

T&T
Team
Seller's Guide



T&T Team
ISLAND HOMES
4 YOU *It's a Lifestyle*

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SELLER'S GUIDE

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MEET TIM & TINA

We're here to guide you through the process!



Tim Webb

Personal Real Estate Corporation

Tim is one of those fortunate people who were born and raised on Vancouver Island and has always known just how good we have it here. He grew up in Victoria and Parksville and moved to Nanaimo in 2001 when his first child was born. Tim spent 19 years as a residential cable installer up and down the island. That career gave him very special insights into the micro neighborhoods that even many REALTORS® don't have. The level of customer service he learned along the way about dealing with people and their homes taught him many invaluable skills which he brings to his real estate career. As a father of four, Tim has coached a lot of minor hockey here. He's also been a part of both the soccer and dance communities which have brought him lifelong friends and local connections. Tim plays men's league hockey to keep his competitive spirit alive, but camping and the outdoors is how he really enjoys relaxing in our region. Really, how many other places in Canada can you go golfing wearing shorts in January? Tim has spent almost his entire working life in the service industry. No matter the field, he truly believes if you provide great service, you will have loyal clients and friends for life.



Tina Gonzalez

Personal Real Estate Corporation

Tina was born and raised on the mainland and after vacationing here for years she along with her youngest daughter and their dogs decided to move to the Island. Tina's background in accounting has complimented her 15+ years of experience as a multi-year award-winning REALTOR®. Her energy and enthusiasm are what puts her at the top of her profession, offering her clients the highest quality representation and professionalism along with superb customer service. Her years of knowledge of the Real Estate market paired with her approachable personality and ability to connect with people makes her a natural at negotiations. She works with passion every day to guide clients through important life transitions and financial decisions. As well as understanding the value of building strong, mutually beneficial relationships within the real estate community including professional home inspectors, appraisers, mortgage lenders, and fellow colleagues. When she's not busy negotiating the next deal, she loves being a mom, spending time with family and friends, traveling, running, water sports, hiking, and drawing.

WHAT YOU CAN EXPECT FROM US

Honesty & Integrity

Loyalty & Respect

Responsive & Timely

Expert Guidance



T&T Team

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ABOUT US

Hi, we are T & T Team



Tim and Tina met while working for different brokerages and realized their philosophies in taking care, servicing, and putting their clients first aligned and saw how each others' strengths filled the other's gaps. What they envisioned being able to do for clients if they worked together is provide the small-town touch of personal service with big city fierceness that is hard to find these days. As a result, Tim & Tina made the decision to team up and bring their almost 20 years of experience and expertise together to provide the very best service and experience for their clients in the purchase and sale of their clients' homes. When working with Tim and Tina you will benefit from their combined service and experience.

Let's Connect



Tim @ 250-240-3222
Tina @ 778-837-1144



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www.islandhomes4you.com

You can also find us on:



THE HOME SELLING PROCESS

Taking You From Listed to Sold

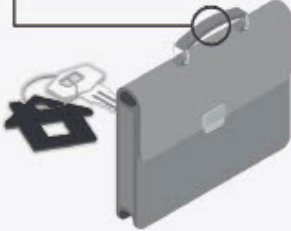
THE SELLER'S ROADMAP



exp⁺
REALTY

1 MEET WITH A REAL ESTATE PROFESSIONAL

There's no commitment required on your part for the initial meeting. It will be educational and help you identify your next steps.



2 ESTABLISH A PRICE

Your agent will provide a market analysis, which will help you set an asking price.

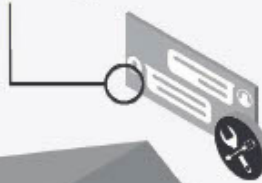
STRATEGIC PRICING

As difficult as it may be, it's important to review the market analysis and consider your home price objectively.



3 PREPARE YOUR HOME

View your home through the eyes of the buyer and ask yourself what you'd expect. Your agent will offer some useful suggestions.



4 LIST IT FOR SALE

When everything is in place, your agent will put your home on the market. It's critical you make it as easy as possible for potential buyers to view your home.

SHOWINGS

Potential buyers may ask to see your home on short notice. It's best if you can accommodate these requests so you never miss a potential sale.



5 OFFERS AND NEGOTIATIONS

If everything goes well, a buyer (and most often the agent who represents them) will present your agent with an offer.

CHOOSING AN OFFER

Your agent will present the benefits and risks of each offer. You will have the opportunity to either accept or counter an offer based on its merits.



6 UNDER CONTRACT

At this point, you and the buyer have agreed to all of the terms of the offer and both parties have signed the agreement.

7 FINAL DETAILS

While under contract, the buyer will work with their mortgage provider to finalize the loan and perform other due diligence.

8 CLOSING

This is the transfer of funds and ownership. Depending on when the buyer moves into the home, you will need to be all packed up and ready to move.



PRICING YOUR HOME TO SELL

Our Pricing Strategy

The market value of your home is based on a combination of factors including:

- ✓ The Current Market
- ✓ Comparable Listings
- ✓ Location
- ✓ Neighborhood
- ✓ Age of the Home
- ✓ Condition of the Home
- ✓ Improvements



Pricing strategy plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.

It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

7 EASY CURB APPEAL TIPS

To Make Buyers Fall in Love

1 FRESH COAT OF PAINT ON THE FRONT DOOR

Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

2 ADD FLOWERS TO THE FRONT PORCH

Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

3 PRESSURE WASH THE DRIVEWAY

While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.

4 UPDATE EXTERIOR LIGHT FIXTURES

Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

5 KEEP THE LAWN & GARDEN TIDY

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.

6 ADD OR REPLACE HOUSE NUMBERS

Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.

7 ADD A WELCOME MAT

Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.

PHOTOS & SHOWINGS PREP

Get Ready to Sell - Checklist

Having your home photographed is an important first step in getting ready to sell. Photos are buyers first impression of your home, and they need to be able to envision it as their own. This checklist gives you recommendations to get your home photo-ready, as well as preparing it to be shown to future buyers.

THINGS YOU CAN DO AHEAD OF TIME

INSIDE

- Clear off all flat surfaces - less is more. Put away papers and misc. items.
- Depersonalize: take down family photos and put away personal items.
- Clear off the refrigerator: remove all magnets, photos and papers.
- Replace burnt out light bulbs and dust all light fixtures.
- Deep clean the entire house.
- Touch up paint on walls, trim & doors.

OUTSIDE

- Increase curb appeal: remove all yard clutter and plant colorful flowers.
- Trim bushes and clean up flower beds.
- Pressure wash walkways and driveway.
- Add a welcome mat to the front door.

PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

KITCHEN

- Clear off countertops, removing as many items as possible.
- Put away dishes, place sponges and cleaning items underneath the sink.
- Hang dish towels neatly and remove rugs, potholders, trivets, etc.

BATHROOMS

- Remove personal items from counters, showers and tub areas.
- Move cleaning items, plungers and trash cans out of sight.
- Close toilet lids, remove rugs and hang towels neatly.

IN GENERAL

- House should be very clean and looking it's best.
- Lawn should be freshly mowed and edged.
- Move pet dishes, toys and kennels out of sight.
- Make beds, put away clothing, toys and valuables.
- Turn on all lights and turn off ceiling fans.

PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

TOP 5 WAYS

to Prep Your Home to Sell Fast

1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market.

Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

LISTING YOUR HOME

Putting Your Home on the Market



MLS Listing

Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Realtor.ca where potential buyers will be able to find your home.



Signage

A For Sale sign will be placed out in front of your home, as well as Open House signs before an open house takes place.



Lock Box & Showings

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.



Open House

Discuss whether open houses will be effective in attracting attention to your home.



Virtual Tour

We will create a virtual walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online.

OUR MARKETING STRATEGY

For Maximum Exposure

When we list your home, your listing will receive maximum exposure using our extensive marketing techniques.

Email Marketing

Your home will be featured on our website and an email will be sent out to our active buyers list of clients who are currently looking for homes.

Network Marketing

Your listing will be shared with our extensive network of real estate agents to increase your home's visibility.

Social Media Marketing

We use a variety of social media networks like Instagram, Facebook, YouTube, Twitter and LinkedIn to get the word out about your listing.



OUR MARKETING PLAN

We are committed to offering you the highest standards of professional service.

To assure you that your property is marketed to its fullest and to obtain the highest possible market value, We have prepared the following marketing plan:

- Do a walk-through of your property
- Prepare a CMA to establish the current market value of your property
- Present and discuss my CMA evaluation with you
- Prepare and sign listing contract
- Take photos of your property for marketing purposes
- List your property on the Multiple Listing Service® and on REALTOR.ca
- Place a For Sale sign in front of your property
- Place a secure KeyBox outside your property as required
- Flag this new listing on the MLS® System's electronic hot sheet to all local REALTORS®
- Schedule your property on the MLS® System's REALTOR® Tour as required
- Schedule your property on our own agency's REALTOR® Tour
- Hold open house events as required
- Advertise your property in appropriate media
- Directly contact potential buyers with details of your property
- Personally contact agents with potential buyers for your type of property
- Arrange showings for other agents
- Keep you informed regularly of our progress
- Update your CMA if necessary
- Review marketing activities with you
- Protect and represent your negotiating position at all times
- Present and discuss all offers with you
- Negotiate the transaction on your behalf
- Pre-qualify potential buyers
- Finalize the closing

OFFERS & NEGOTIATIONS

Factors to Consider

Accepting the highest price offer seems like a logical choice, but there are many factors to consider when reviewing an offer and knowing your options lets you come up with a plan that works best for you.

CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, like for example a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

POSSESSION DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

INCLUSIONS AND EXCLUSIONS

Inclusions are those items the buyer wants included in their purchase, typically appliances, window coverings, etc., and exclusions are those items excluded from the purchase, for example if the sellers want to take the curtain rods or the TV wall mount with them.

CONDITIONS

Buyers often place conditions in their offers to purchase in order to protect their interests. When the buyer writes a Conditional Offer to Purchase, it means they want to buy the property but before making it a firm sale, they want the ability and time to review or confirm information. Financing conditions and home inspection are common for many buyers. These need to have an expiry date (typically 7 - 10 business days) which provides buyers time to satisfy these conditions. If the buyers don't waive their conditions in writing by the expiry date, the contract ends.

UNDER CONTRACT

Steps Before Closing

Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.

Inspection

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

Possible Repair Requests

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs.

Appraisal

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

CLEARED TO CLOSE

Congratulations, You've Made it to Closing!

A few days before possession date, you will meet your lawyer or notary. They will go over all the legal documents with you, will discuss the title transfer, closing costs and disbursements, mortgage payout (if applicable), and will have you sign the documents to transfer the properties title to the buyer after they advance the purchase funds.

CLOSING EXPENSES FOR SELLERS:

- Legal Fees
- Mortgage Discharge Fees, if applicable
- Realtor Fees

Don't forget to bring photo ID when you meet your lawyer / Notary

PRE-MOVE CHECKLIST

While waiting for the sale to complete

- ✓ Arrange for Canada Post to forward your mail to your new address
- ✓ Arrange for utilities (electricity, gas, cable) to be disconnected
- ✓ Hire a moving company, if using one
- ✓ Update your info with accountant, banks, credit card companies, dentist, doctor, employer, friends, relatives, investment advisor, lawyer, schools, veterinarian, as well as online stores where you have billing already set up.



SUCCESS STORIES

Here's what our Clients are Saying

“

Tina and Tim helped me find the perfect home for my family. They were extremely professional and went above and beyond to show me all of my options. They are always happy and greet you with a smile. I would definitely recommend T&T!

Fara



”



“

If I could give them 10 stars I would without hesitation!!!!. Their level of Service, Relationship Building, Professionalism, Knowledge, Experience and Integrity combined with their ability to truly listen to their clients is what sets Tina and Tim apart from anyone else.

Selling and Purchasing a home is often said to be one of the most stressful times in a person's life. They have sold and handled the purchase of several homes for our immediate and extended family making the transactions actually rewarding, enjoyable and hassle free and that is why we keep coming back! Their ability to really work for and look after their clients best interests is above reproach.

Tim, having lived on the Island for his entire life and Tina, having moved to the Island after living in the Lower Mainland for many years bring a wealth of experience and information for people who are deciding to make the move from the Mainland or moving within or between communities on Vancouver Island. We originally were set on retiring in the Okanagan but after talking to Tim and Tina we decided to move to the Island and we are so glad we did!!!!...Island Life is Paradise!!! they found us our home in Paradise!!!

Mark & Cathy



”



Sell with Confidence



T&T Team

ISLAND HOMES

4 YOU *It's a Lifestyle*

