



YOUR HOME SELLING GUIDE

COLDWELL BANKER OCEANSIDE



6 STEPS TO A SUCCESSFUL SALE

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BECOMING AN INFORMED SELLER

If you're like most homeowners thinking about selling, no doubt you have a myriad of questions.

Questions like, What's my home worth? What can I do to make my home as attractive as possible? And of course, the big one, ***"How do I get the most for my home?"***

This resource guide is designed to answer many of your questions about the home selling process and bring you confidence about what you need to do to get your home sold for the best price and terms.

If, at any time, you have more questions or need more information, I'm here to help every step of the way so please think of me as your expert guide to selling your home.



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STEP 1

WHY PRICING RIGHT IS KEY

FIRST, IT IS IMPORTANT TO UNDERSTAND THAT ONLY THE MARKET CAN DETERMINE THE ULTIMATE VALUE OF YOUR HOME. THAT SAID, CHOOSING THE OPTIMAL LIST PRICE IS ESSENTIAL TO MAXIMIZING YOUR BOTTOM LINE.

Setting a list price for your home is no easy task but it's a critical one. If you price too low, you risk not getting as much as you can for your property. Price too high and you risk losing potential buyers who may think your property is out of their price range, and you simply help competitive properties sell faster.

Choosing a list price is an art that great agents spend their careers refining and mastering. They combine intimate local and national market knowledge, an exhaustive study of similar homes for sale, and an analysis of past sales to come up with the optimal list price.

Pricing your home right the first time will result in more exposure, more showings, more offers and ultimately the highest price for your home.





STEP 2

PREPARING YOUR HOME TO WOW BUYERS

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

REALTORS® repeatedly find that people cannot visualize the potential of a home. They have to see it. That means that how your home shows now is how people see themselves in it. They can't see past the chips, leaks, clutter and stains – in fact, they tend to focus even more on those things.

You can, however, dramatically improve how your home shows with a few quick and easy fixes:

CLEAN

Inside and out.
It matters. A Lot.

DECLUTTER AND DEPERSONALIZE

Give it away, throw it away or store it away, but dramatically reduce the amount of stuff in your home.

MAKE MINOR REPAIRS

Chipped paint, cracked tiles, squeaky hinges, loose handles, 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's that important.

CURB APPEAL

Cut your lawn, tidy the garden, wash the windows, clean the driveway and clear away any debris on the property. It will go a long way.





STEP 3

GETTING THE WORD OUT TO MORE BUYERS

Once we've decided on a list price and put your home in showroom condition, there's one more critical piece of the puzzle before buyers begin flocking in to see your masterpiece: **It's getting buyers' attention.**

Getting the word out to more buyers about your home matters for two critical reasons: First, buyers can't be interested if they don't know your home exists. And second, the more buyers you have interested in your home, the more showings you will have that will ultimately lead to a higher potential sale price and faster sale.

Marketing your home, however, is more than just a sign on your lawn and an MLS® listing. In fact, the best marketing plans are an intricate combination of both offline and online techniques designed to create buzz, exposure, invoke emotion when people walk into a home as well as eliminate complexity to make it easy for someone to buy your home.

ONLINE PRESENCE

Coming Soon Program: A sneak peak of your home presented on social media 2 days before listing, to excite and entice potential buyers.

Property Website: Your home's very own website with all the info a buyer needs.

MLS Listing: The largest online database of available real estate.

Video Tour: A behind-the-scenes, online look at your home and neighbourhood.





STEP 4

PROFESSIONAL MARKETING

PROPERTY MARKETING MATERIALS

Even with the rapid embrace of digital media, the modern consumer still appreciates the tactile experience of holding a beautiful brochure or a printed invitation in their hands. We will work closely with you to craft a bespoke collection of collateral for your property. From direct mail campaigns and open house programs to displays in other local affiliated Coldwell Banker offices, these elements are crucial to marketing your property.

SOCIAL MEDIA

The social media landscape is yet another global stage where the beauty of your home may be put on display. Powered by dedicated and expert social-content team, social media platforms under Coldwell Banker's banner are among the most widely used sites today, delivering a unique perspective on fine living and fine homes all over the world.





HIGHEST QUALITY DIGITAL PHOTOGRAPHY

Your home's digital images are the best chance you will get at making the right first impression. Having incredible images can be the difference between selling for top dollar quickly or sitting on the market for months.





PRINT MEDIA

DIRECT
MARKETING

PUBLIC
RELATIONS

**360°
MARKETING
PLAN**

PERSONAL
NETWORK

SOCIAL
MEDIA

3D VIRTUAL TOUR

Virtual tours let buyers virtually walk through your home – like an open house without all the cleaning up!

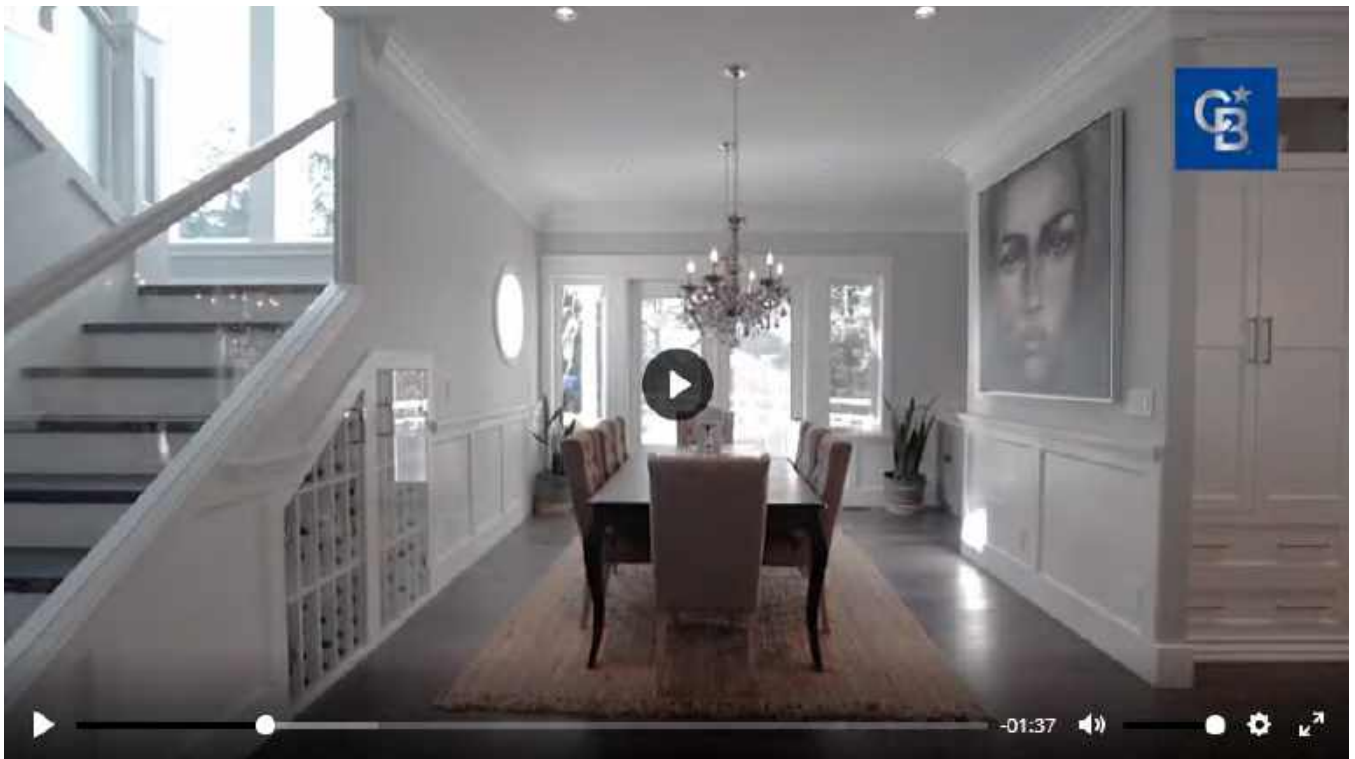


COLOUR FLOORPLANS



CUSTOM NEIGHBOURHOOD VIDEO

The “bow” to top off all the marketing! In this video we show off your incredible neighbourhood and the lifestyle living in your home can offer its new buyer. This video is what truly captures peoples’ attention on social media.



STEP 5

NEGOTIATIONS MATTER MORE THAN YOU THINK

Now this is where things get exciting. You'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 number, we're going to be in negotiations.

HERE ARE A FEW KEY STRATEGIES TO HELP YOU UNDERSTAND THE NEGOTIATING PROCESS:

- Remember, it's a conversation. Don't be offended by low offers and conditions. No one is forcing you to accept them. Think of it as a starting point to have a conversation.
- Price isn't the only thing. You can negotiate on price, offer conditions, assets in the home, closing and possession dates. Don't get stuck on one thing.
- Remember, even 1% more for your home can mean thousands to your bottom line.
- Momentum is key. Just the act of moving a conversation forward helps make the best deal happen.

The role of negotiator in the real estate transaction should not be underestimated, and I set out to become an expert in order to best serve my clients. Beyond marketing a home, I have a fiduciary duty to you, my client. My clients trust me to represent their best interests throughout the selling process.

Once all terms are agreed, the buyer provides a deposit cheque to be held in trust by my brokerage until the transaction closes. If there are conditions to be met, usually within a specific time frame, my team and I will handle of these details and ensure a waiver is signed and your sale is firm. Congratulations!





STEP 6

CALCULATING YOUR BOTTOM LINE

Here are a few things to consider when it comes to closing costs.

LEGAL FEES

Lawyer's fees vary, but they often have structured fees for the purchase and sale of homes posted on their websites. You could pay in the area of \$1200.00 for a lawyer to look after the legal details.

MORTGAGE DISCHARGE FEES

Be sure to check with your mortgage lender to determine if any costs will occur when transferring or releasing your mortgage. Some lenders charge a discharge fee to remove the mortgage from title that can range from \$150 to \$250. There could also be an interest penalty if your mortgage is a closed term. Be sure to find this out in advance.

DISBURSEMENTS

In addition to your legal fees, your lawyer may have other expenses such as copies, couriers, registration fees and preparing document transfers. Disbursements as these are called can range upward of \$500 to \$800, but can often be built into your legal fees.

ADJUSTMENTS FOR UTILITIES, MORTGAGE INTEREST AND PROPERTY TAXES

The lawyers will arrange for a final meter reading of your utilities on closing, however, be sure to contact your utility companies to provide them with your forwarding address for the final bill that will take care of utilities up to the date of closing.

Your lawyer will ensure that any overpayments or deficiencies on rents, mortgage interest and property taxes will be adjusted for on closing.

MOVING COSTS

Moving costs are based on location and the amount of possessions being moved. If you're moving yourself, you should factor gas, rental vehicles and moving supplies.



ABOUT COLDWELL BANKER



Coldwell Banker Real Estate practically invented modern-day real estate. Founded in 1906 on the principles of honesty, integrity and always putting the customer first, we changed the industry then and continue to do so today. Through nonstop innovation and forward thinking, the Coldwell Banker® brand has grown to become one of the most well-known and trusted names in real estate around the globe. Today, there are more than 92,000 agents working out of 3,100 Coldwell Banker offices in 44 countries and territories. Coldwell Banker Canada operates from approximately 200 locations across Canada. We are one of the largest international brokerages, have the biggest online presence and the most sales over \$1 million of any other brokerage in the world.

Coldwell Banker Oceanside Real Estate is one of the top producing brokerages in the city of Victoria. Our Agents sell more houses and for more money than any other agents in the city.

COLDWELL BANKER WORLDWIDE

92,000

AGENTS

3,100

OFFICES

\$246.1B

SALES VOLUME

709,115

CLOSED UNITS

For over a century, Coldwell Banker has stood for something unique in the world of real estate. A star, shining bright. Blazing with passion, integrity and a commitment to excellence.

The Coldwell Banker® brand is one of the world's best known and trusted names in real estate, giving you advantages most other brokerages can't:

- Proven Success
- Online Impact
- Full Service Market Know-How
- Innovative Culture
- Strategic Marketing

We will guide you every step of the way—making sure you know what to expect, answering your questions and helping you determine the right price to attract buyers and sell your home quickly.



DIRK POPEN

Passionate about helping individuals find their perfect homes, Dirk brings a unique blend of expertise to the Vancouver Island real estate market. With a background in marketing, graphic design, and research, Dirk's skill set helps him turn each clients real estate dreams into reality.

While he is well versed in all areas of Real Estate, Dirk specializes in:

First-time Homebuyers
Pre-sales
New Developments
Investment Properties

With a proven track record in negotiations, strategic planning, and investments, Dirk stands out as a trusted advisor in the competitive Victoria market. Having built several successful businesses in British Columbia as a business consultant, Dirk is also the proud owner of a local first aid company, where thousands of lives are touched every year through life-saving training.

Before transitioning into real estate, Dirk spent nearly a decade managing fitness facilities and gyms, including roles at the esteemed YMCA. This diverse background not only showcases Dirk's versatility but also underlines his commitment to community well-being. Over the years it has been pointed out time and time again how much he cares about his clients, teammates and the community as a whole. With this transition to Real Estate, he brings that same dedication to ensuring each individual not only finds their dream home but also makes a smart investment.

For Dirk, real estate is not just about transactions; it's about building lasting relationships and contributing positively to the community. Put your trust in Dirk to guide you through the intricacies of your real estate journey in Victoria, BC, where professionalism, expertise, and genuine care meet for a seamless and rewarding experience.

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