NICOLE CLARKE REAL ESTATE

778-960-7713

SELLERS GUIDE

nicoleclarke.homes@gmail.com

nicoleclarkehomes.com



NICOLECLARKE

 $778.960.7713 \begin{array}{l} \text{nicoleclarkehomes.com} \\ \text{nicoleclarke.homes@gmail.com} \end{array}$

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Allow me to introduce myself, my name is Nicole Clarke and I am a licensed Realtor® with eXp Realty. I am so proud be living and being a part of the lower mainland.

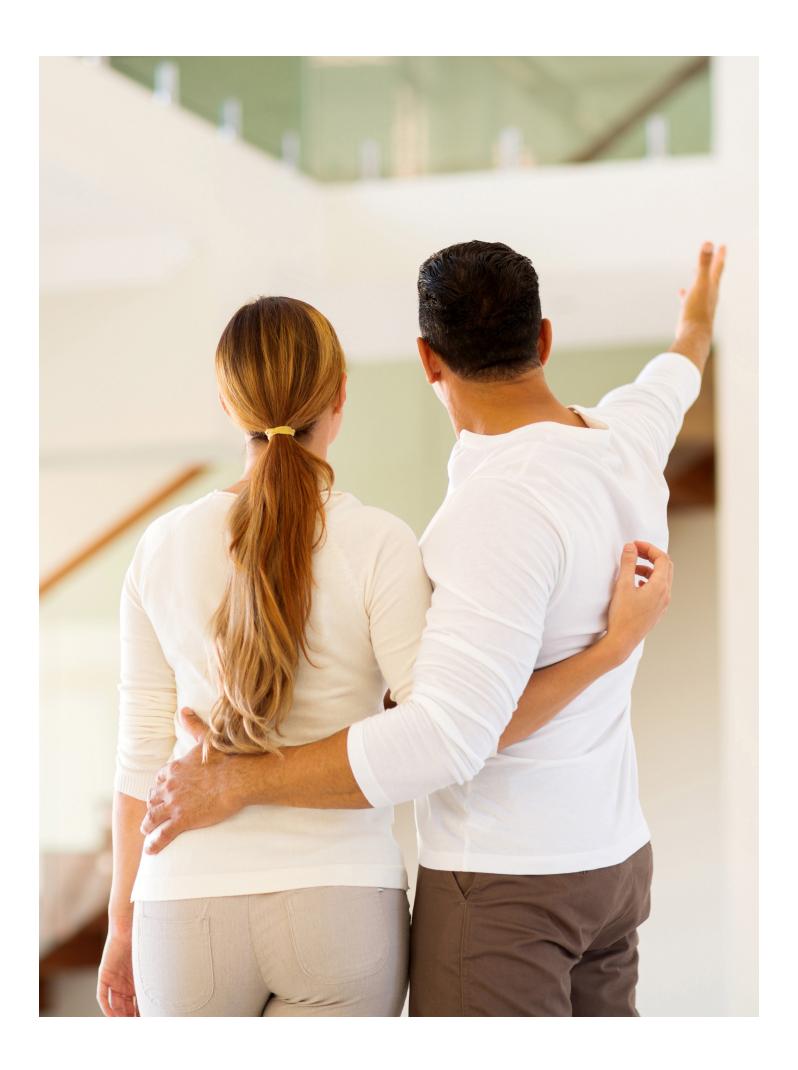
I would like to let you know a little more about me and the ways in which I may help you with your real estate needs. I am an entrepreneur at heart and my passion has always been working with and meeting people, often having the good fortune of becoming friends with people whom started out as clients. I believe in treating clients with the upmost respect, handling every transaction with the same professionalism and integrity, regardless of how big or small the deal.

I was born and raised in Australia, then moving Vancouver with my family many years ago. Since then, I have lived in Vancouver and South Surrey/ White Rock, before finally settling in Tsawwassen with my two children.

In my lifetime, the experiences I have had and the amazing opportunities that came to me through hard work and dedication have defined the way I now interact with clients; there is nothing that I find more professionally satisfying than to successfully advocate, market and negotiate on behalf of a client. Whether you are buying a new home, selling an existing home, or looking for the right property investment, I am someone who is ready, willing and most definitely wanting to help!

I have a trusted network of professionals with whom my values are aligned and who seek to deliver the same level of dedication and service as I do; my network is at your disposal, as am I.

For many people, a real estate transaction can be an exciting time, but also one which can overwhelm with all of the details and last-minute requirements. My goal is to quite simply be that person who makes everything easier, more consistent, more reliable and more enjoyable for my clients.







What can you expect from your Realtor®?

- 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 inquiries, 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

- 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 frequently on all matters of concern to you and your real estate transaction
- Offer personalized marketing services including MLS® access

HOW CAN I HELP YOU

I will apply my knowledge and expertise to achieve the successful sale of your property. Here is what you can expect from me:

- Your needs, interests and objectives will be my top priority.
- I will learn what is important to you, so I can help you attain your real estate goals.
- I will work for your best interests at every stage of the home selling process, from the development and implementation of a Marketing Plan, through the negotiation of purchase offers, to the final settlement of the transaction.
- I will give you reliable information and solid advice so that you can make informed decisions. Please don't hesitate to ask questions.
- Communication is important. We will set up a system of regular contacts (whether in person, on the phone, by mail, fax or email) so I can keep you up-to-date on the progress of the transaction.



THE 3 MARKET CONDITIONS



SFLLER'S MARKET

Inventory is low. Properly priced homes generally sell within the first month of listing. If you have not received an offer within this time period, it is priced too high.



NORMAL MARKET

Inventory is meeting demand.
There is no perceived advantage to either buyers or the sellers. Properly priced homes should sell within 1-2 months.



BUYER'S MARKET

There are plenty of homes for sale in every price range and area. Homes priced just below other, similar homes will usually sell within 2-3 months.

Usually, in a Buyer's Market, home values are on the decline so the sooner you sell, the better it is for you.

THERE ARE ALSO 3 MAJOR FACTORS TO SELLING A PROPERTY:

- 1. the listing price
- 2. the level of motivation in both the seller and the buyers
- 3. the marketing plan of your Realtor®

The things you can control are the initial listing price and your own personal motivation for selling the property. Your Realtor® is responsible for implementing an effective marketing plan.

Before setting your listing price, you need to seriously consider the following:

- 1. Are the benefits of moving important enough to you to price your property at fair market value?
- 2. Is your understanding of the current market value of your home based on actual statistical data?
- 3. Does it make sense for you to stay in the property any longer than you have to?
- 4. Are you willing to consider pricing your home just below similar homes that are currently for sale?
- 5. How long are you willing to wait for to sell your home?

the SELLING Process

STEP 1

CONSULTATION

Help me to thoroughly understand your needs, then enter into an agency relationship.

STEP 2

LIST AND MARKET YOUR PROPERTY

I will provide professional advice to market your property to its full potential, and optimize showings.

STEP 3

SHOWINGS

I will coordinate showings with prospective Realtors® and their buyers. I will provide detailed feedback from showings and help you respond to those insights if it's deemed necessary.

STEP 4

PRESENTATION OF OFFERS

I will advise how to negotiate an offer that is in your best interest!





A Realtor® is an invaluable asset when it comes to selling a property. The complex nature of real estate transactions requires specialized knowledge, legal paperwork and professional negotiation skills. The process can be overwhelming without the guidance of a trained professional.

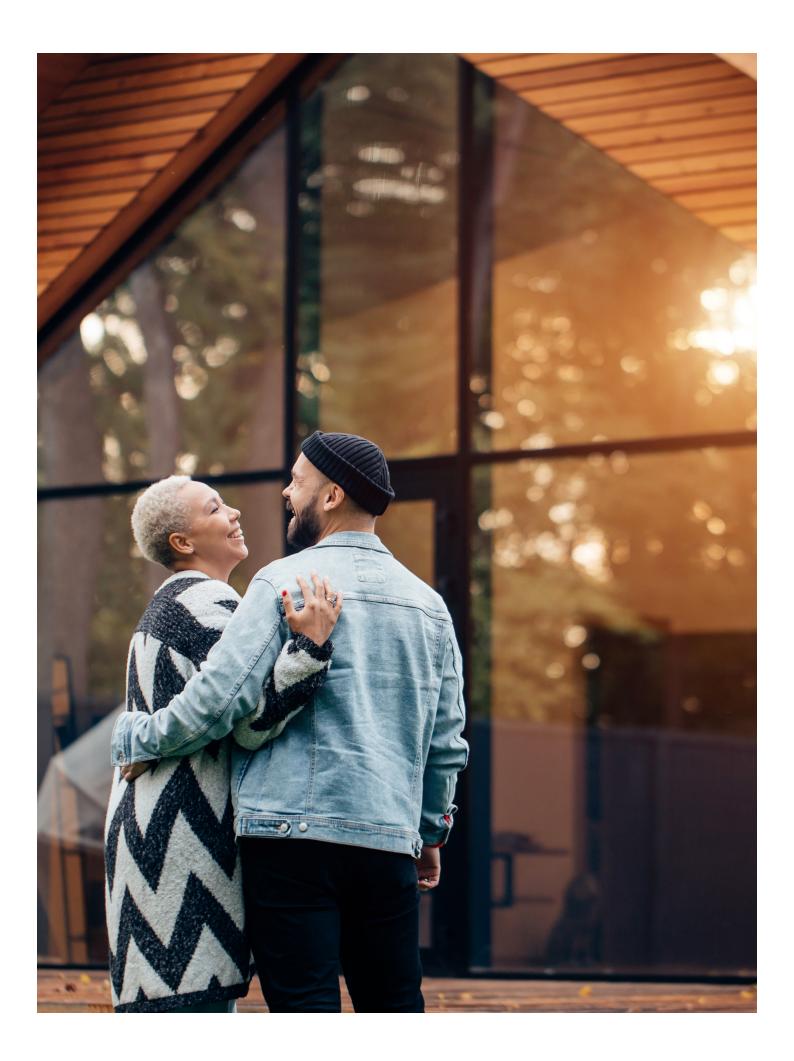
With so many details, it can be too easy to miss something critical or make a costly mistake when selling on your own. Understanding the recipe for success includes everything from staging and pricing to negotiating offers and writing an enforceable contract that safeguards your best interests.

For many people, selling a property is one of the

largest financial transactions they will ever make. Plus when it comes to selling your personal home, it can easily become emotional. There's a lot at stake, which is why choosing to work with me is a smart move.

I'll protect you with valuable advice, knowledge and expertise that helps you sell with confidence knowing that you're making informed decisions.

Working with me helps to transform the selling process from stressful to enjoyable. Often, I can help you sell your property for a better price with fewer days on the market. When it comes to making one of the biggest financial decisions of your life, it pays to enlist my help.







For Sale Signage



Home Staging when required



Professional Photography



Virtual Tour/Video when required



New to Market Mail-out



Property Brochures



Aerial Photos/Video when required



Realtor® and Personal Network of Buyers



Internet Saturation



Market Expertise



Floor plans when required



Negotiation Expertise

TIPS for BEST SHOWINGS

pet cages, litter boxes.

Buyers are excited to see your home. They have high hopes that this will be the one! Everything you do to help bring that vision to a reality will benefit you in the long run.

all the removed items that won't be photographed.

EX	TERIOR:		
	Move vehicles from the driveway and park away from the front of home.		Remove clutter from all rooms, ie, tissue boxes, remotes, cleaning robots, brooms, stacks of paper,
	Place garbage bins and anything that is not attached to the home, in the garage or out of sight.		boxes, bags etc. No shoes by doors or anywhere.
	Remove or coil garden hoses neatly.	Κľ	TCHENS:
	Remove any toys or pet related items from the yard. Remove seasonal decor.		Clear all counter tops. No dish rags or towels, soap, knives or cutting boards. It's okay to leave one or two small appliances for size perception,
	Straighten deck furniture.		but more than that can be distracting.
	Cut grass and remove all weeds from cracks in concrete.		Remove dish drying racks and dishes from the sink.
GE	GENERAL:		Clear the refrigerator completely of any
	Turn ALL inside lights on, including lamps, under counter lights and stove lights.		magnets, pictures, lists, etc (front, sides and top). Remove any calendars. Calendars make a listing
	Replace any burned out bulbs.		dated if it goes over 30 days. Remove trash can.
	Open all drapes and blinds on windows with a good view. Exception would be bathrooms or bed		Remove floor mats.
	rooms with a poor view.	BA	ATHROOMS:
	If blinds are down, ensure they are all equally angled open.		Clear the counter-top from absolutely every item considered to be personal.
	Conceal cords. Unplug them from the wall if needed (except lights).		Remove toilet cleaning brushes, toilet plungers and trash cans.
	Turn all ceiling fans off. They will create a motion blur in your photo.		Remove shampoo and conditioner bottles and personal items from shower and tub area.
	Turn all televisions off.		Toilet lids must be down.
	Remove small rugs from floors, especially from tile		Remove all floor mats.
	or wood floors.		Ensure towels are neatly hung.
	Remove all family photos (these will create a distraction that can lose the buyer's focus).		
	Make beds and close closets. If you want to	NC	OTES:
	showcase a closet let the photographer know.	Sto	ore all removed items in the garage, closets,
	Remove all evidence of pets; pet dishes, pet toys,	cak	oinets or pick one room in your home to store

CHANGE of ADDRESS

UTILITIES, BILLS, AND OTHER VENDORS:	FINANCIAL:		
Electricity	Bank		
Hydro	☐ Credit card company		
☐ Natural gas	Insurance (car, life, home, and health)		
Cell phone	Pension plan		
Landline	☐ Car loan		
☐ Cable	Other loans		
☐ Internet	Reward programs		
Water delivery/treatment			
LEGAL AND IDENTITY DOCUMENTS:	MISCELLANEOUS:		
☐ Driver's licence	☐ Magazines		
☐ Passport	☐ Newspapers		
Health card	Professional associations		
Insurance	Alumni associations		
Tax documents (Income tax, Canada Pension Plan,	Clubs		
Old Age Security, etc.)	Charities		
PROFESSIONAL SERVICES:			
Pool			
Lawn			
Housecleaning			
Physician			
☐ Veterinarian			
Attorney	A 12		
Dentist			
Optometrist			
Other specialists			

14 TIPS FOR PACKING LIKE A PRO

This may seem hard to believe, but many people thoroughly enjoy their moving day and the time leading up to it. The secret? Being organized. Make sure you have the right tools, start early and work steadily. Make progress every day instead of leaving it all until the last minute.

- 1. Develop a master "packing/to do" list so you won't forget something critical.
- 2. Purge! Get rid of things you no longer want or need. Have a garage sale, donate to a charity, or recycle.
- 3. Before throwing something out, remember to ask yourself how frequently you use that item and how you would feel if you no longer had it.
- 4. Pack like items together. Put toys with toys and kitchen utensils with kitchen utensils.
- 5. Decide what, if anything, you plan to move yourself. Precious items, such as family photos, breakable valuables, or must-haves during the move, should probably stay with you.
- 6. Use the right box for the item. Items packed loosely are more likely to be damaged.
- 7. Put heavy items in small boxes so they are easier to lift. Keep the weight under 50 lbs., If possible.
- 8. Do not over pack boxes, boxes that are packed comfortably will be less likely to break.
- 9. Wrap each fragile item separately and pad the bottom and sides of boxes.
- 10. Label every box on all sides. You never know how they will be stacked and you do not want to have to move other boxes aside to find out what is inside.
- 11. Use colour-coded labels to indicate which room each item should go in. Colour-code a floor plan for your new house to help your movers.
- 12. Keep your moving documents together, including phone numbers, the driver's name, and van number.
- 13. Back up your computer files before moving your computer.
- 14. Inspect each box and all furniture for damage as soon as it arrives. Remember, most movers won't take plants.







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1500 - 701 W Georgia Street Vancouver, BC V7Y 1G5