KATU Sola

country is the new CITY

selling & marketing plan

(WHAT YOU CAN EXPECT DURING THE HOME SELLING PROCESS)

We successfully promote your home to the market and help you achieve the highest selling price. My marketing plan ensures every aspect of the transaction is taken care of and your home gets SOLD!

1. ESTABLISH A PRICING STRATEGY: A detailed Comparative Market Analysis of your home will be crafted for you in order to determine the market value of your home. Pricing your home right the first time yields the most showings and the best sale price for your home.

2. PROFESSIONAL HOME STAGING: At no cost to you, I will arrange for a professional Staging Consultant to come to your home and offer home staging advice on furniture placement, traffic patterns, and accessory ideas to maximize a broad Buyer appeal and make sure the highlights of your home are showcased to their best potential.

3. PROFESSIONAL FLOORPLAN DESIGNED: I will arrange to have a floorplan sketched of your home to define the square footage and assist the buyers with room dimensions and layout enquiries.

4. PROFESSIONAL PHOTOGRAPHY: To capture the best features of your home and appeal to the broad online market of potential buyers, professional photos will be taken of the exterior and interior of the home. Capturing the unique selling features of your home ensures that your home will stand out from the competition.

5. POLISHED FEATURE SHEETS: Providing comprehensive feature sheets with high resolution images and detailed written property remarks, help to capture the specific details of your home.

6. ARRANGE AND ORDER ALL STRATA DOCUMENTATION, for condo and townhouse properties, if required.

7. PLACE A ROYAL LEPAGE WOLSTENCROFT LAWN SIGN ON YOUR FRONT LAWN to promote your home with a trusted brand in your community.

8. SUBMIT YOUR LISTING ON THE MLS, the largest online network of properties in the Greater Vancouver area and ensure your home gets the best market exposure.

9. ONLINE PROMOTION: Placing your listing on the following websites will provide 24 hours a day, 7 days a week exposure to active buyers.

· www.royallepagelangley.ca
· www.countryisthenewcity.com
· www.Realtorlink.ca

10. BROKERAGE AGENT OPEN HOUSE TOUR: Place your home on the Tuesday morning tour designated for Royal LePage Wolstencroft agents. (Applicable to homes in the Langley market)

11. SCHEDULE AGENT OPEN HOUSES ON BACK TO BACK WEEKS to expose your home to cooperating Brokerages, their agents and their clients.

12. HOST PUBLIC OPEN HOUSES as the market demands

13. BOOK ALL PRIVATE VIEWINGS: I will ensure that showings are arranged in times that are suitable for your schedule and will be there to ensure your home showcases to its best potential each and every showing.

14. KEEP A RECORD OF ALL AGENTS THAT HAVE SHOWN OR ENQUIRED about your home so that when an offer comes in I can notify them and potentially create a multiple offer situation.

15. PROVIDE FEEDBACK ON ALL SHOWINGS and communicate with you about what was said by potential buyers in a way that is most convenient for you (text, email, phone call) so that you stay current with the feedback from the Buying market.

16. KEEP YOU INFORMED OF THE CHANGING MARKET CONDITIONS in your neighbourhood. Educate you on new listings that hit the market, as well as any recently sold properties, and explain how they might affect the sale of your home.

17. STRONG NEGOTIATIONS: When an offer is submitted I will sharply negotiate the offer on your behalf to ensure that your needs are held in the highest regard throughout the process, with the goal of achieving top dollar for your home.

18. FACILITATE OFFER CONDITIONS TO REACH A FIRM SALE: Be present for the inspection and help satisfy the Buyer's conditions, if needed. My goal is to move the offer towards a firm sale for you.

19. PREPARE NECESSARY PAPERWORK to be sent off to the conveyancing department, your lawyer's office and your mortgage broker.

20. BE PRESENT FOR THE WALK THROUGH and be there to pass off keys to the successful Buyer

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