

How to Sell your Home...

FOR THE MOST MONEY, IN THE SHORTEST TIME,
WITH THE LEAST AMOUNT OF INCONVENIENCE



mc
michele cartwright
PERSONAL REAL ESTATE CORPORATION

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Content of this booklet is for informational purposes only!

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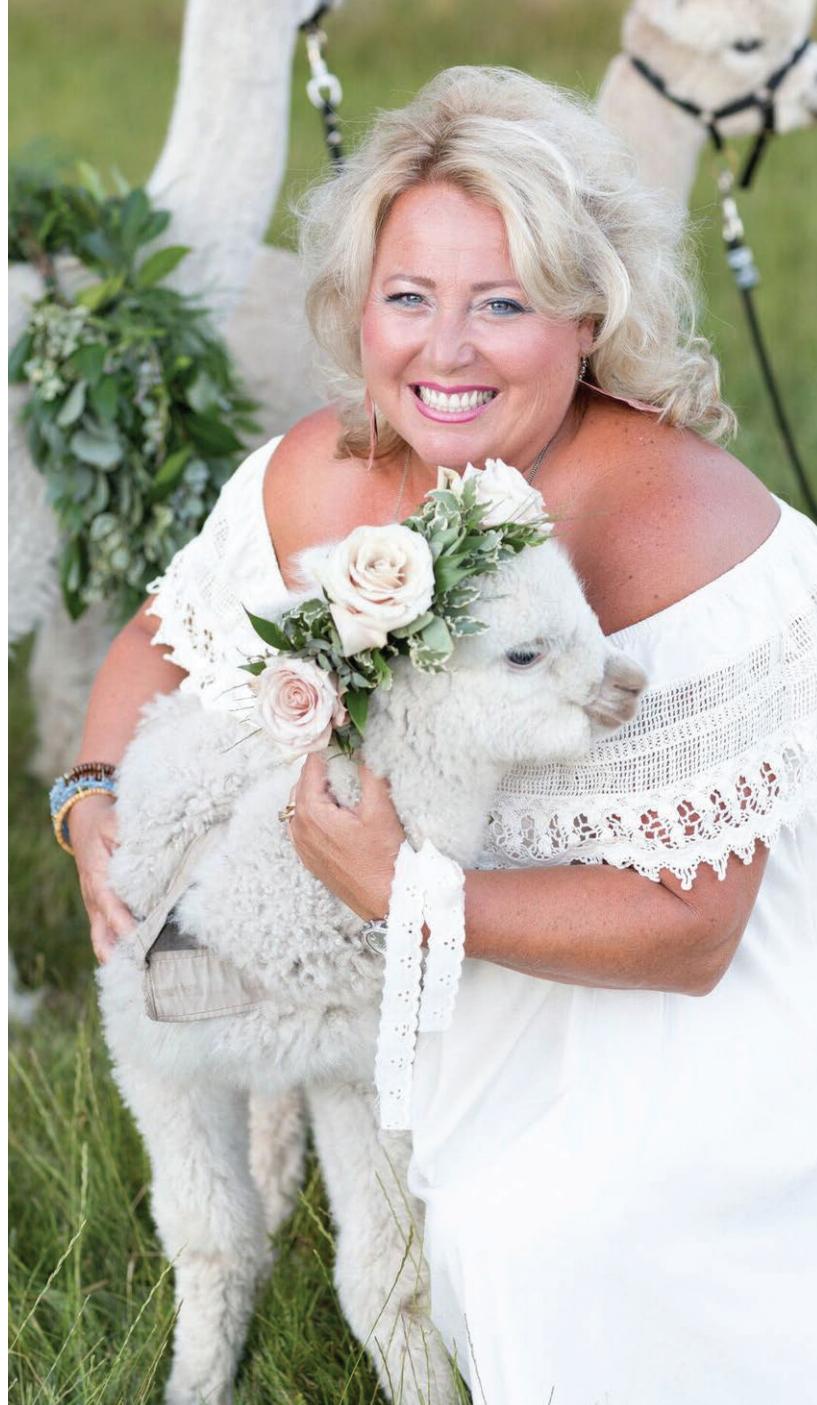
About Michele

I'm delighted to be a real estate professional with HOMELIFE Benchmark Realty Corp. and have been selling real estate since 2007. A native of British Columbia, I have lived in and around the Fraser Valley for almost 40 years. In my time here, I worked as a bookkeeper for 25 years, owned and operated a cattle ranch, a seed potato farm and an outdoor recreation business, and was the Accounts Receivable and Agricultural Sales Manager for a distribution company. However, my passion for and fascination with real estate eventually led to my becoming a REALTOR® in July of 2007. I love property and I love helping people; real estate is ideal for me.

In my first year of selling real estate, I was in the top ten percent of Fraser Valley REALTORS® and accordingly became a member of the Medallion Club. Since then, I have earned both the Bronze Medallion, Triple Gold Medallion. In 2009 I was nominated for the Business of Excellence Award.

I feel that my success is largely dependent on my outlook; whether you are purchasing or selling a home with me, I will your investment as if it were my own. I'm honoured my clients have remarked that my knowledge, patience, positivity and listening skills make me an asset to them. I am constantly seeking new ways to make my clients happy and ensure their real estate transactions are as stress-free as possible.

When I'm not helping my clients I'm an active Rotarian with Langley Central and a member of Valley Women's Networking South Surrey and sit on the executive committee.



In my spare time I love to spend time with my husband, 5 grandchildren, my dog Teddy, my cat Boo-Boo, horse Spirit, 3 pygmy goats and 10 alpacas. I collect the alpaca's fleece for processing yarn to knit but I also save to make teddy bears for sick kids. I love to travel, play piano, guitar, sing and go for walks with my animals.



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BC Children's Hospital



When you buy or sell with me, I donate to children's hospital to find a cure for leukemia.

Recently my granddaughter was diagnosed with Leukemia. At only 3.5 years old, Harlow is an energetic, busy, funny little girl who is now fighting for her young life.

Being at Children's Hospital opens your eyes to the other children and young people who are fighting for their lives too, and their families who do everything they can to support and care for them.

BC Children's Hospital cares for the sickest children who come from all around our province as well as other parts of Canada. The doctors, nurses, technicians, and all other staff members do their best for these young children no matter what their job is.

We can help support them with our donations that help provide medical equipment, support researchers to develop new treatments and therapies, as well as provide comfort and entertainment as a means of escape and relieving the stress that every one of these children and their families experience during their stay.

If you would like to help support BC Children's Hospital please click on the link below. There are a number of ways to donate, raise funds, and otherwise support the work that this facility does every day. I thank you on behalf of my family, and on behalf of Harlow.




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What Michele's Clients Are Saying

Michele's enthusiastic and warm personality, combined with her willingness to work tirelessly and patiently on our behalf, made our search for a house a most interesting and fun time! Moving to a new City and a new Province can be a daunting experience with a lot of unknowns and many adjustments required to new and different methods and practices. Michele provided immediate assistance both verbally and through the material contained in her Home Buyers binder. Through Michele's knowledge of the real estate market, she was able to offer many helpful tips and suggestions and provide invaluable information that we could not have obtained on our own. Michele quickly assessed our needs and desires in a house and helped us locate one that would suit our requirements and be just the right place to call home. She was even able to accomplish the almost impossible – getting the keys to us earlier than expected! Michele has become much more than just our realtor ... we consider her a most delightful and valued friend. Having Michele help us in our search for a house made all the difference to our success in finding a lovely home!

♥♥ **Chuck & Audrey**

Michele takes to heart her motto of "because you deserve the best". We have moved many times and have had to sell homes numerous times but our experience with her was the best yet. She went above and beyond helping us sell our place for a decent price and purchase another condo when the market was tough. We would not hesitate to refer her to others who are thinking of selling and/or purchasing a new home. Michele you are the best!!

♥♥ **Graham and Betty**

Iwould highly recommend Michele Cartwright to anyone! She has been so amazing during this journey of selling our home. My husband was transferred to another Province for work and I have been left to take care of the selling of our house. I had no idea the steps to take and was very intimidated by the whole thing being alone in it and having never experienced it before. Michele met with me and from our first meeting gave me such a sense of comfort. With her giving nature, her guidance through every detail, her patience (and I was texting her A LOT with questions lol) she not only had our home sold within an incredibly short time, she made the experience exciting and fun!! THANK YOU Michele from the bottom of my heart for your support, patience, smiles, comfort and your professionalism. Yours in friendship,

♥♥ **Julie**

The most caring, trusted, professional, happy and knowledgeable realtor. Always had my best interest at heart! It was never about the commission, it was always about what was important to me. Would always use Michele and I recommend her everyone I know!

♥♥ **Susan Warner**

After interviewing a few highly recommended realtors, Michele Cartwright PREC far exceeded my expectations. Her knowledge & history of my area-(past-present & future developments) answered my questions and concerns of selling in this roller coaster market. She was right on top of every detail in the sales process – making this huge undertaking as stress-free as possible. Call her! She will take very good care of you. She is a very sharp business woman!

♥♥ **CG**



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Fun Times at Michele's Customer Appreciation Events!




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Why Use A Realtor?

When it comes to selling one of your most valuable assets, you want to work with someone you can trust. By using the services of a trained professional, you'll have an expert who can help guide you through every step of selling your property. After all, the key to making smart decisions is being informed.

A REALTOR CAN HELP WITH MANY THINGS INCLUDING:

- Assessing the condition of your property and helping determine the best price
- Advising on improvements and staging ideas to enhance its marketability
- Promoting your property effectively to attract qualified buyers
- Fielding all enquiries, coordinating showings and reporting to you on both
- Receiving offers and handling negotiations to maximize your investment
- Assisting you at every step of the process by providing valuable advice and essential information

What Can You Expect From Your Realtor?

WHEN YOU WORK WITH A PROFESSIONAL FRASER VALLEY REALTOR, HE OR SHE IS EXPECTED TO:

- Promote your best interests with expert real estate advice and skills
- Simplify the process of selling with specialized real estate knowledge
- Offer consumer protections with trust coverage and insurance
- Stay informed of market trends, neighbourhoods, and property histories
- Communicate honestly and as frequently as you require on all matters of concern to you and your real estate transaction
- Offer personalized marketing services including MLS® access

Without a real estate advisor, you may be vulnerable to costly mistakes. Naturally you'll want to maximize your investment, and having a professional Realtor on your side increases the likelihood of selling your property for a higher price and with the fewest hassles.



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Legal & Ethical Obligations

OBLIGATIONS OF THE SELLER

A standard listing contract in BC will require the seller to share with their Realtor any and all known details about their listed property, including any defects.

The listing contract also requires the seller to keep their listing with the Realtor and their brokerage exclusively for the period of time agreed to in the listing contract. This means that you can't simply find another Realtor whom you like better, and walk away from your listing contract.

If you do not sell your property by the end of the contract term, you can renew your listing contract with your Realtor for another term or alternatively, find another Realtor to work with.

OBLIGATIONS OF THE BROKERAGE AND THEIR DESIGNATED REALTOR

Though the brokerage holds the primary responsibility to meet the requirements of a listing contract, your Realtor acts as the designated agent for their brokerage and has an obligation to act according to the listing contract in every detail. Most listing contracts include loyalty, competence, the duty to inform with accurate information, disclosure and conflicts of interest as standard clauses.

The contract will also outline the level and timing of advertising and marketing the seller can expect from the brokerage.

DISCLOSURE OF CONFLICT OF INTEREST

If your Realtor was somehow related to the other party in the deal (a buyer) or buying/selling for themselves, their colleagues or their ongoing clients, they would be obligated to inform you of this, in writing, before the Contract of Purchase and Sale is signed.

Further, if the Realtor is expecting to receive a monetary or other benefit from a business or professional that they recommend to you, they must notify you in writing, and request your writ-ten approval.

FINTRAC DISCLOSURE

The Financial Transactions and Reports Analysis Centre of Canada (FINTRAC) is Canada's financial intelligence agency. They report to the federal Minister of Finance. FINTRAC's mandate is to detect, prevent and deter illegal transactions such as money laundering. Under federal law, if asked, Realtors are required to identify their clients, verify money sources and report suspicious activities such as transferring large sums of cash over \$10,000 (CA).



Understanding Listing Agreements



Once you choose a Realtor to sell your home, you will be required to sign a listing contract also commonly referred to as a listing agreement. This document is a legal contract that outlines the professional relationship between you and your Realtor's brokerage for a specific period of time.

All FVREB listing agreements are exclusive, which means the seller agrees to not use the services of another brokerage for the sale of the property. This arrangement ensures the brokerage and its representative devotes their full attention to selling your property and guarantees they will receive compensation for their efforts, usually at the time of the sale.

A listing agreement will include the name of your Realtor and their brokerage, as well as the full legal name(s) and address(es) of the property owner(s). If there is more than one owner on the property deed, a signature for each owner is required on all documents. If one or more owners are unable or unavailable to sign, a legal power of attorney must be obtained to authorize the other party to sign on his or her behalf.

The listing agreement will also include the listing price, the start and end date of the agreement, the services to be rendered and how much the Realtor will be paid for their services.

TYPES OF LISTING AGREEMENTS

Multiple Listing agreement

This is the most common type of contract between sellers and Realtors. It is highly recommended for maximum exposure because the property will be listed on the Multiple Listing Service (MLS®). In this arrangement, commissions are shared between the seller's Realtor and the buyer's Realtor and their respective brokerages.

Exclusive Listing agreement

An Exclusive Listing agreement is one in which the seller's Realtor markets a property but does not list it on the MLS®. It does not involve any cooperation or shared commission between the seller's Realtor and the buyer's Realtor, as with other agreements. The commission is entirely at the selling Realtor's discretion. Sellers may prefer this type of agreement if they want a shorter listing period, greater privacy or to market a pre-sale property.

Fee-for-Service agreements

In this case, the seller selects the services they desire and pays a set fee for those services only. Examples of the types of services available include: signage, advertising, Multiple Listing Service (MLS®) post-ing, open houses and contract negotiations.

Mere Posting agreement

A mere posting is the minimum level of service a brokerage may offer. In this case, the agency duties are limited to posting the property on the Multiple Listing Service (MLS®). The seller is responsible for everything else including signage, advertising, viewings and negotiating the sale.



FEES AND COMMISSIONS

All commissions and fees are negotiable between you and your Realtor. It is important that you discuss compensation and it must be specified in the listing agreement. This can be a percentage of the selling price, a fixed sum, or some combination of both.

Commissions are typically paid at the time of the transaction's closing, which is the completion date on the Contract of Purchase and Sale, and paid out of the proceeds of the sale. In the majority of transactions, the total agreed-upon commission is shared between the seller's Realtor and the buyer's Realtor. Each Realtor typically shares a portion of their commissions with their brokerage. The commission payable must be clearly identified in the listing contract.

Fee-for-service charges are typically paid at the time of signing.

All commissions and fees are GST taxable.

MARKETING AND ADVERTISING

Before you sign any listing agreement, discuss the marketing plan with your Realtor. This might include listing on MLS®, online postings, print advertising, direct mail, open houses, staging or professional photography. Once discussed, all such activities should be listed in the Schedule A form in the listing contract to ensure that clear expectations are established between you, as the seller, and your Realtor.

THE MLS®

The NLS® is the most frequently used promotional tool to market real estate. Only a Realtor can post a property to the MLS®. Your MLS® listing alerts all other Realtors that your property is for sale. A portion of this information is made available to the public through Realtor.ca. As well, other Realtors, brokerages, and franchises are able to promote your listing on their websites through special agreements.



THE FINE PRINT

Remember that these are legal and binding contracts you are signing, so make sure you understand all of the terms and conditions included. Ask questions if you don't understand the terminology which appears in the document and clarify it with the Realtor. Contracts can be altered to suit your needs if both parties agree and sign to those details.

Review the list price, commission rate and length of contract. Your agent will provide you with a copy of the contract for your records. If your Realtor states you can cancel the listing agreement at any time, be sure that you get this stipulation in writing.



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Comparables In The Market



EXPIRED:

Out of Market Range

These are houses that did not sell usually because they were overpriced. Chances are...if you re-list your home at the same price, it will not sell.

FOR SALE:

Upper End of Market Range

The price of these homes is the asking price only. They have not attained the market value yet. One must examine the number of days the house has been on the market; if it has been more than the average market time for similar homes, the house usually is overpriced.

SOLD:

Lower End of Market Range

These prices represent the true market value and are your best evidence on which to base your pricing decision, assuming the market is fairly stable and the houses are relatively similar to yours.



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Reasons For Overpricing

THE SELLER'S NEEDS

A person's need for a certain amount of money does not increase the value of your home.

THE SELLER IS COMPARING THEIR HOUSE TO THE SAME HOUSE IN A HIGHER PRICED AREA.

Value is location specific. The same house as yours may have a market value higher or lower depending if it is in a higher value area or a lower value area. Your house should be compared to houses in your market area to determine a price.

THE SELLER DOES NOT HAVE ACCURATE INFORMATION.

Before determining a price at which to sell your home, you should review and analyze what has sold and what is on the market in your area. The Seller believes that any money invested in the home should be added to the price of the home. Not all improvements can be expected to bring return when selling your home. Please see the page on renovation recuperation.

THE SELLER BELIEVES THAT ANY MONEY INVESTED IN THE HOME SHOULD BE ADDED TO THE PRICE OF THE HOME.

Not all improvements can be expected to bring return when selling your home. Please see the page on renovation recuperation.



The Benefits of Proper Pricing

- Your home sells faster.
- Your home never loses its "marketability".
- There is less inconvenience to you.
- Realtors will focus their energies on your property because it is more marketable.
- You'll get more potential Buyers.
- The closer the price to market value, the higher the offer.
- A well-priced home can even generate competing offers.

Off To Market

SELLING PRICE

It's essential to understand the current market conditions and your neighbourhood before you put your property on the market and set a price in your listing agreement. You want to avoid under-or over-pricing your property.

Also, consider what a successful sale is for you. Is it a quick sale? Top dollar? Multiple offers? Knowing this will help your Realtor recommend the best pricing strategy to achieve your desired outcome.

Your Realtor can provide a comprehensive Comparable Market Analysis (CMA), which is a comparison of similar properties actively listed, recently sold and those that didn't sell. The CMA makes it easier to understand market value and to set the right price. Often, when properties sit on the market for a long time, some buyers wonder if something is wrong with the property and that could make it more difficult to attract offers at the asking price.

Pricing is a combination of science and art, which is where a Realtor's expertise is invaluable. Although the market ultimately determines the selling price for your property, setting the correct listing price can be tricky. Going too low can shortchange you, while going too high can deter buyers and lengthen the selling process.



SOME THINGS TO CONSIDER WHEN SETTING THE PRICE FOR YOUR PROPERTY INCLUDE:

- location and neighbourhood
- size of building and land
- age and condition of the building
- number of rooms, bathrooms, layout
- construction materials used
- features and amenities (i.e. pet-friendly space, fireplace, hot tub, pool, recent renovations, views)
- access to public transportation, parks, public areas, waterways, recreational biking/hiking, etc.
- Should you decide to change the listing price after signing the listing agreement, an Amendment Form must be completed and signed by all parties.

*Homes that are staged,
consistently sell faster and for
more money.*

Handling An Offer

When you receive one or more offers to purchase your property, it is important to review each one carefully. Your Realtor will review the offers with you and explain the merits of each, but ultimately the decision on which offer to accept, if any, is yours.

ACCEPTING AN OFFER

If you receive a good offer and you'd like to accept it, it's imperative that you review the meaning of each term included in the offer. Once you sign a Contract of Purchase and Sale, it becomes a legally binding contract. This means both you and the buyer are legally bound to execute the contract and perform your obligations, which can be enforced by a court of law.

REJECTING AN OFFER

You can reject an offer outright without making a counter offer. However, if the offer matches or exceeds the terms of your Listing Agreement, you could be legally obligated to pay the commission.

COUNTER OFFERS

Any changes to an original offer are counter offers. A counter-offer is a rejection of the initial offer as written, but an indication that you would be agreeable to a new offer if specific changes or additions are made and accepted.

There is no limit to the number of counter offers that can be proposed. During negotiations there may be several rounds of counter offers as each party gets closer to a final offer that will satisfy both parties.

Each counter offer cancels the previous one and so it must be specific and comprehensive. Your Realtor will manage the document exchange during the offer process to ensure that nothing is dropped from one version to the next.

Like any negotiation, there is an element of risk when making a counter offer because the other party is free to change their mind or walk away, and you may not be able to return to the original offer and accept it.

When an offer or counter offer is received, both parties must respect the expiry date and time on the offer because after that time the entire offer is null and void.

It's important to note that a buyer or seller should not proceed with other offers before the specified response period has ended for any current offer they have made. They must first issue a proper revocation notice, ultimately in writing. Your Realtor can assist you in the revocation process, which must be issued before the offer is accepted. Pricing is a combination of science and art, which is where a Realtor's expertise is invaluable. Although the market ultimately determines the selling price for your property, setting the correct listing price can be tricky. Going too low can shortchange you, while going too high can deter buyers and lengthen the selling process.

ACCEPTING A COUNTER OFFER

Once both parties are satisfied with the terms outlined in the counter offer, it must be signed and dated by all the sellers and the buyers in the deal. It's important to respect the expiry time and date after which the offer becomes null and void. Once an offer expires, a new offer must be created.



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SIGNING THE OFFER

It can be easy to get caught up in the excitement of an almost accepted offer. To avoid any errors, carefully double check dates, numbers and the list of inclusions and exclusions.

Remember it's your responsibility to read and clearly understand everything in an offer before placing your signature to it. Once you sign it, it's a legally binding contract. Ask your Realtor as many questions as necessary to ensure everything is clear to you before taking this final step. **You the seller will also be presented with expected remuneration so you know how much your real estate fees is based on the offer and counter offer.**

RECEIVING ADDITIONAL OFFERS

Your Realtor is obligated to promptly present all offers on your property until you have an accepted offer and all subjects are removed. Whether you are in the midst of your sixth counter offer or have already accepted an offer, your Realtor must continue to bring you any offers that come in.

MULTIPLE OFFERS

In the case of multiple offers, your Realtor will carefully review each offer in detail and explain the advantages and disadvantages of each so that you can make the best

decision possible. Identifying the best offer is about more than just price.

BACKUP OFFERS

Once you have an accepted offer, a subsequent offer that arrives can be accepted as a backup offer. The offer must clearly include a seller subject clause to protect you from accidentally selling your property twice. Your Realtor will be able to assist you in handling a backup offer properly.

DEPOSITS

A typical offer will require the buyer to pay a deposit to their Realtor's brokerage where the money is held in the brokerage's trust account. The deposit is negotiable and is usually five to ten per cent of the purchase price in the offer. The deposit is credited towards the purchase price at the time of closing. Deposits are typically paid by bank draft and usually provided once all subjects are removed. In some transactions, such as new construction properties, a deposit may be requested earlier in the process.

The deposit can only be released if the deal closes, the buyer and seller sign a release agreement where the deposit is to be paid, or a court decides what to do with the deposit. When a transaction terminates, the buyer and seller typically agree to end the transaction and sign a mutual release form. If the parties are unable to reach an agreement, the deposit is held in the brokerage trust account until a court order determines a resolution.



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Five Deadly Mistakes Home Sellers Make

Sooner or later, most homeowners will be in a position to sell their home. This report summarizes the top five mistakes that home sellers make, simply because the experience is new to them.

MISTAKE #1 USING A REAL ESTATE AGENT INSTEAD OF A REALTOR

When you're looking for help buying or selling property, it's important to remember that the terms "real estate agent" and "Realtor" are not synonymous.

- To be a Realtor, you must be a member in good standing of the National Association of Realtors (NAR). The equivalent organization in Canada is the Canadian Real Estate Association (CREA). Both are non-profit trade organizations that promote real estate information, education and professional standards.
- NAR and CREA members adhere to a strict code of ethics founded on the principle of providing fair and honest service to all consumers. Realtor business practices are monitored at local levels. Arbitration and disciplinary systems are in place to address complaints from the public or board members. This local monitoring keeps Realtors directly accountable to the individual consumers they serve.
- The National Association of Realtors also has earned a strong reputation for actively championing private property rights and working to make home ownership affordable and accessible.

MISTAKE #2 FAILING TO MAXIMIZE THE "CURB APPEAL" OF YOUR HOME

When you're preparing your house for sale, remember the importance of first impressions. A buyer's first impression can determine whether they'll choose to look inside. It's estimated that more than 50 percent of shoppers decide to purchase a home even before they get out of their car. With that in mind, be sure to stand outside your home and take a realistic "fresh look." Then ask yourself (and your Realtor) what you can do to enhance the "curb appeal." It could make a significant difference in your final sales price as well as the speed of your sale.



MISTAKE #3 NOT APPRECIATING THE BUYER'S POINT OF VIEW

Unreasonable though it may be, a prospective buyer would like to see a perfect home from top to bottom and inside and out. To improve the likelihood of an easy, fast and profitable home sale, we suggest that you attend to the following items...

On the outside:

1. Sweep the front walkway.
2. Remove newspapers, bikes and toys.
3. Park extra cars away from the property.
4. Trim back the shrubs.
5. Apply fresh, clean paint on your home, wooden fence, and outbuildings.
6. Clean windows and window coverings.
7. Maintain sprinkler systems.
8. Maintain sealants around windows and doors.
9. Make sure roof and gutters are clean and in good condition.
10. Mow the lawn frequently and plant flowers.
11. Keep pet areas clean.
12. Take down out-of-season decorations.

On the inside:

1. The kitchen and bathroom should look and smell clean.
2. Vacuum rugs and carpets (and have them professionally cleaned, if necessary).
3. Place fresh flowers in the main rooms.
4. Put away dishes, unless setting a formal display for decoration.
5. Make all beds and put away clothing.
6. Open drapes and turn on lights for a brighter feel.
7. Straighten closets.
8. Put away toys.
9. Turn off televisions.
10. Play soft music on the radio/stereo.
11. Keep pets out of the way and pet areas clean and odor-free.
12. Secure jewelry, cash, prescription medication and other valuables.
13. Consider removing unnecessary furniture and appliances from counter tops to create a greater sense of space.
14. Consider baking cookies or lighting scented candles to create a homey atmosphere.
15. Day of showing:
 - Turn on all the lights
 - Toilet Seats Down



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MISTAKE #4 THINKING YOU NEED TO BE IN THE HOME TO PROVIDE DETAILS TO PROSPECTIVE BUYERS

Allow your Realtor to do his or her job without you on site. Most potential buyers feel more comfortable if they can speak freely to the real estate professional without the owner present. If people unaccompanied by an agent would like to see your property, refer them to your real estate professional for an appointment.

MISTAKE #5 OVER-PRICING YOUR HOME

Perhaps the most challenging aspect of selling a home is listing it at the correct price. It's one of several areas where the assistance of a skilled real estate consultant can pay for itself versus trying to sell your home yourself.

If the listing price is too high, you'll miss out on a percentage of buyers looking in the range where your home should be priced. Some people think that if they leave some "wiggle room" in the price, they'll always have the opportunity to negotiate and accept a lower offer. However, chances are the offers won't even come in, because the buyers who would be most interested in your home have been scared off by the price, and won't even take the time to consider it. By the time you correct the price, you've already missed exposure to a group of potential buyers.

The listing price becomes even trickier to set when prices are quickly rising or falling. It's critical to be aware of where and how fast the market is moving – both when setting the price and when negotiating an offer. An experienced, well-trained real estate consultant is always in touch with market trends – often even to a greater extent than appraisers, who typically focus on what a property is worth if sold as is, right now.

The Importance Of Early Activity

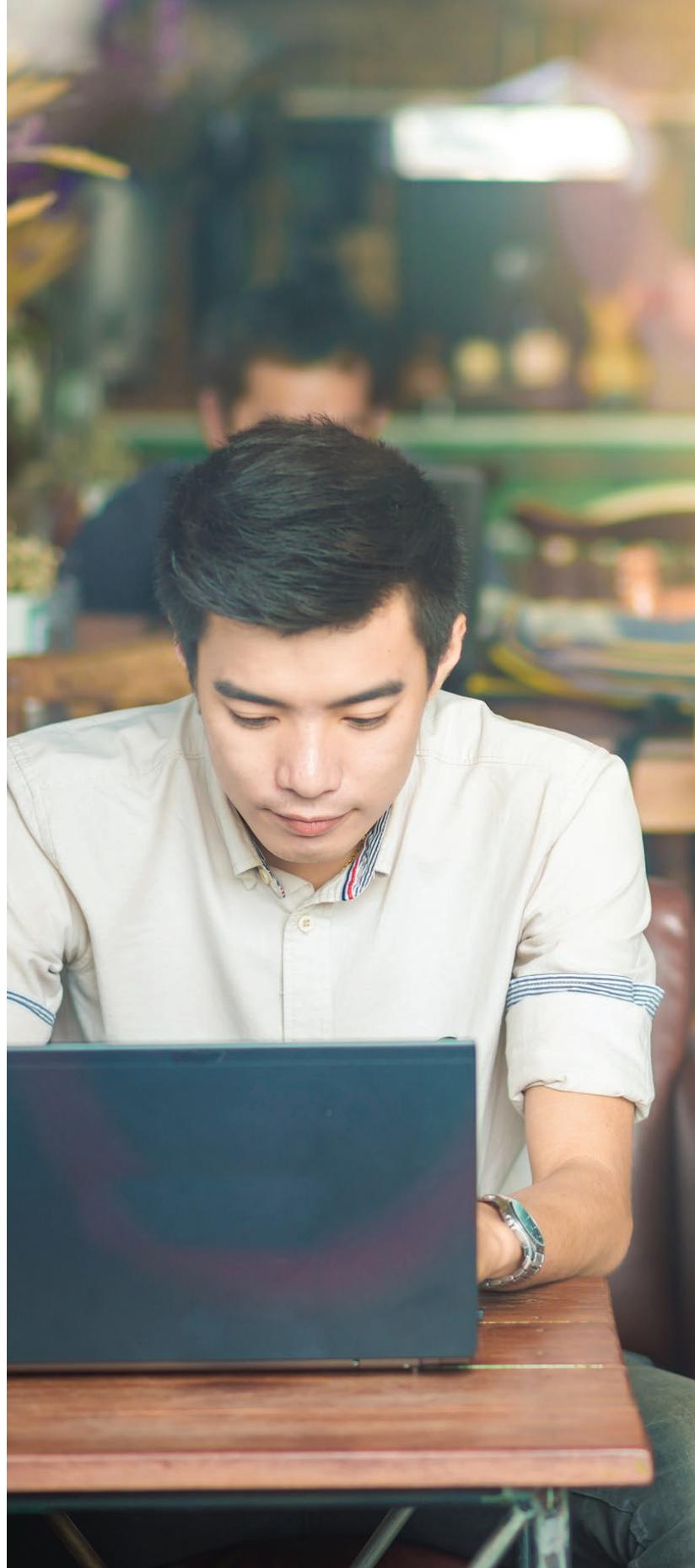
When a home first comes on the market, there is a flurry of activity. There are a number of reasons for the high activity in the early period of the listing.

My goal is to make your home top of mind!

- The listing is put on the listing MLS, Hotsheet, Facebook and Craigslist, Kijiji, YouTube, Blogs, etc.
- The listing is put on the HomeLife office website and window display; mall kiosk at Willowbrook Mall & MLS tour (if possible).
- The listing is emailed out to all Fraser Valley realtors (if possible).

Realtors who are currently working with potential buyers will arrange to see your new listing. Once this active group has seen the property, showing activity decreases to only those buyers who are new to the market.

It is therefore very important to have your house in the very best possible condition, and priced at the market value at the beginning of the marketing program.




michele cartwright
PERSONAL REAL ESTATE CORPORATION

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Honey Stop the car!

Homelife Benchmark Realty Walnut Grove/Langley
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Content of this booklet is for informational purposes only!

20

My 30-Day Marketing Plan

PLAN OF ACTION

- Complete in depth consultation with you to determine market value of your home and to review Marketing Plan.
- Measure your home and have Virtual Tour and professional pictures taken of both the
- inside and outside of your home.
- Place my HomeLife sign on your property (if possible).
- Put your property on the Multiple Listing Service (MLS).
- Suggestions on how to make your home more sale-able, write all ads for MLS, newspaper and feature sheet.
- Review with you ways to enhance your property to make it more sale-able (possible staging).
- Tour your property with our professional sales team from HomeLife Benchmark Realty as well as other agents from the Abbotsford/Mission/Langley area.

OUR OBJECTIVES FOR YOU ARE:

- To get your property fully exposed to the market as quickly as possible.
- To make very qualified buyers in the market aware of your property.
- To maintain constant communication with you.
- To help you net the most possible money, in the least amount of time, stress free.



What I Do To Get It SOLD!

- FREE Home Staging Advice and/or connect you with a professional stager (Helping You Prepare Your Home)
- Marketing Your Home 24 Hours a Day until it is SOLD
- Regular Feedback and Follow Up
- Professional Virtual Tours and Photos* (if applicable)
- Accurate Floor Plans with Measurements
- Social Media, YouTube, Facebook, Twitter, Pinterest
- High-Quality, Coloured, 2-page Feature Sheets
- Pricing Your Home to Attract the Right Buyer



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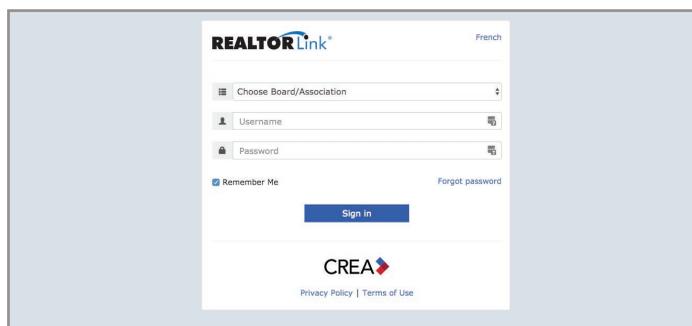
Social Media & Website Marketing



www.michelecartwright.com



HomeLife Benchmark Realty Walnut Grove Site
www.HomeLifewalnutgrove.com



Also featured on RealtorLink.ca, reaching all realtors throughout the lower mainland!



Facebook



Youtube



Twitter



Pinterest



kijiji



LinkedIn



Craigslist



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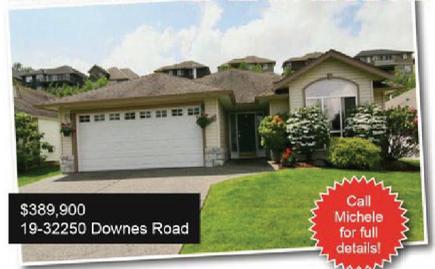
More Exposure For Your Home



KIOSK AT THE WILLOWBROOK MALL

We have one of the most modern kiosk systems in the Lower Mainland. Our listings are exposed to 150,000-200,000 people every week and I am able to advertise your property to give you great exposure to get your home sold.

JUST LISTED in Your Area!



Thinking of Selling Your Home?
Call Michele for a FREE Market Evaluation!



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SAMPLE OF THE PROMOTIONAL CARD

A sample of the Promotional Card featuring your home that will be mailed to your neighbourhood, and will reach hundreds of homes!

*A second card is also sent out
once your home is SOLD!*

(numbers dependent on Canada Post designated postal walk household counts)



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Understanding The Offer To Purchase

Once an interested buyer is ready to make a written offer on your property, he or she presents a Contract of Purchase and Sale. Your Realtor will explain the process of receiving and reviewing offers. The Realtor is also obligated to bring all written offers to you for your consideration, so do not be alarmed if an offer arrives that is significantly different from your listing price. **You the seller will also be presented with expected remuneration so you know how much your real estate fees is based on the offer and counter offer.**

CONTRACT OF PURCHASE AND SALE

A standard Contract of Purchase and Sale includes all of the important details about the transaction. The offer is much more than just the price someone is willing to pay for your home. Your Realtor will take the time to review each item in the contract and explain what each of them means so there are no surprises.

Standard elements include:

- the date of the offer
- full legal names and addresses of the buyer and seller
- full legal description of the home
- the amount of the deposit
- the sale price
- the date for the completion of the sale
- the date for the buyer's possession of the new home
- the list of conditions that must be fulfilled (also called subject clauses)

- the list of inclusions (i.e. fridge, stove, washer, drapes)
- the date and time at which the offer expires
- the signature of the buyer and his/her occupation

COMPLETION DATE

This is the date when money changes hands and the title is transferred to the buyer's name. Completion happens before the new owner takes possession of the property in order to provide sufficient time to process the transaction.

POSSESSION DATE

This is the date the new owner can take possession of the property. When negotiating this date, consider if there are any relevant time frames affecting your choice, such as the possession date of your next property. Your Realtor will be able to help you align the dates for a smooth transition between relinquishing your old property and moving to a new one. of counter offers as each party gets closer to a final offer that will satisfy both parties.



Moving Checklist

INSURANCE COMPANIES FOR HOME INSURANCE

Confirm with your Insurance Company that your Insurance is in place for Completion.

REMEMBER TO CALL:

| | | |
|--|----------------|--|
| Fortis | 1.888.224.2710 | www.fortisbc.com |
| BC Hydro | 604.224.9376 | |
| Telus | 604.310.2255 | www.telus.com |
| Telus Internet | 604.310.4638 | |
| Shaw Cable | 604.629.8888 | www.shaw.ca |
| Medical Services Plan (MSP) gov.bc.ca/msp/ | 604.683.7151 | www.healthservices.gov.bc.ca/msp/ |
| Canada Post | 1.800.267.1177 | |
| ICBC - BC Driver's Licensing | 1.800.950.1498 | |

Banks & Credit Cards

IF BUYING A STRATA PROPERTY (CONDO/TOWNHOUSE):

Call Strata Management Company at least 7 days prior to move in day to arrange for elevator keys and protective pads; also to pay move in fee.

If you have auto debit for your city property taxes you must phone City Hall and have them discontinue the auto debit from your account.



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Service Providers

Following is a list of recommended Service Providers. These are vendors I have worked with in the past and that have been recommended to me by satisfied customers. These are only recommendations. These recommendations are made on an informational basis only and are offered as a convenience to you. We accept no responsibility.

INSPECTORS:

| | | | |
|-----------------------------------|---------------|--------------|----------------|
| Brighton Home Inspection | Dave Brighton | 604-290-5557 | Lower Mainland |
| Northwood Home Inspections | Ben Bennett | 604-290-7763 | Lower Mainland |
| Vriend Home Inspection | Jim Vriend | 604-857-2413 | Lower Mainland |

SECURITY SYSTEM COMPANIES:

| | | | |
|---------------------------|------------------|--------------|----------------|
| Safe Home Security | Landon Perepeluk | 604-314-1376 | Lower Mainland |
| ADT (Apex Direct) | | 888-487-9788 | Lower Mainland |

INSURANCE COMPANIES:

| | | | |
|--|--------------|--------------|------------|
| BCAA Home Insurance | | 604-268-5950 | Langley |
| The Co-operators – McInnis Insurance Services Ltd | 604-533-8558 | | Langley |
| MacNaughton & Ward Naiwa Gandevia | 604-581-6121 | | Langley |
| BCAA Home Insurance | | 604-855-0530 | Abbotsford |

LAWYERS:

| | | | |
|--------------------------------|----------------|--------------|----------------|
| MacCallum Law Group | | 604-855-0530 | Langley |
| Spagnuolo & Company | | 604-777-7414 | Lower Mainland |
| Rosborough & Co | Mike Burke | 604-859-7171 | Abbotsford |
| Fedewichwitt | Trish Fedewich | 604-576-9468 | Lower Mainland |
| Sidhu & Associates | Terry Sidhu | 604-859-4825 | Abbotsford |
| Irina Bartnik Notary | Irina Bartnik | 604-575-7494 | Lower Mainland |



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Service Providers

MORTGAGE COMPANIES:

| | | |
|-----------------------------|-------------------|--------------|
| Dominion Lending CME | Brandee McWhinney | 604-454-7961 |
| Dominion Lending CME | Glen Wong | 604-828-5051 |
| Dryer Mortgage Group | Jennie Swandley | 604-836-3317 |

CITY:

| | |
|-----------------------------|--------------|
| Abbotsford City Hall | 604-853-2281 |
| Surrey City Hall | 604-591-4011 |
| Langley City Hall | 604-524-2800 |
| Langley Township | 604-534-3211 |

FINANCIAL PLANNER:

| | | |
|-------------------------------------|----------------|--------------|
| Investors Group | Tanya Lyn Werk | 604-996-7659 |
| Raintree Financial Solutions | Jeff Toews | 604-569-0357 |

MISCELLANEOUS:

| | | | |
|----------------------------------|------------------|--------------|----------------|
| Legal Sheild | Sue Warner | 604-454-7949 | Lower Mainland |
| Paton Plumbing | Chad Paton | 604-992-2144 | Lower Mainland |
| Maritime Travel | Shelley Picard | 604-746-4041 | Lower Mainland |
| Cleaning Lady | Jackie Neufeld | 604-856-7514 | Lower Mainland |
| Willowbrook Dental Clinic | | 604-533-0131 | Langley |
| United Dentist | Dr. Jay Son | 604-853-6155 | Abbotsford |
| Masterclad Roofing | Tom Cartwright | 778-552-2860 | Lower Mainland |
| Dr. Dave Computer | Cal MacConnachie | 604-783-7296 | Lower Mainland |



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