

AN INFORMED HOME SELLER'S GUIDE

6-STEPS TO A SIMPLE AND PROFITABLE HOME SALE

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PRICING YOUR HOME

THE TASK

Pricing your home can be challenging. Too low, and money is left on the table. Too high and buyers start looking at other properties. To complicate this, a home is an emotional asset and it is hard to see it objectively.

THE OPTIMAL PRICE

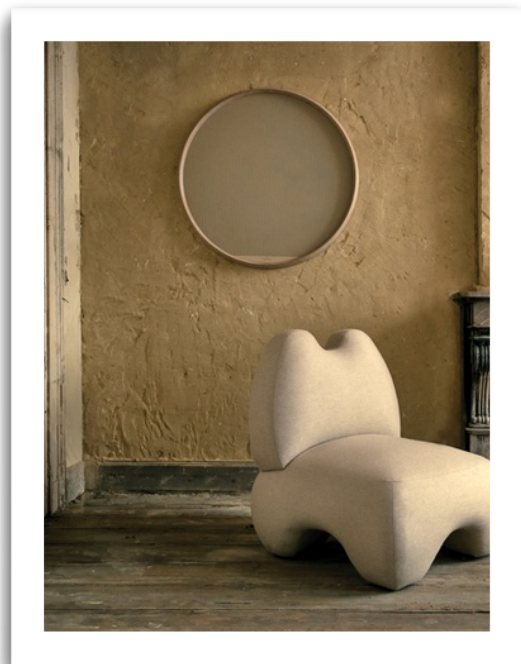
Strategic thinking helps to maximize the sale price and minimize the time it takes to sell.

It's no easy task, but critical . Pricing your home right the first time results in more exposure, more showings, more offers, and ultimately, the highest price for your home.

To realize as much for your home as possible within a reasonable time frame, the right price is important.

THE MARKET

It is important to understand that only the market can determine the ultimate value of your home. Choosing the optimal list price is essential to maximize your home's value. If you price too low, you risk not getting as much as you can for your property, but price too high and you risk losing potential buyers who may think your property is out of their price range helping your competition sell faster.



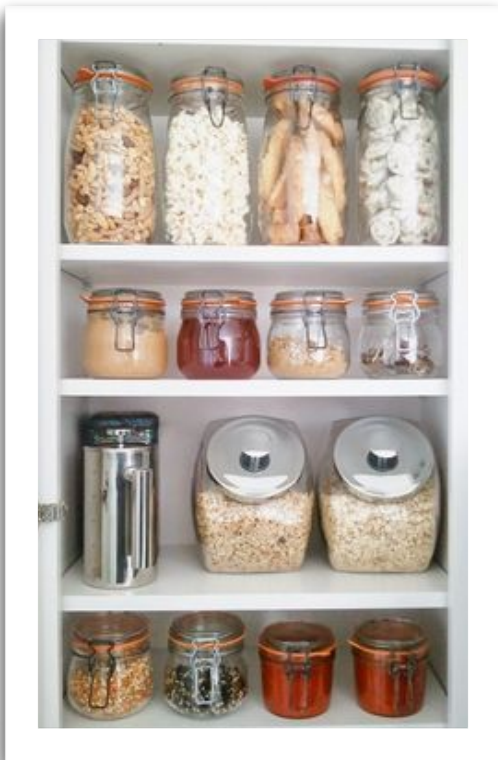
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PREPARING YOUR HOME

After price, the condition of your home is the single biggest factor determining how fast and for how much your home sells.

We repeatedly find that buyers cannot visualize the potential of a home. How your home shows now is how they see themselves in it. They do not see past the chips, leaks, clutter and stains. In fact, they tend to focus even more on those things.

Luckily, there are a few steps to dramatically improve how your home shows.



CLEAN. Inside and out. It matters - a lot.

DE-CLUTTER. Give it away. Store it away ...

MAKE MINOR REPAIRS. Chipped paint, cracked tiles, squeaky hinges, leaky faucets. Fix everything you can.

CONSIDER STAGING. According to the National Association of REALTORS, staged homes sell 49% faster, and for 7-11% more money.

CLEAN AGAIN. Really. It is that important!

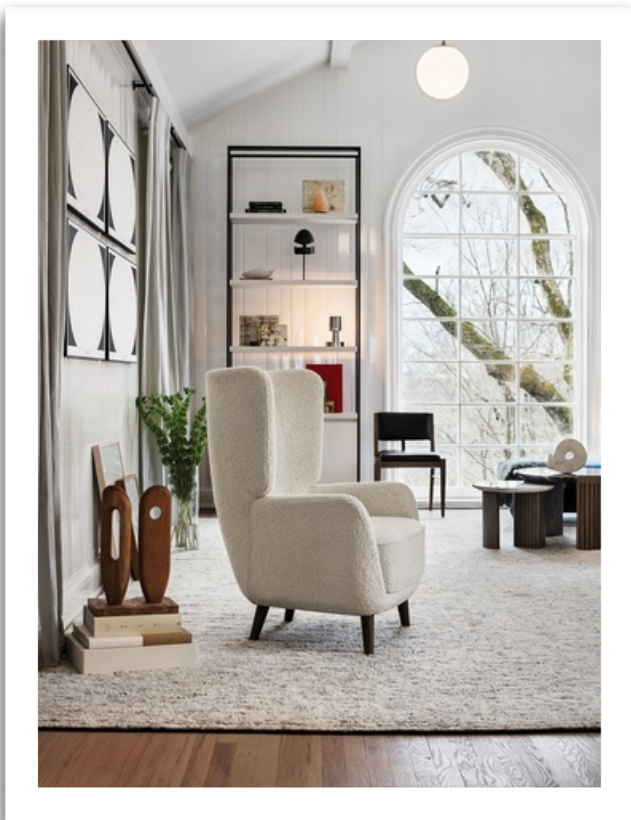
Sound overwhelming? It need not be done overnight. We can point you to someone who can help, or it can be broken into small daily tasks.

Think of it this way: everything you remove from the house, clean or repair puts money in your pocket.

3 MAXIMIZING EXPOSURE

Getting the word out about your home matters for two critical reasons. First, buyers can't be interested if they don't know your home exists. But more important still, the more buyers we have interested in your home, the higher the potential sale price, and the faster the sale.

Marketing your home to the biggest audience possible takes more than a sign on the front lawn. The best and fastest home sales use a combination of many platforms:



MLS LISTING.

The largest online database of available real estate.

PROFESSIONAL PHOTOGRAPHY

To show off your property in the best light and highlight key selling features.

VIDEO TOUR.

A behind-the-scenes, online look at your home and neighborhood.

ONLINE EXPOSURE

On nationally ranked real estate websites such as Realtor.ca.

PROACTIVE PROSPECTING.

Reaching out directly to people who might be interested.

SOCIAL MEDIA.

Facebook, Twitter, LinkedIn, Pinterest, Google+

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SHOWING YOUR HOME

As interest in your home rises, so will interest in seeing the real thing.

IT'S SHOWTIME !!!

TIPS:

We will help you with most of the details, but here are a few tips to maximize the showing experience.

LEAVE THE HOME:

You should leave your home. Buyers want to be able to look around and discuss your home candidly. They won't be comfortable if you're there.

INVITING:

In addition to the usual tidying, make sure your home is inviting. Turn up/down the temperature. Leave inside doors open or slightly ajar.

FLEXIBLE

Be as flexible as you can - try to



5 NEGOTIATION

Now this is where things get exciting. We've got an offer or maybe two or three at once! In most cases, your home's list price won't be the selling price. When it comes to settling on that final magic number, we're going to be negotiating. That's something we are experts at, but here are some key strategies:

It's a conversation. Don't be offended by low ball offers and conditions. No one is forcing us to accept them. Think of it as a starting point to have a conversation.

Always counter-offer. Momentum matters. Just the act of moving a deal forward helps make the deal happen.

Price isn't the only thing. We can negotiate on price, offer conditions, assets in the home. We should not get stuck on one thing.

Remember, even 1% more for your home can mean thousands to your bottom line.



After you agree, the buyer provides a deposit cheque to be held in trust until the conditions are met. The conditions usually have a set time for removal, and usually include things like an inspection and financing.

Once the conditions are met, the buyer signs a waiver and the deal is firm. If we've completed all these steps, then you are a successful home seller.

CONGRATULATIONS !!!

6 CALCULATING YOUR NET PROCEEDS

The cheque is in! Here are some closing costs to consider.

LEGAL FEES : Lawyer's fees vary, but often have structured fees for the purchase and sale of homes posted on their websites. Sellers pay in the area of \$1,000 for a lawyer to look after the legal details necessary to close the sale of their home.

DISBURSEMENTS: These fees cover additional legal expenses such as travel, copies, couriers, registration fees and preparing document transfers. Disbursements can range upward of \$500, but are sometimes built into your legal fees.

Assumptions	
Selling price of property	\$ 490,000
Down payment	\$ 100,000
Mortgage	\$ 390,000
Mortgage rate	5.000%
Points	2.0
Days interest payable	14

Professional Fees	
Broker	
Appraiser	
Attorney	
Surveyor	
Title search	
Total	

Escrow Account	
Insurance escrow	
Tax escrow	
Other escrow	
Total	

MORTGAGE FEES: Check with your mortgage lender to determine if any costs will occur when transferring or releasing your mortgage. There is sometimes what is referred to as a discharge fee to remove the mortgage from title that can range from \$100 to \$250.

ADJUSTMENTS: It's difficult for a home seller to calculate exactly how much money is owed to which utilities on closing day. Your lawyer will ensure that any overpayments or deficiencies on rents, mortgage interest,