



KC REAL ESTATE

GREATER VANCOUVER

SINCE 2006



Seller's Guide

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We're so excited to help you embark on the adventure of finding your *dream home.*

At KC Real Estate, the mission is simple: to help you find the joy of home. The truth is, "home" becomes the back-drop of our most precious memories. We know that it's a big and important decision for you and your family. We do not take the search for your future home lightly. With KC Real Estate, you are in the best of hands.

Meet the K in KC - Kristi

Born and raised in the Lower Mainland and staying true to her roots, Kristi lives and works as a full-time residential realtor in Port Coquitlam with her husband and two amazing children.

Kristi's belief is that every real estate transaction should be a positive experience for all parties involved, and she approaches her work with enthusiasm and determination. Her goal is to build long-lasting relationships built on trust, honesty, and integrity. When Kristi isn't showing homes or chasing around her kids, she is often volunteering with the Big Sisters of BC.

Meet the C in KC - Courtenay

Born and raised in New Westminster and spending nearly 15 years developing an extensive knowledge of the New Westminster-Coquitlam area makes Courtenay the definition of a "Local Real Estate Expert." Courtenay knows that purchasing a home or investment property isn't just about an address; it is about the community that surrounds and embraces it. That is where Courtenay comes in as being extremely knowledgeable and experienced in local issues.

Courtenay's zen demeanour and dynamic marketing and networking capabilities make the perfect trifecta of skills, ensuring that every step of your real estate journey is as smooth as possible.

When Courtenay isn't checking out the latest listings, she can be found exploring local hiking trails, spending time with her fiancé, her teenage son and her larger-than-life puppy Finn!



Kristi Hayward *Courtenay Edwards*

TABLE *of* CONTENTS

<i>the</i> SELLING PROCESS	3
PRICING STRATEGY	4
COSTS INVOLVED IN SELLING	5
PRICING STRATEGY	6

THE SELLING PROCESS

The Selling process can be a bumpy road to travel. We will be an invaluable source of knowledge, contacts and advice, helping you get the best results from listing to sale.

1 | The Consultation

Help us thoroughly understand your needs, then enter into an agency relationship by signing the listing paperwork.

- Privacy Notice and Consent
- Disclosure of Real Estate Services
- Multiple Listing Contract
- Property Disclosure Statement
- Fintrac
- Material Latent Defect Form (if required)
- Direction Regarding Presentation of Offers

2 | Professional Marketing Strategy

Once the paperwork is signed, we will provide professional services to ensure your home is marketed to its full potential and optimize showings.

- HD Photos
 - Virtual Video Tour
 - Floor Plan
 - Staging (if required)
 - Property Brochures
 - Just Listed Mail-out
- Social Media (Facebook / Instagram)
- Internet Saturation

3 | Listings & Showings

Once all of the professional tools are ready, we will list your home on the MLS system.

We will coordinate showings with prospective Realtors and their buyers. We will provide detailed feedback from showings and help you respond to those insights if it's deemed necessary.

4 | Presentation of Offers

We will advise how to negotiate an offer that is in your best interest. When an offer comes in, you may decide to accept it outright, or you may want to "counter". Often times, an offer may go back and forth numerous times before both parties agree to the terms and conditions set forth in it.

5 | Offer Accepted

Once you have an accepted offer, the buyers will have a period of time to meet the conditions of the contract. This is the subject period. If an inspection is one of the conditions, the buyers will hire an inspector of their choice to come in and make sure there aren't any outstanding issues that would need attention. We will liaise with the buyer's realtor to help ensure that Conditions/Subject Clauses are satisfied.

6 | Subjects Removed

Congratulations! Your property is **SOLD!** You will need to hire a notary or lawyer to sign closing documents. Once you have chosen a notary or lawyer, let us know and we will ensure all of the relevant documents are sent over to them.



7 | Get Packing

The time between subject removal and completion day could be anywhere from 2 weeks to 4 months depending on what was agreed upon in the contract. During this time, you will:

- Arrange for movers
- Transfer or cancel utilities
- Transfer or cancel insurance
- Forward mail
- Visit Lawyer/Notary to sign closing documentation

8 | Completion

This is the official date that you receive the funds from the sale of your home and the property is transferred to the buyers at Land Titles.

9 | Possession

We will arrange to meet with you to pick up all keys/fobs/garage door openers/mailbox keys etc., to hand over to the buyers.

PRICING STRATEGY

PRICING STRATEGY

The 3 Market Conditions

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 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.

Usually, in a Buyer's Market, home values are declining. The sooner you sell, the better it is for you.

THERE ARE THREE MAJOR FACTORS TO SELLING A PROPERTY:

- 1. The list price*
- 2. The level of motivation of both the seller and the buyer*
- 3. The marketing plan of the realtor*

The things you can control are the initial list price and your own personal motivation for selling the property. We are responsible for implementing an effective marketing plan. One that works best for your needs.

Home is where love resides, memories are created, friends always belong, and laughter never ends.



COSTS INVOLVED IN SELLING

Pre-Inspection (optional) –

With some detached homes, it may be prudent to have a home inspection done prior to listing. This will find any issues with the home that you aren't aware of. A potential buyer could find these same issues when they do an inspection after an offer is accepted, which could cause them to try to negotiate money off the agreed upon purchase price or walk away from the purchase.

Oil Tank Scan (optional) –

Many older homes in the Metro Vancouver area have underground oil storage tanks on the property. Oil was used as the main fuel source until natural gas was introduced in the late '50's. If these tanks corrode and leak oil, contamination could occur in the surrounding soil. Most, if not all, buyers will have a clause in the contract stating that it is up to the seller to remove/remediate if a tank is found on the property. It is best to know prior to an offer coming in on your home whether there is a tank or not.

Listing Remuneration –

Our brokerage's commission structure is 7% on the first \$100,000 of the purchase price and 3% on the balance plus GST. From this amount, we pay the buyer's realtor 3.25% on the first \$100,000 and 1.15% on the balance plus GST.

Legal Fees -

Amount varies depending on the lawyer/notary as well as if you are discharging a mortgage. It is safe to estimate about \$1,000-\$1,500.

Mortgage Penalty –

A mortgage penalty compensates a lender for the interest payments it loses out on when you break a mortgage contract. It would be best to speak with your lender first to see if there would be a penalty and for how much.

Movers –

There are many factors involved in pricing your move. You may need to store some items prior to moving day, you may want to have the moving company pack your items or you may want to do everything yourself and just hire someone for the heavy items. It's best to shop around early to get the best rate for your needs.

Move-Out Fee (if strata) -

One-time fee that varies from strata to strata as this is an amount set out in the bylaws for each strata. Safe to estimate about \$100-\$200 but ranges up to \$300.

COSTS INVOLVED IN SELLING



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.

ONE

Ensure easy access – provide us with a set of keys so we are able to show your home upon request

TWO

Keep your home clean and free of clutter

THREE

Keep all lights on and replace bulbs that need replacing

FOUR

Keep all drapes and blinds open

FIVE

Keep your lawn mowed and edged

SIX

Ensure walkways and entrance are clear and swept

SEVEN

Prune overgrown trees that impede line of sight from street

EIGHT

Remove cars from driveway

NINE

Leave the premises – take a short walk with kids/pets

TEN

Let the buyer be at ease and let the agents do their jobs



“To give real service, you must add something which cannot be bought or measured with money, and that is sincerity and integrity.”

DOUGLAS ADAMS



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