

# Sellers Guide



THIS BY NO MEANS IS A COMPLETE OR FULL SELLERS GUIDE  
IT IS A VERY BRIEF INTRODUCTION  
A MORE COMPLETE AND COMPREHENSIVE MARKETING PLAN WILL BE  
PRESENTED AT THE TIME OF LISTING APPOINTMENT

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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 home 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 I prepared for your house.

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 regarding the sale of your home.

Sincerely,

Susan Bowie  
Sales Representative



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## Royal LePage Frank Real Estate

Royal LePage has been a provider of real estate services since 1913. Our name is recognized Canada-wide as a leader in the industries in which we operate. The Company has emerged from a three year restructuring program with a strong balance sheet and innovative programs.

It all started in 1913 with a man named Albert E. LePage, a Canadian. 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. He actively sought clients through follow-up inquiries, took buyers from house to house by car and used descriptive ads in newspapers -- all industry standards today. He was also instrumental in establishing the Toronto Real Estate Board which helped raise the standards of the industry. By the time he retired in 1953, Mr. LePage had moved the company beyond the residential market and into home building and the subdivision and sale of estates.

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 80 years later, these principles still guide us in everything we do.

### **Here, at a glance, is how we got where we are today:**

1955 - 1960 commercial division developed

By 1967, A.E. LePage had expanded beyond Toronto and by 1970, beyond Ontario through a series of mergers and acquisitions

A series of purchases from 1970 to 1976 gave LePage a residential brokerage presence from British Columbia to Quebec

In 1974, the company moved into real estate development with the incorporation of Canlea Ltd.

In 1984, A.E. LePage and Royal Trust merged their real estate brokerage and fee business, naming the new company Royal LePage

In 1987 Royal LePage became a 54% owned division within the Trilon Financial Group

Today we are a privately owned company.

### **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 our leadership role and investment in this future grows, and with it the success of our people.

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## A Little about Me...

I have been working with buyers and sellers in the real estate market for more than 7 years. My belief 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 you clients.

### **These are some of the course I have taken:**

(Currently working on my Home Efficiency Course)

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

Filogix DMS Presentation

Building and Sustaining Your Business

Land Planning Information Session (every year)

CMHC Mortgage Financing: Potential Pitfalls

CREA Technology Products

Spring into Technology

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

Celerity Computer Training

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

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## Testimonials

" 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*

"I also thank you for your professionalism and your thoroughness. It was a pleasure doing business with you and I look forward to doing so again soon."

*Cheers! Bill Stewart (Re/Max)*

"Thanks for doing such a great job. The staging extras were also much appreciated."

*Mary Bays*

"Thank you very much for all the hard work you did for us on my Mom & Dad's home. You really don't know how much we appreciate it. Some day I may be able to return the favour."

*Barb and Roy Sarginson*

"I'm sure she'd tell you that she was just 'doing her job' but Susan gives the impression that she really cares about her client and their needs. I have been so impressed and confident in her selling our current home and search for our "new" home that the process seemed completely comfortable. Susan is entirely dedicated, hardworking, flexible and excellent at her job. I recommend her to ANYONE."

*Mary Walke*

"Thank you so much for everything you did for Matt & I. We appreciate all the hard work you did, helping up buy our first home."

*Matt Hopkins and Kara Fogel*

"Thank you so much for all of your help & guidance. Against all odds, You are the wind beneath our wings."

*Kimberly Kovak and Paul Pfeiffer*

"Susan Bowie was very good and helpful for me in selling & buying a house."

*Thomas Kennedy*

"Great Service!! Very satisfied!!"

*Margaret Moore*

## The Web

-80% of all buyers have already started looking for a home via the internet before they step foot into a home.

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

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

-There are 6 sites your house will be listed on including:

[www.realtor.ca](http://www.realtor.ca) (mls.ca)

[www.homesacrosscanada.ca](http://www.homesacrosscanada.ca)

[www.susanbowie.ca](http://www.susanbowie.ca)

[www.susanathome.ca](http://www.susanathome.ca)

<http://susanonhomes.blogspot.com/>

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

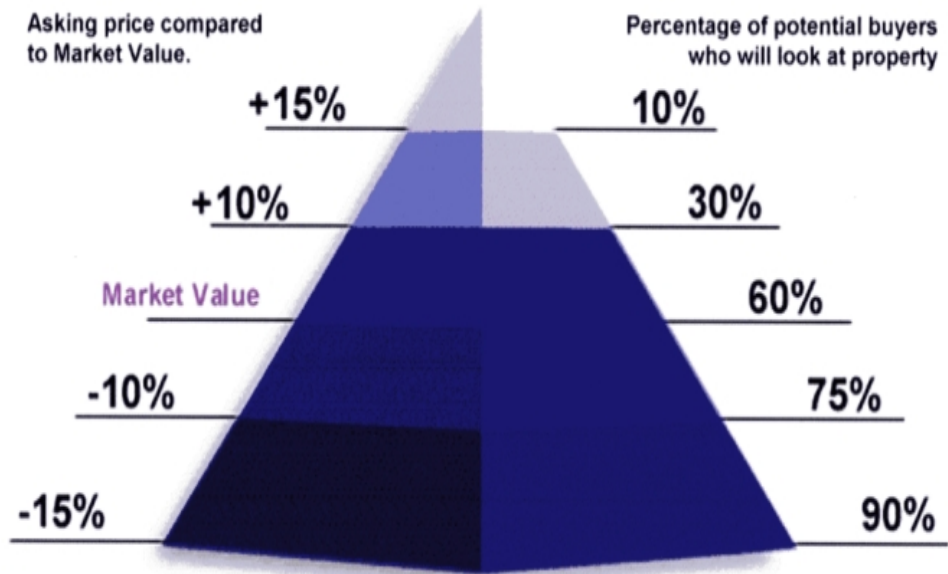
And the realtors side of the MLS® System

-Virtual tours and slide shows are an extra look into your home through the computer.

-Online feature sheets: providing pictures and greater detail for your home when people want to know a little more than the basics



## 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.

## Commission... *what to expect*

My goal is to be first of all competitive in my pricing while still providing great service. I recognize that there are many different types and styles of homes, as well as there are different circumstances for selling and abilities to prepare for sale. This is why I have decided to have adjustable commission rates depending on the circumstances.

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 to follow: 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. Determine what house maintenance is in order. To pass a home inspection, certain repairs may be unavoidable. 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 in creating the right impression for a timely sale.

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 8 years of real estate and a background in 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.

Susan Bowie  
Sales Representative

# MOVING CHECKLIST

Before you leave...



## CHANGE OF ADDRESS

- Post Office (Master Change)
- Financial Institutions (Bank, Trust Company, Credit Union)
- Driver's License & Car Ownership
- Charge Accounts / Credit Cards
- Memberships
- Insurance Companies (Life, Health, House, and Auto)
- Gas, Hydro, Water, Telephone, Cable (Get refunds on any deposits made.)
- Subscriptions, Newspaper Delivery (These require several week's notice.)
- Universities/Colleges (i.e., your alma mater)
- Friends and Relatives

## HEALTH

- Ask Doctor, Dentist, Optometrist, Chiropractor, etc., for referrals
- Transfer needed prescriptions, medical records, etc.
- Don't forget about your pets... give your vet your address change and arrange for file transfers

## SCHOOL RECORDS

- Advise your children's school(s) of your new address. (The new school will arrange for the transfer of records.)

## DON'T FORGET TO

- Empty the freezer; use up perishable foods.
- Defrost the freezer and/or refrigerator.
- Contact the cable company and arrange for the return of any rental equipment.
- Clean clothing and the rugs that will go with you.
- Talk to the moving company agent about: labour for packing and unpacking, any shipping papers that are required, the day and approximate time of arrival and the method and time of payment

## ON MOVING DAY

- Carry currency, jewelry, and important documents yourself or use registered mail.
- Plan for transporting pets. (They may be unhappy travelling companions.)
- Double check closets, drawers, and shelves to be sure that they are empty.

## Houses for Sale

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



## Sold Houses

*These homes that are sold are good comparisons of your market value.  
I will analyse these and present my findings at our next meeting.*



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