



The Valley Group
REAL ESTATE TEAM

Seller Guide

RE/MAX
TREELAND REALTY

Our Values



Our Mission

is to provide a premium service to each one of our clients that will make you feel like you are our only client - it's just the way we do business.

Why did we create The Valley Group?

We want you to feel comfortable during the process. We don't complicate things, we know our stuff, we have the means to carry most of the burden.

A message from The Valley Group:

It is our privilege to have the opportunity to work alongside you. Our commitment to you is to treat your real estate experience with the respect, care and professionalism it deserves.

We will be an advocate for you throughout the process of buying or selling your home and will always be able to address any questions or concerns you may have along the way. We use a team-oriented approach, so you will always have someone in your corner with your best interests in mind. In order to maximize our experience together, we also believe that **relationships are more important than any transaction.**

Our goal is to add continuous value to you from the moment we connect. Take comfort in knowing you are working with a group of professional, full time REALTORS® who will represent your best interests before, during and after the sale of your home.



We are full-time and full-service REALTORS®.
Only 1 in every 3 REALTORS® work full time.



Table of Contents

- 1 The Market
- 2 Selling Process & Timeline
- 3 Our Marketing Plan
- 4 Meet The Valley Group
- 5 Client Service
- 6 Success Stories
- 7 Comparative Market Analysis
- 8 Pricing Your Home
- 9 Our Guarantee

The Market

Terms & Definitions

ACTIVE LISTINGS

Properties currently listed for sale.

SALES/SOLD/CLOSED

Properties that have already sold and are no longer available.

MONTHS OF INVENTORY

A measure of absorption. If no new homes were listed, how many months would it take for everything to be sold.

SALES TO ACTIVE

the percentage of available listings that have sold.

LIST PRICE VS. SALE PRICE

The list price is the offering for sale, the sale price is the final purchase price.

DAYS ON MARKET

The average number of days a property is listed on the market before it is sold.

MARKET TREND

The perceived tendency of the real estate market to move in a particular direction over a certain period of time.



1-3 = Sellers Market

4-6 = Balanced Market

6+ = Buyers Market

Selling Process and Timeline

1 LET'S CHAT

We will go over and unique details in your home including recent upgrades and favourite areas.

1 day

2 PRICING IT RIGHT

We will prepare a comparative market analysis and review current market trends to help you decide on a listing price. Once we have chosen a listing price you are comfortable with, we can develop the appropriate marketing strategy.

1 day

3 PAPERWORK

We will complete the listing agreement and other necessary documents and then begin preparing for photos and media at your convenience.

1 day

4 MEDIA & PRE-MARKETING

We will start spreading the word of your new listing over social media and through word of mouth so when the listing goes live, we have momentum built up.

Varies

5 MARKET LAUNCH & SHOWINGS

Now with your property on MLS and our marketing plan in place, we will begin to receive showing requests. We will arrange a time with the Buyer's Agent that will suit both of you. During this period, we will also schedule an open house and REALTOR® tours at your convenience.

1-3 days

Selling Process and Timeline

6

OFFERS

Once an offer comes in, we will help you negotiate the best possible price, dates, and terms on the contract.

7

SUBJECT REMOVAL

Once an offer is accepted, the buyer will have a period of time to satisfy their conditions from the contract. Once removed, the deal is firm and the deposit is due.

varies

3-14 days

Common subjects include financing, inspection, strata document review, and title review.

8

SOLD!

Once the deposit is received your home will be SOLD. You can start packing and complete any necessary repairs stated in the contract. We will be in close contact with you and your conveyancer and provide you with step-by-step guidance

1- 3 months

WHAT IF...?

If we are unable to remove conditions, both you and the Seller will need to mutually agree to extend the conditions OR the deal will collapse. We will advise you of your best scenario in every situation.

9

COMPLETION & POSSESSION DAY

On Completion day, the funds and title are exchanged and you will receive a draft or the proceeds will be used towards your next purchase



Our Marketing Plan

01

PROFESSIONAL PHOTOGRAPHY & IN-HOUSE MEDIA TEAM

High-quality photos are essential and the backbone for all of the marketing for your home. We found the best and hired them to be our in-home expert.



02

HD VIDEO TOUR

High-quality video tours give buyers a better view of the layout and quality of your home before they view it in person. Our team provides market updates, neighbourhood guides, and more entertaining video content for viewers.



271-20391 96 Ave
Langley



03

FLOOR PLANS

It is not uncommon for each square foot of your home to be worth hundreds of dollars. To maximize the value of the home an accurate measurement is critical.

04

SOCIAL MEDIA MARKETING CAMPAIGN

Paid and organic ADs!
Social Media marketing is a must. We have multiple accounts on Facebook, Instagram, YouTube and TikTok to increase exposure.

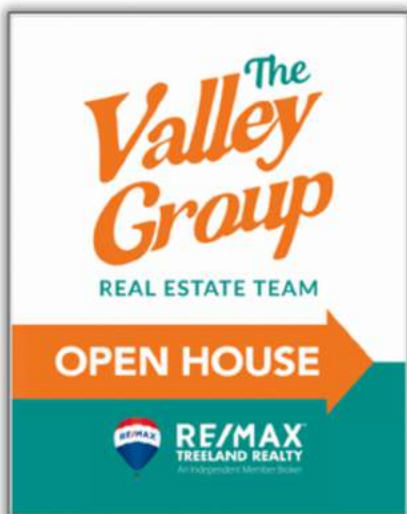


Our Marketing Plan

05

PRINT MARKETING

We send out customized flyers and door hangers to your neighbourhood and surrounding areas tailored to those who may want to change property types or know a friend looking to relocate.



06

OPEN HOUSES

We recommend hosting an Open House on the First weekend and after a price reduction. We take care of all of the marketing, including print marketing, signs & online ads to help drive traffic to your home.

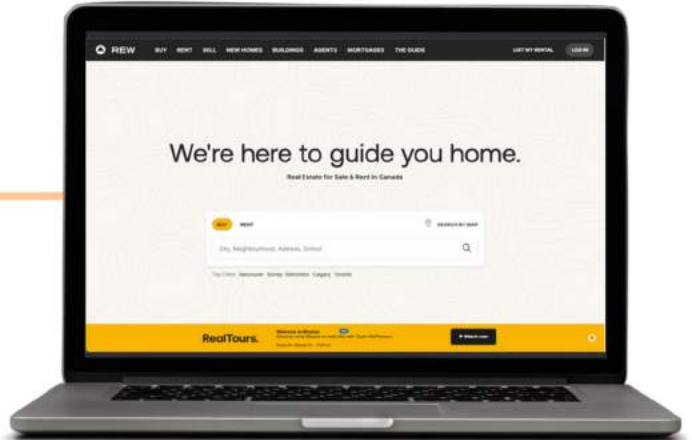
07

MLS SYNDICATION

Your home will be featured on all major MLS websites, such as:

REW
Zillow
Remax
Realtor.ca
Point2 Homes
Our personal websites

We have a pro account (paid subscription) to ensure maximum exposure of your home.



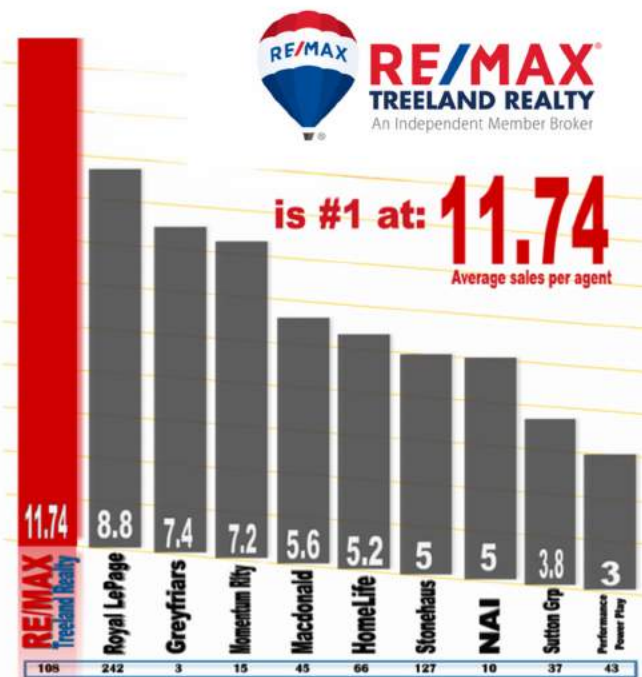
08

REALTOR NETWORK

We pride ourselves on being powered by the number 1 real estate brand in the world.

As one of the highest-producing teams in Western Canada, each member of The Valley Group have developed strong relationships with REALTORS on both a local and national level.

RE/MAX Treeland is the number one office in the FVREB - Buyer's agents are confident when working with us.



NOTE: The market share statistics are based on residential sales volume of Langley real estate offices. All data is generated by the Fraser Valley Real Estate Board, which assumes no responsibility for its accuracy. Sales per person is determined by the total number of office sales divided by the number of brokers.

Nobody Sells More Real Estate Than RE/MAX.

Meet the Team



TOP 1% REAL ESTATE TEAM
SERVING METRO VANCOUVER AND
THE FRASER VALLEY

PAST SALES



The Valley Group

REAL ESTATE TEAM



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18+

Combined
Years Experience

400+

Homes Sold

Top 1%

Of Realtors in the FV

130+

5 Star Google Reviews*

85+

Homes sold in 2023

*INDIVIDUAL REVIEWS FROM EACH GOOGLE PAGE COMBINED

In such an active and competitive market, **The Valley Group** stands out because of our business model. We believe in building our business based on relationships, not just transactions. Our vision is clear, we're knowledgeable in the marketplace, and we offer value to our clients, which has led us to place in the **Top 1% of Real Estate Teams in the FVREB** and land within the **Top 100 Real Estate Teams in RE/MAX Western Canada**. We have a proven track record in the Fraser Valley and deliver what we believe are the highest-quality services in the business. Professional videos for sellers, marketing materials, follow-up on all showings, and a proven model to sell real estate fast, at the highest price. **We take pride in having fun while doing it!**



Client Service

We focus on forming **relationships over transactions**. We provide continued updates and support throughout the sale process and long after. We have a network of industry professionals we can put you in touch with!

Client Events



Ongoing communication throughout your home search on Market trends, recent sales & new listings.

Professional Partners

We have a list of recommendations, ask us for more info



Transaction Coordinator
Marina Wilson



Lawyer / Notary
Merchant Law



Operations Manager
Jessica Frigon



Home Inspectors



Mortgage Broker



Cleaners

OK-- But Does It Work?

	% of List Price	AVG Days on Market	# of Homes Sold / Year
AVG Fraser Valley Realtor	96%	26 Days	3
	99.84%	10 Days	75
The Difference	+3.84%	16 Days Faster	72 MORE

We sell homes
3.95%
faster than average

We average
3.84% more
per listing sold when
compared to
industry average



Success Stories

#271 20391 96 AVENUE

Sold over asking in less than 7 days!



“

Caileigh is wonderful to work with. We sold and bought with her 4 years ago and again now.

She is always available, gives well thought out advice and absolutely always has best interests at heart. I recommend her to anybody looking for a great realtor.

“

I cannot say enough about how great my experience with Alex was in selling my South Surrey home. My husband recently passed away and I was faced with selling my huge house and buying something smaller. Alex walked me through the whole process with incredible compassion and understanding. His patience with this senior was absolutely amazing as I was overwhelmed with this process without my husband. He explained everything to me and made sure I completely understood all the paperwork involved. No question I had was ever left unanswered. He got back to me as soon as possible with all my emails and texts and there were many. He made the whole process less stressful for me.

Over the years, I have dealt with many realtors and I can honestly say that Alex has been the most caring and supportive one I have ever encountered. I am very grateful to Alex. He is one in a million!

-M.L.

-B. & K.C.

#73 2603 162 STREET

Sold for 95.7% of list price within 16 days





“

Alex helped us sell our townhome and buy a house! He was so calm and logical the whole way which made it easy for us to deal with him. Alex was always available to answer a question anytime and understood our concerns and actually listened to them! Lots of communication all the time letting us know how our listing was doing in the market. I would highly recommend Alex for your selling or purchasing needs!

- J.O.

“

When we were desperate to find a home and already had gone through a disappointing experience with a previous realtor, I met Caileigh at an open house. Ever since then I was put on her email list for new homes in the area and immediately recieved better options than our previous realtor curated for us. I finally contacted her with our wishlist and we signed a contract to exactly what we were looking for within 24 hours!! Years later we've been working with Caileigh buying and selling multiple properties. We cannot speak highly enough of her work ethic, service and commitment to her clients. Plus her gift baskets are pretty damn good ;) We HIGHLY recommend Caileigh to anyone and everyone!

-C.L.



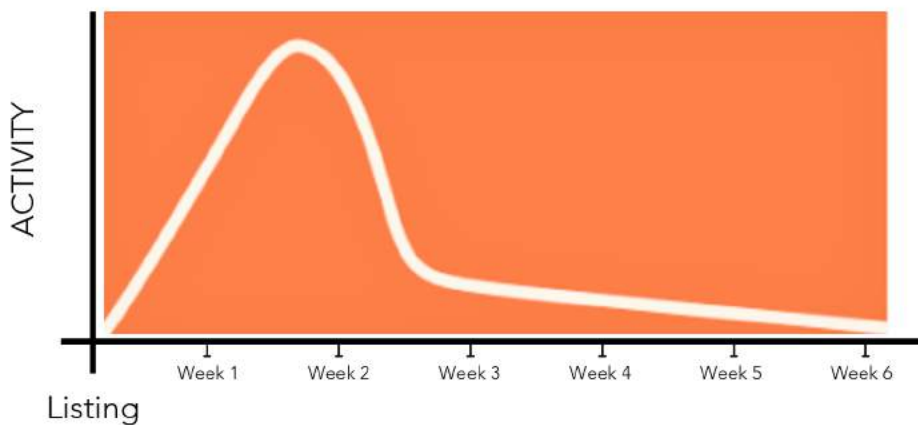
Read more reviews on
our Google pages!



Pricing your Home

Pricing is Everything

As the pyramid graph illustrates more buyers purchase their properties at market value and below. Pricing your home at or below market value will expose you to a greater number of prospective buyers and increase your chances of selling.



Price vs. Timing

Timing is extremely important in the real estate market. The above graph illustrates the importance of placing your property on the market as a realistic price and terms from the very beginning.

Setting the Right Price

Every home has the potential to sell and the price is the number one controlling factor. It is crucial to correctly price your home from the start as over pricing will result in dramatically reduced interest, which could even end up leaving you with less money in your pocket.



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