

GOOD TO KNOW BEFORE LISTING



Not all brokerages are alike,
not all agents are created equal



Your home sold !!! YAY!!!!



This package includes information about **our** real estate, and the process of selling your home. It is intended to give you some background information before we meet to discuss the market value of your home. I look forward to meeting with you and answering your questions.



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MIRA, MIRA ON THE BALL, CARING FOR YOU ABOVE ALL, SO YOU CAN MOVE & HAVE A BALL

HOME SELLING GUIDE - A GUIDE TO THE HOME SELLING PROCESS

Welcome!

Are you considering selling your home or curious about the value of your home?

This guide is intended to help you get ready and understand the selling process so you can make the best choices for you and your family.

Our experience is that many home owners think all REALTORS® do the same thing. If you have talked to more than one REALTOR® then you probably have a similar perception.

At our company, it's not about just what we do that is different...**it's also how well we do it.** We use innovative strategies that are proven to sell your home for **faster and for more.**

Over the next several pages we will outline several specific skills, strategies, and actions that enable us to achieve these results. Read on, or for a personal conversation about your specific situation, give us a call.



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REDM
REAL ESTATE DIGITAL MARKETER



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Preparation - Is Key to Sell Your Home

Just as first impressions are important for people, they can be make or break for a home. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property... or even if they'll be interested in buying it at all.

Therefore, in order to get you the most money possible for your home, we put a ton of care into its **preparation** before we put it on the market. Quality preparation that will leave buyers with the best impression of your house involves three elements:



3 Elements Of Home Sale Preparation

1. Repairs

There are several reasons to complete repairs on your home before you put it on the market. Ultimately, buyers will **pay more** for a home to avoid the work of fixing it, and they will **pay faster**.

Moreover, any money you invest into repairs before you list — when you have time to price-shop and to use a little bit of elbow grease — will be far less than the quote from the home inspector or the concessions for which buyers will ask.

The good news is that most repairs are merely cosmetic and fairly inexpensive. Think of the things on your to-do list: that leaky faucet and the cracked bathroom tile were bothering you when you lived in the house, and they're going to bother the new owners too.

2. Cleanliness

You wouldn't want your mother to come over when your house was dirty, would you? And you're not even trying to get her to shell out thousands of dollars for the place!

Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to detract from the **perceived value** of your home, which means a lower offer amount and more time on the market for you.



3 Elements of Home Sale Preparation (continued from previous page)

3. Staging

According to a recent study by the National Association of REALTORS®, 96% of buyer agents reported that **staging had some effect on their clients' view of homes**. They said that staging made it easier for their clients to visualize the properties as a future home and that they were more likely to overlook property faults.

And these effects turned into cash for sellers just like you. The survey revealed that 52% of buyer clients were willing to offer more on a staged home than a similar home that was not staged — as much as **20% more than asking price!**

But a picture is worth a thousand statistics. Take a look at the images below. Which home gives **you** a better first impression?



Trick question! This is the same home! The picture on the left was taken from the MLS listing of a property that expired on the market. On the next go-around, the listing was staged and new, professional photography was taken... and **the home sold over asking price.**



Mira Wannous | Realtor |

Promotion - Marketing Your Home to Sell

In the “old days,” real estate agents marketing their sellers’ properties would simply put a sign in the yard, put a listing in the MLS, and pray that it sold. Even today, there are a lot of real estate professionals who think syndicating listings to portals is a job well done.

And that might actually be enough to sell your home in a hot market. But if that’s all an agent does to market your home to potential buyers, then they’re not fulfilling their fiduciary responsibility to you: to get you the **most money possible for your home**.

A smart agent will use this classic example of supply and demand to create an auction environment for your home.

Getting multiple offers on your home will allow you to choose the best one for you, the one that has the right price, the right timeline, and the right conditions. This isn’t possible if your agent convinces you to sell the home before it’s even officially listed!

The key to creating an auction environment is **promotion**. We have to get your home in front of the people most likely to purchase it.

At our company, we have a two-part promotion process for each of our listings. The first part is what we call our “pre-launch” sequence, and the second is “post-listing” marketing.

The pre-launch activities use the latest technologies and our marketing know-how to seed the marketplace, optimize for SEO (search engine optimization), and position your home for the best possible impression right out of the gate. For example, we run targeted Facebook advertisements for your home and create Youtube videos to showcase it’s best features.

Our post-listing activities are designed to keep your home top of mind with potential buyers. We use our national network of agents to promote your home to people wanting to move to the area, and we pen compelling marketing narratives to help buyers envision living in your home. We continue to run Facebook ads and use other social media to get your home in front of the people who want to buy it.

In 2016, almost 93% of all home buyers found the home they ended up purchasing on the internet, and that percentage is only going to grow. If you’d like more details on how we use online marketing to sell your home for as much money as possible, then please give us a call at **778.688.MIRA (6472)**.



Mira Wannous | Realtor

OUR SECRET RECIPE



FROM
“FOR SALE”
TO
“SOLD”

mira, mira
on the ball

Our one of a kind **INTERACTIVE** marketing not just **FAST-TRACKS** the sale of your home **BUT** by showcasing and **SELLING THE POTENTIAL** of your property, it also increases your **BOTTOM LINE**.

Facts:

Over 90% of buyers start their search for homes **ONLINE**...
You have literally **TEN** seconds to capture their interest.

Goal:

Our marketing plan makes your home **STAND OUT** from the competition.
It gives buyers a reason to drive by your home and ultimately paying **TOP DOLLARS** for it.

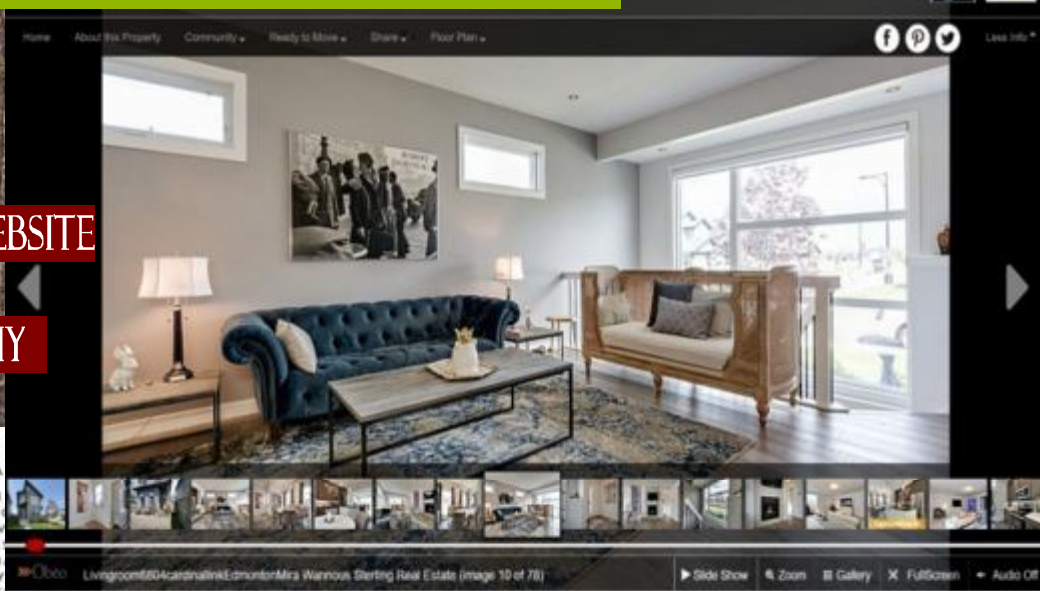
INGREDIENTS:

- “Market Positioning” evaluation of your home (including your neighbourhood pulse and the overall market impact interpretation)
 - Staging/Decluttering consultation, layout suggestions
 - Professional Photography
 - Interactive tools to show the potential (Style design, virtual staging)
 - Virtual Tours with relaxing music
 - Single Property Website www.yourAddress.com
 - Custom designed, high quality colour brochures
 - Blog Post and links to the website, Facebook/Twitter
 - Social Media feeds all over the internet
 - YouTube Video to significantly improve web traffic
 - Optimized Web Search, Search Engine Optimization
 - For Sale sign including the link to your exclusive website
- And of course your home will be on **MLS** and tons other websites



VISUALIZING THE POTENTIAL

YOUR OWN INTERACTIVE WEBSITE
VIRTUAL TOUR
PROFESSIONAL PHOTOGRAPHY



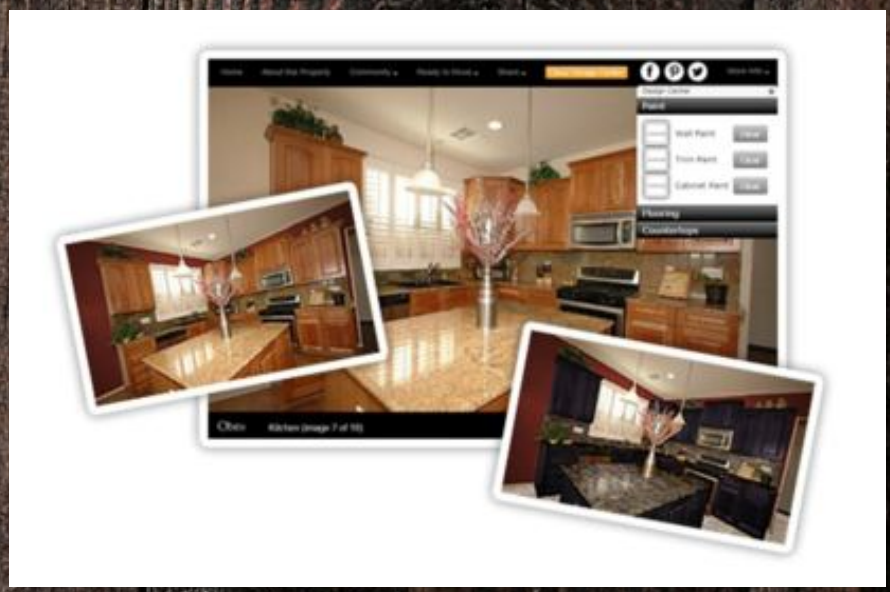
SOCIAL MEDIA EXPOSURE



VIRTUAL STAGING



INTERACTIVE VIRTUAL STYLE DESIGN



ONLINE STRATEGY



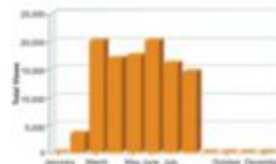
"A picture maybe worth a thousand words, but in real estate there are two rules of thumb. One...make sure the online consumer can find them and two...leave them speechless."



*some conditions apply, 3rd party website placement not guaranteed



Track Online Showings!



Legend for pie chart:

- homezilla-obeo.com (9110)
- obeo.com (1358)
- Trulia
- yahoo.com
- twitter.com (26)
- 145e200s.com (8)
- activerain.com (5)
- realtor.com (5)
- MLS
- vast.com (91)
- facebook.com (45)

Pricing Your Home- To Sell It Fast & For More Money

In any market, there are always homes that sit on the market, waiting for an offer, for much longer than the typical average homes do. This time spent on MLS means that those sellers are still making the mortgage payments and they are still not getting equity out from their home.

Perhaps even worse is what buyers and buyer agents think about homes that have been on the market too long. Remember how important first impressions are? The first impression a buyer gets about a home that has been listed for a long time in this hot market is this:

"Something must be wrong with that home."

That thought will scare away many buyers, and it'll prompt the ones who remain interested to try to lowball you.

But why are those homes still on the market in the first place? It's because they are often priced "out of the market." Take a look at the graph on the next page to see what we mean.



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The intersection of the two axes — price and preparation — represents homes “in the market.” These are properties that are priced competitively and prepared nicely, and these are the homes that will net the most money for their sellers.



As you move farther away from the intersection, the homes become too pricey and in too much disrepair. These homes show poorly and are basically guaranteed not to sell.

The curve in the middle of this graph contains homes in what we at [COMPANY] call “Limbo Land.” Homes in Limbo Land are priced just over their market worth, or they are not adequately prepared to show. These properties are the ones that will stay on the market for months and ultimately sell for way under asking price.

Sound complicated? The good news is that we at our company have a specific strategy to avoid the dreaded Limbo Land and keep your home in the market.



Mira Wannous | Realtor |

How much is your home worth?

The value of your home is:

1. Based on today's market
2. Based on today's competition
3. Based on today's financing
4. Based on today's economic conditions
5. Based on the buyer's perception of the condition
6. Based on normal marketing time
7. Based on showing accessibility
8. Based on location

The value of your home is not:

1. What you have in it
2. What you need out of it
3. What you want
4. What it appraised for
5. What your neighbour's home sold for
6. What the city says its worth
7. What its insured for
8. Based on memories
9. Based on the price of the homes



I will advise you on what your home is worth based on comprehensive research and experience. I will show you recent comparable sales, your current competition and explain what is currently happening with the real estate market in **Vancouver**. I will then work with you on the best pricing strategy for your home.

Selling Your Home

PROCESS

Selling your home is a complex process, and we will work with you every step of the way, to make it as smooth as possible. Here are just a few of the steps we can assist you with:

Making your home attractive to buyers					
Advice on renovations	Staging	Professional photography	HD video	Custom Ads	Pricing



Exposing it to the most buyers possible						
MLS Ads	Online Ads	Print Ads	You Tube video	Your own web site	Social Media	Search Engine Marketing



Working with the best buyer for your home							
Contracts	Negotiating	Feedbacks	Inspections	Deposit	Other agents	Lawyers	Title, RPR, Condo docs..



Closing					
Keys	Lawyers	Documents	Moving	Conveyancing	Cleaning

Thank you



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What level of service would you like?

Unlike most brokerages we offer a menu of services you can choose from, and different fees to go with them. Everything is negotiable. Not only do we offer you choices, we offer you a selection of the best marketing and services in the business, such as:

- ☐ Professional quality, digitally enhanced, wide angle photos
- ☐ Professional staging by a CSP Certified consultant
- ☐ Text message and QR code advertising
- ☐ Sponsored ads on Google, Facebook, Kijiji etc
- ☐ Detailed weekly updates with traffic stats, feedback, search engine rankings and more
- ☐ HD video promoted on YouTube
- ☐ Your own web site
- ☐ Online vault for secure access to all related docs
- ☐ Custom ads in print

You can choose between the different service plans and even pick and choose specific services to suit your needs. Each plan has a different, negotiable fee that we'll discuss with you when we meet.

my crystal ball :)



MIRA'S SELLING BALL

(mira, mira on the ball)



Thank you again Mira for everything. You never cease to amaze us! Dave and I, ironically, were just sharing a bottle of wine on the weekend talking about all the wonderfully crazy things that happened around this time last year. We are so grateful that our paths crossed with you and have dozens of conversation about how lucky we are to have found our dream home so early in life. We could not be happier here and so much of that is thanks to you. We will always remember everything you did for us_ Thank you.

Mira answered emails, phone calls even txts in no time...

Mira, I so appreciate everything you have done for me to help in the sale of my house. You were amazing! You did what you said you were going to do, and did it promptly! I will for sure be recommending you! I look forward to working with you again.

Mira was more than patient with my house search, which I had initiated in the spring of 2008. It was an adventure looking for homes with her. She probably knew long before I did which home was to my liking, but Mira knew when to encourage me and when to let me find my way.

Mira is exactly what you need in a real estate agent! She is experienced and will work tirelessly for you but most importantly she is extremely honest and her ethics are impeccable

Mira, couldn't have improved a thing! She was absolutely amazing

Mira is our realty agent#1. We believe she is one the best in Canada! We recommend her to all our friends!

Mira is an intelligent, capable, warm, thorough person whose capacity in accommodating our unique needs was challenge she rose to with excellence and grace.

Mira was fantastic, it was my first time selling a home, she made me very comfortable with the whole process. Any questions I had she answered right away.

Queen

We love Mira! This is the second house she has sold for us and we never considered using another agent. Mira's calm and positive nature along with her sense of humour make her an excellent agent and a valued

We love Mira - she is always on time - goes the extra mile if we have questions about a property.

Mira was very helpful & provided valuable tips to prepare my house for sale, she pointed out things I would have never noticed.

We love working with Mira because we can rely on her to give us honest advice that is always in our best interest. Her sense of humour and positive energy helped to keep us calm in stressful situations But, perhaps, the best testimonial we can give is that this is the second time we have used Mira to sell a house for us. So thank you Mira! You really are the best! Mira, you were relentless in helping us with our search. You never gave up on us. Darling, we love you!

Your kindness, humour, and way of dealing with life and people are appreciated by us