AshleyHebert

「EA」

Real Broker



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CLIENT GUIDE

THE STORY BEHIND THE WORK



Real estate didn't choose me by accident. It chose me because I was built for it. I've built a world around it, and after 20+ years in the industry with deep roots in new home sales, I'm still obsessed. From the first blueprint sketch to the final throw pillow placement, I live and breathe every square foot of the process, including new builds, smart investments, and everything beautifully in between. I bring experience, relaxed confidence, and intention to every sale, whether you're buying your first home or growing a portfolio. I believe real estate is about the bottom line and the life behind it. Because both matter, and together they become the very thing your life is built on. For me, this work has always felt like home. And I'm here to guide you from the ground up, literally.

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BUILT FOR THIS

being a mom is my purpose, and it's what drives everything I do.
In real estate, that same intention shows up for you.
whether you're buying, finding your next home, or selling the one you're in.
That's exactly why we're both here.





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POSITIONED TO FIND, BUILD & SELL

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REAL ESTATE TERMS

PRE-APPROVAL

A pre-approval is a preliminary evaluation conducted by the bank or mortgage broker to show that the buyer has the means to purchase up to a certain amount. This is extremely helpful to include when submitting an offer.

OFFER

An agreement between a buyer and a seller to purchase a piece of real estate. This is sometimes referred to as an "OTP" which stands for Offer to Purchase.

CONDITIONAL

When an offer is accepted by the seller, but there are certain conditions that must be met before the sale is final or firm.

CLOSING COST

The fees that are paid at the end of the purchase by either the buyer, seller or both. These include property taxes, lawyer fees, insurance and lender expenses.

DEPOSIT

Also known as "good faith" money, this is money put up by the buyer into a trust account. This action shows the buyer is serious about purchasing the home. An average amount for a deposit is $10,000 and will be counted as part of your down payment.

TITLE SEARCH

A title search proves that the property is, in fact, owned by the seller. You can also purchase title insurance to ensure you have no issues later on - please talk to your lawyer about this early in the process.

APPRAISAL

Theappraisalis the value given to a property based on comparable properties that have recently sold. This is typically required by the lender in order to decide if the requested loan amount is in alignment with the value of the property. Not every home requires anappraisal.

HOME INSPECTION

An inspection is a professional examination of the property's condition. We can recommend qualified inspectors for you. This typically costs between $300 - $600.

WAIVER

A waiveris sent when the buyer has completed their due diligence and is satisfied with the inspection, financing and doc review. Once this is submitted you have purchased the homeFIRM.

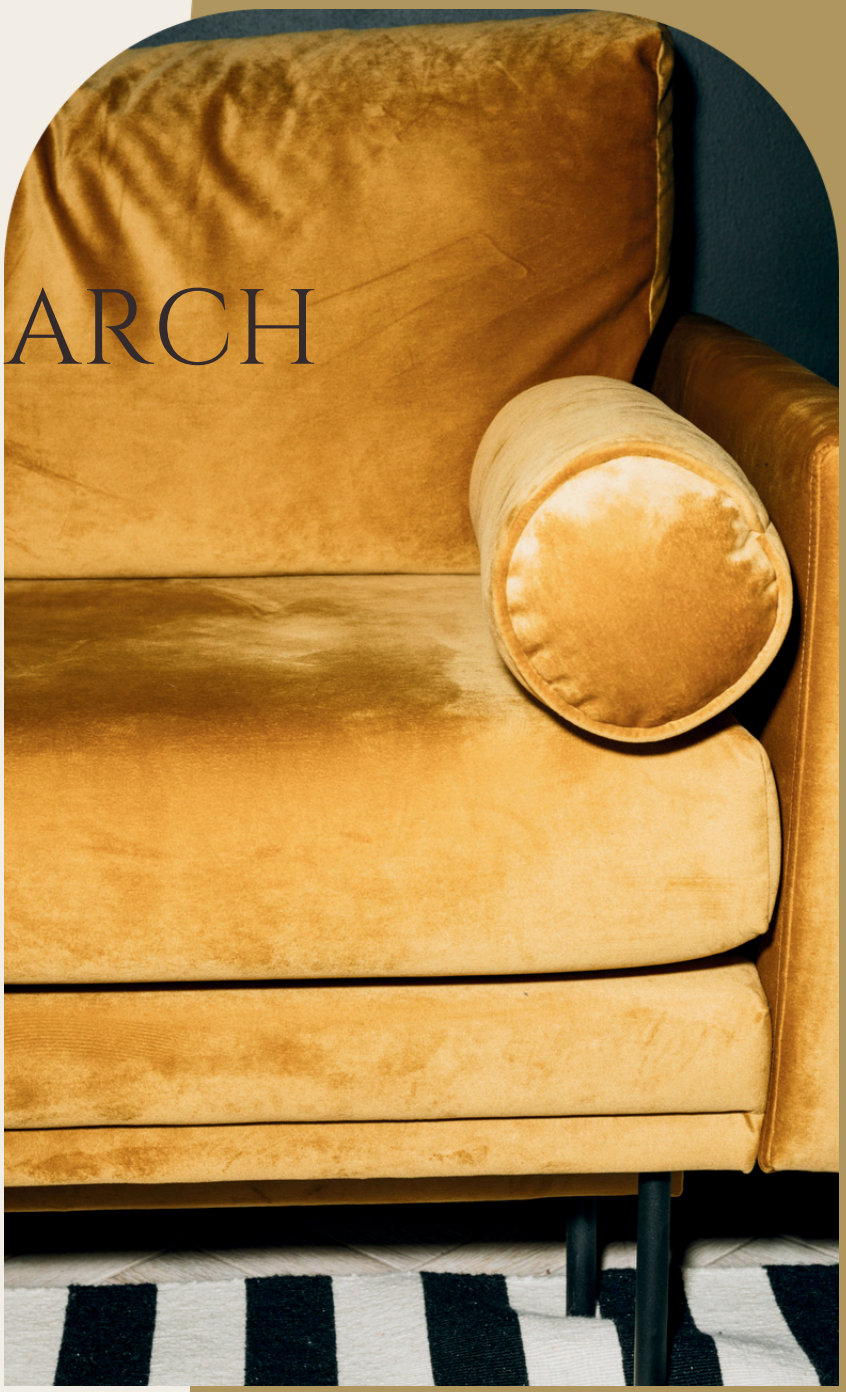
CLOSING

This is the final step of your real estate transaction. At closing the funds from the buyer are provided to the seller and the buyer receives the keys.

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FROM SEARCH TO KEYS

YOUR OVERVIEW TO BUYING

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HOME BUYER'S ROADMAP

1

FIND AGENT

Find a great agent that you're comfortable working with.

2

FINANCIALS

Determine what you can afford, get a credit check and pre-approved for a loan.

3

SEARCH

Start searching for and touring homes.

4

OFFER

Make anoffer and negotiate with seller.

5

CONDITIONS

Setup an inspection, document review and financing waiver.

6

WAIVER

Review all documents and prepare to waive conditions.

7

LAWYER

Calland setup your final signing with your lawyer.

8

CLOSING

Getkeys,move in and celebrate!



DISCLAIMER: Use this roadmap as a quick overview of the buying process. If you have any questions, please reach out to me.

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HOME TOURING CHECKLIST

NICKNAME/ADDRESS: _____

OVERALL RATING



EXTERIOR

1 2 3 4 5

DISLIKE NEUTRAL LOVE

INTERIOR

1 2 3 4 5

DISLIKE NEUTRAL LOVE

PRICE

1 2 3 4 5

DISLIKE NEUTRAL LOVE

SIZE

1 2 3 4 5

DISLIKE NEUTRAL LOVE

NEIGHBORHOOD

1 2 3 4 5

DISLIKE NEUTRAL LOVE

KITCHEN

1 2 3 4 5

DISLIKE NEUTRAL LOVE

BEDROOMS

1 2 3 4 5

DISLIKE NEUTRAL LOVE

BATHROOMS

1 2 3 4 5

DISLIKE NEUTRAL LOVE

BASEMENT

1 2 3 4 5

DISLIKE NEUTRAL LOVE

FURNACE/HWT/ROOF

1 2 3 4 5

DISLIKE NEUTRAL LOVE

ADDITIONAL NOTES:_____

_____

_____

_____

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FROM LISTED TO SOLD

Your overview
TO selling



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HOME SELLER'S ROADMAP

FOLLOW THIS ROAD MAP TO HELP YOU UNDERSTAND
THE STEPS TO SELLING YOUR HOME!

1

FIND AGENT

Match with an agent that you understand and trust the most.

2

PRICING

Together we will determine a competitive price for your home.

3

PREPARE YOUR HOME

Clean and decorate to get your home ready for professional photography!

4

SHOWINGS

Keep your home clean & showing ready. Approve all showing requests as they come in.

5

MARKETING

I will market your home on the MLS and through all social platforms within our 20+ group of agents.

6

LISTING

Your home is now listed! Share your listing on your social media and ask your friends or family to do the same!

7

OFFERS

Time to review and negotiate any offers we receive.

8

UNDER CONTRACT

Weprepare forthe inspection and provide any documents required for buyer financing.

9

FINAL DETAILS

Time to move out and finalize paperwork with your lawyers.

10

CLOSING

Congratulations! You've officially sold your house!

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Prepare your home

These are bigger tasks and should be completed WELL before you are ready for professional photos and listing your home. Complete these tasks well in advance of when you want to list your home.

- [ ] Walk through each room & critique from a buyer's perspective
- [ ] Repair cracks and holes in walls
- [ ] Repaint the home in a neutral colours if needed

  Tip: pale blues and greens are good for bathrooms
- [ ] Look into storage options if needed
- [ ] Find arrangements for pets and/or children during showings
- [ ] Repaint or re-stain any porches, entry ways, and doorways
- [ ] Repair or replace any broken doors, windows or screens
- [ ] Paint the home's exterior, including trim, doors and shutters if needed
- [ ] Clean gutters and downspouts
- [ ] Power wash siding and windows
- [ ] Refrain from smoking in garages/sheds (definitely not inside)
- [ ] Sell, donate or trash anything you don't need
- [ ] Hire a contractor to handle any major projects and keep all receipts

CONTRACTS

AGENT AGREEMENTS



THE BELOW LISTED CONTRACTS ARE ATTACHED WITH SAMPLE COPIES FOR YOUR REVIEW. THESE ARE THE REPRESENTATION AGREEMENTS YOU WILL BE REQUIRED TO SIGN BEFORE WE MOVE FORWARD TOGETHER.

ALL CONTRACTS WILL BE DIGITALLY SIGNED AND SENT DIRECTLY TO YOU BY SECURE EMAIL.

1. Consumer Relationship Guide - outlines my responsibilities to you as your agent and your responsibilities to me as clients.
2. Exclusive Buyers/Sellers Representation Agreement - this outlines my responsibilities to you as a client, fees (to be paid by the seller), listing details (seller agreement), confidentiality, obligations and termination of the agreement.
3. FINTRAC - you will be required to submit photo identification and answer federally mandated questions. I will send you a secure link for completion. For more information please see https://fintrac-canafe.canada.ca/intro-eng

SERVICE PACKAGES

LISTING SERVICE

Fully managed and professionally guided
Payment upon sale

Ashkey Services included

- Pricing guidance & comparative market analysis (CMA)
- 3 hours of complimentary resource services
- professional photography & video
- residential measurement services (rms)
- professional floor plan Rendering
- signage & Secured Lockbox
- realtor.ca listed
- marketing & advertising
- showing management
- open house
- offer service/negotiation/legal contracts
- closing service/ paperwork management/ lawyers and key management
- no limit on listing duration

FOR SALE BY OWNER SERVICE

manage your real estate with the right tools behind you
payment upon listing submission

Ashkey services included

- realtor.ca listed
- residential measurement service (rms)
- professional photography
- signage & lockbox
- 6 month listing duration

BUILDER LISTING SERVICE

The builder's sale, professionally listed
payment upon listing submission

Ashkey services included

- realtor.ca listed
- residential measurement service (rms)
- professional photography
- signage & lockbox
- 6 month listing duration

INTERIOR DESIGN SERVICES

each service is quoted individually based on your needs

Ashkey la carte services

- wall paper *
- renovation management *
- market ready styling **
- in home organization **
- decorating **
- staging & design **
- new home design review **
- color consultation **

*priced per project
**priced per hour

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