

Sellers Guide



Presented By:

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Helping **you** is what we do.



Thank you for the opportunity to meet with you in your home regarding the sale of your property.

The purpose of this Sellers Guide is to introduce myself and Royal LePage Frank Real Estate. I will provide you with information to help prepare your property for sale as well as an insight into the real estate market, values in the area, how quickly houses are selling, and the importance of pricing. On our second meeting, we will talk about the marketing plan and go over the competitive market analysis that I prepared for your property.

With many years of experience in real estate, a design background, tech savvy, and an attention to detail, I believe I can be a valuable asset in your selling experience.

Again, thank you for meeting with me. Please feel free to gather any questions for our next meeting.

I look forward to working with you.

Sincerely,

Susan Bowie
Sales Representative



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Royal LePage Frank Real Estate

Royal LePage, a **Canadian Company** has been a provider of real estate services since 1913. Few companies have the privilege of reaching the centennial milestone. The 100-Year Anniversary Icon helps to communicate Royal LePage's rock solid foundation and future-forward approach to expertly helping Canadians home for another 100 years.



It all started in 1913 with a man named Albert E. LePage. Albert LePage revolutionized the real estate industry in the country by being the first agent in Toronto to turn buying and selling homes into an accessible and professional enterprise. Albert E. LePage began with a vision of what a company with his name on the door (and the words 'For Sale' on a sign) should represent: impeccable professionalism, principled conduct and the highest moral and ethical standards. Today, more than 100 years later, these principles still guide us in everything we do.

About our Future

Royal LePage is Canada's fastest growing real estate franchisor with over 10,000 sales representatives and staff in more than 550 offices from coast-to-coast. Recognized as a North American industry leader in technology, Royal LePage is committed to providing its sales force with the tools and training they require to meet the needs of a changing consumer. As our industry continues to change, our commitment to leadership and investment in the future grows, and with it, the success of our people.

Helping you is what we do.



Service that makes a difference...

Awards

- Top Ten at Bowes & Cocks Ltd. Realtor achieving my Bronze Club member 2003
- Daughter born in 2004, Son in 2007 (my favorite awards)
- The Master Sales Award for 2010
- Referral Leader Award 2011
- The Presidents Gold Award for 2012 and 2013



Volunteer

- Shelter Foundation Garage Sales 2009-2011
- Shelter Foundation Run and Walk for Shelter 2011
- Garden Show Committee in charge of the Children's Garden 2009-present
- Peterborough and the Kawartha Association of Realtors in various committees over my 12 years of real estate.
- I donate a portion of every sale to the **Shelter Foundation** which gives money directly to local shelters



A Little About Me...

I have been working with buyers and sellers in the real estate market for more than 12 years. My goal is to provide you with all the knowledge you need to make the right buying decision. I continually take courses to better my services for my client.

These are some of the course I have taken:

Commercial Numbers
Hands on Mapping
18th Annual Land Planning
Title Insurance
GIS County Mapping
Helping your Clients Understand Resale Condos and Other Co-Ownership
New Homes, New Condos and Power of Sale
Architectural Styles
17th Annual Land Planning
2011 CMHC Forecast
16th Annual Land Planning
Passport to Technology
Home Energy Evaluations
Building Trustworthy Customer Relations
Land Planning 2010
Website & Online Marketing
Increasing your competitive edge
MPAC Residential
Filogix Tips and Tricks
Title Insurance
Caring for the Oak Ridges Moraine
CREA Technology Products: Working with WEBforms and REALTORLink
Building and Sustaining Your Business
Land Planning Information Sessions (every year)
CMHC Mortgage Financing: Potential Pitfalls
CREA Technology Products
What's new in Technology?
Curb Appeal
Residential Investment Properties
Principles of Appraisal
Recognizing Structural Deficiencies in Homes
Real Property Law
Commercial Real Estate
Multiple Offers
Successful Real Estate Investing,
From Well to Faucet

2012 Completed RECO Update Course
2010 Completed RECO Update Course
2008 Completed RECO Update Course
2006 Completed RECO Update Course
2002 – 2004 Completed Commercial Real Estate, Real Property Law, and
Principles of Appraisal
2002 Completed all Real Estate Courses required
2000 – 2001 Owned and Operated Avenue Living and Design, Toronto, ON



Testimonials

"Susan, Wes & I are so grateful to have found you as our agent! You were so warm and friendly and we both felt comfortable with you right away. Thank you so much for being a huge help to us throughout this process – you really made this a pain free experience. We look forward to referring you to others and one day seeking your real estate help, again. Thank you!" **Angela and Wes**

"Hi Susan and Graham, Candice and I want to thank you for all of your hard work with the sale of our home. It sold quick but the work after words was no piece of cake. You both handled yourselves very professionally and were always there for us if we had any concerns or questions. We both will highly recommend your services to our friends and family." **Ben and Candice McQuade**

"We can't thank you enough for your expertise and support. You really made the process of selling our house and moving a positive experience. We will continue to refer our friends and family your way, because of your approach. You are very good at what you do. You worked with us to ensure we were empowered and totally comfortable with all decisions, therefore reducing our overall stress. You created the perfect balance between building a positive relationship with us and providing optimal service." **J.J. and Kara**

"Thank you Susan for your excellent service and expertise. You are not only highly professional and knowledgeable but very approachable and down to earth which made the sale of our property easy and stress free." **The Shaws**

"Thank you, Susan, for supporting us through our decision to list and sell our house. You left the big decisions in our hands but gave us just the right amount of information to make those decisions in a way that was right for us. We feel good about the sale of our house, and that it will be in good hands with the future owner. You were there for us all the way through from listing to closing." **Allyson Booth**

"Jake and I are so glad to have met you and experienced your gracious, compassionate, and professional service. It was a pleasure." **Melody Roncetti**

"Susan did a fantastic job in showing us properties and knowing exactly what we were looking for. She is very knowledgeable of the Peterborough market and well versed in interior design, pointing out features to our awareness and benefit. The entire process was smooth and painless. Thanks for recommending Susan to us...it was indeed a pleasure working with her." **Michel St. Jean**

The Importance of Pricing

Definition of Market Value

Market Value is the highest price estimated in terms of money which a property will bring if exposed for sale on the open market allowing a reasonable time to find a purchaser who buys with the knowledge of all the uses to which it is adapted and for which it is capable of being used. Frequently it is referred to as the price at which a willing seller would sell and a willing buyer would buy, neither being under abnormal pressure.

I will help you optimize your selling price by:

- Performing a professional market overview
- Presenting viable comparables
- Reviewing your present home's selling history
- Proposing a sound pricing strategy
- Estimate the net proceeds from the sale of your home



Price: Negotiation

Real estate negotiation is a skill developed through training and experience.

As a trained and experienced Royal LePage agent, I will **help you** get the best price for your home, by doing the following:

- Pre-qualifying buyers
- Identifying motivating factors of the prospective buyer
- Working with other agents
- Setting viable contract terms and conditions
- Managing counter offers
- Optimizing multiple offer situations
- Negotiating a favourable closing



The Web

-**90%** of all buyers have already started looking for a home via the internet before they step one foot into your home.

-**Accurate information** posted in the internet is crucial to your success.

-**Great photos** are a key element to enticing a buyer away from the computer and into your house.

-**Slide Shows** and online **Feature Sheets** provide more detail about your home and can be linked on the websites so perspective buyers can access more information with a click of a button.

There are many web sites that will feature your home:

www.realtor.ca

www.susanbowie.ca

<http://susanonhomes.blogspot.com>

www.royalpage.ca (award winning site with more than 450,000 unique user sessions every month)

On **the realtor's side of the MLS® system**, every buyer who is looking for a home just like yours will be sent you listing...some automatically.



Marketing

There are many facets to effectively market your home:

- ✓ Identify a target market
- ✓ Creating a compelling story for the home i.e. amenities, neighbourhood, commute etc.
- ✓ Capturing impactful photography
- ✓ Creating marketing materials
- ✓ Creating local marketing campaigns
- ✓ Managing internet marketing
- ✓ Co-ordination of other professionals i.e. stagers, printers, advertising, media etc.
- ✓ Hosting and managing open houses

Marketing details and strategies will be discussed at our next meeting.





Commission...what to expect

My goal is to first of all provide you with **excellent service** and use all the tools available to me to do the best job possible. I also want to be **competitive** in my pricing while still providing this great service. I recognize that there are many different types, styles, and location of homes, as well as there are different circumstances for selling/buying and abilities to prepare a home for sale. All these factors play a role in determining a commission rate for you.

Where does the fee for service (commission) go?

The amount we decide on will be broken into a few sections. Out of the total commission paid, 2.5% will be paid to the selling (buyer) agent. From the remainder, a percentage will be paid to the broker, Royal LePage, usually 20-30%. From what is left I pay for my office dues, OREA dues, advertising, marketing, gas, feature sheets, web sites, and many other office and business expenses. The selling (buyer) agent will have the same break down from the 2.5% that they will receive. As their expenses will differ, with less spent on direct advertising and more on gas and time showing property, the expenses for both are quite similar.



I look forward to discussing this with you at our next meeting.

Home Staging...where to start

Are you considering selling your home soon? As we head into the year's real estate season, ensuring that your home is in its best condition will help attract maximum interest. Here are some tried and true steps:

- **Begin the purge.** Put your house on a diet. Give consideration to the appeal of a tidy and organized house and begin removing or donating both the things that clutter your home and the things you don't want to move with you. Choose a drawer, shelf or storage bin, and begin streamlining, room by room, a little bit at a time. Seasonal changes can create great opportunities for sorting unworn clothes. You'll be happy to have less on moving day and your closets will look bigger to potential buyers. A garage sale is a great way to purge before your home's first showing.



- **Fix what's broken or damaged.** Taking care of these issues now will ease your burden later and improve your sales opportunities. Simple repairs are also well worth the effort. Painting those chipped shutters and replacing the broken banister rail will provide a return by creating the right impression.
- **Think like a buyer.** This can be the hardest step since we love our homes and generally assume others will too. Accept that potential buyers have different tastes. Consider hiring a house staging professional or 'fluffer' who can objectively determine what needs to change. Consider basic staging techniques such as removing clutter; putting away personal items like photos and trophies; cleaning and sanitizing inside and out, from top to bottom; freshening and neutralizing your colour scheme; making your entrance-way appealing; eliminating pet and food odours; enhancing the illusion of space, beautifying your backyard.
- Finally, **ask me for help.** I have 11 years of real estate experience and a background in interior design. I know how buyers view homes, and what is important to them. I can walk through your home with you and help determine what is important to change or rearrange. Also, I can help you decide what fix-up or renovation will give you the best return on your dollar.

Listing your home on the Market

Entering into a **Listing Agreement** is the first formal step in marketing your home to prospective buyers. As your chosen real estate professional, I will:

- ✓ Explain the Listing Agreement document, a contract that commits Royal LePage to market your home for a specific period of time in exchange for a marketing fee or commission, paid upon successful closing of your home sale.
- ✓ Discuss the marketing fee and the specific value you will receive in exchange for that fee
- ✓ Outline the details of the agreement including the asking price, a description of the property, inclusions and exclusions, annual property taxes, and any rights of way, easements, liens, or charges against the property
- ✓ Request any required supporting documents such as a property survey, property tax receipts, deed or title search documentation
- ✓ Ask you to authorize your mortgage lender to verify your current mortgage details, where applicable
- ✓ Request other documentation such as expenses related to heating, electrical, and water consumption as well as receipts for any home improvements to assist your home sale

Houses for Sale

These homes for sale show what your competition is like. The buyers, who will be viewing your home, will be viewing the neighbours as well.
How do you stack up?


ROYAL LePAGE

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FOR SALE

Susan Bowie
SALES REPRESENTATIVE
705-748-4056



Sold Houses

These homes that have sold in the past year are good comparisons for determining your Market Value. I will analyse these and present my findings at our next meeting. **How do you compare?**


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SOLD
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MEMBER REALTOR