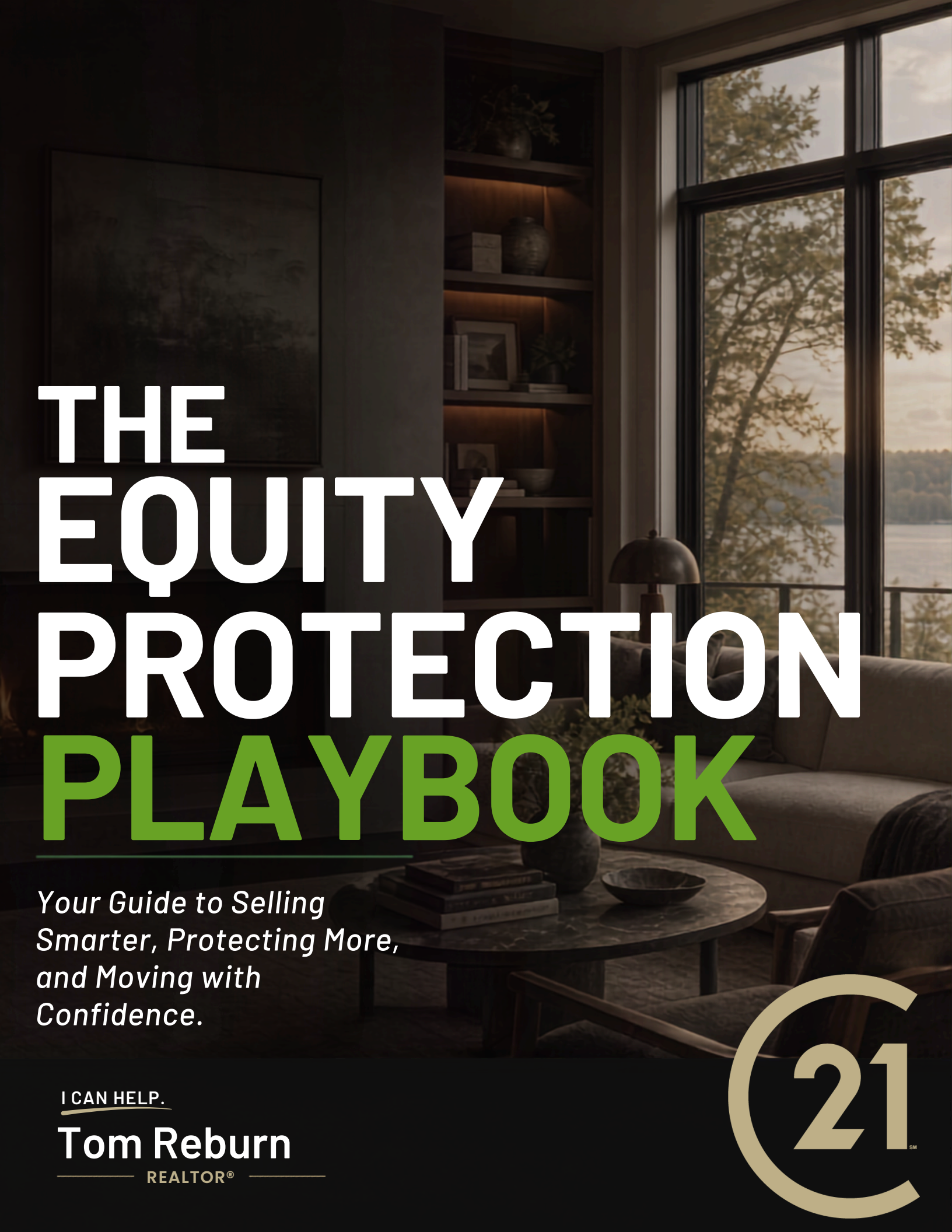


THE EQUITY PROTECTION PLAYBOOK

Your Guide to Selling Smarter, Protecting More, and Moving with Confidence.

I CAN HELP.
Tom Reburn
REALTOR®

WELCOME

Selling your home is one of the biggest financial decisions you'll ever make.

My job isn't simply to help you sell — it's to help you protect the equity you've spent years building.

This playbook will walk you through exactly how we do that together.

Tom Reburn
REALTOR®



YOUR EQUITY PROTECTION JOURNEY



Book Your Equity Protection Review"



Discover Your Current Market Value



Build Your Preparation Plan



Professional Staging Consultation



Professional Photography & Video



Strategic Market Launch



Showings & Buyer Feedback



Offers & Negotiation



Firm Sale



Closing Day



Celebrate Your Next Chapter

Every step is carefully planned to protect your equity — not just sell your home.

PREPARING YOUR HOME

Not every improvement adds value.

WORTH DOING

- Paint Touch-Ups
- Decluttering
- Deep Cleaning
- Landscaping
- Lighting
- Professional Staging

USUALLY NOT WORTH IT

- Major Renovations
- Replacing Perfectly Good Flooring
- Over-Customizing
- Renovating Without ROI Guidance

THIS IS WHY WE COMPLETE AN EQUITY PROTECTION REVIEW BEFORE RECOMMENDING IMPROVEMENTS.

MEET YOUR EQUITY PROTECTION TEAM

A dedicated team working together to protect your equity, maximize your home's value, and deliver a seamless selling experience from start to finish.

TOM REBURN
REALTOR*

Your advocate and strategist. Tom leads every aspect of your sale with expertise, negotiation skill, and a clear focus on protecting your bottom line.

- Pricing Strategy
- Marketing Strategy
- Negotiation
- Market Expertise
- Your Advocate

CANDACE TURCOTTE
CLIENT EXPERIENCE & OPERATIONS

The glue that keeps everything on track. Candace ensures every detail is handled, every deadline is met, and communication is effortless.

- Scheduling
- Communication
- Marketing Timelines
- Showing Logistics
- Documentation
- Keeping You Informed

FURNISH PTBO
PROFESSIONAL STAGING PARTNER*

Strategic staging that creates emotional connection and helps buyers see the full potential of your home.

- Professional Consultation
- Furniture & Décor
- Styling Before Photos
- Preparation Checklist
- Included With Every Listing

MARKETING TEAM

PHOTOGRAPHY | VIDEO | DRONE | DESIGN | ADVERTISING | SOCIAL MEDIA

WHY OUR TEAM DELIVERS MORE

PROTECTS YOUR EQUITY
Every decision is made with your bottom line in mind.

MAXIMIZES YOUR HOME'S VALUE
From prep to pricing, our strategy is built to get you top dollar.

SAVES YOU TIME & STRESS
We handle the details so you can focus on what matters most.

DELIVERS A BETTER EXPERIENCE
Clear communication, expert guidance, and a team you can trust.

MARKETING THAT CREATES DEMAND

Your home. Everywhere it matters.

- MLS Exposure
- Professional Photography
- Cinematic Video
- Drone Photography
- Social Media Campaigns
- Google & YouTube Ads
- Email Marketing
- Open Houses
- Paid Advertising
- Custom Feature Sheets
- Neighbourhood Marketing
- Maximum Exposure
- Our Buyer Database

EVERY MARKETING DECISION IS DESIGNED
WITH ONE OBJECTIVE: CREATE COMPETITION AMONG BUYERS.

OUR LAUNCH STRATEGY

The first week matters most.



WEEK BEFORE

Planning & Preparation

DAY 1

Professional Photography

DAY 2

Video Production

DAY 3

Coming Soon Teaser Campaign



DAY 4

Social Media Launch

DAY 5

MLS Launch

WEEKEND

Open House Showings

ONGOING

Advertising & Buyer Follow Up



A STRATEGIC LAUNCH CREATES EARLY ATTENTION, MORE SHOWINGS, AND STRONGER OFFERS.

OFFERS & NEGOTIATION

Our goal is the best combination of:

Negotiating More Than Just Price

Every offer is more than a number.

The highest offer isn't always the best offer.
Our job is to evaluate every detail of an offer and negotiate the combination that protects your equity, reduces your risk, and helps you move forward with confidence.

What We Evaluate

Purchase Price

We analyze how the offer compares to today's market, competing buyers, and your financial goals—not just the headline number.

Deposit Strength

A strong deposit demonstrates buyer commitment and can reduce the likelihood of a transaction falling apart.

Conditions

Financing, inspections, the sale of another property, and other conditions all affect the certainty of your sale. We'll explain every condition so you know exactly what it means.

Closing Date

Finding the right possession date can make your move significantly less stressful.
We negotiate timelines that work for your next chapter.

Buyer Strength

Not every buyer presents the same level of certainty. We look beyond the offer price to understand the complete picture.

Our Goal

We don't negotiate to simply accept an offer.
We negotiate to maximize your proceeds while minimizing uncertainty.

WE NEGOTIATE WITH ONE OBJECTIVE IN MIND — PROTECTING AS MUCH OF YOUR EQUITY AS POSSIBLE.

WHAT'S YOUR HOME WORTH

WHEN WE SELL IT RIGHT?

WHAT OUR CLIENTS SAY

Real results. Real stories. Real people.



★ ★ ★ ★ ★

OUR HOUSE SOLD TODAY!

"This was our second time using Tom Reburn for our Real Estate needs and we would highly recommend him if you are looking to buy or sell. He goes well above and beyond in all ways!

The current market is difficult and Tom made the whole process less intimidating for us. Our house looked great thanks to home staging organized by Tom through "Furnish PTBO" and everyone we dealt with went out of their way to make the process smooth.

Thanks again Tom and team!"

CLOSING DAY

The final steps to a successful sale.

Lawyer Finalizes Paperwork

Your lawyer reviews and completes all necessary documents.

Walk Throughs

Buyer walk throughs to confirm the home is ready for buyers.

Moving Day

You move out and leave the home ready for closing.

Possession of Your Home

The buyer takes possession of your home.

Keys Handed Over

Keys are handed over and the sale is officially complete.



WE'LL GUIDE YOU THROUGH EVERY DETAIL SO YOU CAN CLOSE WITH CONFIDENCE.



READY TO PROTECT YOUR EQUITY?

Let's start with your Equity Protection Review.
The first step toward a smarter, more profitable sale.

I CAN HELP.

Tom Reburn
REALTOR®

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