



# Home Selling Guide



## Putting the Pieces Together By

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Sutton Group-West Coast Realty

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## **Congratulations!**

**The decision to market your home is an exciting one. The experience should be enjoyable as well as get you the perfect home with the least amount of hassle.**

**Sutton Group-West Coast Realty is devoted to using their expertise to make your transaction successful!**

### **THIS PRESENTATION HAS BEEN**

DESIGNED TO HELP YOU SELECT THE RIGHT PEOPLE TO MARKET YOUR HOME FOR THE RIGHT PRICE, WHILE AT THE SAME TIME SATISFYING ANY NEEDS YOU MAY HAVE, SO YOUR MOVE IS A TROUBLE FREE EXPERIENCE.

**Choosing the right consulting/Realtor and the right price may make, or save, you thousands of dollars.**

**Sutton Group-West Coast Realty** is a Consulting/Realtor Business-

We would like to have you as clients.

**Sutton Group-West Coast Realty**

Simon Sheppard

Phone: Cell: 250-686-0011 Off: 250-479-3333

## **Sutton Group-West Coast Realty**

***The difference between ordinary and extraordinary is that little “extra.”***

As your consultants it is our job to understand your needs and respond to them promptly, professionally and with integrity. It is our pledge **“to provide you with sound real estate advice, helping you to understand the wisdom of the decisions you make.”** By being your Consultants our relationship is built on trust. Value and service will be provided before, during, and after the transaction, so that your changing needs are always addressed and satisfied.

It is not only our business philosophy, but also a commitment to provide you with exemplary personalized service beyond your expectations. Our practice is to listen, hear and truly understand your needs; a quality of business conduct that is sometimes forgotten in today’s fast pace, highly automated society.

**Listing a property with Sutton Group-West Coast Realty means receiving the following benefits:**

*Experience... Integrity... Skill... Effectiveness... Advanced Techniques ... Intimate Knowledge of the Marketplace... Financial Counsel and Assistance.*

**So, there is something special about selecting Sutton Group-West Coast Realty as your real estate company.**

**In addition, you should know about the many beneficial services you will also receive as part of our “Quality Personalized Service” program.**

We have...

□ **REPUTATION...** We have one of the best business reputations in Greater Victoria.

- **PROFESSIONALISM...** We are highly professional and well trained by career oriented consultants and professionals.
- **EXPERIENCE...** Our personalized service and record of excellence over the years has established a reputation of trust and fairness that many of our clients have come to depend upon again and again.
- **LOCATIONS...** Because we live in the area, you can be assured that **Sutton Group-West Coast Realty** knows your neighborhood and the people in it.

Our team of professionals has loyal buyers in each area who are ready, willing and able to purchase a home, which may very well be yours. When your home is listed with us, you come first, because we selfishly show our buyers our own listings first.

- **COMPUTERIZED MULTIPLE LISTING SERVICE...** This is to give the seller the widest exposure via computer-terminal technology. In addition to our staff, your property will be exposed to over 1000 participating board members.

**MARKET ANALYSIS...** We will determine the realistic value of your home in two ways:

1. An opinion by our qualified and knowledgeable staff and colleagues who list, show and sell property in your neighborhood, and
2. A written compilation and analysis of recent homes sold, homes recently on the market and those exposed to the market but not sold during the listing period.

- **ADVERTISING...** We are very competitive in marketing your house to not only our local industry, but also the readership in areas where prospects are searching for a new property; our MLS System is on the internet-world wide.

## Key Selling Factors

*How long does it take to sell a home?*

There is no easy answer – some homes sell in a few days, others may take several months.

Recognizing the key factors influencing a sale can give you significant control over market time.

*The proper balance of the following factors will expedite your sale:*

### 1. LOCATION...

- Location is the single greatest factor affecting value.
- Neighborhood desirability is fundamental to a property's fair market value.

## 2. COMPETITION...

- Buyers compare your property against competing properties.
- Buyers interpret value based on available properties.

## 3. TIMING...

- The real estate market may reflect a seller's market or a buyer's market.
- Market conditions cannot be manipulated; an individually tailored marketing plan must be developed accordingly.

## 4. CONDITION...

- Property condition affects price and speed of sale.
- Optimizing physical appearances and advance preparation for marketing maximizes value.

## 5. TERMS...

- The more flexible the financing, the broader the market, the quicker the sale and the higher the price.
- Terms structured to meet your objectives are important to successful marketing.

## 6. PRICE...

- If the property is not properly priced, a sale may be delayed or even prevented. Sutton Group-West Coast Realty's comprehensive market study will assist you in determining the best possible price.

## Which Improvements Can Add Value To Your Home?

- 1/new cabinets and countertops
- 2 custom cabinetry
- 3 top-of-the line appliances.
- 4 modernized bathrooms
- 5 freshly painted interior/exterior

## *The Importance of Intelligent Pricing*

The importance of placing your property on the market at a realistic price and terms from the very beginning. A property attracts the most excitement and interest from the real estate community and potential buyers when it is first listed; therefore, it has the highest chance of a sale when it is new on the market.

**ASKING PRICE PERCENTAGE OF BUYERS:**

**More buyers purchase their properties at market value than above market value. The percentage increases even further when the price drops below market value. Therefore, if you price your property at market value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your chances for a sale.**

## **Buyers Always Determine Value!**

**The value of your property is determined by what a BUYER is willing to pay in today's market based on comparing your property to others SOLD in your area.**

COMMON PRICING ERROR

You will determine what you **WANT** for your home.

In fact the Buyer will determine what they will **PAY**. Therefore following factors, needs, wants and opinions are not relevant:

**WHAT YOU PAID!**

**WHAT YOU NEED!**

**WHAT YOU WANT!**

**WHAT YOUR NEIGHBOR**

**SAYS!**

## **A FEW WORDS ON PRICING**

Do NOT list with the person who gives you the highest price.

*Consumer Reports*, July 1990, stated...

***“Expect the agent to suggest a price range, but don't let that frame you in. Be aware that some devious agents will, at first, suggest a very handsome price. Then, after they have the listing and the house hasn't sold, they'll come back with a pitch to lower the price.”***

If you bought IBM stock five years ago and wanted to sell it today, would

you call your stockbroker and tell him that you insisted on selling at a 200 percent profit or would you ask him to tell you what the market price is? This is the same principle with Sutton Group-West Coast Realty and their market analysis on your home.

Sutton Group-West Coast Realty prepares a thorough, well-researched computerized market analysis on every listing.

## **The Sutton Group-West Coast Realty Marketing Advantage**

### **PERFORMANCE**

**“The toughest thing about success  
is that you’ve got to keep on being a success”  
- Irving Berlin**

***Composer, Songwriter***

We have marketed and sold hundreds of homes, dozens and dozens of lots, condos, townhouses, mobile homes, apartment buildings, development sights and

commercial properties. We focus on our client’s **needs** and our goal is to exceed

their expectations in every transaction. We can serve all of your real estate needs with skill.



## **Sutton Group-West Coast Realty’s MARKETING SERVICES**

### **LISTING SPECIALISTS:**

**Our** listings. With attractive signage which generates many buyer phone calls, consistent

advertising and other marketing techniques such as the internet, we provide a comprehensive advertising and marketing program to assist our clients in selling their property through the marketplace. Some examples are as follows;

We advertise **regularly** in the local newspapers, Real Estate Victoria magazine, and other various, widely distributed home magazines.

**INTERNET: Sutton Group-West Coast Realty along with this personalized website** attract prospects from

all over the nation, as well as locally, wanting information on the Greater Victoria Region, from Sidney to Sooke.

**CUSTOM BROCHURE:** Custom brochures, with color photo or photos are

printed for your property. The brochures are available inside your property for showings and open houses.

**MULTIPLE LISTING SERVICE (MLS):** On the next business day following the signing of the listing agreement, your property is put into the computer with an extra

**full supplement high-lighting your property's special features** -- this will set

your property apart from the many others in the multiple listing book. The MLS allows **all** agents and brokers who are members to find a buyer for your property.

**CUSTOM FOR SALE SIGN/PROGRAMMABLE LOCKBOX:** Many properties are sold from "sign calls." Sutton Group-West Coast Realty has many signs on properties throughout the area with **their office phone number**.

Persons looking for properties in particular neighborhoods call after seeing the sign. Sutton Group-West Coast Realty's phone, which records every message, allowing more effective handling of these buyers, calls. Also, the newly designed programmable lock-boxes afford more security for you and help ensure that the property is never off the market, even if you go to the grocery store for an hour.

**EXERCISE CONTROL:** As **strong and competent agents, Sutton Group-West Coast Realty** ensures that your transaction is handled and negotiated in a professional manner throughout the selling process. They eliminate problems beforehand.

## **Sutton Group-West Coast Realty's EXCLUSIVE MARKETING SERVICES (CONT.)**

**KEEP YOU INFORMED:** You will be called personally with the "feedback" on all showings as we receive the "feedback". You will know when and where your home is being advertised, copies of the MLS printout for your approval and how many calls we are receiving on our powerful info line.



**REPRESENTATION:** As your agent, we will attend all offer presentations. For your added convenience we are available to meet all trade's persons such as appraisers, contractors, and inspectors at your property.

**PRE-QUALIFY PROSPECTIVE BUYERS: Sutton Group-West Coast Realty** makes sure perspective buyers are pre-qualified before showing them your property.

**OPEN HOUSE:** Some properties lend themselves favorably to open houses. Additionally, some areas feature "broker open houses", where area agents and brokers view homes during certain times and days. Sutton Group-West Coast Realty commonly utilizes this marketing tool to attract as many agents as possible to your property.

**24-HOUR INFO LINE SERVICE: Sutton Group-West Coast Realty** info line service provides 24 hour recorded information to potential buyers. With placement of a Sutton Group-West Coast Realty yard sign on your property, a consumer is invited to call and request specific information on your home. This non-intrusive method not only provides immediate information, but also allows the consumer to get in touch with Simon directly for additional information. An important feature of the info line paging service is the ability to obtain the phone numbers of all these perspective buyers so that all leads can be followed up effectively and immediately.

**WE LISTEN:** If you have **any** concerns or question about the marketing or sale of your home, feel free to speak with us about them. Our feeling is, "there is only one bad question and that's the one you did not ask." We are **always** available to you – just call, and remember, "we make house calls".

## **Sutton Group-West Coast Realty's Buyer Profile System**

Sutton Group-West Coast Realty has a unique system to ensure that each buyer will be assisted to find the home they are searching for.

Sutton Group-West Coast Realty has an inventory of buyers looking for homes that is updated on a daily basis.

Each buyer is interviewed to find out what specifications they are looking for in a home. That data is then entered into a unique computer system, which will list the homes matching the Buyers' specifications.

Our listings are automatically first on the list. So, if your home is listed with Sutton Group- West Coast Realty, each buyer will see your home first.

Buyers are given the features and benefits of those homes that meet their

criteria and a buyer specialist will accompany them to view your home.

As buyer specialists we will help them through each step of the process.

We focus all our efforts on finding a buyer for your home

Our system allows the other Realtors to give better service to more buyers and manage their needs more efficiently.

## Preparing Your Home For Sale

A few great tips on creating an atmosphere that will charm buyers and make them want to buy your

home. **Remember that you'll never get another chance to make a first impression!** And first impressions are what counts! Follow these simple tips and create the competitive edge that may help you sell your home more quickly.

### Drive-up Appeal

Trim trees and shrubs, clean out flower beds and invest in a few flats of seasonal flowers, paint

the front door, make sure doorbell is working properly, wash the mailbox, keep the porch

swept and get an attractive mat for people to wipe their feet.

### Absolute Basics

Start by airing out the home. Most people are turned off by even the smallest odor. Odors

must be eliminated; especially those caused by dogs and cats; soiled diapers and/or cigarettes.

If you smoke, try to smoke outside during the listing time, air the house out daily.

Wash all the windows in the home, inside and out.

If it has been over a year since the carpets have been cleaned, now is the time to have them

cleaned. Bare floors should also be waxed or polished.

Put bright light bulbs in every socket made for a bulb, buyers like bright and cheery.

Clean out closets, cabinets and drawers. Closets should look like they have enough room to

hold additional items. Get everything off the floor and don't have the shelves piled to the ceiling.

Make sure rooms are not overcrowded with furniture. Select pieces that look best, and store the rest.

Keep the kitchen sparkling clean. Make sure all appliances are clean at all times. Straighten cupboards that appear cluttered and keep floors gleaming.

Bath tubs showers and sinks should be freshly caulked. The grout should be clean and in good condition. There should be no leaks in the faucet or traps.

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### A few more suggestions...

If you have limited counter space in the kitchen, keep unnecessary items put away.

Keep children's toys out of the front yard, sidewalks and front porch.

Clean the ashes out of the fireplace.

Make sure that the pull-down staircase is working correctly. Be sure there is a light in the attic.

The pool needs to be sparkling and free of leaves.

### For those willing to go the extra mile...

There are some things you can do that will really add flair to your home. If your house is the least bit dated, changing outdated wallpaper in the entry, kitchen or bathrooms and replacing outdated light fixtures adds an up to date look.

Fresh paint on interior and/or exterior where needed.

New appliances in the kitchen can be an exciting feature that can actually make the difference in a buyer choosing your home over another.

### Showing your home...

When you leave the house in the morning or during the day, leave it as if you know it is going to be shown.

Keep a good smell in the house, such as potpourri or simmering pots or candles, but do not leave on while you are at work.

Make sure all the lights are on and window treatments are open.

Turn off the television.

Keep pets out of the way – preferably out of the house. Many people are uncomfortable around some animals and may even be allergic to them.

Leave your premises. Take a short break while your home is being shown.

Buyers are intimidated when sellers are present and tend to hurry through the house. Let the buyer be at ease, and let the agents do their job.

Selling your home is no different than preparing your car for sale. Remember when you sold

your first car. Didn't you wash it, wax it, vacuum the inside, clean the carpet,  
clean the seats  
and the dash, touch up all the little scratch's, polish the tires and more just to get a  
few dollars

more? Shouldn't you do the same for your largest investment, your home?

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Now that your home is "ON THE MARKET"...

*Our Duties are...Simon's & yours!*

**Submit all information to Multiple Listing  
Service for worldwide access through Internet.**

**Keep us informed about everything  
pertaining to selling your home.**

**Install signs**

**Complete all repairs and cleaning.**

**Arrange for office tour by agents. □**

**Arrange your home to be appealing.**

**Prepare marketing information and advertising.**

**Keep home ready for showing, clean and tidy.**

**Place marketing data in home for prospective buyers.**

**Hide valuables (also prescriptions).**

**Distribute marketing information. □ Keep marketing information out for  
buyers.**

**Attempt to give at least 1-hour notice to show.**

**Call us if information is depleted.**

**Review market continuously.**

**Leave premises for showings.**

**Follow up with other agents who show home. Call us with any questions.**

**Communicate with you regularly. □**

**Market your home to friends and  
acquaintances.**

**Advise of possible solutions if home has not sold.**

**Keep us advised where to reach you or  
give permission to show if you are  
unavailable.**

**Negotiate best contract for your needs. □ Refuse to discuss terms with buyers  
or  
their agents without us present.**

## **Presentation of Offers**

**When an offer is received on your home we will do the following:**

1. Have the cooperating Broker share their Buyer's qualifications with us.
2. Present the offer to you personally.
3. Go over every item in the contract with you so that you thoroughly understand what the buyers are offering and what they are asking for.
4. Discuss all offers with you in private.

5. Allow you to ask any questions and clarify everything for you.

**Give you as much input as we possibly can regarding:**

1. Current market and financial activity concerning your sale.
2. Other sales to date, since we listed the home.
3. Comparison of what is on the market in your area.

## Checklist for Presentation of Offers

**We use this checklist to protect you when offers are presented on your property:**

1. Terms clear and complete.
2. Loan Information
  - A. Is the anticipated, mortgage realistic?
  - B. Is there an interest rate – not to exceed %?
  - C. Is the Buyer to go back through existing lender?
  - D. Number of days to qualify for and obtain the new mortgage . Is this realistic?
  - E. Financing contingency to be removed in writing.
3. **IMPORTANT** – Additional deposit to be increased upon removal of financing contingency.
4. Seller to carry first mortgage:
  - A. Insurance coverage, naming beneficiary as insured on fire policy.
  - B. Financial statement and credit report from the Buyer.
  - C. Down payment sufficient to create secure Loan-to-Value Ratio?
  - D. Interest Rate .
  - E. Term – all due and payable in years.
  - F. Payable \$ monthly.
  - G. Acceleration clause – due on sale clause.
  - H. Provision for trust account for taxes and insurance.
5. Seller to carry second Mortgage:
  - A. All of number 4, above;
6. Date of Closing, and Adjustment.
7. Date of Occupancy – is this date workable?
8. If you have Tenants – Who gives notice?

## Checklist for Presentation of Offers

(continued)

9. Any variation in payment of normal closing costs for Buyer and Seller.
10. Personal property included and/or excluded.
11. INSPECTIONS
  - A. Time limit.
12. What repairs, if any, are to be made, by whom and with what dollar limitation, if any?
13. Owner's Disclosure of any deficiency within or affecting the property or structure, which might adversely affect the value, use or enjoyment of the property or structure by Buyer.

14. Signatures by all Buyers named in contract.
15. Sale of Buyer's Home.
  - A. Number of days to sell – does it correspond with the closing date – if so change it  
so that if Buyers don't sell, Sellers can put the home back on the market.
  - B. Contingency release clause – 24 hour release clause.
16. Broker acting as principal – disclosure.
17. Multiple Counter offers.
18. Understanding by Buyer and Seller of costs to be incurred, payments to be made and  
estimated net revenue to be realized from this transaction.

## Negotiating the Sale

**When purchase contracts are negotiated, you will be kept informed every step of the way.**

**During the selling process, we will:**

- Establish and explain guidelines prior to presentation.
- Present all offers to you... as quickly as possible.
- Review the contract with you.
- Keep you up-to-date on current market activity, which may affect the strength of the offer.
- Ensure that all parties in all transactions are treated fairly and with honest consideration.
- Make certain there is compliance with disclosure laws and ordinances.
- Make certain that you understand everything that takes place.

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## WHEN AN OFFER IS ACCEPTED

Just as your doctor's expertise is priceless when a problem develops on the operating table and your solicitor's experience is paramount after a surprise witness is introduced in the courtroom, the true value of the agent you select may not be appreciated until after you have secured a buyer for your home and a problem develops on the way to closing with over 1,000 completed deals we know most problems. Sutton Group-West Coast Realty oversees numerous transactions each month and has the experience and expertise to handle even the most complicated situations that can develop while you are under contract.

We give advice to mortgage companies, lawyers and inspectors. When an offer is accepted, the closing process begins. The closing period is a crucial part of the selling process. Communication and cooperation between seller, buyer, and Consultant/REALTOR® is key to a successful closing.

**CLOSING ACTIVITIES MAY INCLUDE:**

- Management review of contract and all addendums.
- Preparing closing fact sheet to track contingency removal deadlines and specify necessary disclosures.
- Opening the closing and ordering the preliminary title search.
- Coordinating appraisal and building inspections.
- Verifying that the buyer's loan application has been submitted to lender.
- Counseling seller on any issues that arise subsequent to original negotiation of offer.
- Attending appraisal and supplying appraiser with list of comparable's to support sale price.
- Confirming contingency removals and making sure that pertinent documents are signed off and in office file.
- Contacting lender to check regularly for potential problems and delays in funding.
- Supplying lawyer with closing instructions.
- Confirming that buyer has arranged property fire and casualty insurance coverage in the amount of the new loan.
- Arranging final walk-through with buyer and buyer's agent.
- Arranging key transfer with seller and buyer's agent.
- Arranging delivery of seller's cheque if applicable.

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## Checklist for Moving

*Before you move...*

**GIVE ADDRESS CHANGE TO:**  Post Office

Charge Accounts, Credit Cards

Subscriptions: Notice requires several weeks.

Friends and Relatives

**BANK**  Transfer funds, arrange cheque cashing in new city.

**INSURANCE**  Notify company of new location for coverage's; Life, Health, Fire and Automobile insurance.

**UTILITY COMPANIES**  Gas, Light, Water, Telephone, Oil

Get refunds on any deposits made.

**MEDICAL, DENTAL, PRESCRIPTION HISTORIES**

Ask Doctor and dentist for referrals.

- Transfer needed prescriptions, eyeglasses, X-rays.
- Obtain birth records, medical records, etc.

**DON'T FORGET TO:**  Empty freezer

## Checklist for Moving (cont.)

**ON MOVING DAY:**  Carry enough cash or traveler's cheques to cover cost of moving services and expenses until you make banking connections in the new city.

- Carry jewelry and documents yourself, or use insured mail.

**AT YOUR NEW ADDRESS:**  Plan for transporting pets; they are poor traveling companions if unhappy.

- Double check closets drawers and shelves to be sure they are empty.
- Leave all old keys needed by new tenant or owner with Consultant/REALTOR® or neighbor.
- Check on service of telephone, gas, electricity, oil and water.
- Check pilot light on stove, water heater, incinerator and furnace.
- Have new address recorded on driver's license.
- Register children in school.
- Arrange for medical services: Doctor, Dentist, and others.

## **SIMON'S PLEDGE OF SERVICE**

*Going far beyond the call of duty, doing more than others expect...*

*this is what excellence is all about. It comes from striving, to*

*maintaining the highest standards, looking after the smallest*

*details, and going the extra mile.*

*Excellence means doing your very best in everything, in every way.*





## **In Summary....**

**LISTING YOUR HOME FOR SALE AND PROVIDING  
QUALIFIED  
PURCHASERS THE CORRECT INFORMATION  
INVOLVES**

**SPECIALIZED WORK, WORK WE AT Sutton Group-  
West Coast Realty HAVE DONE OVER A THOUSAND  
TIMES – NEVER AN UNRESOLVED PROBLEM.**

The following are some of the many tasks we perform:

- View your home and write all pertinent information accurately with measurements and proper descriptions of materials used in construction.
- Check with local municipal authorities on zoning, bylaws, and community plan interpretations.
- Search the title in Land Registry and obtain all pertinent documents for easements, rights of way and any other legal notations.
- Contact your mortgage company (with your permission) to obtain all mortgage information such as outstanding balances, portability and possible penalties.
- Contact local inspection jurisdiction to ascertain year of construction of your home  
any permits so there are no surprises at closing.
- Represent *you* for building inspections.
- Represent *you* for building appraisals.
- Correspond and coordinate lawyers and notaries at closing.
- Keep you on track so selling your home will satisfy your needs while at the same time making your move a trouble free experience.

**THANK YOU FOR YOUR TIME.**

**PLEASE CALL IF YOU HAVE ANY QUESTIONS.**

**Cell: (250) 686-0011 or off.: 250-479-3333 (ask for Simon Sheppard)**

## **Ways to Communicate Us**

Call the office at (250) 479-3333 and tell the receptionist you would like to

Speak to Simon Sheppard. If he

is not in, they will page him with a detailed message.

**Phone: Cell 250-686-0011**

**Fax: 250-294-1845**

**Simon's email: [simonsells@shaw.ca](mailto:simonsells@shaw.ca)**

**Website: [www.simonsells.ca](http://www.simonsells.ca)**

**Address: #103- 4400 Chatterton Way, Victoria, B.C., Canada, V9X 5J2**



## **SERVICE PROVIDERS**

Following is a list of Service Providers. These are vendors that we have that have been recommended to us by satisfied customers, as they have provided excellent service at reasonable prices. You may want to consult the telephone directory or other professional office for information. We accept no responsibility.

### **LISTED IN ALPHABETICAL ORDER**

#### **INSPECTORS:**

- 1. Fairhome Building Inspections Martin Kent 250-661-7363**
- 2. Home Pro Building Inspections  
Ed Jones 250-383-2077**

#### **MORTGAGE COMPANIES:**

- 1. Dominion Lending Centres-  
Ross Waters-250-213-3623  
Carol Polden-250-216-3536**
- 2. Royal Bank-John Austin 250-356-3811**
- 3. The Mortgage Group-  
Pat Dodds250-881-4555**

#### **LAWYERS AND NOTARIES:**

- 1. Gerald Sauder(Cardinal Law)250-386-8707**
- 2. Brock Emberton 250-391-7777**
- 3. Law Society 1-800-903-5300**