START WITH STRATEGY

A smarter approach to preparing, positioning and selling your home.



TAMARA KONOPELKY &
MARTY SMAYDA
REMAX REAL ESTATE



ABOUT THE TEAM

TWO REALTORS®. DIFFERENT STRENGTHS. ONE STRATEGY.

Marty brings decades of market experience, pricing discipline and a strong understanding of market trends. Tamara brings modern marketing, positioning and buyer psychology. Together, they combine proven market knowledge with a fresh, strategic approach.



The Property Playbook
Our online real estate information and marketing hub.

REMAX Real Estate

Edmonton & surrounding communities

STRATEGIC THINKING

POSITION BEFORE YOU PROMOTE.



Before we market a home, we decide **how it should compete**.

That means understanding the property, the likely buyer, the current alternatives and the position that gives the listing the strongest reason to be noticed.







THE PROPERTY

What makes this home different?

THE BUYER

Who is most likely to value those differences?

THE COMPETITION

What other choices will that buyer have?

That's what shapes the **price, presentation and marketing plan.**

PREPARATION

PREPARATION WITH A PURPOSE.



We help you decide **what to fix, what to leave alone** and where a bit of effort can **make the biggest difference**.

The goal is not to make your home perfect. It's to make thoughtful decisions that improve presentation, reduce distractions and help the property show well in photos, in person and against the competition.



WHAT TO IMPROVE

Focus on the things buyers notice first: cleanliness, lighting, simple touch-ups, obvious maintenance and overall presentation.



WHAT TO LEAVE ALONE

Not every imperfection needs to be fixed before listing. Some projects cost more than they add back.



WHERE TO SPEND SMARTLY

If money is going to be spent, it should go where it improves photos, showings and first impressions.

Smart preparation supports the price, the presentation and the first impression.

STRATEGIC POSITIONING | MODERN EXPOSURE | MARKET INTELLIGENCE

MEDIA THAT EARNS ATTENTION.



Before a home can be marketed well, it has to be **captured** and **presented well.**

We use professional media and modern tools to showcase your home at its best, helping buyers see its full value and imagine themselves living here.



RMS-COMPLIANT MEASUREMENTS

Accurate, professional measurements to ensure reliable floor plans and clear information for buyers.



PROFESSIONAL PHOTOGRAPHY

High-quality, magazine-style photos that highlight your home's best features and create a strong first impression.



CINEMATIC VIDEO

A beautifully crafted video that brings your home to life and helps buyers feel the space and flow.



AI VIDEO WALKTHROUGH

An engaging, easy-to-view walkthrough that helps buyers explore your home online, anytime.



DRONE FOOTAGE (WHERE APPROPRIATE)

Stunning aerial views that show the full property, lot and surrounding neighborhood.



SOCIAL MEDIA + MLS ASSETS

Optimized photos, vertical content and property assets designed for MLS and social media to make your listing look its best everywhere.



YOUTUBE-READY CONTENT

Professionally edited content formatted for YouTube, giving your home exposure to a large and engaged audience.

Exceptional media helps buyers notice, understand and remember your home.

Media and marketing services are tailored to the property, the target buyer, and the overall strategy. Not every listing requires every tool.

DUE DILIGENCE

GETTING THE DETAILS RIGHT.



A lot of problems in real estate are easier to solve before there's an offer on the table.

Before launch, we take the time to verify important details, identify potential issues and put the right information in place so your home is ready for the market and for serious buyers.



PROPERTY DETAILS

Measurements, title information, documents, permits where relevant, and the property facts buyers and their agents are likely to rely on.



POTENTIAL QUESTIONS

We look ahead to issues that could come up during showings, financing, document review or inspection so we're better prepared to address them.



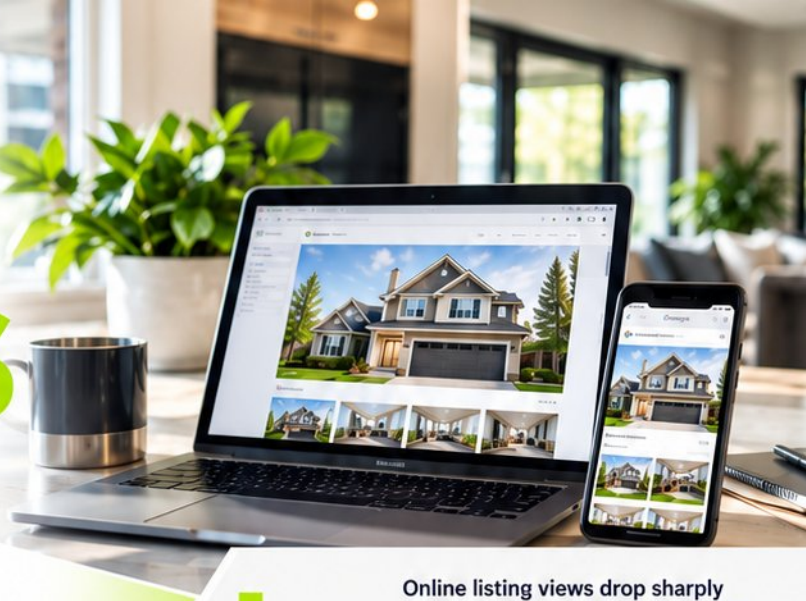
MARKET CONTEXT

Current competition, recent sales, pricing changes and the market factors that affect how the home should be positioned.

The more we can clarify up front, **the fewer avoidable surprises there are later.**

OUR MARKETING APPROACH

THE FIRST 7 DAYS



LISTING ATTENTION IS FRONT-LOADED.

The first week is when your home gets the most attention. That's why we make sure everything is ready before it goes live and we have a clear plan for what happens next.

Online listing views drop sharply after launch: about half as many on day two and about a quarter as many after a week.

Source: Redfin analysis of 1.2M U.S. listings, 2018–2019.

01

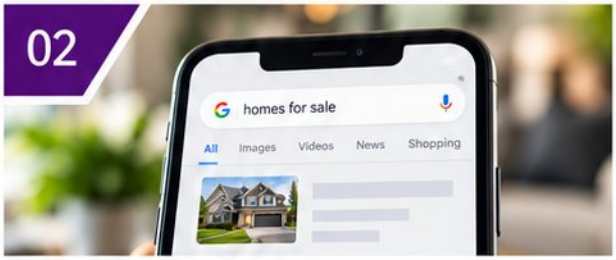


250K+
YouTube audience
An established distribution channel for real estate content.

LAUNCH + DISTRIBUTION

We get your listing in front of the right people through MLS®, the REALTOR® network, our database, YouTube, Google, Meta/social and other channels appropriate to the property.

02



SEARCH + AI VISIBILITY

We structure and distribute your property information so it can be found through traditional search and AI-driven tools, helping more buyers discover your home online.

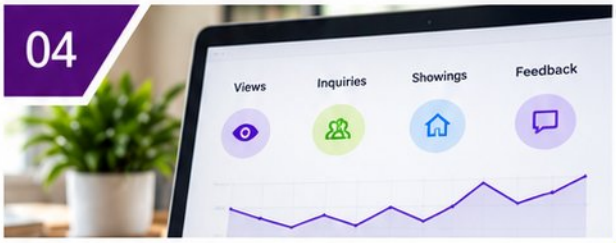
03



BUYER ACCESS

We make it easy for buyers to view your home through showings, inquiries, open houses where appropriate, direct outreach and relocation targeting where it makes sense.

04



MEASURE + RESPOND

We track views, inquiries, showings, buyer feedback, new competition and other market signals so we can understand what's working and adjust when needed.

A **strong launch** is not just about going live.
It's about **watching what happens next.**

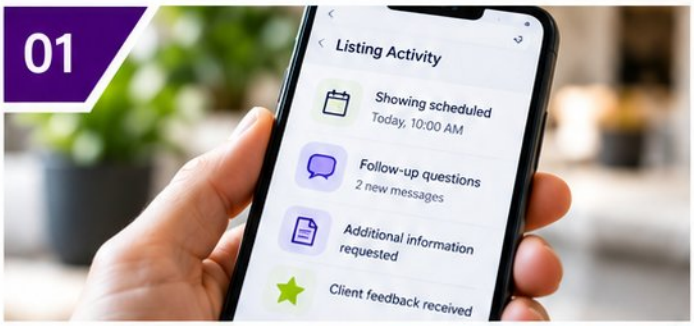
BUYER ENGAGEMENT

WHAT HAPPENS AFTER LAUNCH

Once your home is live, the job becomes listening to the market and keeping you informed about what buyers are actually doing.



01



BUYER RESPONSE

We closely track how buyers are engaging with your home, including showings, repeat interest, questions, requests for additional information, and feedback from agents and buyers. These signals tell us how your property is resonating in the market.

02



MARKET WATCH

We monitor what's happening around your listing, including new competing listings, price reductions, new sales and changes in inventory. By understanding the bigger picture, we can see how your home compares and where opportunities or challenges may be emerging.

03



STRATEGY CHECK

We review everything together to interpret what the activity means. We identify what appears to be working, what isn't, and whether the price, presentation or marketing needs to change. Our goal is to keep your listing competitive and aligned with current market conditions.

You won't be left wondering what's happening with your listing.

We'll help you understand the signals, the competition, and whether the strategy still makes sense.

NEGOTIATION + CONTRACT MANAGEMENT

MORE THAN JUST A PRICE.



An offer is about more than the number on the page. We look at the full picture to help you choose the strongest option for your goals.



OFFER STRENGTH

We review all of the key terms, not just the purchase price, to understand how strong an offer really is.

- Purchase price
- Deposit amount and timing
- Financing and lender strength
- Conditions and timelines
- Possession date
- Inclusions and exclusions
- Buyer's ability to complete



NEGOTIATION STRATEGY

Every situation is different. We use market data, buyer motivation and your goals to guide how we negotiate on your behalf.

- Identify what matters most to you
- Look at the full picture, not just price
- Provide clear advice on trade-offs
- Communicate with the other agent and respond strategically
- Keep you informed so you can make confident decisions



CONTRACT MANAGEMENT

Once an offer is accepted, we keep everything on track so you can move forward with confidence.

- Manage all deadlines and conditions
- Coordinate documents with your lawyer
- Communicate with the buyer's agent, lender and other parties
- Facilitate amendments when needed
- Track key dates and next steps
- Keep you updated at every stage

Highest isn't always strongest.

The goal is not to "win" the negotiation. It's to make the strongest decision for your sale based on your goals, your timeline and your overall situation.



FROM ACCEPTED OFFER TO CLOSING

SAME TEAM DIFFERENT FOCUS.



Once the offer is accepted, the focus shifts from marketing and negotiation to coordination, deadlines and getting you safely to possession.



CONDITIONS + DUE DATES

We keep track of all deadlines and help manage each condition, including:

- Home inspection and any follow up
- Financing approval
- Appraisal (if required)
- Condo documents (if applicable)
- Deposit and amendments
- Any other agreed conditions



LAWYERS + CLOSING DETAILS

We work with your lawyer and the buyer's lawyer to keep everything on track, including:

- Reviewing and coordinating documents
- Confirming inclusions and exclusions
- Monitoring title and lender requirements
- Keeping you informed of what's needed and when
- Answering questions along the way



POSSESSION + HANDOVER

We'll guide you through the final steps so you know what to expect on closing day:

- Confirming funds and final details with your lawyer
- Key arrangements and possession time
- Final walk-through (if applicable)
- Communication with all parties
- A smooth transition to the next chapter

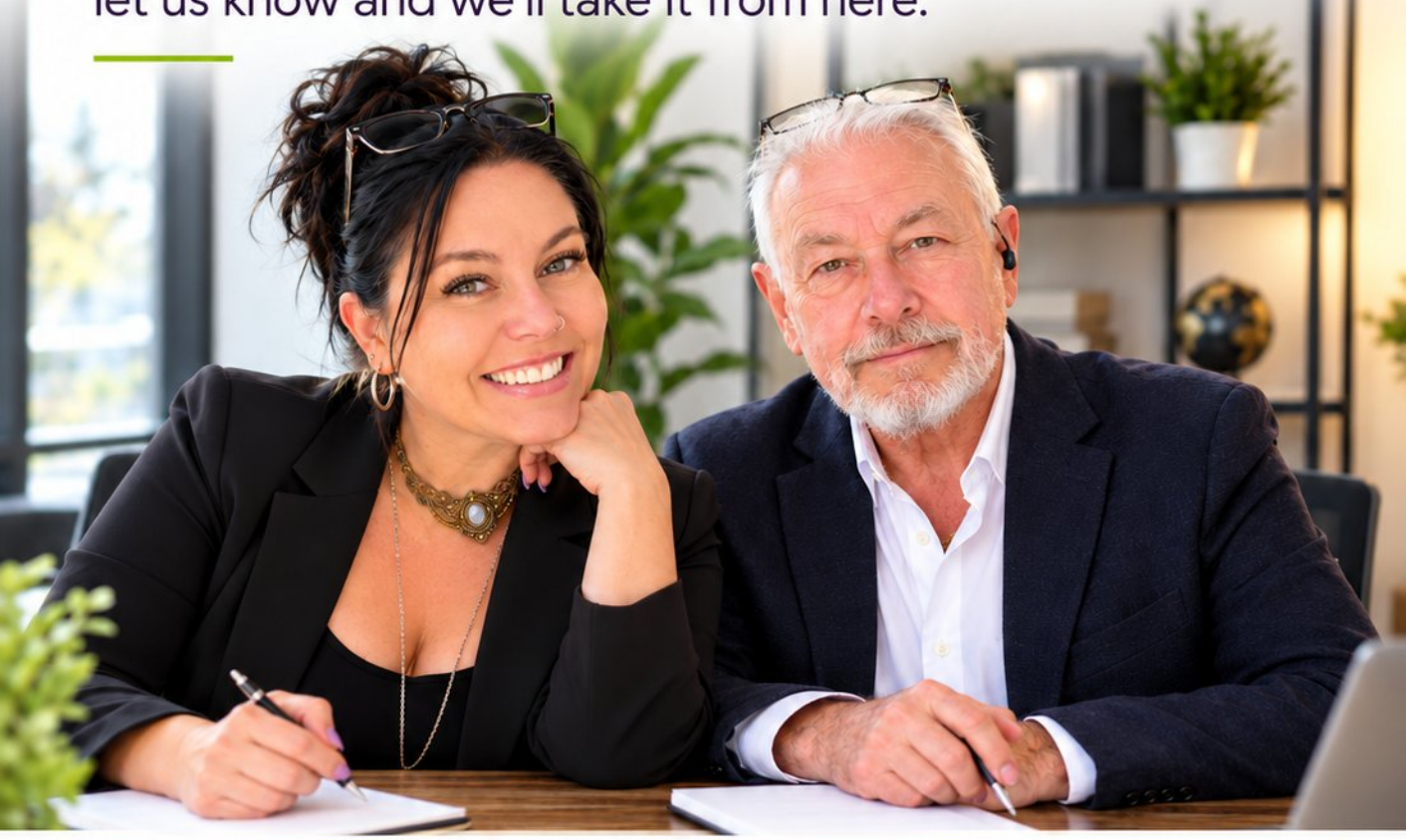
WE STAY ON THE FILE ALL THE WAY THROUGH.

You'll know what's happening, what deadline is next, and what you need to do. We're always available to answer your questions and make sure the process stays on track.



READY WHEN YOU ARE.

If you decide we're the right team for your move, let us know and we'll take it from here.



Selling a home is a big decision. Our job is to make sure you have a clear plan, honest guidance, and support from start to finish.

Tamara Konopelky & Marty Smayda

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