

Jeremy A Sellmer

PERSONAL REAL ESTATE CORPORATION

LISTING PRESENTATION

- We List Your Property Properly -



DEAR VALUED CLIENT

THANK YOU FOR THE OPPORTUNITY

One of the largest financial decisions people can make is buying and selling a home. We are focussed on delivering you the best outcome by working closely to understand you personally.

BUYING A HOME

For homebuyers, trust is an extremely important element when working with an agent and determines the quality of the relationship. We are committed to utilizing our expertise to deliver the best possible outcomes for you. We will navigate and solve any complexities, negotiate for the best possible price, and deliver great results in the most efficient manner.

When shopping the market and searching for your home it's critical that you are prepared in understanding your current and future needs. Some of the key questions to ask yourself are; What are the features you need in a home now and in the future? What is your budget? What are you willing to compromise on and what things are non-negotiable? As these elements become clearer for you we will do everything in our power to deliver on these requirements.

SELLING A HOME

To help in your preparation we will provide you with the most up-to-date information on market trends, Comparative Market Analysis, and any changes to terms and conditions. Keeping you informed will ensure your property is sold at the best possible price, efficiently, and as easily as possible. We will be your leader to maximize exposure of your property to the public market and to other agents. When offers are presented on your home we will evaluate your options with you objectively. By doing this with you we will ensure you receive the best outcome without compromising on your expectations. And lastly, other questions or concerns may arise and we will be there to help answer any questions you have.

JEREMY SELLMER

REAL ESTATE ADVISOR

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Selling your home in todays market has changed. Gone are the days of simply putting your home on the MLS and waiting for the buyers to reach you.

Your home deserves to be marketed by business professional working full time with a commitment to excellent service. Every Home requires a comprehensive and effective marketing plan specifically designed to address all steps from start to finish. Our proven systems will attract more buyers ultimately selling your home for top of market value in less time. Our commitment to hard work, knowledge, systems and dedication to your real estate experience will ensure your expectations are exceeded.

“We only dealt with Jeremy. He was very patient especially considering we are first time Home Buyers and had a million questions. He explained everything carefully... He was available at all times to respond to our queries. He explained the whole process step by step (multiple times since we kept asking several times!) which was reassuring and made the whole transaction less stressful. We would highly recommend Jeremy to our family and friends.”

- Tina

COMPARATIVE MARKET ANALYSIS

WHAT'S YOUR HOME WORTH?

The best way to increase the volume of potential buyers, or target the most likely buyers, is to ensure your home is listed competitively to the market value. Listing your property above the market value will not attract as many potential buyers as it would listing at or slightly below the market value.



Categories of Comparative properties in the CMA. >>>



FOR SALE: ACTIVE LISTINGS

Active Listings are the properties you're competing against. Listing prices are only an indication and is more about the desirable sale price the owner has. There is more to understand and analyze here, like the days each house has been on the market to determine over or under pricing of the property.



EXPIRED: PROPERTIES THAT DID NOT SELL

The list of properties that did not sell are more often than not driven by the listing being overpriced. This is a position you will always want to avoid as it reduces the power you have to negotiate terms.



SOLD: IN THE LAST 12-18 MONTH TIMELINE

This is the best indication you will have to understand the reality of sale prices in the market most recently. The actual sale prices will indicate the true market value of similar properties and what the most reasonable listing price should be set at.



*“ EVERY HOME HAS A UNIQUE STORY
AND IT'S OUR JOB TO TELL IT.”*

One size dose not fit all in real estate especially when it comes to marketing. We will provide you with a comprehensive marketing strategy that is specifically designed and executed for your home to targeted and attract the maximum amount of portent buyers.

MARKETING PLAN

CONTINUED...



1) ANALYZE THE MARKET AND SET A COMPETITIVE PRICE

During your private consultation, a comparative market analysis will be provided that was created specifically for your home. Together we will review the analysis to create a custom pricing strategy based on your goals and utilizing a unique and aggressive approach to evaluating homes in today's marketplace. This approach coupled with a broad understanding of market conditions, proven marketing strategies and a drive to help you succeed ultimately leads to clients receiving the greatest return on their investment, in the least amount of time with minimal inconvenience.



5) DRONE ARIAL PHOTOGRAPHY

Capturing Dramatic, sweeping shots of your landscape and neighbourhood from a higher perspective highlights the area and lifestyle your home offers. Buyers are also buying lifestyle and location

2) STAGING AND CLEANING

Getting your home ready for photography production and showings is a key step in making your home picture perfect in the eyes of a Buyer. It can also help to expand on the size and features of your home. Presented homes sell faster for more money in a shorter amount of time.



6) PROFESSIONAL 4K VIDEO

Let potential buyers take a personal and close look at all the beautiful details that make your home unique. From their computer, from their phone, from anywhere. Extraordinary 4K Video Tours are the stunning, high-quality presentation that your home needs to leave an impact on buyers. Video is a medium that is leading the marketing trend of today and growing fast.



3) PRE HOME INSPECTION

Buyers may opt for a home inspection clause in their offer, having a pre inspection allows you the seller to address any small issues and disarms the Buyer of re negotiations and ultimately provides for a smoother transaction.



7) PROPERTY FEATURE SHEETS AND PRINT MATERIAL

We believe that in addition to presenting your property online with quality photo and video, all content relating to your homes marketing efforts matter. Our quality designed feature sheets allows potential buyers to take with them a high grade marketing piece highlighting your homes features. We create top of the line feature sheets uniquely specific to every listing and provide them to potential buyers at all private showings and open houses.

4) PROFESSIONAL HD PHOTOGRAPHY

First impressions are everything. It is important that quality is implicated when it comes to photography. One of the first thing potential buyers will see when scrolling online are the photos of your home and this is why we spare no expense in panting the perfect picture of your home in the eye of the buyers.



8) PROFESSIONALLY DRAFTED FLOOR PLAN MEASUREMENTS

Accurate measurements and detailed floor plans are of utmost importance when marketing your home. Offering real and clear floor plans and measurements assure you that potential buyer's have transparent information about the size and dimensions of your home.



MARKETING PLAN

CONTINUED...

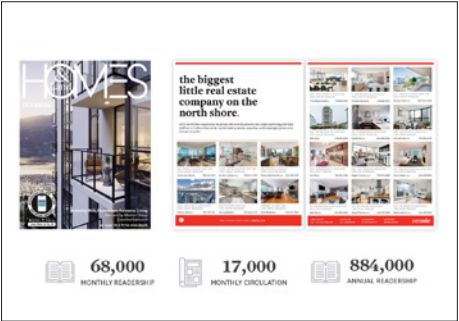


9) MATTER PORT 3D IMMERSIVE DIGITAL HOME TOURS

With a 3D virtual tour, prospective buyers can do their own walkthrough of your home from anywhere, anytime, generating higher engagement and interest. Attract more qualified prospects by giving viewers the most complete representation of your property, filtering out those the property may not be right for while also attracting and engaging buyers that are interested in your property.

10) SOPHISTICATED WEB & MOBILE PRESENCE

Every year more home buyers are searching for listings online and making their buying choices, so our online web performance is one of the most valuable business tools for successful property sales. Our visually appealing website is optimized for the absolute best mobile experience while making our listings stand out above others. We have also partnered with over 150 website/ portals to make sure your listing get the attention it deserves.



12) STRATEGIC MEDIA PARTNERS

We have cultivated a long standing partnership with industry- leading digital and print media partners specifically designed to target buyers Locally , Nationally and internationally. By Leveraging this relationship we can present your home infant of more qualified buyers.

- SING TAO DAILY
- Home & Lands Magazine
- Glacier Media Group /Vancouver Sun / The Province
- REW.CA
- Daily Hive
- Robb Report

13) OPEN HOUSES AND PRIVATE SHOWING

When hired myself and my team members will be present at all showings of your home highlighting the features to every buyer and their agent. As part of our strategy we will actively follow up after every showing and provide you with detailed information keeping you well informed.



11) TARGETED SOCIAL MEDIA MARKETING

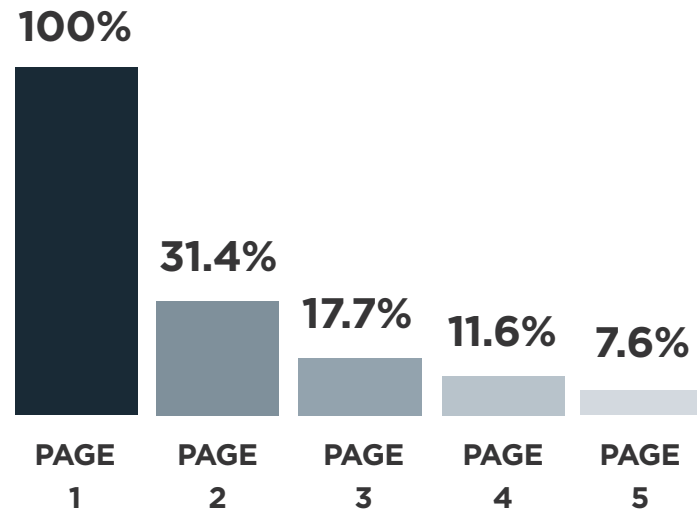
Our social media presence acts as a second online listing service providing our group of followers with a first hand look of coming soon, newly listed as well as behind the scenes footage. Each and every home that we bring to market gets a thoughtful social media and online marketing campaign that is specific to your home. On average, we achieve 20,000+ views in the first week

“
 “Thank you very much for your service. You are the best broker I’ve ever seen. Hope you have a good business and great career.”
 - Nick Zhan

HOW TO ENGAGE BUYERS ONLINE

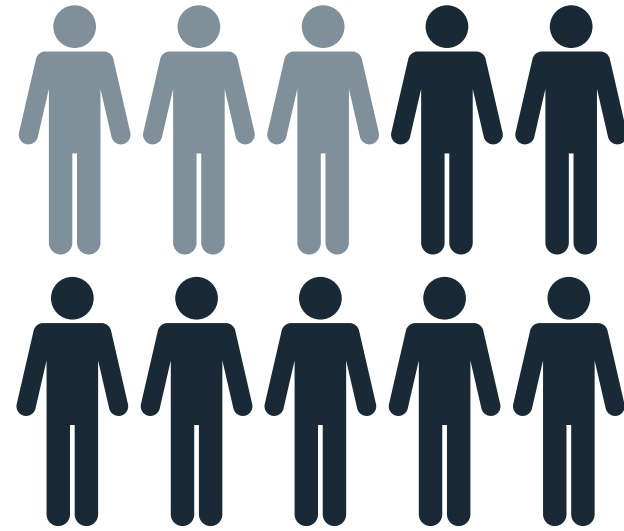
IT'S SIMPLE...

INTERNET STATISTICS FOR PAGE VIEWS



68.6%

OF CONSUMERS DON'T GO PAST PAGE 1



If you are not on **PAGE 1** of an online listing website then **7 OUT OF 10** active buyers may not even see your listing.

IT IS ***NOT NECESSARILY*** THE BEST HOUSE THAT GETS THE BEST PRICE

IT IS THE **BEST MARKETED HOME**

POOR PHOTOGRAPHY, SMALL ADVERTISEMENTS, BAD HEADLINE AND A BRIEF COPY

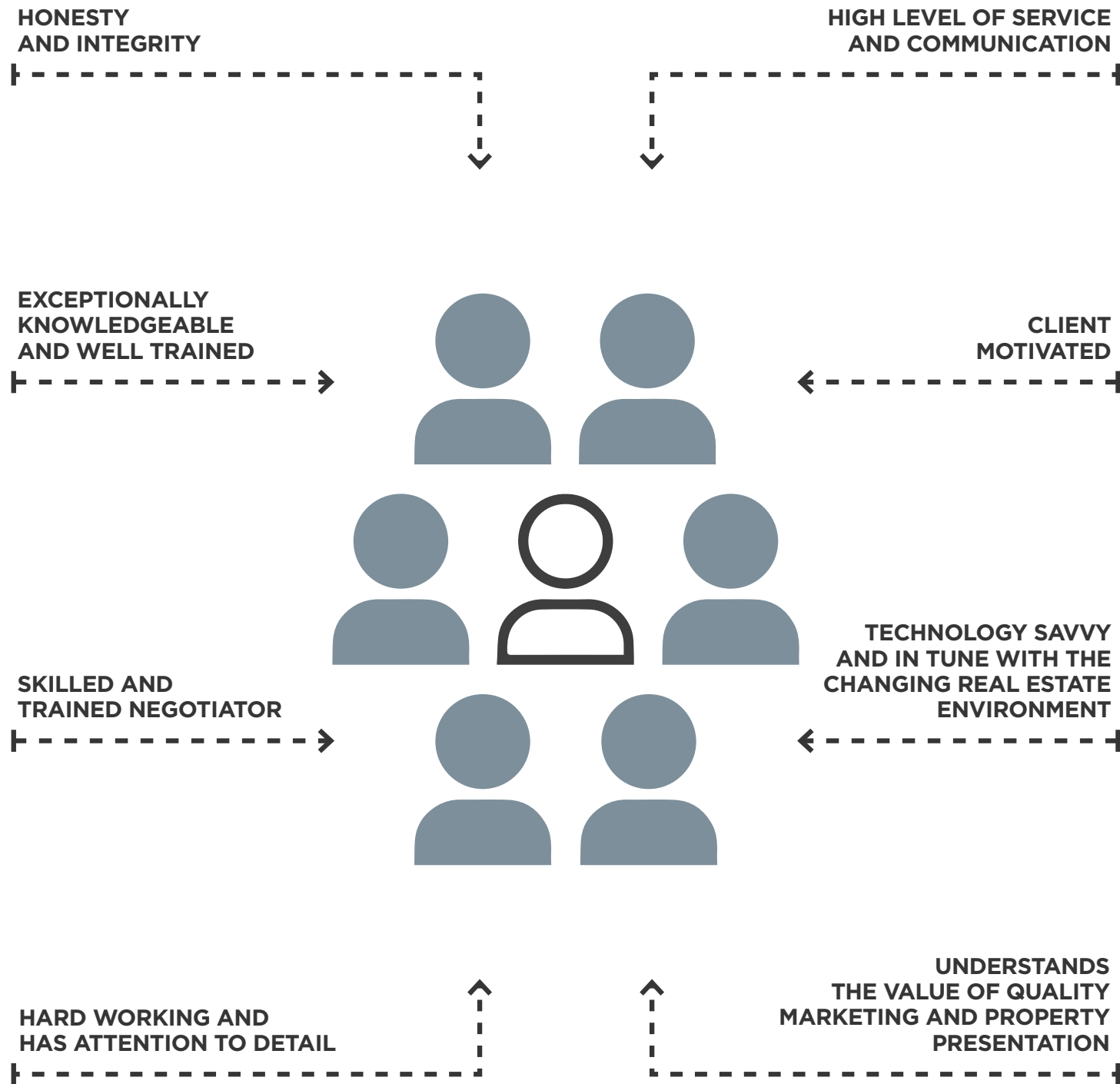
REDUCES A BUYER'S PERCEIVED VALUE OF YOUR HOME

"My first meeting with Jeremy Sellmer was a good litmus test to see if he was a good fit for me. Being a first time home buyer, I had very little knowledge of real estate and the market. Jeremy not only educated me but made sure that I was comfortable throughout the buying process. I would recommend Jeremy Sellmer because he always went above and beyond when trying to find the right place for me."

-Kurtis Young

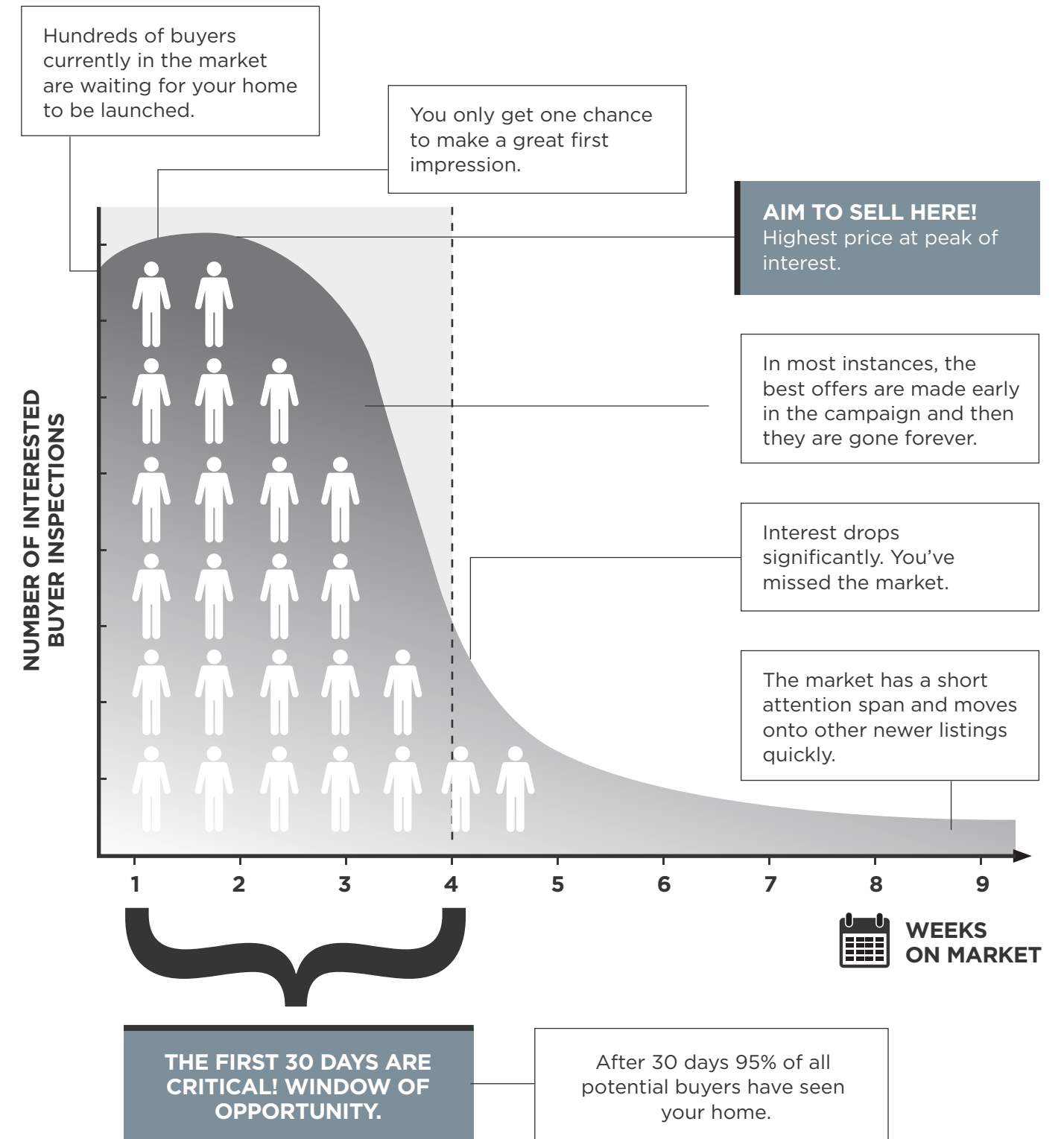
TRAITS OF A GOOD REALTOR®

LOOK OUT FOR THESE IMPORTANT QUALITIES



THE BUYER ACTIVITY

AFTER YOUR HOME IS LAUNCHED 'THE BUYER WAVE'



MY GUARANTEE TO YOU

LETS GET STARTED

A GUARANTEE YOU CAN COUNT ON

Communication, or lack thereof, is often a concern sellers have about their Realtor® and this is something we pride ourself on. We commit to keeping you well informed throughout the whole process so you feel educated and confident you are getting the best outcome for you. It will be our priority through this communication to also understand you and your needs on a personal level to deliver these outcomes.

MY PERFORMANCE GUARANTEE

I will take the complexities out of the process when selling a property so you feel at ease throughout the experience. We will simplify it for you by taking responsibility for professional photos, advertising, finding prospective buyers, and walking you through each step in this process. With any questions you have our goal is to respond within 30 minutes so you aren't feeling unsure or uncertain about anything that is on your mind.

PREPARATION FOR SHOWING

SHOW YOUR HOME HOW YOU WOULD WANT TO SEE IT

SPACE IS IMPORTANT

Buying, Selling, or Moving usually allows us to take stock of the things we have accumulated over time and get rid of the things we thought we'd use again but never do. This is a natural process when you need to move but you should consider doing this before listing your home for sale. Doing this will reduce the workload when moving day does roll around and will help create more visual space for potential buyers. Open plan living is quite popular amongst a large number of buyers these days, so removing unnecessary items from your home helps create more appeal.

ATTEND TO THE DETAILS

Some of the most attractive features to buyers are the quality of the kitchens and bathrooms, as well as the general cleanliness of things like carpets, windows, walls etc. Make sure you remove clutter, which will allow you to clean easily and often throughout the selling process. You want to keep your home in "move-in condition."

BRIGHTER IS BETTER

Natural light is a great tool of attraction. Open all drapes, clean all windows, and complement this with turning all your lights on. If there are any paint damages or scratches, do this prior to listing and touch up any required areas.

PET CONTROL

If you have pets, it's important to put a notice in the multiple listing service. If you have showings, inspections or open houses it is ideal to take your pets with you while the potential buyers are at your home. It's not necessarily a deterrent to potential buyers by having pets at the property, but you should be mindful of any allergies.

Signature

Date

“
“
Jeremy Sellmer did an outstanding job getting us our new home. He went above and beyond our expectations during this whole process. We will be forever grateful for his determination, positive attitude, and excellent work ethic. He found us our dream home in our ideal neighbourhood and managed to come in under budget for us. In this market that's almost unheard of!”

-J Paterson

STAGE TO SELL

BE SHOW HOME READY

FIRST IMPRESSIONS

Getting buyers into your property starts from the outside. Focussing and inspecting the exterior; in particular windows, shutters and paintwork, will entice more potential buyers to want to know more. Adding attention to detail in terms of a clean driveway, freshly cut grass, and maintained garden beds will captivate more buyers and get them in the door.

LITTLE THINGS COUNT

Remember, your house is being inspected and attention to detail counts now more than ever. Updating rugs, cushions, towels, bedsheets etc. will help modernize and freshen up the home.

CLEANLINESS COUNTS

When potential buyers are inside the property it's important to ensure they feel the home has been well cared for, and cleanliness is a key factor. Main areas are important like the front walkway, kitchen, and bathrooms but it's important to do a very detailed clean throughout. Now is not the time to only clean obvious areas as buyers will often look at out-of-sight areas. Carpet is always something to consider. Either ensure they have been well cleaned or if it's due for an upgrade consider stripping them away to show any hardwood flooring (if available).

LESS IS MORE

Clutter never looks good no matter how normal or expected it is in a home. Make your space, and in particular your storage space, look bigger. Removing unnecessary clutter to open up cabinet/storage space and cleaning counters will open up the space more than you may realize.

REPAIRS

Major repairs are not just the focus here, it's important to pay attention to any leaking taps, squeaky floorboards, or anything else that may need a quick "once over". You're wanting to get the best first impression possible, and any effort required by the buyers can sometimes be very off-putting.

PULL TOGETHER

Getting your home ready to sell can be a big task, and keeping it in this state while trying to sell is another big task all together. Pull your household together so everyone can spend time keeping everything as it should be for potential buyers to walk through at any moment. "Many hands make light work".

“Jeremy Sellmer went out of his way to accommodate us on the purchase of our first home. He cleared his schedule to focus on our needs and worked tirelessly to ensure we found exactly what we were looking for within a short time frame. We couldn't be happier with his service and will certainly be working with him again. Thanks Jeremy!”

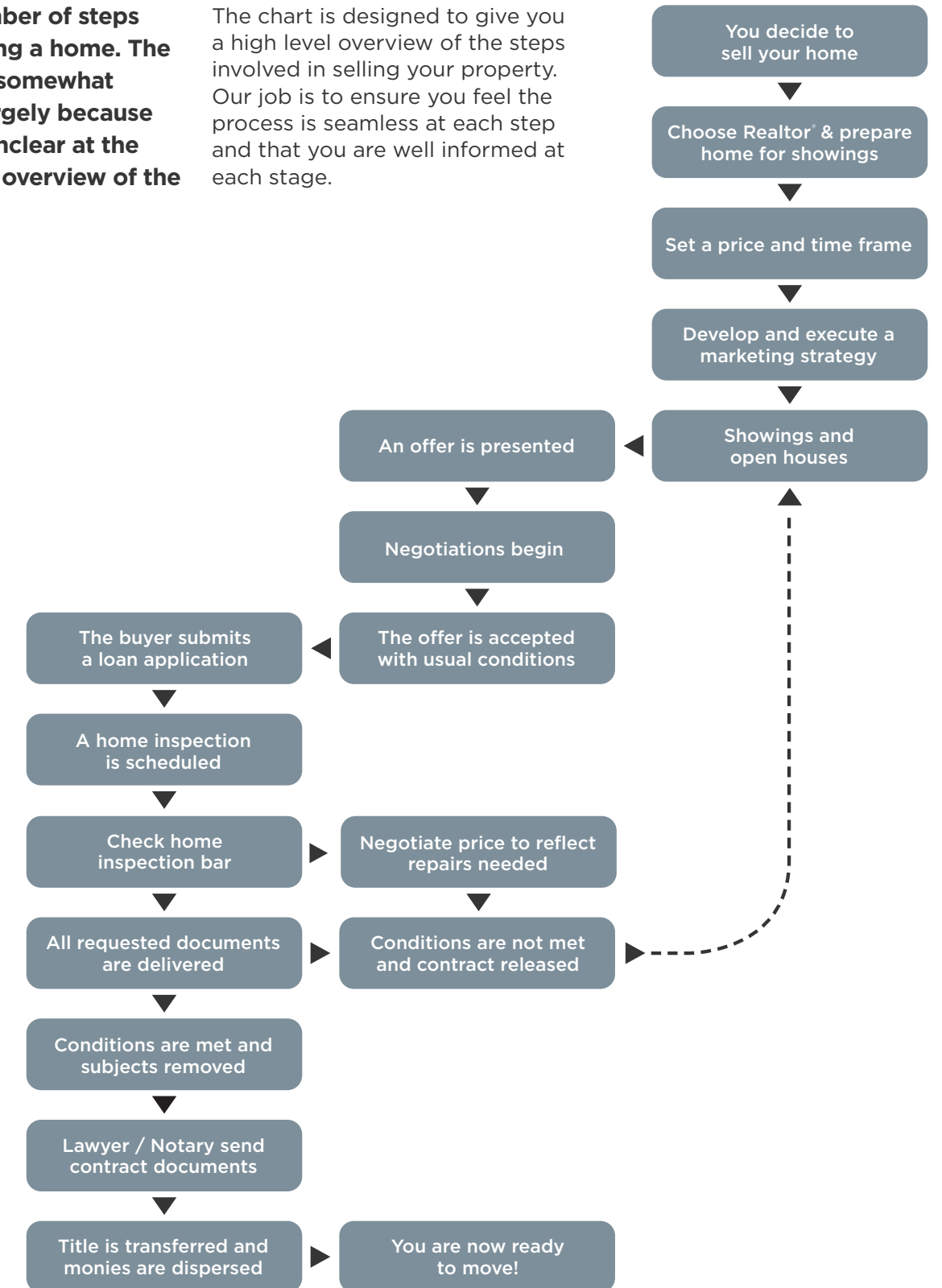
- Jessica & Jason

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.



FREQUENTLY ASKED QUESTIONS

WHAT? HOW? WHO? WHEN? WHERE?

“WHAT IS THE BEST APPROACH TO PRICING MY HOME?”

Getting you the best possible price is the number one goal, but negotiation is a very important part of the process in order to do so. Listing your property within the market value range is a great start, and then the negotiation process between buyers can assist in increasing offers.

“DO I HAVE TO DISCLOSE INFORMATION ABOUT MY HOUSE?”

Property Disclosure is a good idea in order to protect you from a lawsuit. You are required to fill out a disclosure form regarding the material facts about the home these days anyway. This form requires details to determine any structural or safety issues the buyer needs to be aware of.

“WHAT IS MY ROLE IN THE SELLING PROCESS?”

You play a really important role in the successful sale of your home. Your participation can sometimes be key. Here’s how you can help:

- Maintain the property
- Ensure the property is easily accessible for showings
- Let your agent know how to contact you
- Remove or lock up valuables
- Secure pets

“WHAT ARE THE DANGERS IF I OVERPRICE?”

It’s important to price your property aggressively but realistically. Overpricing can reduce the pool of potential buyers and ultimately reduce the number of potential showings. If overpriced it may become necessary to reduce the price, ultimately reducing the selling power.

“WHEN DO I NEED TO START PACKING?”

Start immediately. Preparing for sale is a great time to take stock of your possessions and throw away things you aren’t going to keep when you move anyway. Doing this in the first two weeks will help make the packing and moving process a lot easier as you’ve already sorted through the “keep or delete” items.

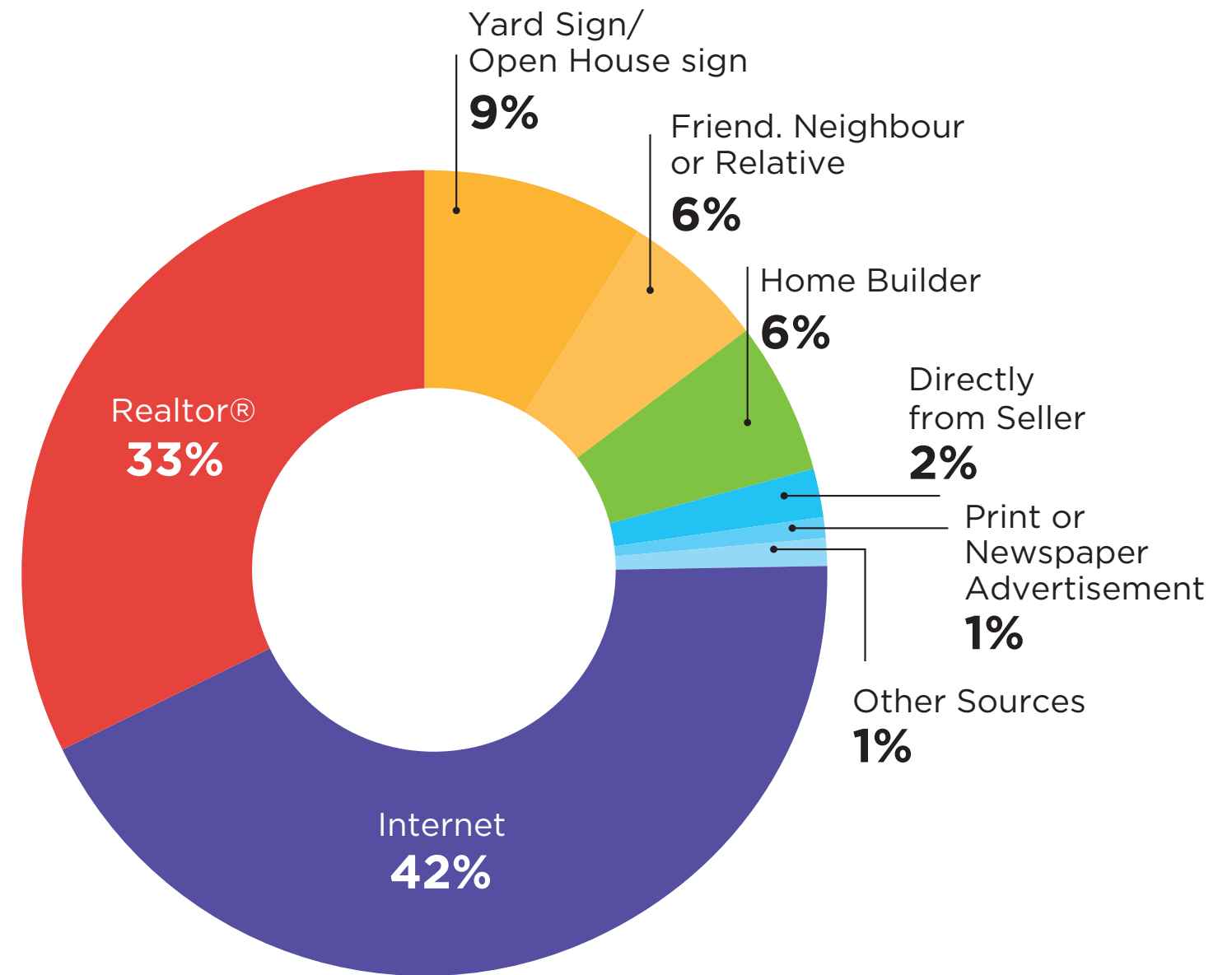
“HOW DO I NEGOTIATE?”

Negotiation can occur in two forms, the first is negotiation between the seller and the buyer, meaning you can negotiate up against a buyer who is offering to buy. The second is where we can negotiate with multiple buyers to increase the offers where there are multiple buyers. To do this, it’s important to list your property slightly lower than the market value range to increase the pool of buyers willing to make offers.

“PLEASE DON’T HESITATE TO ASK US ANY OTHER QUESTIONS YOU MAY HAVE”

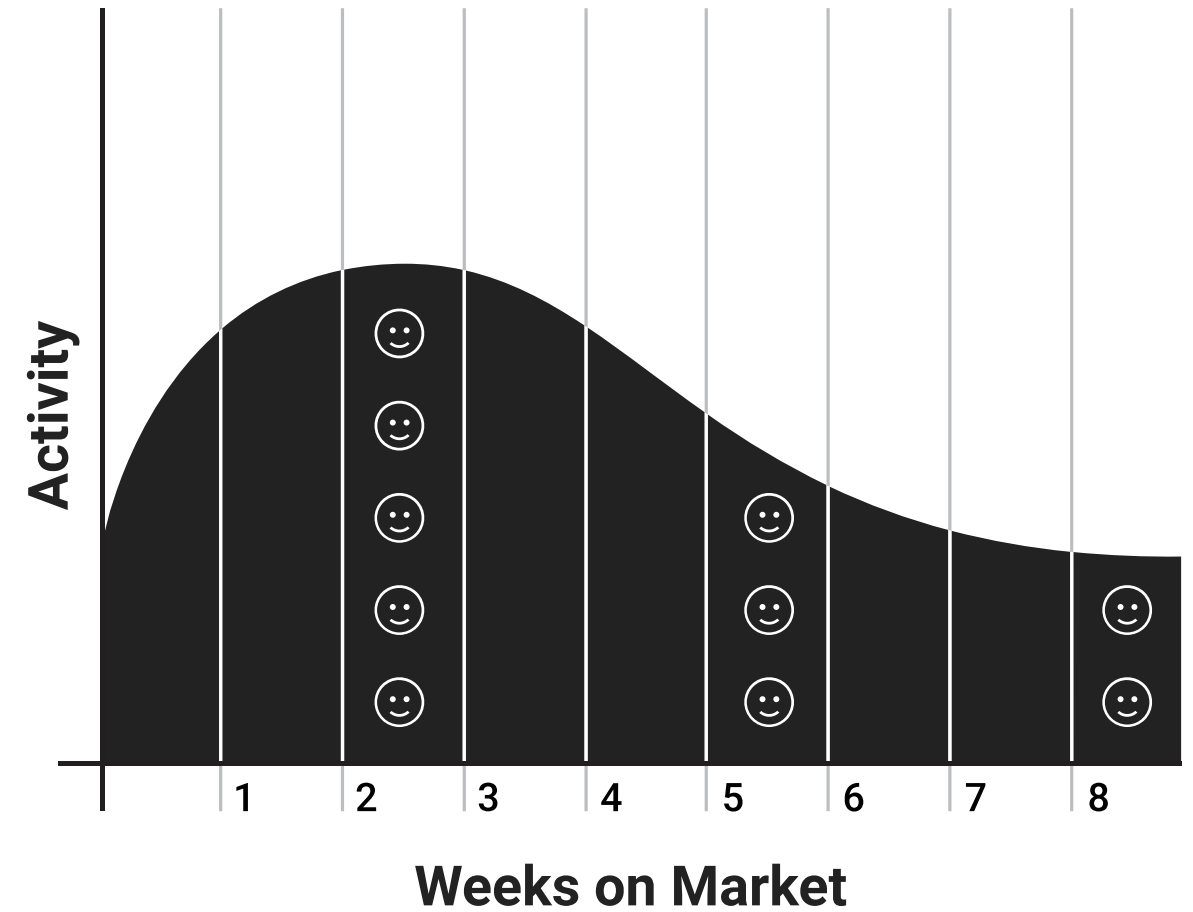
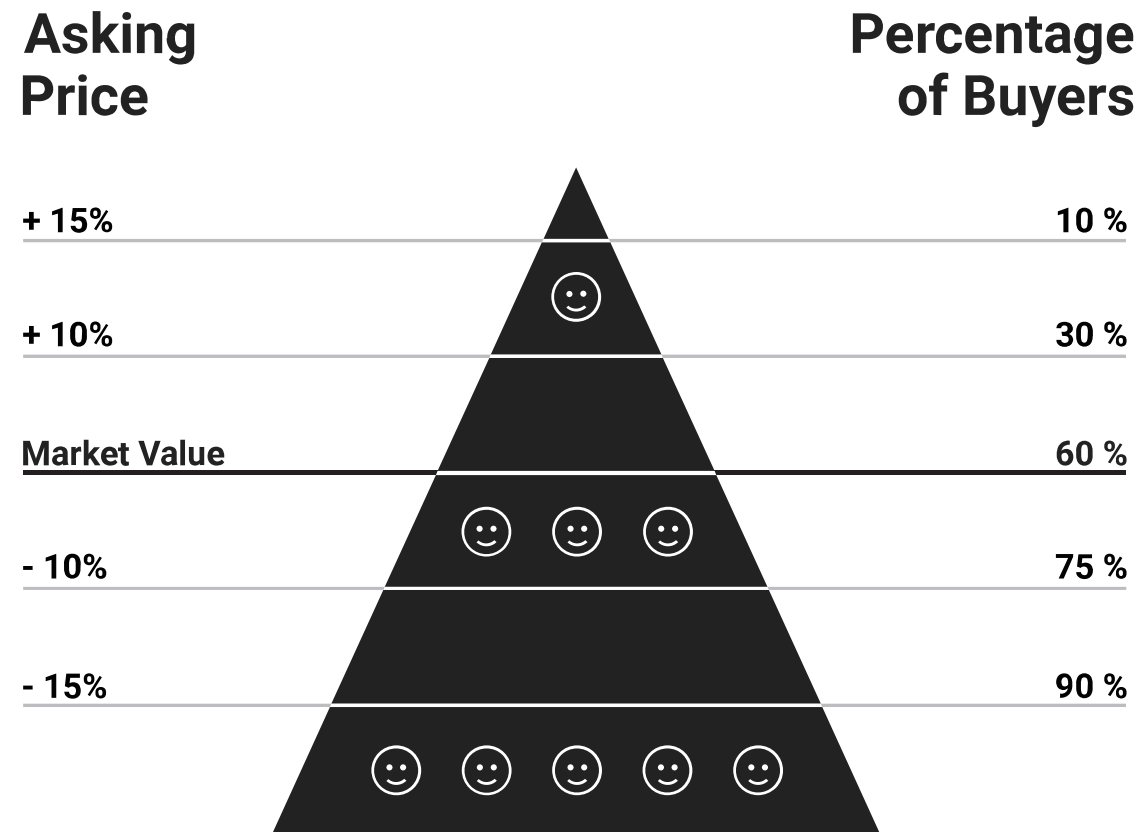
WHERE DO BUYER’S COME FROM

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”

- Malisa Soraya



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.

Your best chance of selling your home is in the first two weeks of marketing. Your home is fresh and exciting to buyers and to their agents.

With a sign in the yard, full description and photos in the local Multiple Listing Service, distribution across the Internet, open houses, broker's caravan, ads, and email blasts to your listing agent's buyers, your home will get the greatest flurry of attention and interest in the first two weeks.

If you don't get many showings or offers, you've probably overpriced your home, and it's not comparing well to the competition. Since you can't change the location, you'll have to either improve the home's condition or lower the price.

Consult with your agent and ask for feedback. Perhaps you can do a little more to spruce up your home's curb appeal, or perhaps stage the interior to better advantage.

The market can always change its mind and give your home another chance, but by then you've lost precious time and perhaps allowed a stigma to cloud your home's value. Intelligent pricing isn't about getting the most for your home - it's about getting your home sold quickly at fair market value.

COMMISSION STRUCTURE

WHAT'S YOUR TAKE HOME

IN OUR DAY IN AGE THE INTERNET HAS SERVED TO KEEP BUSINESSES LIKE OURS AS TRANSPARENT AS POSSIBLE.

Your trust is extremely important in this process, which is why we are sharing all of this information with you along with our commission rates. Feel free to talk to us in more detail about your property and the great exposure it will get when you choose us to sell your property.

ESTIMATED COST SHEET BASED ON FINAL SALE PRICE

Gross Commission:

7% on the first \$100,000 and 3% on the balance.

Buyer's Side:

3.3% on the first \$100,000 and 1.2% on the balance.

Listing Side:

3.7% on the first \$100,000 and 1.8% on the balance.

Net Price:	_____
Commission:	_____
GST to Government:	_____
Mortgage Penalty (if any):	_____
Lawyer/Notary Fees:	_____
Total Cost:	_____
NET:	_____

SUMMARY

LETS RECAP...



PRICING

Pricing your home correctly is one of the most important things a Seller can do.

Buyers are very price sensitive. Time on the market also plays a crucial role in securing a Premium Price because it affects a buyer's perceived value and your negotiation power.



PROCESS

It is the Process and Not The Promise on price that will get you the Top Dollar.

Understanding and trusting in the Process will help position you to receive the most amount of money for your home.



PROMOTION

To get 100% of the Potential Price, you need 100% of the Best Marketing Resources available.

Similar homes often don't sell for similar prices. It only takes just one extra buyer to put in an extra offer that is negotiated to secure a premium price for your property.



PERSON

The Agent you choose will have a Complete Bearing on the Price and Profit you receive.

All agents are not the same. Any agent can sell your home. A good agent can get you a premium price and minimize your stress throughout the process.



PRESENTATION

Beautifully presented homes sell on average for 10% More and 50% Faster than the average property on the market.

Make sure you prepare your home for profit.



*There are no set commissions in the Real Estate Industry, these fees represent those charges by this team.

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