear debris or snow.
- [ ] Add potted plants or fresh mulch for a welcoming entrance

Interior Staging

- [ ] Make beds with neutral linens
- [ ] Set the dining table with simple place settings
- [ ] Fluff pillows and arrange furniture to maximize space
- [ ] Add fresh towels in bathrooms and clear shower products

Final Touches

- [ ] Turn off TVs, radios, or noisy appliances
- [ ] Close toilet lids and ensure bathrooms are spotless
- [ ] Leave a note with Wi-Fi details (if requested by your agent)

Pet Preparations

- [ ] Remove pets from the property
- [ ] Clean pet beds, bowls, and toys
- [ ] Eliminate pet odors or fur (vacuum/sweep thoroughly)

Departure

- [ ] Vacate the property 30+ minutes before the showing
- [ ] Inform your agent the home is ready
- [ ] Double-check locks and alarms



AVOIDING THE BIGGEST LISTING MISTAKES

COMMON PITFALLS AND HOW WE AVOID THEM

- Overpricing. Housing is price sensitive. In the end it can result in less than market value when priced incorrectly.
- Poor Presentation. First impressions are everything. I ensure your home is putting its best foot forward and marketed professionally.
- Limited Exposure. Relying solely on traditional methods misses buyers. We win with targeted online campaigns & eXp's vast network.
- Skipping Repairs. Buyers will notice the leaky faucet, and yes, they will judge you.
- Poor Photos. Dark, blurry photos are a hard "no". We hire the pros to do your home justice and to maximize money in your pocket.

The Buying Process

SELLING YOUR HOME, STEP BY STEP- MINUS THE STRESS AND BAD COFFEE

- Initial Consultation: We'll chat about your goals, timeline, a bit about finance and what puts wind in your sails. Usually at your house. No need to clean. No judgements here.
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Tailored Marketing Strategy

Your Home Deserves the Best

This includes professional photos, custom floor plans, and a walkthrough video of the home .

We employ engaging social media content that engages buyers where they're looking most. Across various platforms. Both paid and unpaid advertising may be employed.

Drone shots highlight unique features like location in relationship to green space or schools. They also highlight scenic views on acreages.

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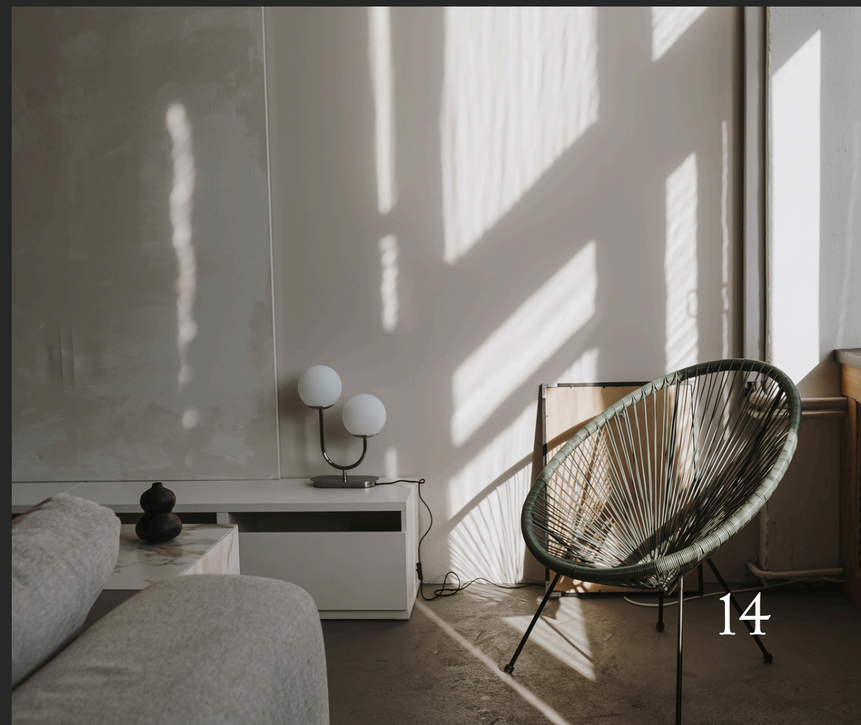


TIPS FOR SELLING

Because first impressions happen once. Let’s make buyers fall inlove the second they walk through the door (or even before that).I’ll guide you on how to prepare your home, declutter, and maybeeven bake some cookies. Okay, the cookies are optional, but theydo work and smell so nice.

PRICING IT RIGHT

Overpriced homes sit. Correctly priced homes sell. My job? To findthe sweet spot that makes buyers rush to schedule a showing. Notthrowing darts here. We analyze the data on comparable sales, thehousing market, economic trends. Like a detective sniffing out theperfect price range. If someone asks “what about Zillow? - Trustme, we’re better than an algorythm.





Final Steps

NEGOTIATION TIME

Offers, Under Contract, Closing

Negotiations

TO SELL YOUR HOME

Negotiation is a reciprocal process, where flexibility from both parties is anticipated and contributes to a seamless and efficient journey towards finalizing the sale contract.

While initially, it may seem sensible to accept the highest offer, it's crucial to recognize that the final sale price, albeit significant, isn't the only factor to consider. There are various other aspects that also need to be taken into account.

- **CASH OFFER:**

Many sellers opt for a lower cash offer as opposed to a higher offer that relies on financing due to the general reduction in complications that often arise with loan-based transactions.

- **CLOSING DATE:**

Another key factor to weigh in is the buyer's readiness to take over the property. Whether it's in 1, 2, or 3 months, it's crucial to determine who will bear the costs during this transition period. I can assist in evaluating offers with these timelines in mind, ensuring you make a well-informed decision.

- **CLOSING COST:**

Typically, the buyer is responsible for all expenses related to the property's purchase. However, during the buying process, there may be negotiations where some of these costs are agreed to be split or shared in some manner.

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Under Contract

congratulations your under contract...

After reaching an agreement on the terms with the buyer, a sales agreement is executed, officially placing your home Under Contract.









CLOSING IS THE FINAL STEP

A deposit is taken by removal of conditions it's held in trust with the buyers brokerage and on possession day the buyers lawyer send the cash to close and mortgage documents if applicable to the sellers lawyer and keys are released to the buyer.

Best wishes on the successful sale of your home!

CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- Real Estate Agent Commission
- Legal Fees
- Mortgage Discharge Fees
- Home Inspection and Repairs
- Moving Costs
- Title Insurance
- Other Adjustments

BRING ITEMS TO CLOSING:

- Government-Issued Identification
- House Keys and Access Devices
- Utility Bills
- Legal and Property Documents
- Mailbox Keys

client testimonial

DAN & SARAH DENIS ★★★★★

Luke is an honest man who, guided by his strong moral character and faith, treats each new client and family with the upmost respect and dignity. His humour, and down-to-earth approach, truly makes you feel how invested he is in the overall well-being of your home experience. He truly wants the best for you.

TYLER BARRY ★★★★★

Luke was a pleasure to work with. He quickly understood our needs and provided valuable guidance throughout the process. His communication was prompt and clear, always making himself available for any questions. Luke's dedication to exceptional service and attention to detail truly stood out. I highly recommend him for his professionalism and client-first approach!

JESSE MICHAUD ★★★★★

Luke went above and beyond any other realtor we have ever worked with. He even confirmed the square footage by measuring himself. He also has a lot of experience with building homes. He knows what home owners value. Whether you are buying or selling, he is the one you want to go to bat for you! Strongly recommend!

Trusted Resources

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ERIC DENIS (ELECTRICAL SERVICE)
1 (306) 381-5676







NOTES



Your Move Made Easier

As your dedicated REALTOR®, I'm thrilled to offer FREE access to our client-exclusive moving trailer!🚛 💪

Whether you're transporting:
- That perfect sectional sofa
- Your legendary garden gnome collection
- Or every last coffee mug (we won't judge)

Use it as much as you need - no hidden fees, no hassle. Just another way we make home sweet home a little sweeter.







Luke Levesque

Realtor®

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MY COMMITMENT TO YOU

Your success is my priority. I'll do my best to keep you informed, handle the details, and make sure the process is as stress free as possible - all while balancing hard negotiating to keep money in your pocket.

LET'S TURN YOUR "FOR SALE" INTO "SOLD"

A quick chat to discuss a game plan and start step 1 on theprocess.

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