

THE CB MARITIME

SELLING SYSTEM

COLDWELL BANKER
MARITIME REALTY

IT'S YOUR MOVE | EXPECT MORE



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CB MARITIME REALTY

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EXPECT MORE



CB MARITIME

IT'S YOUR MOVE

MISSION STATEMENT

CB Maritime Real Estate is a forward thinking real estate brokerage focused on providing the best client experience possible. Their clients expect more when working with CB Maritime, because a successful move depends on an agent who is proficient, engaged and dedicated. CB Maritime agents are not salespeople. They are real estate consultants who understand that your move is all about you. Their commitment is to provide all the service, tools and information you need to make the best move possible.

ABOUT CB MARITIME

Our full-time real estate consultants understand the local market and what makes your neighbourhood stand out. They understand the importance of creating an exceptional client experience to alleviate the stress involved in making a move, while ensuring you maximize your property value.

- A locally-owned brokerage with global reach
- An intense focus on exceptional service
- CB Maritime Concierge for all your needs
- Full-time, knowledgeable consultants
- An international network of real estate offices
- Premier marketing in the industry





SERVICE GUARANTEE

EXPECT MORE

CB Maritime Realty changes the way people think about selling a home in Nova Scotia. Your agent will look after every possible detail while providing you with solutions to any and all challenges you face when making a move.

CB MARITIME CONCIERGE

A leader in the market with a client service platform unique to CB Maritime. Their concierge is on hand to assist you in whatever you might need. Whether that's help booking moving services or locating contact information for industry professionals, the CB Maritime Concierge is ready to respond to your needs.

They provide you information regarding various services, such as:

- Movers
- Storage
- Home inspectors
- Appliance repair
- Lawyers
- Landscaping
- Snow removal
- Halifax Regional Municipality (Property taxes, Planning and Development)
- Propane providers
- Oil providers
- NS Power
- Communications – Eastlink, Bell, etc
- Contractors – Electricians, plumbers, painters
- Septic tank services – Tank Uncover and Pumping.

Lean on CB Maritime Concierge in addition to your agent to alleviate as much of your stress as possible.



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THE CB MARITIME SELLING SYSTEM

START TO FINISH

CB Maritime agents know that unforeseen circumstances can cause anxiety. They have carefully anticipated the needs of their clients to ensure surprises are at a minimum. With that in mind, it is important to understand the entire process when selling your home.

1

VALUE PROPOSITION

The selling system to guarantee you sell your home with confidence, for maximum value.

2

MARKET OVERVIEW

An in-depth knowledge of the market to ensure you know how to navigate current conditions.

3

PRICING

The strategy to price competitively, while maximizing the value of your home.

4

PREPARATION

A comprehensive staging package included in the service fee as well as cleaning services prior to listing and when you move out.

5

MARKETING

Global exposure across multiple platforms with industry leading material.

6

SHOWINGS

A clear understanding of what to expect from property viewings that suit your schedule.

7

THE SALE

The information and professional advice you need to navigate a sales contract with our expert negotiators.

8

INSPECTIONS

The help you need to prepare for inspections and overcome any challenges that arise from inspection reports.

9

CLOSING

Assistance to the end of the selling journey as you prepare your home for its new owners.

The CB Maritime Selling System is proven to get you more for your house, in the least amount of time. You'll feel calm and confident while your CB Maritime agent executes their tried and tested method.



MARKET OVERVIEW

PRICING STRATEGY

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MARKET
OVERVIEW

Before you consider how to price your home, you need to know how the market is behaving. Your CB Maritime agent will give you an in depth overview of current statistics so you can anticipate how to price your home for success.

Increasing markets: The opportunity to price higher in anticipation of rising prices. Sell for more tomorrow than you might today.

Balanced markets: The confidence to list at the most probable market value, based on existing conditions and stability.

Declining markets: The opportunity to price more aggressively to get ahead of a downward trend. Sell for more today than you might tomorrow.

PRICING

Accurately pricing a home is the most important aspect of any sale. It is key to remember you can still overprice a house in a hot market. If your home is overpriced, no amount of marketing will result in a sale. Your property listing will become stagnant and you'll likely end up selling for less than if you price it correctly to begin with.

Your CB Maritime agent makes sure this does not happen.

Our in depth market evaluations consist of active listings and homes that have recently sold in your area. The evaluation takes market trends into consideration so that you maximize your property value in current conditions. A home that is priced correctly will sell for more, in less time.





THE SELLING SYSTEM

PREPARATION

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PREPARATION

THE SELLING SYSTEM

Proper preparation with the guidance of your CB Maritime agent is absolutely critical. The steps you take prior to listing your home for sale have a profound effect on the outcome. Much of what you and your CB Maritime agent work on will be preparation. The more work you do before listing, the quicker you'll sell your house. You'll also obtain the maximum value for your property when the listing is fresh and new.





CONTRACTORS

Cosmetic repairs or high return renovations are extremely impactful on your property value. Taking the time to address visual imperfections that cause unnecessary questions or tackling items which are guaranteed to cause concern in an inspection are key ways to sell your home for the most amount of money.

You might consider items like:

- Painting
- Countertop replacement
- Plumbing fixture upgrades
- Light fixture upgrades
- Cosmetic flair like a backsplash or wallpaper.

Lean on CB Maritime Concierge to help you locate the contractors you need for repairs and improvements to maximize your return.

LANDSCAPING

You only have one chance to make a great first impression. Curb appeal is extremely important when a buyer is seeing your property for the first time. A well kept exterior is the first indication of how an owner has maintained their entire property. A positive experience outside will lend to a positive experience once a buyer gets inside.

You might consider items like:

- Driveway and exterior pressure wash
- Prune trees and bushes
- Manicure lawn and flowerbeds
- Paths and sidewalks free of snow or debris

Lean on CB Maritime Concierge to help you locate the landscapers you need to create the best first impression.

PREPARATION

CB MARITIME REALTY





INSPECTIONS

Some Sellers choose to have their home inspected prior to going to market. This is an opportunity to identify any issues which could be problematic for a buyer when they do their own inspection. You may look at it as uncovering potential problems, but it is often a good idea to tackle issues head on, rather than dealing with them later.

Reasons you might do a pre-list home inspection:

- A clean bill of health becomes marketing material.
- Dealing with problems at the beginning stops you from dealing with them later when you have other things to worry about like a move to your new house.
- You will likely sell for a higher price when a buyer has lots of confidence in the house they are purchasing.

Lean on CB Maritime Concierge to help you locate reputable inspectors to tackle any deficiencies now, so you don't have to deal with them later.

FIXTURES & CHATTELS

A fixture or a chattel is anything that might be included in the purchase contract that is not attached to the property. Sellers should remove any chattels they wish to take with them before they list their home for sale. If necessary, replacing the fixture or chattel with something of similar quality is recommended in such circumstances.

Items you might consider removing or replacing could be:

- Curtains
- Sentimental pieces like a child's light fixture or height chart on a door
- Hot tubs
- Movable bar stations
- Floating shelves
- Mirrors
- Work benches
- Play sets

Remove items you are particularly attached to before you list so the buyer doesn't know what they are missing out on.

PREPARATION

STORAGE & MOVING

You might be wondering what to do with items you are decluttering. If you don't have space in a garage or shed, that might mean getting rid of things you don't need or storing things you intend to take with you. CB Maritime has you covered and has negotiated a discounted rate with two select providers:



PODS®

Moving & Storage, Solved.™

JUNK WORKS®

NORTH AMERICA'S GREENEST JUNK REMOVAL SERVICE



Lean on CB Maritime Concierge to help you book junk removal, or moving and storage with one of our preferred partners.



PREPARATION

STAGING & CLEANING

CB Maritime's professional staging partners will provide you with an initial consultation on what to focus on to maximize your potential value. The advice could range from anything from furniture placement to a fresh coat of paint. Once you've completed the process of preparation, our stagers can provide any extra furniture or accessories that you might need to make your home look like a show home.

The staging service could include:

- Initial consultation
- Furniture rental and installation
- Accessory installation
- Removal of all items upon a firm sale

We'll turn your property into something that's worthy of a magazine. The result is a faster sale at a higher price as you further distinguish yourself from the competition.



One of the final steps before listing your home for sale is one last clean to make sure everything sparkles. Cleaning also happens to be one of the last things you do before you move. After everything else you've got to tackle during your home sale, leave the cleaning for CB Maritime to arrange.

Reasons to have a pre-list and a pre-close clean:

- Buyers associate a clean house with a well cared for house.
- It alleviates any problems on closing day so that you receive your funds as quickly as possible.

Lean on CB Maritime Concierge to arrange the cleaners on a date that works for you.

THE SELLING SYSTEM

MARKETING

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MARKETING

THE SELLING SYSTEM

Our suite of advertising initiatives are industry leading in our marketplace. You'll have made extensive effort with your CB Maritime agent to prepare your home for sale. Now, it's CB Maritime's job to market your perfectly prepared home to the world. The CB Maritime Selling System accomplishes this with a comprehensive list of proven advertising strategies.



PHOTOGRAPHY

A professional photographer captures numerous shots of your home from every angle. Your CB Maritime agent ensures the photographer focuses on all aspects of your home that make it special, whether that's a character staircase, beautifully renovated kitchen or breathtaking view. The better the photos, the better the chance of converting an online browser into an in-person viewing.



LISTING MAGAZINE

This magazine-style publication takes advantage of stunning visual photography alongside carefully crafted descriptions of all your home has to offer. This publication is something tangible that your prospective buyers take with them when they leave your property. The digital world is an absolute must, but a physical copy of your listing magazine will ensure your buyers remember everything that makes your home special.



CINEMATIC VIDEO

This, like your listing magazine, is a showpiece advertisement for your property. Our professional videographer captures your home in high definition for us to distribute via YouTube and our social media channels. In addition, this video will be the primary virtual tour for your home. When buyers view the video, they'll see everything that makes your home special and feel compelled to book an in-person appointment.



AERIAL FOOTAGE

Does your home touch the breathtaking coast of Nova Scotia? Does it shoulder a lake or sit nestled in the trees? Does it sit in the bustling downtown, close to the famous Halifax Boardwalk? The CB Maritime drone pilot makes sure to capture all the beautiful aspects of your property from the air to give buyers a bird's eye view of their potential slice of heaven.

MARKETING

CB MARITIME REALTY

3D MATTERPORT TOUR

Virtual tours are extremely important when attracting buyers from around the world. Potential purchasers can walk through your home virtually from their laptop or mobile device, as if they were there in person. Sometimes, they are comfortable enough to write an offer without ever stepping foot in the property.

2D FLOOR PLANS

Floorplans assist a buyer in understanding the layout of your home and the size of each room. This is very helpful when people are trying to imagine their furniture in a space. Buyers today demand more information than ever before. CB Maritime delivers all the information they need so you attract more attention from more people.

DEDICATED BLOG POST

At CB Maritime, we look to be different than our competition to help you differiante your home from others on the market. We don't just post about your home on social media, we craft a dedicated blog post which tells the story of your home and what makes it special. We create emotion so that buyers feel a connection to your property.

OPEN HOUSES

Open houses may seem like a thing of the past, but they can still be a very effective tool in selling your home. After your listing is live, buyers today have access to extensive information about your home. Once they see the 'Open House' notifications online, they'll often look to visit the property in person to see how it compares to the online listing.

SOCIAL MEDIA

CB Maritime has a dedicated social media specialist to effectively promote your home on numerous channels. We take advantage of multiple platforms to reach the most amount of people possible. In addition to Social Media, CB Maritime designs a blog post to highlight all the best points of your home. The CB Maritime Selling System includes placements on:

FACEBOOK
INSTAGRAM
LINKEDIN
TWITTER
PINTEREST
YOUTUBE
GOOGLE BUSINESS
CB MARITIME BLOG

MARKETING

CB MARITIME SELLING SYSTEM

EXPOSURE ON MULTIPLE WEBSITES

CB Maritime is a boutique style brokerage with global reach thanks to a network of international real estate brokerages. Their clients benefit from the tailored customer service you get from a dedicated and efficient team, as well as placements on multiple websites that guarantee world wide exposure.

COLDWELL BANKER MARITIME REALTY

ENGEL&VÖLKERS

REALTOR®

ROYAL LEPAGE

Zillow

RE/MAX

Century 21

ViewPoint REALTY

Sutton®

Sotheby's INTERNATIONAL REALTY

CB MARITIME SELLING SYSTEM

THE PROCESS

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THE PROCESS

VIEWINGS

A listing gets the most amount of attention in the first several days of hitting the market. At this time, you should try to be prepared to leave the house on short notice, even though we strive to provide you with as much notice as possible. Ideally, we hope to receive 24 hours notice from a buyer but that is not always the case.

As soon as we receive a viewing, we will update you via text message of the time and date. Group messages in this instance are very helpful as it keeps everyone on the same page. Additionally, having the viewing time in writing means you can reference it later on or put it directly in your calendar.

A viewing can last from 15 to 60 minutes, depending on the amount of time the agent booked and how interested the buyer is. When you leave the house, turn all the lights on and feel free to have some music turned down low.

After the viewing, your CB Maritime agent will look to obtain feedback from the buyer's agent which will then be reported back to you. The more information we have regarding a buyer's experience, the better equipped we are to overcome any challenges and attract an offer.

THE PROCESS

OFFERS



When you receive an offer, it might not be everything that you are looking for. However, it is important that you retain a level head while we aim to negotiate terms that work for you. You never know how much a buyer is willing to pay, so don't be discouraged if they start at a number that doesn't interest you.

On top of price, there will be numerous aspects of the offer to take into consideration:

- Deposit amount
- Closing date
- Buyer's conditions
- Inclusions
- Additional terms like cleaning etc

Your CB Maritime agent will carefully review all aspects of the offer so you can make an educated decision on how best to respond.



When dealing with multiple offers, your CB Maritime agent will help you determine the strengths of each sales contract. At the same time, they will leverage the situation to create competition between the buyers to get you the best price and terms possible.

Once a buyer has satisfied all of their conditions, they will provide a waiver making the transaction firm and binding so that a sold sign can be installed.

THE PROCESS

INSPECTIONS



Depending on the type of home you live in, inspections can take a varying length of time and may occur over multiple days. The graph below will give you an idea of what to expect for each property type:

Property Type	Home Inspection	Septic Inspection	Well Inspection
Single Family on Municipal Services	2-3 Hours	N/A	N/A
Condo on Municipal Services	1-2 Hours	N/A	N/A
Single Family on Well and Septic	2-3 Hours	1-2 Hours	1-2 Hours

Usually, both well and septic inspections occur at the same time, but they could occur independently of the home inspection on a different day. Keep in mind you may need to uncover a septic tank prior to an inspection taking place. For all inspections, the buyer will attend with their agent via the lockbox. It is expected the homeowner will vacate the property for the duration.

After the inspections are complete, the buyer will receive the reports within 24-48 hours. Once they have reviewed the reports, they may request repairs or attempt to negotiate a price reduction. Your CB Maritime agent will then assist you in negotiating the terms to protect your position.

THE PROCESS

CLOSING DAY

TASKS:

In order to make closing day as smooth as possible, it is important that you have completed the following tasks (if applicable):



- Sign documents with your lawyer
- Provide top up slips for propane/oil to lawyer
- Provide septic pumping receipt to lawyer
- Repair inspection deficiencies with receipts provided to lawyer
- Vacate the property
- Repair any significant damage due to moving or major wall hangings/shelves
- CB Maritime Concierge arranges move out clean
- CB Maritime agent pre-close walk through



HELPFUL INFORMATION:

The following is extremely helpful and alleviates unnecessary questions or delays:

- Mailbox information
- Door codes and garage door codes
- Alarm codes

THINGS TO LEAVE AT THE PROPERTY (IF APPLICABLE):



- Any inclusions listed in the contract
- All house keys
- Green bin
- Garage door openers
- Heat pump remotes

Being organized on closing ensures everything goes smoothly with no delay in receiving your funds. Lean on your CB Maritime agent to make closing day a positive, stress free experience.



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SELLING SYSTEM

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THE CB MARITIME SELLING SYSTEM



The CB Maritime Selling System is a comprehensive strategy that takes into consideration all aspects of a sale based on our extensive experience. The in-depth process we've provided in this package takes away as many surprises as possible. You will feel calm and confident as your CB Maritime agent expertly executes an industry-leading marketing plan to maximize your property value.

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REVIEWS

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CLIENT
TESTIMONIALS

JUSTIN & TARA M.

"My husband and I decided to use CB Maritime when we sold our first home, we couldn't have been happier with the way it turned out. They were very helpful, caring and listened to everything we had to say. They also managed to sell our house in two days! Great Realtors and I would highly recommend them to anyone."

SARAH V.

"CB Maritime left us to ooh and aaah while they took care of everything else!!! CB Maritime showed us houses as we described to him that we liked, and once we found our “dream home”, CB Maritime took care of all of the details so all we had to do was show up, sign and move! Thanks CB Maritime for helping us find our forever home and making it such a seamless transaction without it feeling transactional!"

LORI M.

"I'm so happy with my experience with CB Maritime. From the first phone call to closing, CB Maritime was a delight to deal with. CB Maritime's knowledge of the market, attention to detail and professionalism are second to none."

ROB & DENISE F.

"My wife and I were struggling to sell our home. I convinced my wife to call CB Maritime. I had heard their radio ads and had seen them on our transit buses. CB Maritime came in and gave us the tools we needed. There is a SOLD sign on our lawn today. If you want a Realtor, there's Google. If you need Results, there's CB Maritime Real Estate. It's that simple."

CLIENT
TESTIMONIALS

SAMANTHA T.

"We worked with CB Maritime on the sale of our home and purchase of a new home. Our needs were always in the forefront and they made sure we understood and agreed with every part of the process. There were never any moments were we felt pressured, just supported. They made us feel like we were their only clients. If we find ourselves in the real estate market again we will without a doubt turn to CB Maritime. We suggest that you do the same, you will not be disappointed.

JOSEPH C.

"Very professional, responsive, and personable agents. Their knowledge exceeded my expectations and their guidance saved me money and headaches with both selling and purchasing a home."

C.K.

"CB Maritime is a wonderful company! My husband was in the military and we have moved all across Canada...I can say in all honesty that CB Maritime is the best we have ever come across!!!
They took the stress out of the moving process and went over and above with their 5 star professional service and friendly down to earth personality. I highly recommend CB Maritime."

CHARITY W.

"CB Maritime has the most professional and caring individuals that you'll entrust to make one of the biggest decisions of your life! Buying and selling with them is not just a process, it's an enjoyable experience and they support you the whole way!"

CLIENT
TESTIMONIALS

CAROLYN & DERMOT N.

"CB Maritime did an exceptional job selling our home and finding us the perfect new home, especially in such a competitive market. Their communication skills were excellent, they always took the time to keep in touch and provided excellent advice to us. They made us feel like we were their only clients, even though they had many more! We sincerely appreciated their patience, honesty, professionalism and knowledge of the market. Thanks to your team, we will definitely be calling CB Maritime when it is time to sell again."

ALEC C.

"I had the absolute pleasure of having CB Maritime as my real estate agent, and I can day that I've never met anyone so responsive, helpful, and kind. They went far beyond what they needed to, and helped me though a difficult sale. I can't recommend CB Maritime enough!"

ROB & TWYLA M.

"My wife and I just recently sold our home. We hired CB Maritime as our listing agents and we were extremely happy with their service. In our situation, not only did we have a expectation of the price we wanted to attain, but we also had a tight timeline that they had to work with. They went above and beyond the call of duty to make sure our home sold. They used all the newest technologies and methods to get our property out on the market. Not to mention doing a number of open houses, the use of radio spots and advertising in a home magazine. As things progressed through the different processes such as second viewings, offers, conditions, etc. It was truly due to their extra effort and experience, that we weeded out the right buyer and closed the sale before our drop dead date. I would personally recommend them to anyone, as our experience was awesome."

SELLING YOUR HOME

GET IN TOUCH

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