

Selling with Us

NatalieMcGuire.ca

Natalie McGuire Home Team

About Us & Our Services

Getting the Most Out
of Selling Your Home

Guiding you for Top Results



ROYAL LEPAGE
TEAM REALTY
NATALIE MCGUIRE HOME TEAM, BROKERAGE
INDEPENDENTLY OWNED AND OPERATED



Driven By A Mission

The Natalie McGuire Home Team are proudly recognized as leading market experts helping clients buy, sell & invest.

While Natalie and her team go over and above to help their clients, the best service they provide is knowledge and empowerment.

It's not only the team's goal to help a client sell their home for top dollar, but also to guide them through the process and educate them about every decision.

Simply put, the Natalie McGuire Home Team wants to introduce their clients to a level of service that will earn their trust and begin a lifelong real estate relationship.





Natalie McGuire & Team

The Natalie McGuire Home Team is a professional and experienced full-service real estate company, providing exceptional buying and selling services to a diverse client base across the city of Ottawa and surrounding areas.

As one of Ottawa's leading Agents, Natalie McGuire has been awarded for her negotiation skills, unique selling tactics, and smart strategies. She's recognized as a market expert among her peers, a top Agent across Canada, and a home specialist to her valued clients.

Her core principles of guidance, education, and drive allow Natalie and her team to deliver the best possible results. She has a welcoming, genuine demeanor and a natural ability to understand the needs of each individual client.

Who They Are

Natalie's exceptional support team are all born and raised in Ottawa and are ready to source every piece of information a client needs to make educated decisions. They strive to be an upbeat, positive force in the home selling process to make sure a seller's stress is minimized.



What They Stand For

What truly defines The Natalie McGuire Home Team's level of service is their relationships with their clients.

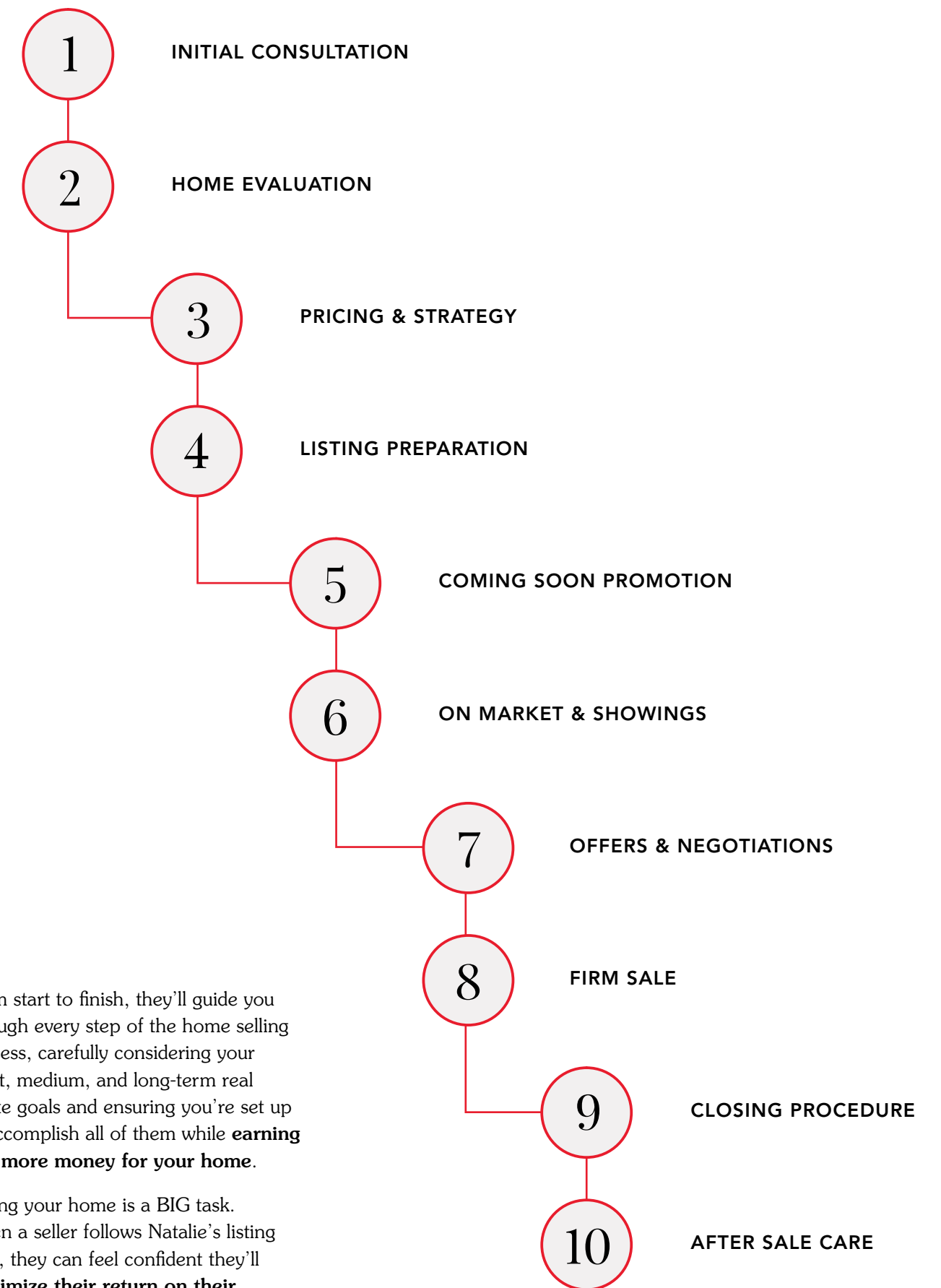
The team's mission is simple: to provide the highest standard of care and service possible for their clients.

How do they go about that? By developing **genuine, honest,** and **trustworthy relationships** with every client from the start.



What Can They Do For You?

The Natalie McGuire Home Team sells homes faster and for more money than the competition.



From start to finish, they'll guide you through every step of the home selling process, carefully considering your short, medium, and long-term real estate goals and ensuring you're set up to accomplish all of them while **earning you more money for your home.**

Selling your home is a BIG task. When a seller follows Natalie's listing plan, they can feel confident they'll **maximize their return on their investment** in today's marketplace.

Their Track Record



Natalie McGuire and her team are real estate industry leaders — not just in Ottawa, but nationally too.

- One of Ottawa's Top-Performing REALTORS®
- Consistently ranked within the Top 1% of over 18,000 Royal LePage Realtors® across Canada
- Consistent Recipient of the Royal LePage Chairman's Club Award
- Awarded Rookie of the Year and Top 5% in Sales in first year of business

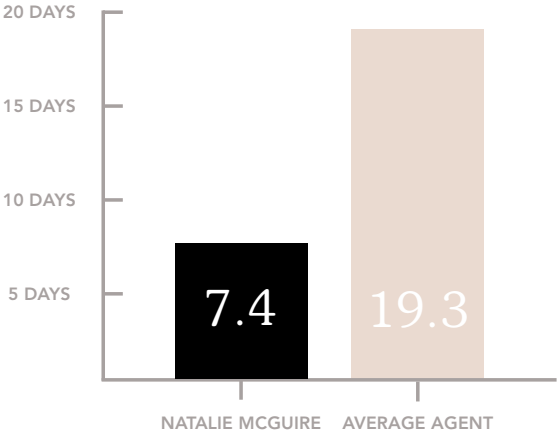
THEY OUTSELL THE AVERAGE REALTOR® **15:1**

When comparing Natalie's selling figures with the Ottawa Real Estate Board's annual average selling statistics, the data proves Natalie not only **sells more homes per year** compared to the competition, but Natalie's homes **sell faster and for top dollar**.

*OREB data captured within a 12 month date range.

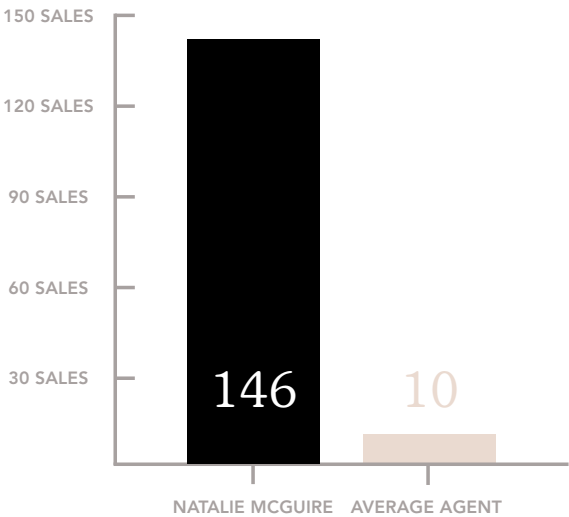
AVERAGE DAYS ON MARKET

NATALIE SELLS HOMES 62% FASTER



TOTAL SALES PER YEAR

NATALIE SELLS 136 MORE HOMES





Pricing Your Home

Primary objective: to position your home as the #1 listing in its market.

The first step towards achieving that target is to create a thoughtfully calculated pricing strategy.

Always Up-To-Speed

If there's a trend, a shift, a development or anything that might change the landscape of Ottawa's real estate market, you can trust Natalie and her team will already know about it.

They know their numbers better than anyone else. In fact, many agents in the Ottawa area regularly rely on Natalie for market information and mentorship.

So, when it comes to optimizing a pricing strategy for your home, you'll have **Ottawa's most recent market data and statistics** leading the way.

Your Comparative Market Analysis

Following a top-to-bottom evaluation of your home where factors such as its size, location, age, and condition are considered, Natalie and her team will present comparable current and historic listings from your local market.

By analyzing how similar homes in your area were priced and how they performed on the market will help determine pricing strategy.

More importantly, Natalie and her team work to position your home as #1 in its market, making it the hottest new listing in your neighbourhood. Natalie's team invests in each property to ensure a seller can dictate top dollar for their home. Instead of saving a seller money, they will **MAKE** a seller money.

Presenting Your Options

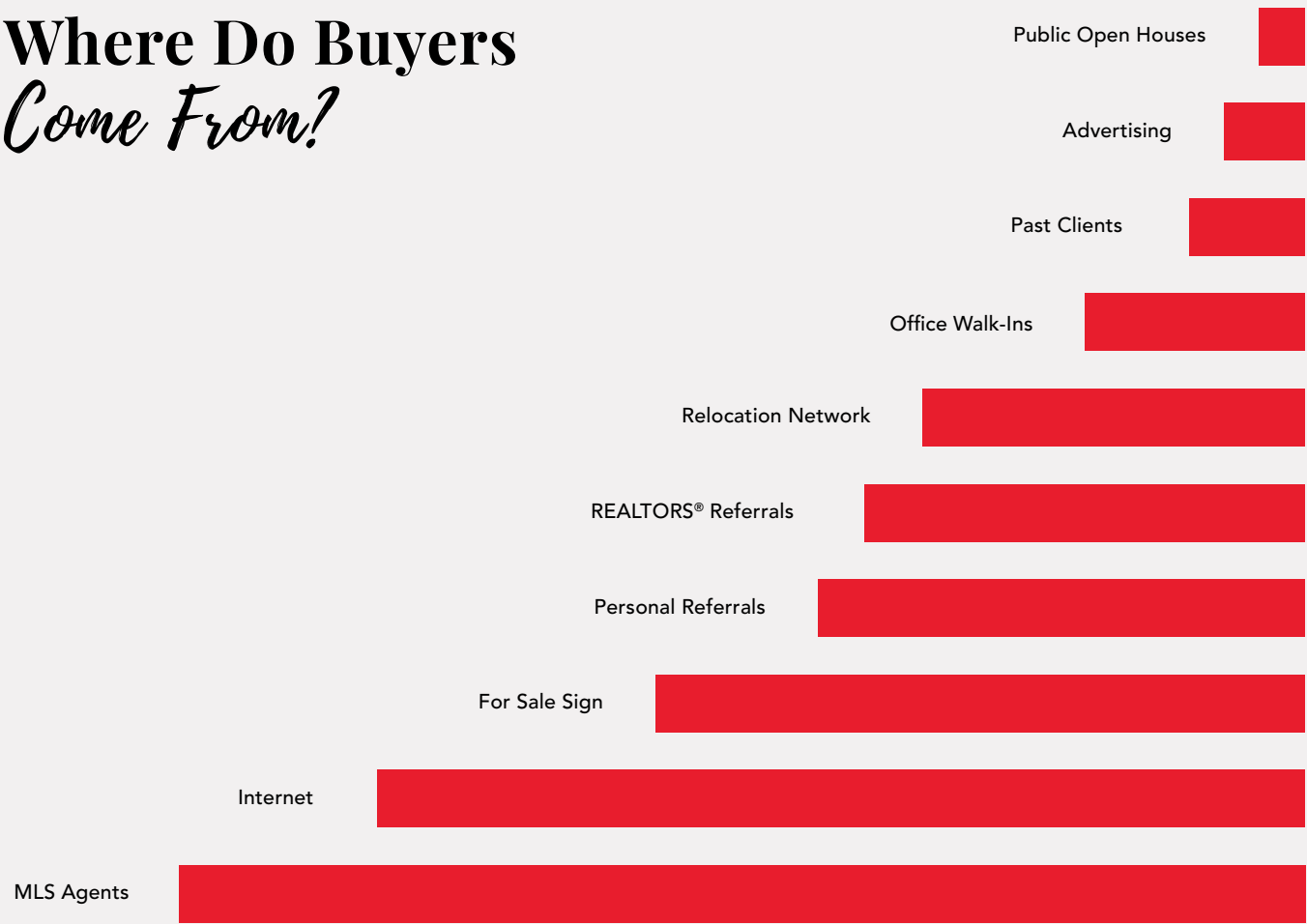
There are a variety of home selling strategies. Each home and property is unique, and Natalie and her team recognize that a home is likely a seller's biggest asset. Their goal is to **protect your investment and optimize it on the market.**





What is IN our Control & What is OUT of our Control?

Where Do Buyers Come From?



WHAT A SELLER CAN DO

The custom home selling plan is based on a few key factors that can strategically influence how to earn the most amount of money from the sale.

We can control:

- **Home Presentation.** First impressions are critical. Work with Natalie and the team to create a wow factor to set your home apart.
- **Perfect Pricing.** Buyers set market value. Use Natalie's research and market knowledge to price accurately.
- **Availability.** Buyers like to set their schedules. Be flexible, have your property available for showings.
- **Professional Representation.** Be represented by a respected and professional agent. Having reputable representation from our experienced team of real estate professionals is vital for both buyer and agent interactions.

WHAT A SELLER CAN'T DO

The real estate market is impacted by changes in a few core areas and can strongly influence your sale and the pricing strategy of your home.

These include:

- **Economy.** The Ottawa market is prone to financial, environmental and political events impacting the local real estate market.
- **Competition.** Other listings that come up for sale can impact the sale of your home. Levels of supply and demand play a large role.
- **Unknown.** As the industry learned so harshly from the events of 2020, anything can happen at any time. Be ready to reposition your home—if an unexpected factor arises, the team can act quickly.

Our goal is to have the entire market take instant notice.

Preparing Your Home

In order for your home to make a memorable entrance in the local market, the Natalie McGuire Home Team will work hard to ensure it looks its very best — both online and in person.

When selling your home, it's vital you make the most of your buyers' first impressions. That's why Natalie and her team work with you to meticulously prepare your home before it's even listed.

Staging with Experience

For Natalie and her team, decluttering, staging and home preparation is a key component to a successful home sale, and will recommend a list of services and home improvements where necessary.

Their trained eyes are able to spot where your home's strengths and weaknesses are, and know exactly how to highlight or downplay them with strategic staging and preparation techniques.

As the seller, you can rely on their experience and expertise to take the reins when preparing your home to look and feel its absolute best for buyers.

Before



After





After



Your To-Do List

As the seller, there are tasks you can do ahead of time to prepare your home before the professionals take over.

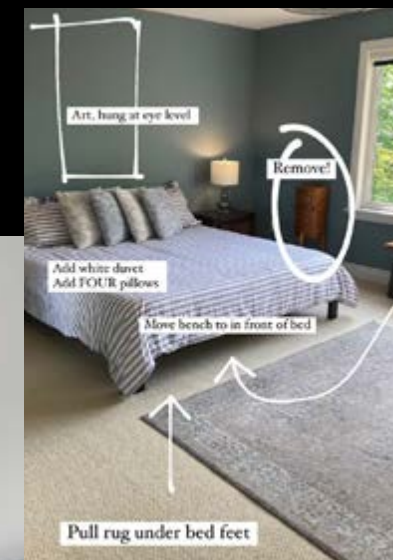
This is the hardest work you'll have to do to your home before it's listed. Taking the time to prepare your home before launching onto the market, and also ensuring your home looks showcase-ready for each buyer visit, will help to demand top dollar.

Buyers should always value your price and product — it's not desirable to have a buyer discount a home for unfinished items or imperfections



After

Before



Commonly, this easy-to-follow preparatory list includes things like:

- Light Cleaning
- Decluttering
- Storing Personal Items Away
- Garbage Removal
- Additional Miscellaneous Presale Tasks
- Property Information Homework
- Fixing/Repairing Minor Deficiencies



Promoting Your Home



Experts on Your Home

For Natalie, it’s essential she knows everything about your home — room by room, inch by inch. Her objective is to end up knowing your home just as well as you do.

Why? If a potential buyer has a question about a particular part of your home, she’ll be prepared to give them a firm and confident answer and address or limit any concerns.

Your Custom Marketing Plan

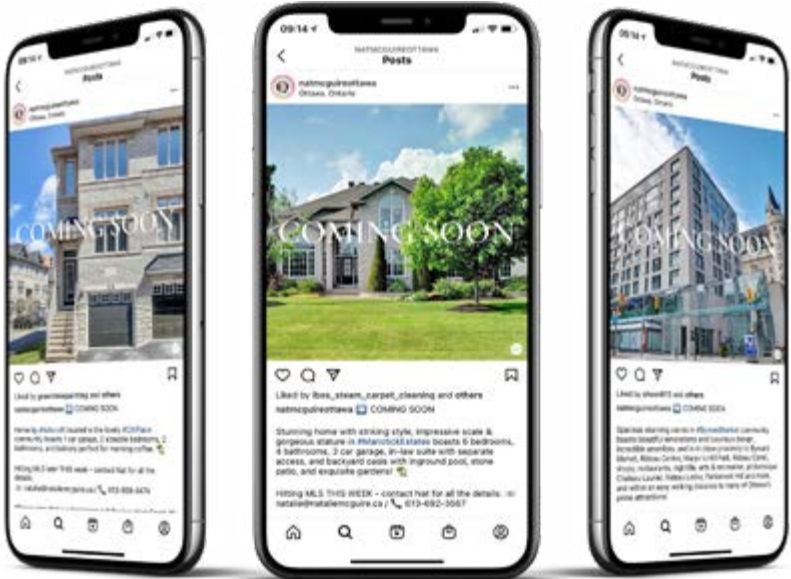
Before your home is ever listed for sale, Natalie’s team builds anticipation in the market so buyers and Agents can start getting excited.

Access to Industry Experts

They’ll connect you with the industry’s most experienced and reliable home service professionals to get your property looking its best so it can make a grand reveal onto the market.

These industry connections commonly include:

- Movers
- Cleaners
- General Contractors
- Handymen
- Electricians
- Plumbers
- Landscapers
- Stagers
- Painters & Drywall
- Downsizing Specialists
- and many more...



Some regular pre-listing practices they do to **build excitement and awareness** of your listing, as well as **display it beautifully in front of buyers** include:

- Pre-list buzz marketing and sneak peek materials
- Social media content planning
- Agents and industry outreach
- ‘Coming Soon’ lawn signs

Digital Marketing Assets

Custom digital marketing campaign rolls out.

- A full feature on the Natalie McGuire Home Team website
- A custom property webpage
- Recurring social media advertising across our Facebook and Instagram pages
- Professional photography
- Professional videography
- Social media feature videos
- Drone photography
- Digital Floorplan
- Virtual home tours and walkthroughs
- Advertising on MLS, realtor.ca and other public advertising sites
- Agent only listing forums with 1,700+ members
- Access to agent exclusive networks

Proudly part of Canada's Real Estate Company & Ottawa's Top Brokerage



Print Marketing Assets

- Detailed feature sheets
- Branded professional lawn signs
- Custom welcome message in home entry
- Agent and public-facing open house and private tour invitations
- Post-showing feedback forms



@natmcguireottawa



@nataliegm McGuire

Selling Your Home

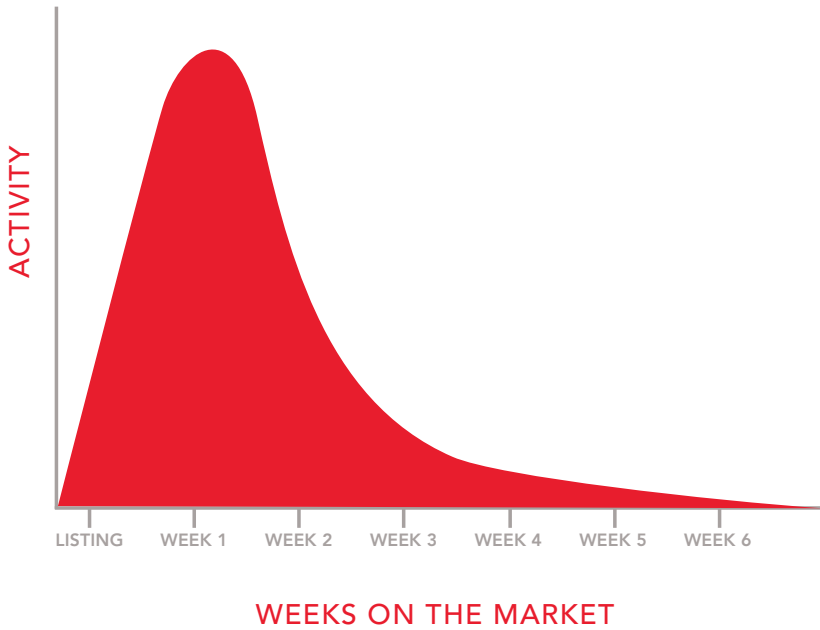
In order for your home to make its best first impression on visitors, you'll be provided with a pre-showing preparation checklist.



Selling *Faster*

Statistics show that homes that sell quicker, sell for more. The longer a home sits on the market, the less money it ends up selling for.

Timing is extremely important in the real estate market. It's very important to list your property on the market at a realistic price and with realistic terms from the onset.



Selling for Top Dollar

From preparations to promotions to your personalized marketing strategies, everything the Natalie McGuire Home Team does is with one focus in mind: to **sell your home for top dollar**, as **quickly and easily** as possible.

Negotiation Expertise

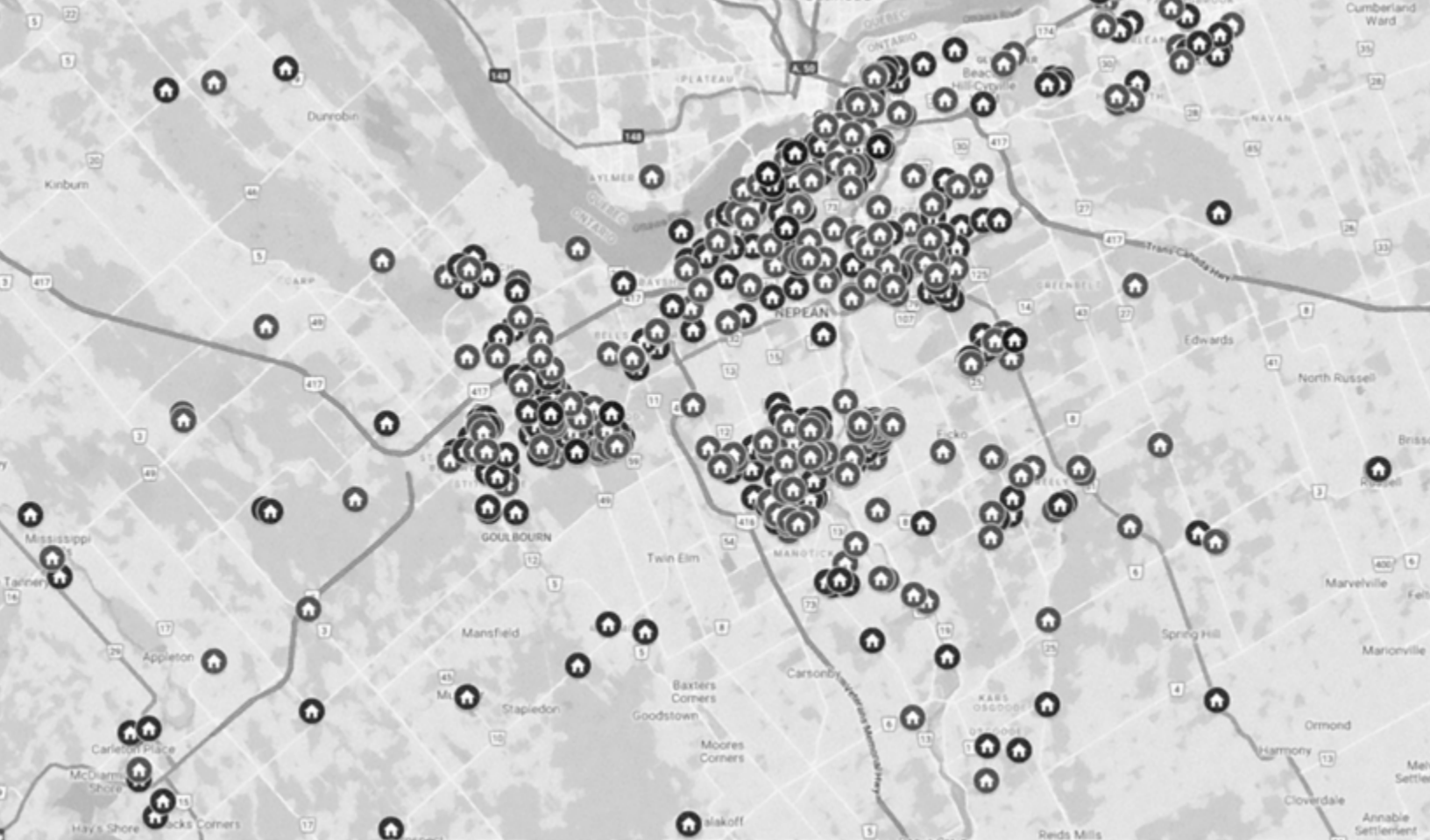
Natalie is a proven firm negotiator who'll stand up for what's important to her client. Her market knowledge, experience and negotiation skills **will** sell your home. Don't let her welcoming smile fool you, she knows just the tactics to negotiate the best possible outcome for sellers.

Market Knowledge

Local market knowledge — they're always on top of what's going on in Ottawa.

Natalie has developed a deep understanding of Ottawa's market by helping both buyers and sellers on a day-to-day basis. Working with clients on both sides helps Natalie and her team understand what certain buyer demographics really value, and can help **attract 100% of potential buyers to your home.**

Natalie knows what buyer expectations are in today's market. Knowing this helps to influence the listing strategy around the ideal buyer demographic for a seller's home.



Experienced, versatile
city-wide experts,
ranging from starter
homes to waterfront
estates - Natalie and
team are up for the
unique challenges each
property brings!

Sold!

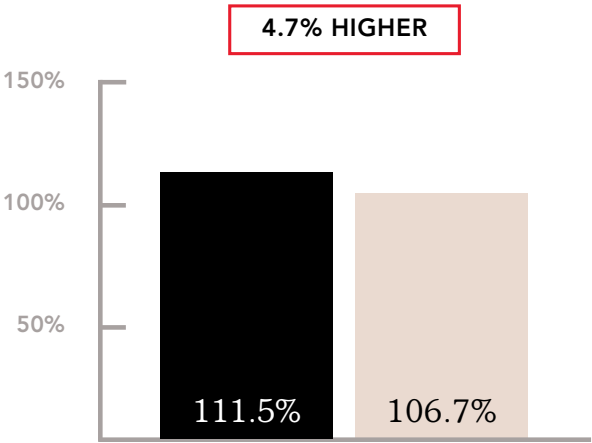
YES, the Natalie McGuire Home
Team's selling strategy **works!**

Having successfully sold over 100
homes per year, their performance
speaks for itself.



*OREB data captured within a 12 month
date range.

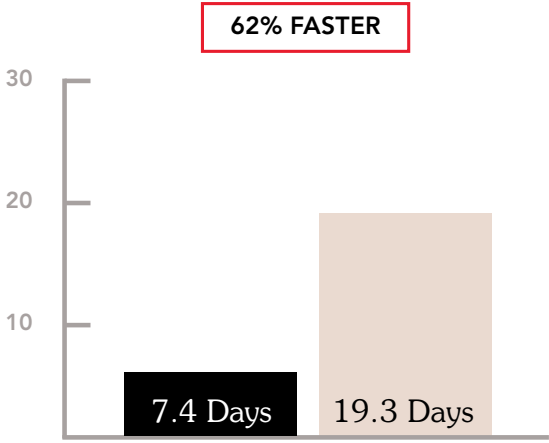
LIST TO SALE PRICE RATIO



Properties listed by Natalie McGuire
sell higher by an average of **4.7%**
than the average Sold/Asked Ratio.

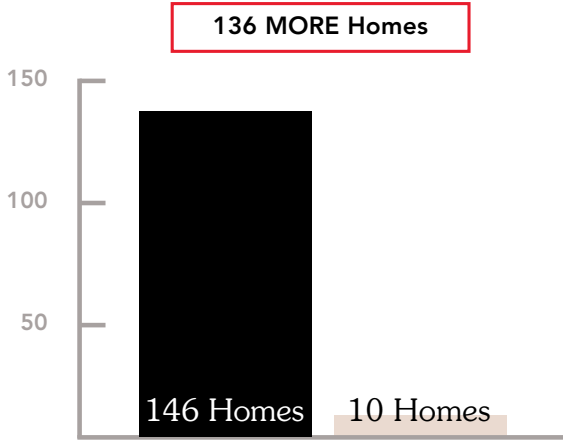
That is an average of **\$28,479**
more per listed property!

AVERAGE DAYS ON MARKET



Properties listed by Natalie
McGuire sell faster by an average
of **11.9 days** on market than the
average agent. That is **62% faster!**

NUMBER OF HOMES SOLD



Natalie McGuire ranks within the
TOP 1% of agents registered at
the Ottawa Real Estate Board for
number of units sold.

Fee for Service Breakdown

Packages tailored for individual property

TRIM

Streamlined service that delivers expert support & effective marketing where it matters most.

- Listing Coordinator
- Access to Service Providers
- Detailed Property Evaluation
- Strategic Pricing Analysis
- Custom Marketing Strategy
- Coming Soon Campaign
- Social Media Campaign
- Custom Webpage
- MLS® and REALTOR.ca® Listing
- Exposure to Local & Canada-wide Realtor Networks
- Professional Lawn Sign
- Secure Showing Coordination with Lockbox Access
- Digital Property Feature Booklet
- Buyer Pre-Qualification
- Detailed Showing Feedback
- Ongoing Market Updates
- Strategic Guidance Throughout
- Expert Offer Strategy
- Skilled Negotiation
- Secure E-signing
- Virtual & In-Person Meetings
- Coordination with Lenders & Lawyers
- Moving Preparation Checklist
- **Pre-Listing To Do List**
- **Professional Photography**
- **Professional Video**
- **Virtual Floor Plan**

2.25%

+ 2%

paid to Buyer Representative

POWER

Full-service approach designed to make your home stand out & sell with confidence.

- Listing Coordinator
- Access to Service Providers
- Detailed Property Evaluation
- Strategic Pricing Analysis
- Custom Marketing Strategy
- Coming Soon Campaign
- Social Media Campaign
- Custom Webpage
- MLS® and REALTOR.ca® Listing
- Exposure to Local & Canada-wide Realtor Networks
- Professional Lawn Sign
- Secure Showing Coordination with Lockbox Access
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- Buyer Pre-Qualification
- Detailed Showing Feedback
- Ongoing Market Updates
- Strategic Guidance Throughout
- Expert Offer Strategy
- Skilled Negotiation
- Secure E-signing
- Virtual & In-Person Meetings
- Coordination with Lenders & Lawyers
- Moving Preparation Checklist
- **In-Home Pre-Listing Consultation**
- **Customized To Do List**
- **Professional Photography**
- **Professional Video**
- **Virtual Floor Plan**
- **Professional Staging Consultation**
- **LIGHT Professional Staging Install**
- **Refresh Cleaning prior to Photos**

2.5%

+ 2%

paid to Buyer Representative

DELUXE

Premium level experience designed to elevate your home & deliver exceptional results.

- Listing Coordinator
- Access to Service Providers
- Detailed Property Evaluation
- Strategic Pricing Analysis
- Custom Marketing Strategy
- Coming Soon Campaign
- Social Media Campaign
- Custom Webpage
- MLS® and REALTOR.ca® Listing
- Exposure to Local & Canada-wide Realtor Networks
- Professional Lawn Sign
- Secure Showing Coordination with Lockbox Access
- Digital Property Feature Booklet
- Buyer Pre-Qualification
- Detailed Showing Feedback
- Ongoing Market Updates
- Strategic Guidance Throughout
- Expert Offer Strategy
- Skilled Negotiation
- Secure E-signing
- Virtual & In-Person Meetings
- Coordination with Lenders & Lawyers
- Moving Preparation Checklist
- **In-Home Pre-Listing Consultation**
- **Customized To Do List**
- **Professional Photography**
- **Professional Video**
- **Virtual Floor Plan**
- **Professional Staging Consultation**
- **FULL Professional Staging Install**
- **Refresh Cleaning prior to Photos**
- **Aerial Photography, if appropriate**
- **Dusk Photography, if appropriate**

3%

+ 2%

paid to Buyer Representative

Closing

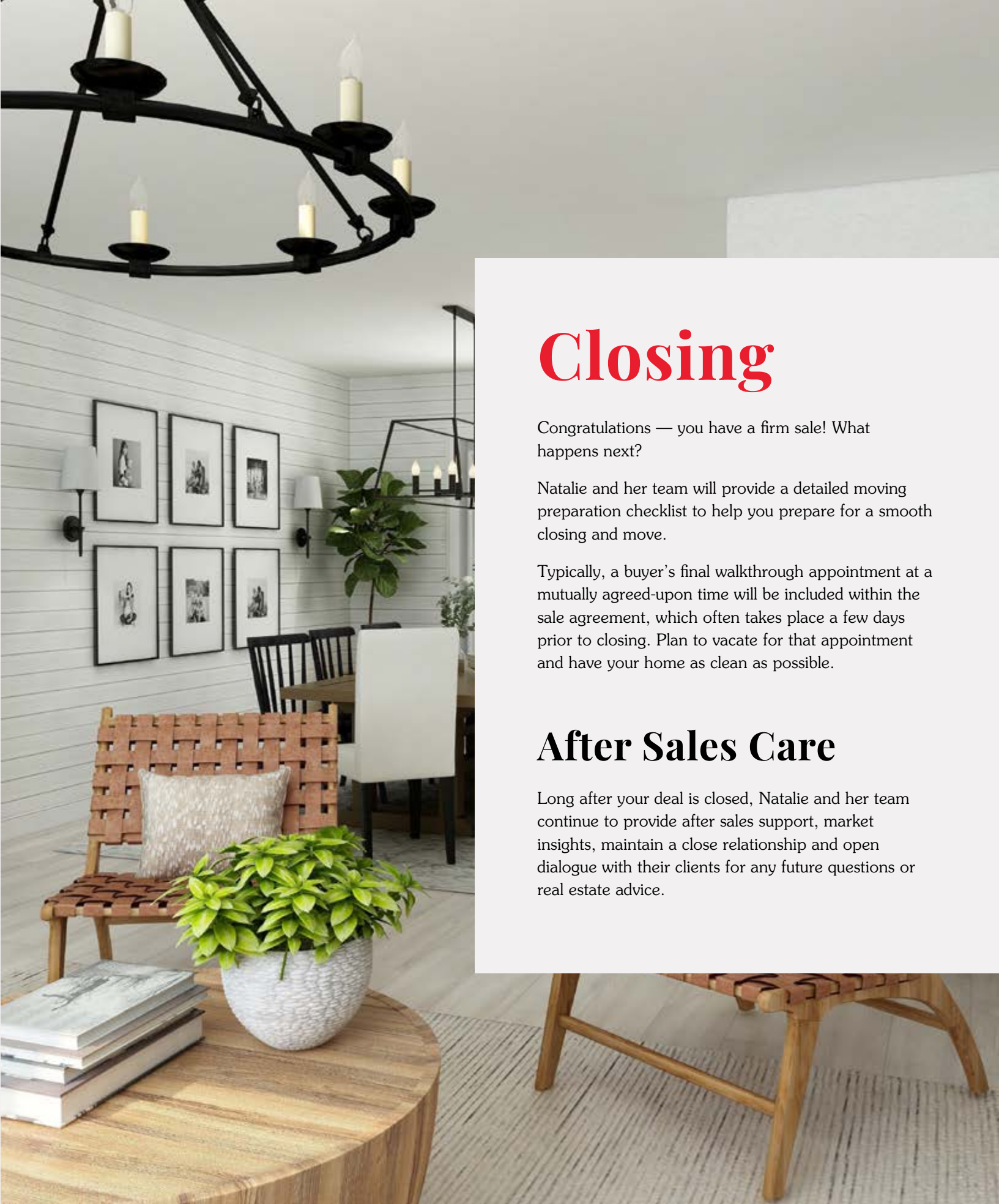
Congratulations — you have a firm sale! What happens next?

Natalie and her team will provide a detailed moving preparation checklist to help you prepare for a smooth closing and move.

Typically, a buyer’s final walkthrough appointment at a mutually agreed-upon time will be included within the sale agreement, which often takes place a few days prior to closing. Plan to vacate for that appointment and have your home as clean as possible.

After Sales Care

Long after your deal is closed, Natalie and her team continue to provide after sales support, market insights, maintain a close relationship and open dialogue with their clients for any future questions or real estate advice.





Selling Success Stories

“Natalie is a first-class agent; together with her team, they will work to get you top-dollar for your property. Great customer service; the whole package. Highly recommend.”

- N.T.

“Natalie and her team were recommended by a good friend, and they did not disappoint. In fact, they did such an amazing job selling my condo, we used their services again to sell my fiancé's place, and for buying our next home. **Natalie provided sound advice and steered us in the direction that we needed to go** after listening to our evolving needs.”

- S.N.

“I cannot say enough positive things about working with Natalie and her Team! She knows the business and the Market. **She is competitive, quick, thorough, top of the list for Buying & Selling in Ottawa!!** She helped me sell my home, top dollar, and her Team moved in to stage and clean within hours. Excellent job! Sold in 2 days!”

- S.C.

“Natalie and her Team are the absolute best Real Estate team in the city. They work extremely well as a team; **they are highly knowledgeable and work efficiently** to get all the details of purchasing or selling finalized. Not to mention Natalie is the nicest person to work with! Highly recommend.”

- C.R.

“Natalie and her team are nothing short of phenomenal. **They are on top of everything from start to finish.** They are thorough, detail oriented, ready with updates regularly and super organized. It's no wonder they sold our Barrhaven property in less than 2 weeks! We have worked with many agents before but Natalie is most definitely a cut above the rest.”

- H. T.

“Natalie and her team are amazing. **Very professional, attentive and give good honest advice** throughout the entire process. She truly looked out for our best interests and you can see her passion for the real estate industry. We highly recommend her!”

- A.T.

Meet The Team

Above all else, the Natalie McGuire Home Team values relationships built on trust and confidence.

As their client, you'll have the best of their knowledge and selling experience on your side from day one, as well as their professional commitment to delivering you the best selling results possible.

Ready to sell your home? Contact The Natalie McGuire Team today to see how we can help you **sell faster and more profitably than the competition.**



NATALIE MCGUIRE
TEAM LEAD & SALES REPRESENTATIVE



ELISSA LAHTI
OFFICE & LISTING MANAGER



CARLA CHIARELLI
COMMUNICATIONS SPECIALIST



MADISON KELLY
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INDEPENDENTLY OWNED AND OPERATED