



SELLER'S GUIDE



Jason Dryburgh PREC* Co-Founder

The Problem Solver

An invincible spirit. Genuine and intuitive. A true hustler. Where most find obstacles, Jay finds creative solutions. There is a precise moment in every transaction where the Client will need an expert negotiator to come to the table. Jay's passion for obtaining uncompromising results, ensures the Client's challenges always turn into success stories.

The Selling Process

Thanks to us, it doesn't have to be stressful.

We have designed a strategic approach based on years of feedback and evolution of the market. Our process ensures your time and energy is best spent in an advantageous and effective way, and we take it from there. You will know what to expect and what is happening every step of the way.

The Journey

Our service starts from the early planning stages and extends well beyond your move in date

<p>1. Consultation</p> <p>Help us to thoroughly understand your needs, then enter into an agency relationship: Complete CREA Identification forms</p> <p>Understand and Sign Disclosure Documents</p> <p>Enter into a Listing</p>	<p>2. The Search</p> <p>We will align you with the resources to ensure that you only spend your time and energy on the things that will generate a return, and nothing else.</p>	<p>3. Listing Live & Marketing</p> <p>Our process is designed to build urgency, and create momentum around the launch of your property. We will discuss how this works in person.</p>
<p>4. Showings</p> <p>We will communicate a showing plan that is convenient and simple. We believe in showing our client's properties in person wherever possible so we can educate inbound traffic of the lifestyle and amenities that your neighbourhood offers.</p>	<p>5. Presentation of Offers</p> <p>We encourage in person offer presentation so we can ensure our clients are informed of their options and make the right decisions to achieve the best results.</p>	<p>6. Offer Acceptance</p> <p>We will communicate step by step time lines based on the conditions of your offer and liaise between both parties to ensure things go smoothly.</p>
<p>7. Subjects Removed</p> <p>You are now SOLD! We have designed a guide specifically to ensure all the key steps are at your fingertips when planning the logistics of a move.</p>	<p>8. Completion & Possession</p> <p>This is the official date that you receive the funds from the sale of your home. We will deliver your keys to the cooperating agent.</p>	<p>9. After Care</p> <p>Take advantage of our expansive pool of resources once you move into your new home. We keep you informed on market activity around you for years to come.</p>

Finding the perfect listing price.

Seller's Market

Inventory is low. Properly priced homes generally sell within the first month of listing. If you have not received an offer within this time period, it is priced too high.

Normal Market

Inventory is meeting demand. There is no perceived advantage to either buyers or the sellers. Properly priced homes should sell within 1-2 months.

Buyer's Market

There are plenty of homes for sale in every price range and area. Homes priced just below other, similar homes will usually sell within 2-3 months.

Success relies on these major factors:

1. The listing price
2. Our strategic listing plan
3. Identifying the differentiators
4. Timing

The things you can control is the preparation of your home for the market and the listing price. Let us design and implement an effective rollout and marketing plan. Take advantage of our resources to streamline the preparation stage to be as simple and effective as possible.

We will work together to choose a list price taking into consideration

1. What is the overall big picture of your timing and exposure
2. Existing market conditions and trends
3. Recent and relevant activity
4. Statistics around list price vs sale price relative to days on market in your area
5. The key differentiators
6. The demographic your home appeals to

Our professional

Marketing Strategy



Home Staging & Preparation Resources



Unparalleled Photography



Easy to Read Floor Plans



HD Feature Films where applicable



Internal Peer Network Pre-Listing Soft



Strategic Web Based Marketing



Social Media



Signage



In Person Showings



Neighbourhood & Lifestyle Based Commu-



In Person & Expert Negotiation Skills

Tips For Best Showings

Buyers are excited to see your home. They have high hopes that this will be the one! Everything you do to help bring that vision to a reality will benefit you in the long run.

Exterior

- Move vehicles from the driveway and park away from the front of home.
- Place garbage bins and anything that is not attached to the home, in the garage or out of sight.
- Remove or coil garden hoses neatly.
- Remove any toys or pet related items from the yard.
- Remove seasonal decor.
- Straighten deck furniture.
- Cut grass and remove weeds from cracks in concrete.

Kitchen

- Clear all counter tops. No dish rags or towels, soap, knives or cutting boards. It's okay to leave one or two small appliances for size perception, but more than that can be distracting.
- Remove dish drying racks and dishes from the sink.
- Clear the refrigerator completely of any magnets, pictures, lists, etc (front, sides and top).
- Remove any calendars. Calendars make a listing dated if it goes over 30 days.
- Remove trash can.
- Remove floor mats.

Bathrooms

- Clear the countertop from absolutely every item considered to be personal.
- Remove toilet cleaning brushes, toilet plungers and trash cans.
- Remove shampoo and conditioner bottles and personal items from shower and tub area.
- Toilet lids must be down.
- Remove all floor mats.
- Ensure towels are neatly hung.

General

- Turn ALL inside lights on, including lamps, under counter lights and stove lights.
- Replace any burned out bulbs.
- Open all drapes and blinds on windows with a good view. Exception would be bathrooms or bedrooms with a poor view.
- If blinds are down, ensure they are all equally angled open.
- Conceal cords. Unplug them from the wall if needed (except lights).
- Turn all ceiling fans off. They will create a motion blur in your photo.
- Turn all televisions off.
- Remove small rugs from floors, especially from tile or wood floors.
- Remove all family photos (these will create a distraction that can lose the buyer's focus).
- Make beds and close closets. If you want to showcase a closet let the photographer know.
- Remove all evidence of pets; pet dishes, pet toys, pet cages, litter boxes.
- Remove clutter from all rooms, ie, tissue boxes, remotes, cleaning robots, brooms, stacks of paper, boxes, bags etc.
- No shoes by doors or anywhere.

Note

Store all removed items in the garage, closets, cabinets or pick one room in your home to store all the removed items that won't be photographed.

#1 Worldwide.

Keller Williams Elite Realty

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