

from LISTED TO SOLD

SOUTH OKANAGAN
HOME TEAM

SELLING
YOUR MOST
valuable
ASSET

16 STEPS
TO SUCCESS

with

JEFFREY SEFTON & AUDREY ZIMMERMANN
REAL BROKER, BC

A GUIDE TO SELLING YOUR
HOME



real

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hello there!

I'M JEFFREY SEFTON

Awards:

Master's Circle 2023

Prestige Award for exemplary sales & service 2022

Chairman's Award for exemplary sales & service 2021

Prestige Award for exemplary sales & service 2020

Designations:

SRES® Seniors Real Estate Specialist

CIRE Luxury Property Specialist

AREN Accredited Real Estate Negotiator

MCNE® Master Certified Negotiation Expert

(Real Estate Negotiation Institute)

ABOUT JEFFREY SEFTON

"My measure of success is a satisfied client. I'm committed to providing you with service and results to ensure your satisfaction."

Jeffrey's approach to business is solutions-based, and with 14 years in the real estate industry he has built a strong network. He has successfully negotiated on behalf of hundreds of clients in the purchase and sale of their homes. Jeffrey specializes in property sales and marketing as well as working with those selling locally or relocating to the South Okanagan.

To help his clients succeed Jeffrey uses an organized team approach and has proven systems in place. His clients can rest easy knowing that no opportunity is missed.


Jeffrey enjoys cycling, hiking and wine tasting. He's often out hiking or visiting wineries with his dog Cooper, the cappuccino-coloured Australian Labradoodle, small in stature but big on personality!


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 **https://www.facebook.com/JeffreySefton/**

hello there!

I'M AUDREY ZIMMERMANN

Sales Achievement Award 2020

Prestige Award for exemplary sales & service 2022

ABOUT AUDREY ZIMMERMANN

"Always at your service, and moving you from A to Z."

Buying or selling a home is a big decision. When you work with Audrey, you can count on personal, attentive, patient service, excellent knowledge of the area, great negotiation skills and expert marketing strategies.

Committed to professionalism in every transaction, Audrey maintains a strong work ethic and believes that the client / agent relationship is built on integrity, trust, honesty, confidentiality, and mutual respect. The best part is that she loves her job and prides herself in building lifetime relationships with her clients. She loves matching sellers with the perfect buyers and helping buyers find their dream home -- the one that will make their Okanagan life as magical as hers is... Audrey provides exceptional service and commits to providing you with a genuine interest in your story and your dreams. She will put all of her resources towards getting you where you want to be with your real estate goals.

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 **[facebook.com/AudreyZatREAL](https://www.facebook.com/AudreyZatREAL)**

meet the team!



TEAM WORK MAKES THE DREAM WORK

Jeffrey & Audrey specialize in the sale of homes and properties in the South Okanagan.

We have over 18 years of combined experience and have helped hundreds of clients reach their real estate goals. Jeffrey spent the beginning of his career in the Vancouver real estate market before making the move to the Okanagan to live and work in the heart of wine country.

Audrey has over 25 years of sales and marketing experience across various industries. She began her real estate career in the South Okanagan after her previous position of Member Services & Marketing Manager at the Osoyoos Golf Club.

Both Jeffrey and Audrey are very well connected to brokerages and agents throughout the Okanagan, as well as in Vancouver and the Lower Mainland, Alberta, Ontario, and across the United States.

Whitney and Kate work in the background to assist Jeffrey & Audrey with administration and client services so Jeffrey and Audrey can focus on getting their client's properties sold and better serve their clients.



what we bring TO THE TABLE

TARGETED MARKETING

Innovative social media and digital marketing, captivating high-end videos, top-tier photography, customized feature sheets, and more. We strive to add more VALUE for our clients. As your representatives, we go above and beyond the conventional approaches to listing a home, not by reinventing the wheel but by incorporating a cutting-edge digital marketing strategy into the mix. The marketing of your property will be done not only in the Okanagan but also outside of the Okanagan in areas where buyers are coming from. A high percentage of South Okanagan property purchasers originate from other areas in Canada.

VAST PROFESSIONAL NETWORK

Once your property is listed for sale, targeted email blasts combined with one-on-one phone calls go out to our Realtor network of 2,000+ agents with a high ratio of out-of-town agents. They are expecting to hear from us and want to know about properties in the South Okanagan. We have a referral network of agents that refer their clients to us to buy here, once they have sold their home in another area. We also network with local agents and our colleagues in the Lower Mainland and across Canada that may have potential buyers for your property. In addition, we maintain valuable connections with a host of experts crucial to the real estate transaction process, such as mortgage professionals, appraisers, attorneys, home inspectors, and trades people.

HOME BUYER DATABASE

Email marketing campaigns are targeted to our buyer databases of people looking for properties like yours. Our Buyer database currently contains over 1100 buyers that have registered on our websites to receive market updates and listings. Your home will get national exposure with our Real Broker network and our Real Estate Partners.

NEGOTIATION SKILLS

Negotiating Skills are key in getting you the most money in your pocket at the end of the day. We are invested in you. You have a MCNE - Master Certified Negotiation Expert (Real Estate Negotiating Institute) on your side.

CONTRACT KNOWLEDGE AND EXPERIENCE

The process of selling a home involves numerous legal and financial responsibilities. We will walk you through every step of the procedure while offering you insightful advice all along the way. We are well versed in ensuring a legal and binding contract is in place.



what we bring TO THE TABLE *continued*

WE LEVERAGE TECH TOOLS TO SPEND MORE TIME GETTING YOUR PROPERTY SOLD

In this high speed world we need to be able to respond to property inquiries quickly, whether the request is by email, text or phone. We then need to provide pertinent information, and ensure we keep a record of each contact. Our procedure is to ensure all contacts are added to our database for follow up. Most homes are not sold upon the first viewing of a home; it's often weeks after. Potential buyers are often viewing multiple homes during their search. Over the years we have found that by continued follow up with interested parties or their agents we are able to circle them back to our client's listings.

WE HAVE THE DATA & KNOWLEDGE REQUIRED TO IMPROVE YOUR BOTTOM LINE

We use a high efficiency customer relationship management program (CRM) that was designed for residential property marketing and real estate data management. We have easy access to all the information we need and it's accessible via our smart phones and tablets whether we are on the road, at home or in the office.

When we receive an offer on a property, we reach out to all past showings and those that have asked us to keep them updated as well as their agents. This is how we have been successful in getting additional action giving us the ability to leverage the offers to our client's advantage. This wouldn't happen without our comprehensive database, organizational skills, and our negotiation experience.

WE COMMIT THE TIME REQUIRED TO ENSURE YOUR SUCCESS

We are prepared to handle all the calls, paperwork, scheduling, showings, and legwork so that you can sit back and relax while we take care of all the heavy lifting. We are your real estate and marketing experts. Two team members are available for you. One is your primary contact and the second is your backup. We also have assistants that work in the background.

THE RIGHT EXPOSURE

We get your property highlighted on Canada-wide real estate portals including Point2Homes, Real Estate Wire, Ovlix.ca, OkanaganRealEstateSearch.com, LoveOkanagan.com, MLS reciprocity channels, as well as brokerage and partner websites, including Real Estate Book. Additional exposure is created on social media channels including Facebook, Instagram & You Tube. We also use targeted print advertising in the Real Estate Guide.

what we EXPECT FROM YOU

During the listing and sale process, it is crucial to maintain the property to ensure it remains show-ready at all times. This includes keeping up with regular maintenance and addressing any necessary repairs promptly.

To ensure a smooth showing experience, we kindly request that dogs be properly removed from the house or secured in a separate room during open house or showing times.

As your trusted advisors, please keep us informed of any changes in the property's status. This will allow us to keep the listing up to date and make any necessary adjustments and updates to the property disclosure statement. If anything pops up that's an issue, please let us know.

To streamline the sales process, it is essential to have all the relevant paperwork ready, including utility bills, repair bills, hydro bills, well log, septic service & interior health documents, water quality and other relevant documents such as a copy of the property survey.

To ensure that negotiations proceed smoothly, we recommend waiting until we are present before speaking with potential buyers. This will help to ensure that you retain the upper hand in the bargaining process and secure the best possible outcome.

To make the home easily accessible for showings, we recommend allowing us to set up a lockbox.





what our CLIENTS HAVE TO SAY



"Jeffrey provided outstanding services during the sale of my home! He knows the market very well and was able to get us a premium return. Jeffrey always took the time and care to make sure our needs were met; he was a great leader and was extremely organized. He exemplifies what a realtor should be. Will work with him again!" - Lindsay & Sterling



"Beyond satisfied is how I would describe the process and outcome of buying or selling your home or property with Audrey. With genuine heart and sincerity, Audrey takes care of her clients with attention to detail, great advice, expert knowledge and utmost professionalism. I would highly recommend Audrey if you are looking for a realtor who will go above and beyond your expectations, and leave a positive lasting impression on the entire experience." - Lisa L.



"Jeffrey's expertise, experience and strong negotiating skills ensured our interests were always well-protected. He was always approachable and available by phone, email or in person whenever we needed him." - Peter & Sandra



"We found Audrey to be very professional and diligent in working with us for the sale of our condo in Osoyoos. She maintained excellent contact with us throughout the process and we were very happy with the end result." - Stephen K.



"From the beginning we felt that you were actively on our side. With professional expertise and integrity you guided us skillfully through an unfamiliar process. We are grateful to you for enabling the whole experience to be handled so quickly and painlessly!" - David & Julie



what our CLIENTS HAVE TO SAY



"Our property on the market for only 15 days – we found to be exceptional! Very happy with Jeffrey's presence and conduct through the whole transaction. So very professional!" - Jim & Judy



"Jeffrey Sefton was our Realtor and our experience was amazing. Our home had been on the market for more than a year with no showings. When Jeffrey took over as our Realtor we had 2 showings within a week and the house sold the following week. Jeffrey was professional, personable and always available to answer our questions. Ours was a long distance sale with us living in Alberta and our property was in the Okanagan. Jeffrey handled everything. He went above and beyond to make the sale of our home simple, seamless and stress free. We would use Jeffrey again without question!" - Molly & Brent



"We do not live in BC, but are from Ottawa. When we were ready to sell our father's condo in Penticton BC, Jeffrey was recommended as a reliable and honest agent who would work solely in our interests. We were not in a rush to sell; we wanted to get the best price we could. Jeffrey did not pressure us to sell, made recommendations on price that were on point and most importantly, he went above and beyond to manage the renovations we had to have done to the condo. We could not have sold the place for the price we did without Jeffrey's help. He recommended flooring and painting companies and even picked out the colours for us (which made the place look beautiful). With the renovations, which he recommended, the place sold for a very good price. We would recommend Jeffrey for any real estate job in the area; I would like to say our experience was exceptional, but I think that is just his normal level of care and professionalism for all his clients. Thank you Jeffrey!" - Allison



"Audrey is the best! Happy all the time and a pleasure to work with. Knows her stuff and got the deal done in lightening speed! I definitely 100% recommend her!" - Gail F.

preparing THE HOME

THE 7 DAY PLAN

DAY-1 SUNDAY

De-Clutter: Make it look Spacious. Creating a spacious and clutter-free environment is essential for attracting potential buyers. To achieve this, we recommend considering storing half of your belongings offsite to create a sense of openness and simplicity. Overstuffed rooms can appear cramped and uninviting, so it's crucial to keep the space simple and breezy when decluttering. By taking these steps, you'll create an inviting atmosphere that is sure to impress potential buyers.

DAY-2 MONDAY

Cleaning: To prepare your home for sale, we recommend a thorough cleaning from top to bottom. This includes power washing the porch, cleaning bathrooms and kitchen surfaces, and paying close attention to all interior and exterior hardware such as doorknobs, knockers, lights, mailboxes, and address numbers. A clean and polished home creates a positive first impression and can help attract potential buyers.

DAY-3 TUESDAY

De-personalize: Make it Neutral. To help potential buyers visualize themselves in your home, we recommend removing personal belongings and keeping them in a secure location. Painting the house a neutral color can also help broaden its appeal to a wider range of potential buyers. Our goal is to create an environment that allows buyers to envision themselves living in the space and ultimately make an offer on your property.

DAY-4 WEDNESDAY

Repairs: Make it fault-free. It is advisable to follow the \$500 rule, which suggests addressing minor issues that can be fixed for under \$500. You may adjust your pricing to account for the cost of these repairs. Repair any dripping faucets, holes in the walls, and missing hinges, and ensure that drawer rails are not clogged. Broken handles or knobs should be replaced. Verify that the drains are free of any blockages, and inspect the electrical panels, HVAC system, flooring, and water heater. Consider replacing any outdated or damaged lighting fixtures.

DAY-5 THURSDAY

Curb Appeal: Make a Good First Impression. To make a positive first impression, it is crucial to ensure that the exterior of the house is in top condition. This entails power washing the exterior walls, mowing and raking the front yard, possibly painting the front door, trimming trees and bushes, placing a new doormat, and incorporating flowering plants. All of these steps contribute to creating an inviting atmosphere that prospective buyers will appreciate.

DAY-6 FRIDAY

Back Yard: Make it Cozy. When it comes to homebuyers, the backyard is often regarded as a private oasis, where peace and relaxation are key. To ensure that your backyard meets their expectations, it is important to clean up any debris, organize the deck and play area, arrange the furniture, and check the lighting fixtures. This will help to create an inviting and comfortable outdoor space that is sure to appeal to potential buyers.

DAY-7 SATURDAY

The final touches: Make It Pleasant. To freshen up the home, utilize fresh bed linens, place clean towels and decorative soaps, set the dining table, and eliminate any pet odours. In essence, ensure pleasant light fragrances and remove any undesirable odours.

factors affecting SALEABILITY

PRICING

Determining the appropriate price for a property can be a challenging task. An excessively high asking price can deter many prospective buyers, while setting the price too low can result in lost revenue. To establish an appropriate price for your property, several factors such as the location, age, modifications, maintenance, and neighbourhood need to be considered. As your agent, we will collaborate with you to conduct a comparative market analysis that will assist us in determining the optimal listing price for your property.

LOCATION

The value of a property can be significantly influenced by its location, with properties in sought-after neighbourhoods commanding higher asking prices, often by tens of thousands of dollars. It is generally evident if a property is located in an appealing area, as this might have been the primary selling point at the time of purchase. Factors such as local amenities, low crime rates, commuter routes, and schools are some of the key determinants of a desirable location.

MARKET CONDITIONS

The real estate market is known to experience fluctuations due to a variety of external factors, such as political and economic developments. As a professional in the field, we have a sharp awareness of the current state of the market and can provide you with valuable insights on interest rates and lending requirements. Furthermore, we can also offer you an overview of the number and types of properties presently available in your area.

LISTING MARKET EXPOSURE

Our expertise lies in maximizing the exposure of your listing to serious and qualified buyers. This includes creating a concise and compelling description, utilizing social media effectively, listing on multiple platforms and real estate portals, and producing high-quality digital content such as informative videos and professional photographs. We will ensure that your listing is presented in the best possible light and reaches the appropriate target audience of potential buyers.



selling your house:
THE PROCESS



phase 1:

PRE-LISTING

During this phase, we will establish a working relationship and lay the groundwork for the listing launch. After discussing with you, we will perform the following tasks:

INITIAL CONSULTATION 1

- Tour the Home
- Provide advice on home pricing, staging, and curb appeal.

WORKING RELATIONSHIP 2

- Create a CMA (comparative market analysis)
- Talk about deadlines and expectations
- Contract review and signing with you

PREPARING YOUR HOME 3

- Plan and schedule professional measurements, photos, and videos, etc.
- Discuss the marketing plans with you

READY TO LAUNCH 4

- Review final marketing materials and plan
- Discuss private showings lockbox access, broker open tours & open houses



phase 2: LISTING

At this stage, our goal is to maximize the exposure of your listing through various initiatives, including hosting open houses, while simultaneously identifying and engaging with potential buyers in a focused manner.

LISTED 5

- Listing on all popular online platforms
- Digital Print & Direct Mailout marketing
- Feature the listing on our social media channels for further reach
- Installation of a "For Sale" sign
- Print and flyer distribution

SHOWING 6

- Coordinating broker open tours
- Hosting open houses & screening buyers

NEGOTIATION 7

- Review terms & conditions with the buyer/buyers' agent
- Responding to the buyer/buyers' agent in a timely manner
- Provide buyers' agent with necessary documents related to the sale

HOME INSPECTION 8

- The buyer does a home inspection via a professional inspection agency
- We may wish to negotiate any repair costs associated as a result of the inspection



phase 3:

POST SALE

In this step, we will facilitate the completion of the transaction. After all the necessary agreements have been reached and the funds have been transferred to your account, you will transfer ownership of the property by handing over the keys.

MORTGAGE APPLICATION

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- Buyer accepts the sale contract and then proceeds to apply for a loan.
- The purchasers' mortgage application is reviewed/underwritten
- His/her credit report is created, and the lender completes the appraisal and verification.

LOAN APPROVAL

10

- The lender will receive the needed documentation from us.
- We will provide you with the list of further documents required.

LOAN FUNDED

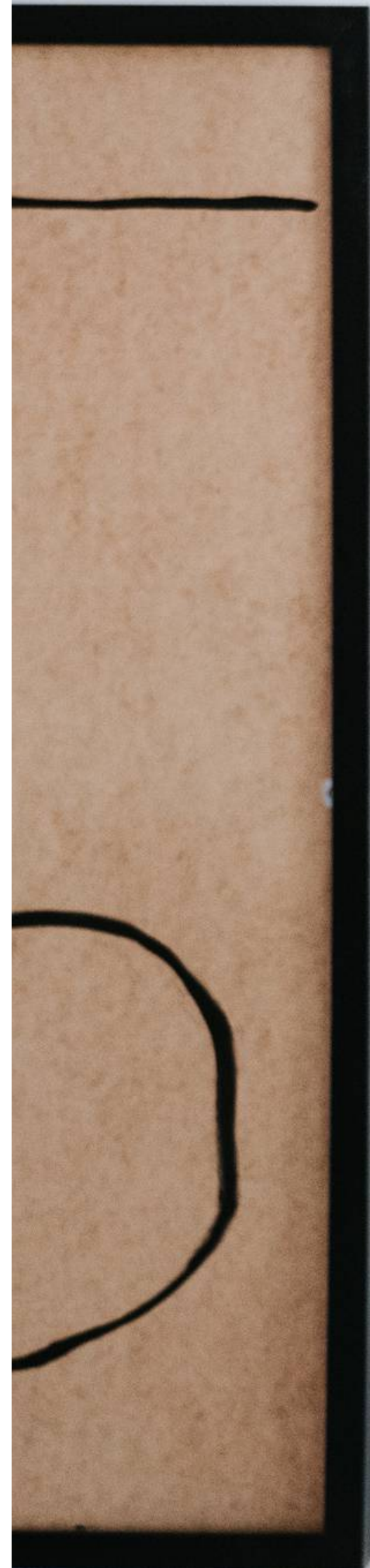
11

- Once the loan is funded, the title is transferred to the buyer
- The lender transfers the funds
- The "For Sale" sign will be removed or we will put up a SOLD sign or sticker.

CLOSING

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- The house's keys are given to the new owner.
- The funds are deposited into your account.
- Insurance is transferred, utilities are cancelled, etc.



getting ready ON SHORT NOTICE

A QUICK CHECKLIST

- Place all shoes and jackets in closets.
- Close closet doors.
- Open blinds/window treatments to let in outside light.
- Turn All TVs, computer screens OFF.
- Close garage doors.
- Remove cars from driveway and front of the home.
- Remove empty planters.
- Clear kitchen countertops completely. No knives, baking supplies, mail, etc.
- Hide garbage cans in pantry or closet.
- Remove dishes from the sink, place in dishwasher
- Straighten all chairs and space them evenly
- Make the bed, including decorative pillows. Press bed linens and bed skirts.
- Store away phone/tablet charging cables.
- Clear bathroom countertops completely. Hide soap, toothbrushes, medications, deodorant, etc.
- Put toilet seats down.
- Remove dirty towels - leave out only new, unused towels.



Thank you



South Okanagan Home Team
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South Okanagan Home Team

OUR ULTIMATE GOAL IS TO BRING MORE VALUE
TO OUR CLIENTS



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Thank
YOU!



info@okanaganrealestatesearch.com

20 Top Tips for SELLING YOUR HOME IN TODAY'S MARKET

- 1. Price your home appropriately:** Setting the right price for your home is crucial. If you price it too high, it may sit on the market for too long, while pricing it too low may mean leaving money on the table. Work with Jeffrey Sefton & Audrey Zimmermann to determine the right price based on comparable homes in your area.
- 2. Improve your home's curb appeal:** First impressions matter, so make sure your home looks great from the outside. Simple improvements like adding a fresh coat of paint or planting some flowers can go a long way in making your home more appealing to potential buyers.
- 3. Declutter and depersonalize:** Buyers want to be able to envision themselves living in your home, so it's important to remove any clutter and personal items that may distract them from the space. This will also make your home appear more spacious and allow potential buyers to better imagine their own furniture and decor in the space.
- 4. Make necessary repairs:** If there are any repairs that need to be made in your home, be sure to take care of them before putting your home on the market. This will make your home more attractive to buyers and prevent any issues from arising during the inspection process.
- 5. Work with experienced professionals:** Selling a home can be a complicated process, so it's important to work with an experienced Realtor who can guide you through the process. A good agent can help you set the right price, market your home effectively, and negotiate with potential buyers on your behalf.
- 6. Showcase your home's best features:** Highlight the best aspects of your home, whether it's a beautiful fireplace or a spacious backyard. Make sure these features are prominently displayed in your marketing materials and during showings.
- 7. Consider staging:** Staging your home can help buyers better envision themselves living in the space. Consider hiring a professional stager or doing it yourself by removing clutter, rearranging furniture, and adding some tasteful decor. Just ask; we are happy to help.
- 8. Invest in professional photography:** Most buyers begin their search for a new home online, so high-quality photos are a must. This is why we hire a professional photographer to capture your home's best angles and lighting.
- 9. Be flexible with showings:** Make your home as easy to show as possible by being flexible with scheduling. Try to accommodate potential buyers' schedules if you are able to. If there are times that don't work for you let us know and we can block those times out.
- 10. Hire the best agent for the job:** Working with the right agent can make all the difference in a successful home sale. An agent with a track record of success, great communication skills, and a solid marketing plan will get the job done right.

20 Top Tips for SELLING YOUR HOME

IN TODAY'S MARKET

11. **Create a Neutral Space for Buyers:** Using neutral paint colour tones such as beige, white, or light gray can make a room feel more spacious, clean, and bright. These colours can also help buyers visualize themselves in the space and imagine how they would decorate it to their own tastes.
12. **Maintain Confidentiality About the Reason for Selling the Home:** Refrain from sharing the reason for selling your home with potential buyers, as this information could be used against you during negotiations.
13. **Attend Open Houses to Gain Insight into Buyer Preferences**
Take some time to attend open houses to better understand the features that buyers value and what can turn them off.
14. **Price Your Home with Room for Negotiation:** Set an asking price that allows for negotiation to maximize the final sale price.
15. **Make a Good First Impression:** The first impression of your home is crucial, and it's important to make a good one. This can have a significant impact on a buyer's decision-making process.
16. **Thoroughly Clean Your Home:** Clean your home from top to bottom to ensure it is in tip-top shape. Remember, you're not just competing with other resale homes, but also with new construction.
17. **Practice Honesty in Your Sale:** Be honest in your dealings with buyers, as this can build trust and help prevent legal issues down the road.
18. **Stay Calm and Collected During Negotiations:** Keep your emotions in check and be open to feedback from buyers. Remember, they don't have the same emotional attachment to the home that you do.
19. **Keep All Necessary Documentation in Order:** Gather and organize all relevant documentation, such as manuals, warranties, and bills, to show that you have taken care of your home.
20. **Avoid Setting Unnecessary Deadlines:** Avoid setting arbitrary deadlines for the sale of your home as this can add pressure and put you at a disadvantage during negotiations.