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DOWNTOWN
— REALTY TEAM —

downtownrealtyteam.ca



**HOME OWNERS GUIDE
TO SELLING REAL ESTATE IN
DOWNTOWN MONTREAL**

We believe in helping our clients acquire a better understanding of the market conditions... In essence a transfer of everything we know about the Downtown Montreal real estate market so that you can take the best decision



INTRODUCTION

First of all we'd like to thank you for giving us the opportunity to discuss your future real estate plans with us.. You're in very good hands as we have been selling and renting residential real estate in Downtown Montreal since 2007.

The basis for our approach is self-evident. We have noticed a huge difference in terms of the standard of service between brokers who specialises in an area or neighbourhood, and those who do not. Even the OACIQ, our governing body, recommends that brokers work in a field or area they are competent in and avoid those they are less familiar with.

Buyers and sellers will often select a Realtor who is a family friend, a relative, or a referral from a trusted source. This approach is fine but whilst it might mean you will get someone who is trustworthy and competent, it doesn't mean you'll get someone who is instantly knowledgeable about the product, the clientele, and the neighbourhood.

Our team members live and work in the Downtown Montreal area and we have all come to know it very well. it is impossible to know every neighbourhood in a city of four million people and if you share the same opinion as us on the matter of specialisation, then surely you will appreciate our approach and enlist our services today.

Alexander Kay
Downtown Realty Team founder

A LITTLE SOMETHING ABOUT US...

We are a team of licensed Real Estate Brokers who have developed an expertise in the Downtown Montreal market.

We work mainly, though not exclusively, in the following neighbourhoods in Central Montreal.

1. **Ville Marie (Downtown Core, Old Port, the Village ...)**
2. **Le Plateau**
3. **The South West (Griffintown, St-Henri, Point St Charles)**
4. **Westmount**
5. **NDG and Cote des Neiges**
6. **Verdun / Nun's Island**

We have a global marketing strategy and as a result, our clients are mainly from outside of the region of Montreal,. Local clients however, remain our single largest source of buyers and sellers, followed closely by the rest of Canada, China, the USA, the Middle East and France.

Buyers usually find us through our web based marketing. We are extremely well positioned worldwide on search engines such as Google, Bing and Yahoo!. We acquire most of our local clientele through open houses and social media such as Facebook, Twitter, Instagram and Linkedin. We also use a network of brokers around Canada who send clients to us on a regular basis. You may easily find all our online marketing mediums by searching #downtownrealtymontreal and all of our online presence should show up on your screen.

A lock box is no substitute for a good Realtor. We will be present for every visit.

Our team policy is to strive to be present for every visit, even when the buyer is accompanied by another broker. We only exceptionally resort to lock boxes and prefer not to. There is no doubt that this approach plays a big part in our success, and if showing up for every visit seems an obvious part of the job, in our experience over 50% of the time either the seller opens up alone, or the keys are left for us... when we bring our buyers to other brokers listings that is.

We have a designated listing broker for every property, that is a broker who deals directly with the seller(s) and it will usually be the same broker who will be doing the visits. That being said, if the usual broker is unable to make the visit, or if he/she is on vacation, another team member will take care of the visits.

WHAT TYPES OF BROKERS ARE THERE?

1. **The top broker:** You list with him/her and you get their assistants showing your property. May or may not be a local specialist. You can check a brokers' listings to get an idea of where they work. Top brokers will usually have a lot.
2. **The random broker:** Most people's first choice as a broker will often have little experience in the downtown market. Traffic and parking issues often results in their leaving keys with a concierge or in a lock box and they don't usually show up for visits.
3. **The listing broker:** The listing broker aims to get lots of listings to sell. Usually they want and need to list and sell quickly. As they specialise in getting listings, they don't usually deal with buyers.
4. **The specialist:** Works exclusively in an area. Otherwise known as 'farming', this method relies on the broker being more selective over his/clientele and is a much slower approach to success. In the long run it will lead to the broker being better established than other brokers.



A listing broker may advertise that he/she 'sold' a property even if another broker brought the buyer. Did they really 'sell' it?

Which one are we?

Its no accident we decided to be part of the 'specialist' category. We work individually AND as a team so that you get the marketing efforts of a larger group, but the hands-on and personalised approach of a single Broker.

Being a specialist comes with obvious benefits in every profession in the world. In real estate, any customer using a neighbourhood specialist will immediately be able to tell the difference with a realtor who is less familiar with the area. We believe that this is the best way to generate multiple leads and to sell or rent our listings.

Year after year of meeting clients in the same area has provided us with not only a good reputation but also a level of expertise that is difficult to match for any broker other than the few who also specialise.

For example; we have found out that open houses in Downtown Montreal are nothing like as popular as in suburbia. Local newspaper advertising is largely ineffective as is putting up 'for-sale' signs assuming it is even legal to do so. As a result we have had to re-evaluate the usual marketing most realtors take for granted in order to adapt it to our clientele.



Our Team awards include the Remax Hall of fame and several platinum which puts us in the top percentile of brokers.



LISTING BROKER Vs BUYER'S BROKER

The Downtown Realty Team works with sellers and buyers by focussing on a specific area. We have acquire expertise in dealing with both types of clients over the years. Understanding both mindsets helps us improve our service to all our clients.

What makes us different?

The Downtown Realty Team doesn't focus exclusively on sellers or buyers. We work with BOTH because our marketing is built around attracting clients to a specific area and not to us as individual brokers. We are good because we specialise.

We never forgot our roots

Originally we built up a marketing system which was centered around finding buyers, local and international, for the Downtown Montreal area. Gradually those buyers became sellers and we now have a consistent source of clientele in the form of both buyers and sellers. Our marketing directed at buyers is still very much alive and we find new buyers all the time, locally but also from the Rest of Canada, the US, UK, France, the Middle East, China and South East Asia.

How does this help you as a seller?

By dealing with buyers as well as sellers, we get to visit a lot of different buildings on a regular basis, not just those in which we list properties to sell. This offers us a broader knowledge of the market which helps us 'sell' a property by comparing it with neighbouring buildings or properties. We can explain the condo fees, orientation, local discrepancies etc...

Knowledge is power

Remember how most buyers come from brokers who are not local to the downtown area? THIS is when an effective presentation of the property is essential. A listing broker should know everything about the unit he/she is selling but also know how to compare it favourably to other buildings in the area. Talking about how close the metro/subway is when ALL condos in the Downtown area are close to a metro/subway station is not a compelling argument for a prospective buyer. However it is used all the time by brokers who are not familiar with selling in the Downtown area. Details are important. You need to know where EVERYTHING is because buyers want to be close to businesses, restaurants and shops and universities. Proximity to schools and sports grounds are usually of little interest. This is not a suburban clientele.

MARKETING & MEDIA

All brokers will advertise your property on centris.ca and realtor.ca, and some will advertise on local newspapers (which is very expensive and largely ineffective in Downtown Montreal due to the multilingual background as well as the huge foreign market). The Downtown Realty Team brings an added value by having a purpose built website which is consistently ranked



in the top pages of Google, Bing, Yahoo! and other search engines. We also have an internationally orientated on-line marketing strategy, an established clientele and 12 years experience in Downtown Montreal Real Estate. There is no secret recipe; just constant exposure to all aspects of the market in which we work. To be fair, this is something no amount of money can buy.

LOCAL VISIBILITY



Members of the Downtown Real Team are present and active in our community. Between TV interviews, TV debates, billboards, open houses, exhibition displays and our Downtown Offices, we make the most of every opportunity to reach out to the public and be involved in our community. Everyone on the team either lives in, or spends most of his/her time in one of the Downtown Montreal area.

CANADIAN & INTERNATIONAL MARKETING



PadMapper



vendre.ca - louer.ca



Being well prepared is key to a successful transaction and this starts with knowing what the buyer will want

1. **New certificate of location:** A new certificate of location should be ordered if the current certificate is 10 years old or more. A certificate of location is a plan of the unit which Notaries request be up to date. A new certificate will cost between \$600 and \$800 in 2021.
2. **Legal documents:** Declaration of co-ownership (for Divided condos) Indivision convention (undivided condos) + any amendments to said documents, Act of sale, Certificate of location.
3. **Condo/ Strata documents:** Condo by-laws, General assembly meeting minutes going back at least two years, latest financial statements.
4. **Recurring Costs:** Taxes (municipal and school) and condo fees.

CLOSING COSTS FOR SELLERS

Contrary to popular belief, the seller might have to pay for things at the closing. Whilst effectively the buyer pays for the 'closing costs', the seller might have to pay for a few things as well. Here are a few examples.

1. **Mortgage cancellation fee:** The notary's job is to remove all debt from a property and even if a mortgage has been paid in full, it is still on file at the land registry. The notary has to cancel that mortgage which will cost between \$600 and \$800.
2. **Mortgage penalties:** If you took a closed mortgage, for example a 5 year fixed mortgage, you may have to pay a penalty if you are selling before the 5 years are up. The further you are from the end of the term of your mortgage, the more you might have to pay. Speak to your bank for more information.
3. **Condo/Strata fees:** If you live in a condo, the Notary needs to check if you have paid all your condo fees. For that they contact the building manager. The building manager is usually a company which charges for this service. The fee is usually between \$100 and \$250 but can be higher. You may also be charged a 'moving-in/out' fee which can be a similar amount.

BROKER COMPARAISON CHECKLIST

At the Downtown Realty Team, we firmly believe that nearly a decade of working on specialised marketing for the downtown area helps generate buyers without needing listings. This has given us an edge over the competition. Combining local team members with specialised advertising covers almost every angle. However, since we feel our job is to help you in your decision throughout the entire process, we have prepared this checklist to help you evaluate us and any other broker. All of these mediums help improve our expositor and therefore the visibility of your property.

	Downtown Realty Team	Other Brokers	
Postings on realtor.ca	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	What every broker offers
Postings on centris.ca	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Visible to all brokers on Matrix	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<hr/>			
Wide angle lens Photos	<input checked="" type="checkbox"/>	<input type="checkbox"/>	What some brokers offer
Open Houses	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Banner website—Remax-Quebec.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Present at every visit	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<hr/>			
Virtual tours	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Part of the services offered by t the Downtown Realty Team
Database of over 2000 people	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Social media - Facebook, Instagram, Twitter , Linked-in	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Other listings in the same area	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Lespac.com / Padmapper.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Vendre.ca	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Publimaison.ca	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Vendre.ca	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Downtowncondosmontreal.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	





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