

MATHEW THERIAULT

STRATEGIC LISTING SERVICE

Sell with clarity, confidence and a plan designed to protect your equity.

Professional staging advice, precise market valuation and high-impact digital marketing strategies to help maximize your return.

YOUR HOME, OUR MISSION.

A SUCCESSFUL SALE STARTS BEFORE THE LISTING GOES LIVE

Your home is both a major financial asset and a personal investment. My role is to help you prepare it thoughtfully, position it accurately and market it effectively - while protecting your time, priorities and negotiating strength.

Calgary & Area Strategic Listing Service Guide

What strategic listing service includes

A successful sale takes more than putting a sign on the lawn. It requires careful preparation, accurate positioning, strong presentation and a clear plan for attracting the right buyers.

01

Pricing & Positioning

I prepare a market-based pricing strategy using recent sales, active competition, local trends and the specific strengths of your property.

02

Property Preparation

We identify the repairs, improvements, staging steps and presentation details most likely to strengthen buyer perception and marketability.

03

Professional Presentation

High-quality photography, compelling property information and a polished listing package help your home make a confident first impression.

04

Digital Marketing

Your property is promoted through targeted online exposure, social media, professional networks and the channels buyers use to search.

05

Showings & Feedback

Showing access, communication and buyer feedback are managed carefully so we can protect momentum and respond intelligently.

06

Offers & Closing

I compare the full strength of each offer, negotiate the terms and help coordinate conditions, documents and closing details.

POSITIONED TO STAND OUT

How we maximize your market opportunity

The strongest sale results usually come from making smart decisions before the property reaches the market. Every detail should support the same goal: presenting your home clearly, confidently and competitively.

- **Precise market valuation:** Comparable sales, current competition, buyer behaviour and your property's unique features guide the pricing strategy.
- **Staging and preparation:** Practical advice helps prioritize repairs, updates, decluttering and presentation choices that can improve buyer response.
- **Buyer-focused presentation:** Photography, property details and marketing language are designed to communicate value and create a strong first impression.
- **Strategic market launch:** Timing, availability, showing access and the first days on market are coordinated to build attention and momentum.
- **Offer quality and net return:** Price matters, but conditions, deposits, possession dates, financing strength and risk also affect the true value of an offer.

MAXIMIZING YOUR RETURN TAKES PREPARATION, POSITIONING, EXPOSURE AND STRONG NEGOTIATION.

A clear path from preparation to possession

Every property and seller is different, but a disciplined process keeps the sale organized and the strategy focused. Here is what working together generally looks like.

1

Seller Consultation

We discuss your goals, timing, property, priorities and what a successful sale looks like for you.

2

Market Valuation & Strategy

I review comparable sales, competing listings, market conditions and positioning options before recommending a strategy.

3

Preparation & Staging

We create a practical preparation plan covering repairs, decluttering, staging, photography and launch readiness.

4

Launch & Promotion

The listing is introduced with professional presentation, coordinated marketing and a plan to generate strong early attention.

5

Showings, Feedback & Negotiation

I manage inquiries and showing activity, review feedback and negotiate offers with your goals and net return in mind.

6

Conditions, Closing & Possession

From an accepted offer through possession, I help coordinate deadlines, documents, professionals and final details.

A LISTING STRATEGY BUILT AROUND YOUR GOALS

You deserve accurate advice, careful preparation and a professional who will protect your negotiating position while keeping the process clear, organized and focused on your best possible result.

READY TO DISCUSS YOUR SALE?

info@mattcalgaryhomes.com

mattcalgaryhomes.com

Important note

This guide is for general information only. Specific services, obligations and representation terms are established in written agreements. Legal, mortgage, tax, inspection and other specialized advice should be obtained from the appropriate qualified professional.