Serving Calgary City Wide

Are you Buying, Selling or Renovating?

We can help. We pride ourselves in offering full real estate services including one on one contact to assist you in making good long term plans. We have built our business from satisfied clients who continue to use and refer our MLS real estate services.

To my way of thinking, true Value of a Realtor is their Knowledge + Experience = Great Advice

Marketing, Advertising, Negotiating, Networking, Evaluating are other important tools of my industry.

Knowledge: We will provide you with sound advice based on factual statistical market data to ensure you are making sound buying, selling or renovating decisions. We offer an overview and comparison of the Calgary communities and highlight the facilities and amenities that most affect your resale.

Experience: Providing MLS real estate services since 1986 in Calgary to our clients gives us a wealth of hands on experience. You can benefit from our networks with other professionals in the community and we have great ties with other professionals in construction. legal, financing, accounting or otherwise.

Advice; How can anyone give good sound advice without Knowledge and Experience?

We have over 40 combined years of MLS experience in Calgary.

Renovation Seminar Oct 2010

Realtor Highlights

Budget 1-2% annually set aside for repairs.

Build a budget over 25 year life cycles.

Based on a $400,000 home If you put 1% away each year for the last 25 years you would have about $50,000 set aside for upgrades. 2% would be $100,000

What home would not need a total upgrade after 25 –35years.?

Property values for an average home in 1986 around $100,000 in Calgary. Same home today is selling for $400,000.+

Renovating Is it Maintenance Renovating or Remodeling Renovations?

2 Types of Maintenance that people do.

- **Continuous or Active Maintenance**
- **The other is Deferred Maintenance**

Remodeling Maintenance

Is it Personal or is it Investment?

Personal; adding the Swimming pool the hot tub room the Sauna. No Money back upgrades.

Investment; trying to get some money back adding the Granite, Hardwood, upgrading and modernizing with current trends.

First Impressions of a Home

There are 2

One when you drive up

Second when you open the front door

Selling a Home tips…

7 out of 10 homes are not prepared to Sell in the Market place. (from just being messy to total mayhem and everything in between.)

30 Seconds once the door opens… whether buyers want to take their shoes off to see the rest of the home or not.

"List Price" not selling price Justifies everything!! How fast you sell how slow you sell, Good location poor locations, Nice house ugly house….

Not only do you need to impress the buyer you need to impress their realtor. Think about it, the realtor may have other clients who will like the home if it does not work out for this buyer.

Doug MacCallum started his real estate career in Calgary in 1986 with Canada Trust Realtor. Joined REMAX with Roz in January 2000. Relocations and long term client relationships have always been priority.

Tidbit… In 1994 Doug and Roz were awarded the #1 Referral Networking in closed Sales in Canada with Coldwell Banker.

Roz MacCallum jumped into real estate in 1992 forming one of Calgary's longest standing partnerships with husband Doug. When it comes to the soft sales touch, Roz puts her unique talents forward to make the you feel comfortable.

We've got Calgary Covered...

Working with Buyers and Sellers in all price ranges.

- *Single family*
- *Multi family*
- *Condominiums*
- *Luxury*
- *Acreages*

We have the Experience and the Knowledge to make you feel at home.

Our Goal—

- *Your piece of Mind*
- *Complete Satisfaction*
- *Communication and Follow-up*

Immediate contact

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MacCallum & MacCallum

Calgary Realtors

A winning MLS combination selling Calgary homes since 1986.