

TIPS TO GET YOUR PROPERTY READY TO SELL

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THIS IS IT, YOU HAVE DECIDED TO SELL YOUR PROPERTY!

Several factors can make the difference between selling lower, after several months, or selling quickly at top of market value.

I'm Jeremy Sellmer with Oakwyn Realty in Vancouver.

I have prepared this easy guide for you to help make your property attractive to buyers and stand out from the competition.

I'm here to help, so don't hesitate to contact me for a free Comparative Market Evaluation to determine your home's current value or a comprehensive walkthrough to prepare your home for selling success in today's market.

It will also be my pleasure to present my exclusive service offer and my strategic selling system.

All this, **WITHOUT ANY OBLIGATION ON YOUR PART.**

HOME SELLING PROCESS

WE ARE WITH YOU ALL THE WAY

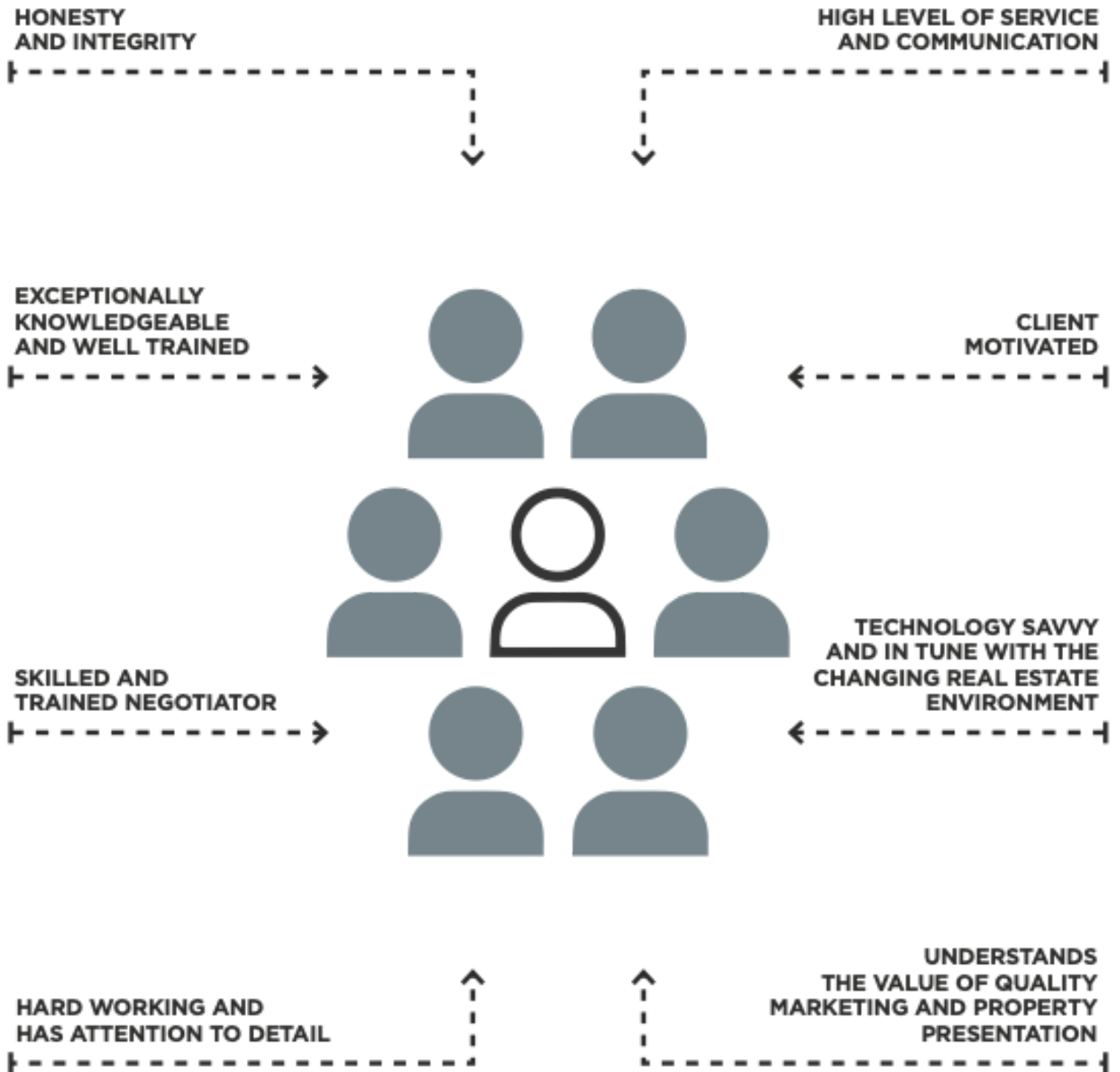
There are a number of steps involved in selling a home. The process can be somewhat daunting but largely because the process is unclear at the start. Here is an overview of the steps involved.

The chart is designed to give you a high level overview of the steps involved in selling your property. Our job is to ensure you feel the process is seamless at each step and that you are well informed at each stage.



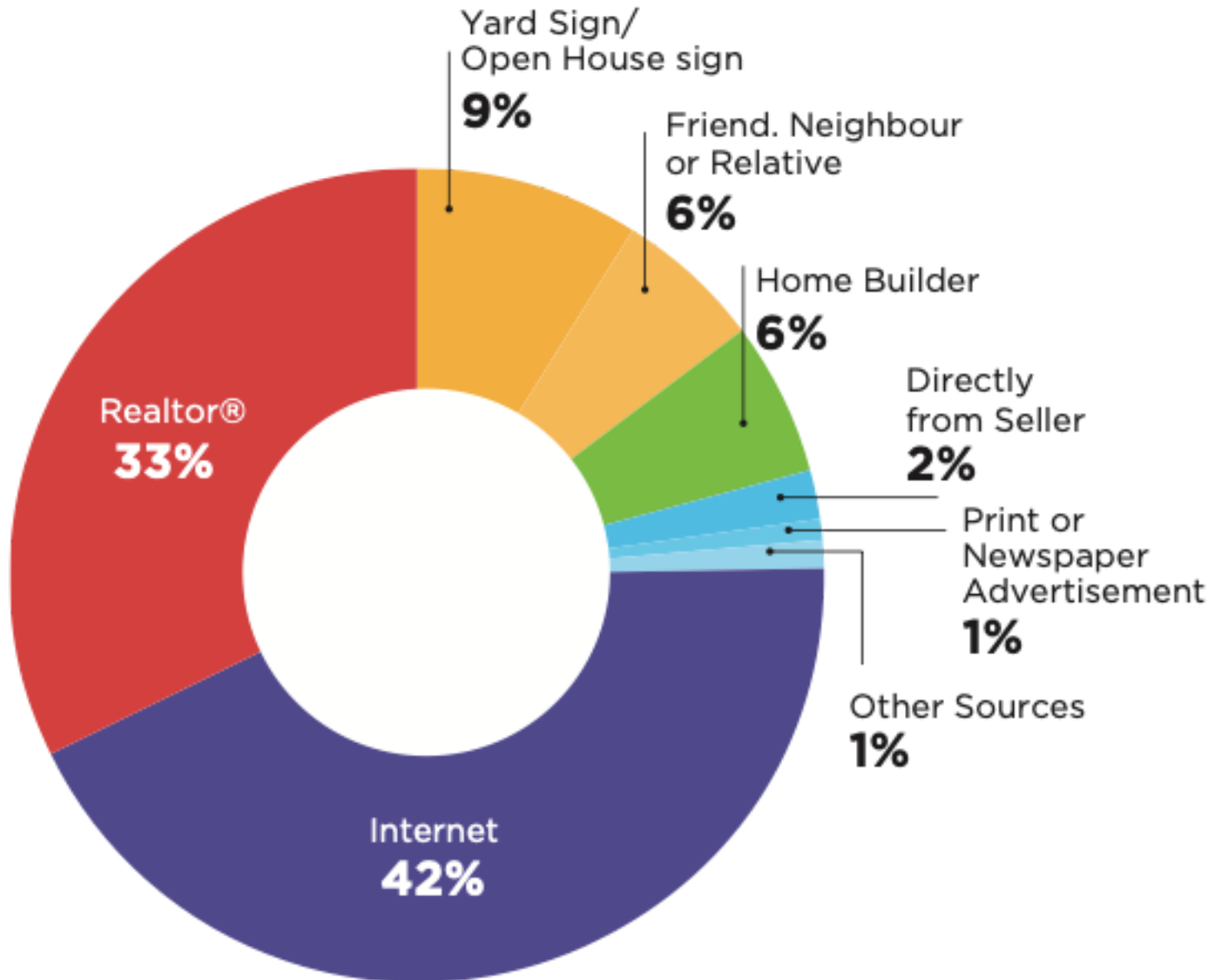
TRAITS OF A GOOD REALTOR®

LOOK OUT FOR THESE IMPORTANT QUALITIES



WHERE DO BUYER'S COME FROM

A DETAILED BREAKDOWN

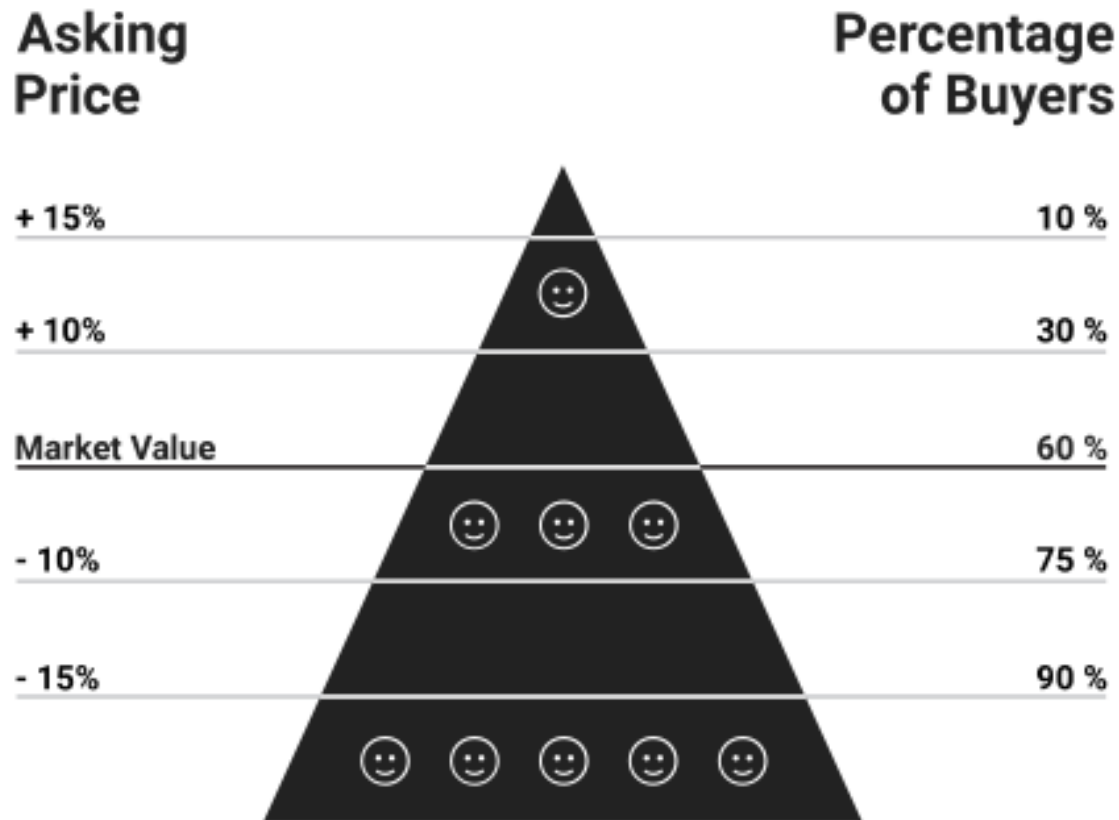


"I Worked With Jeremy on a purchase of a Vancouver Condo. I Find Jeremy to be Knowledgeable and Patient. He was very helpful and I strongly recommend his services. Thank You"

- Malsa Soraya

INTELLIGENT PRICING

AND TIMING



Pricing a home for sale is as much art as science, but there are a few truisms that never change.

- Fair market value attracts buyers, overpricing never does.
- The first two weeks of marketing are crucial.
- The market never lies, but it can change its mind.

Fair market value is what a willing buyer and a willing seller agree by contract is a fair price for the home. Values can be impacted by a wide range of reasons, but the two biggest are location and condition. Generally, fair market value can be

estimated by considering the comparables - other similar homes that have sold or are currently for sale in the same area.

Sellers often view their homes as special, which tempts them to put a higher price on it, believing they can always come down later, but that's a serious mistake.

Overpricing prevents the very buyers who are eligible to buy the home from ever seeing it. Most buyers shop by price range and look for the best value in that range.

MAKE YOUR HOME INVITING

Every home has selling features that can attract buyers so you need to present the interior and exterior of your property so that it is inviting.

To do this, I advise you to put into practice the principles of show home ready, also called "home staging": several of these principles are described in this presentation.

The goal is to make it easy for future buyers to envision their lives inside your home.



DECLUTTER LIVING SPACE

Buyers fall in love with presentation. Think of a sales center for new homes, they always feature a well-staged minimal open living space.

The more open and minimal the living space, the more comfortable and peaceful the buyer will feel.

Inside: Reduce the clutter in the kitchen, pack away seasonal clothing in rooms and reduce your household items from all living spaces to present a minimal look. Don't forget about the bathrooms.

Outside, throw out garbage, and miscellaneous debris. Store tires and unnecessary items in the garage or shed.

**** PRO TIP:** Store unnecessary furniture, off-season sports equipment, used dishes, and boxes of Christmas decorations with family or friends. You could even invest in renting a storage locker until your home has sold.



PAY ATTENTION TO YOUR CUPBOARDS

The interior of your cabinets should also look good. Visitors will generally open the pantry, wardrobes, and storage spaces.

Clutter is never very selling and always makes the space seem smaller than it actually is.

****PRO TIP :** Take the opportunity to clean up and get ahead of the move by packing everything you don't use on a daily basis. Thus, your storage spaces will appear more spacious.



DEPERSONALIZE YOUR PROPERTY

Potential buyers should be able to imagine themselves living in your home.

Store family portraits, diplomas, children's medals, personal items, and travel photos in boxes.

Replace them with modern paintings and sleek, classic decorative items but remember less clutter is always the better choice.



PLACE YOUR FURNITURE IN A WAY TO MAXIMIZE SPACE

This will help you to maximize the ambience of your rooms as well. Do not hesitate to remove furniture, add or move it.

Remember that sofas can be arranged other than backing against the walls. Avoid placing them against a window, however, in order to take full advantage of the view and optimize the brightness of the room.

Don't be afraid to try out various layouts, keeping in mind that you are no longer arranging the space for your own needs, but to make the decor inviting and attractive to potential buyers.



CLEANING

The more sparkling the better, and the more attracted potential buyers will be to your home. Make sure that routine cleaning is done, but it's also integral to devote some time to clean the walls, floors, fridge, windows, and more. Without this extra deep clean throughout the interior and exterior, your home will not show its best.

**** PRO TIP:** Ask your agent to provide the cleaning company they recommend. Some will include this in listing services.



Match the scent to the space

Make sure your property smells great!

The smell of cigarettes, animals, and certain foods such as fish and or certain spices, are for most buyers, a turn-off, and could subconsciously dissuade a visitor from selecting your home.

****PRO TIP:** Try to present your home with the smell of fresh laundry, or light scented fragrances. Citrus, Vanilla ect.



PETS

Pets are often considered members of the family. But when selling a home, our four-legged family members can cause additional challenges.

Some buyers may have allergies. Perhaps plan to take the dog for a walk, while your Agent is showing your home. Change the litter box often and put away the chew toys

****PRO TIP:** Creating a showing schedule with your Agent not only helps humans but your furry friends as well. Discuss times that work best to accommodate both



REPAIR SMALL IMPERFECTIONS

Small details that you no longer see are visible to the eyes of buyers!

A stain on a carpet, not concealed nails, peeled tile, a hole in a wall, a dried-out silicone seal, and a leaking faucet are all small issues that will be noticed by the buyers.

****PRO TIP:** Have a second set of eyes such as a friend or a neighbor walk through your home with you and ask them to point out small issues, if they can see it so will buyers.



PREPARE YOUR PROPERTY FOR INSPECTION

Once an offer to purchase is accepted, buyers will typically have 7- 10 days to have the property inspected to meet one of their subject conditions. So start preparing for it right away. Inspect doors and windows, heating systems, air conditioning, electricity, plumbing, gutters, roofing, foundation, siding Ect.

Try to remedy any defect or small issues as soon as possible.

You will also avoid having to reduce your sale price by an amount greater than what the repairs would have cost you.

****PRO TIP:** Ask your Agent about a free Pre Home inspection. This can save you thousands of dollars at time of closing



REFRESH THE PAINT

If the paint on your walls is old, faded, or too bright in color, you should consider repainting. In fact, painting is the most profitable investment in home staging and can increase the value of most homes.

Too bright colors, scratches, holes, and stains on the walls are a big turn-off. Go for neutral tones and fresh paint. This truly will be a return on the investment. For more details ask me for examples.

****PRO TIP:** Limiting yourself to two or three paint colors for the entire property creates a feeling of fluidity and harmony.



STAGING YOUR LIVING SPACE

Staging a home helps prospective owners visualize themselves living there, and gives them a positive feeling. You never get a second chance to make a good first impression. You can hire a professional to stage your home, or you can do it yourself using less expensive methods.

Forget it's your home Once your home is on the market it becomes a product.

****PRO TIP:** If your property lacks furniture or is empty consider digital staging to provide a virtual representation for the buyers. Your Agent should be able to provide this option for you.



LIGHTING

Often you get used to the light from one or more burnt-out light bulbs.

Since it is necessary to turn on all the lights on your Home each time a buyer views your home both indoors and outdoors, make sure they are all working perfectly.

People want bright and cheerful rooms, and light gives a feeling of space. Dark rooms appear dull and cold, in addition to making them seem more cramped.

****PRO TIP:** Use the same temperature bulb. When selecting light bulbs, be sure that ALL light bulbs used in your home are the same temperature so that lighting will be consistent throughout your space. the general rule of thumb is to light your home with bulbs in the 5000 K to 5500 K temperature range to accommodate showings and photography during daylight hours

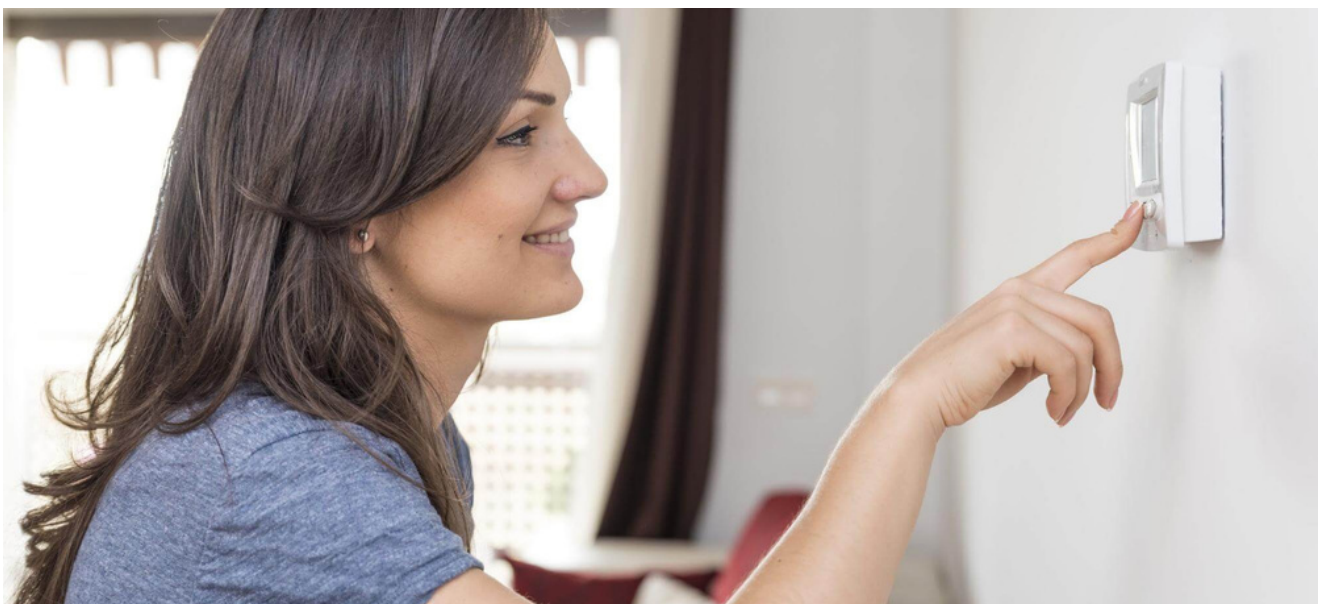


ENSURE COMFORT

At all times, you must ensure that the heating and air conditioning systems are working properly. During showings, the ambient temperature of all rooms must be adequate, especially in condos or small homes.

The more comfortable the buyers, the more they will feel at ease in the environment that we are trying to sell to them.

****PRO TIP:** Not every home in the lower mainland has air conditioning. Ask your Agent to arrive 15 min early before summer showings to open windows if needed.



MAINTAINING YOUR YARD

Potential home buyers form their first impression of a home from its curb appeal. Yet often a home's outdoor landscaping is overlooked, or underdone, in the preparation for the sales process. An attractive and well-maintained landscape can add to the final sales price for your home.

In the case of a house with a front or rear portion of the yard, it is absolutely necessary to maintain it well.

The lawn should be mowed regularly, the driveway swept and the snow shoveled. Not only during showings but at all times, considering that buyers sometimes will pass your property at least once to observe the exterior and area before contacting their agent for a showing.

****PRO TIP:** Contact a few landscapers for quotes if you do not have one your Agent should.



ESTABLISH A RIGHT PRICE

An overestimated price will prevent you from attracting visitors.

Relying on pricing high and negotiation down can cause you to sell for less in the end. Very often Buyers are comparing many homes and ones overpriced get left off of a buyer's list of homes to view.

So be objective in detaching yourself emotionally from your home and be realistic in considering the current market the state of your home, and the impact it will have on your Value.

**** PRO TIP:** Ask your Agent to provide you with an updated evaluation. Do Not rely on your Tax assessment as it typically is out of date with the current market and fails to consider your homes unique selling features. .



CONCLUSION

We will be happy to advise you further.

I invite you to contact us at your convenience for more information about our service offered as well as a free Current Market Evaluation for your home.

This eBook is provided to give you some basic tips to present your home show ready. It is intended to be a non-exhaustive reference to help you prepare your property for sale. It is not intended to solicit an existing agency relationship.



Jeremy A Sellmer

PERSONAL REAL ESTATE CORPORATION

Buying or selling a home is a big decision; you need to hire an experienced professional to guide you through the process.

Working with us, ensures personalized, attentive, and thoughtful service, excellent knowledge of the Market, strong negotiation skills, and unparalleled marketing strategies.

****JUST SOME OF THE SERVICES WE PROVIDE**:**

- **Comparative Market Evaluation.**
- **Staging consultation.**
- **Pre-listing inspection.**
- **Ready to list cleaning.**
- **Complete Custom marketing strategy.**
- **500.00 Closing credit after your sale.**
- **Referral program.**

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