

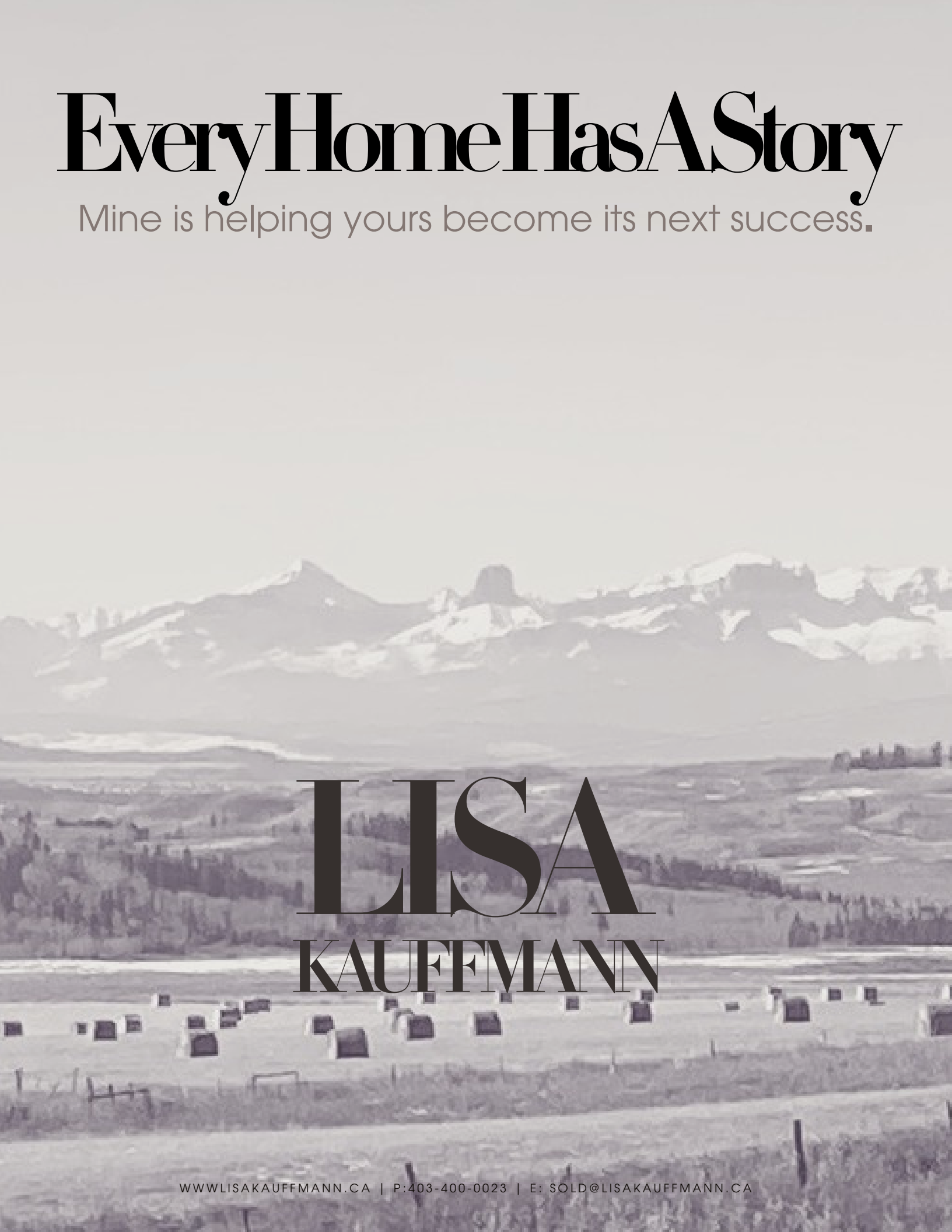
SELLING YOUR HOUSE

with

ILSA
KAUFFMANN

Every Home Has A Story

Mine is helping yours become its next success.



LISA
KAUFFMANN



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*L*isa is an absolute rock star in the world of real estate. With her impressive knowledge and genuine kindness, she makes every transaction a breeze. Lisa deserves all the stars for her outstanding service"

*W*hen we thought we would never find the right place, Lisa found it"

*S*he guided us through every step of the process with patience and clarity, and we always felt like we were in good hands."

*L*isa did an excellent job of selling my Condominium fast in a tough market and she also was excellent in guiding me through the process of buying a Townhouse.

*S*he turned market data into clear decisions."



Days on Market

Average Agents
37

Lisa
3¹

Success Rate

Average Agents
87%

Lisa
95%

Selling a home isn't simply about putting it on the MLS. It's about understanding the market, anticipating buyer psychology, presenting your property with intention, and negotiating from a position of strength.

For more than three decades I've bought, renovated, marketed and sold real estate across Canada, Brazil and the United States. Every property tells a different story, and every seller deserves a strategy built specifically for their home.

When we work together, my goal is simple:

- maximize your sale price
 - minimize unnecessary stress
 - protect your interests from beginning to end
- Real estate isn't about transactions.
It's about trust.

**RESULTS
THAT
MATTER**

Every home is different.

Different buyers.

Different neighbourhoods.

Different strategy.

My job is to identify where your property sits in today's market and create a launch plan that positions it to achieve the strongest possible result.

That includes:

- intelligent pricing
- strategic timing
- exceptional presentation
- professional photography
- targeted marketing
- experienced negotiation

Success isn't luck.

It's preparation.

A large, stylized, light brown letter 'P' that serves as a background for the title text.

POSITIONING YOUR



HOME

Your Home Deserves More Than Exposure
Anyone can put a home on MLS.
Very few know how to position it.
Before your property ever reaches the market, I identify who is most likely to buy it.

Young professionals?

Growing families?

Downsizers?

International buyers?

Investors?

Everything I do, from photography and staging to copywriting and advertising, is built around attracting that specific buyer.

My marketing may include:

- **Professional photography**
- **Drone imagery**
- **Matterport virtual tours**
- **Cinematic video**
- **Floor plans**
- **Social media campaigns**
- **Direct REALTOR® outreach**
- **Digital advertising**
- **Email campaigns**
- **International exposure**
- **Feature brochures**
- **Luxury print materials**
- **Neighbourhood marketing**

Every marketing decision is intentional.

.

WHAT THIS MEANS TO YOU...

Lisa has mastered marketing to ensure you are getting the most exposure to IDEAL HOMES for you...so you can RELAX. Her marketing works, period.

A black and white photograph of a modern living room. The room features large windows with horizontal blinds, a light-colored sofa with several pillows, and a dark wood coffee table with a glass top. A patterned rug is on the floor. A large potted plant is visible in the background. The text "CASE STUDY" is overlaid in a large, white, serif font.

CASE STUDY

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SELLING A LUXURY PENTHOUSE IN ONE OF CALGARY'S TOUGHEST MARKETS

When this exceptional penthouse at the Renaissance came to market, the timing couldn't have been more challenging. It was the middle of winter, buyer activity had slowed considerably, and many luxury purchasers had postponed their search until spring.

Rather than waiting for the market to improve, we focused on a strategy built around positioning. Every detail, from the photography and marketing to pricing and negotiation, was designed to appeal to a highly qualified buyer who would recognize the home's true value.

The result was a successful sale during one of the most difficult times of the year to sell a luxury condominium.

This experience reinforced a simple truth: exceptional results aren't determined by the season—they're driven by preparation, strategy, and execution.

A THOUGHT TO LEAVE YOU WITH

Anyone can sell a home in a hot market. The true measure of your real estate advisor is how they perform when the market isn't.

A large, stylized letter 'W' graphic in a light brown color, positioned on the left side of the page. It is composed of several geometric shapes, including triangles and rectangles, creating a modern, architectural look.

WHAT YOU CAN EXPECT

DISCOVERY

Learning about your goals.

PREPARATION

Helping your home look its absolute best.

LAUNCH

Professional photography, marketing and MLS.

EXPOSURE

Showings, buyer feedback and continuous market analysis.

NEGOTIATION

Protecting your interests and maximizing your return.

CLOSING

Working alongside lawyers, lenders and buyers to ensure a smooth possession.

Real estate has been part of my life for as long as I can remember.

My father was one of Alberta's respected builders.

My mother had an exceptional eye for interiors.

I spent years living and working internationally between Calgary, New York, Paris and Rio de Janeiro before returning home to build my real estate business.

Those experiences taught me something invaluable:

Presentation matters.

Negotiation matters.

Relationships matter.

Today I combine international marketing experience with deep local knowledge to help clients buy and sell Calgary real estate with confidence.

I work in English, Portuguese and French, serving clients locally and around the

world.



A large, stylized, black letter 'V' that serves as a background graphic. It has a thick vertical stem and a diagonal stroke that meets it at the top. The letter is positioned on the left side of the page, with its right side extending towards the center.

OUR TRUSTED PROFESSIONALS



Every successful sale relies on
exceptional professionals.
Over the years I've assembled
trusted photographers,
videographers, stagers, lawyers,
mortgage specialists, contractors
and inspectors who share my
commitment to quality.
You benefit from experienced
people at every stage of your sale.

A large, light brown, stylized letter 'S' serves as a background element, spanning most of the page width and height. It has a thick, rounded stroke with a slight taper at the ends.

STAYING INFORMED

The real estate market is constantly changing and requires close monitoring. Your purchase is no exception, and Lisa has a clear communication plan to ensure you are always fully informed.

Often realtors really lack when it comes to keeping clients consistently up to date, so Lisa sets herself apart with a world class communication plan.

Not only will you get weekly updates on new listings and off market opportunities, but you will also get a quick snapshot of her above and beyond approach, including reaching out to her extensive network on your behalf.

We will discuss the best plan for you in our meeting, but know that this is an important component to getting you the best results.

f in @

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PREPARING FOR SUCCESS

Please gather the following if available:

- ✓ Real Property Report
- ✓ Mortgage information
- ✓ Renovation permits
- ✓ Appliance warranties
- ✓ Utility costs
- ✓ Condo documents (if applicable)
- ✓ Tenant agreements (if applicable)
- ✓ Anything unique about your property

The more information we have at the beginning, the smoother the process will be.

“

T

*he home should be the treasure chest
of living.”*

— *Le Corbusier*

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The REAL ESTATE
DISTRICT

