



VICTORIA

Premier Property

GROUP



HOME
SELLING
SYSTEM

Iain Smith & Chris Ronald *PREC
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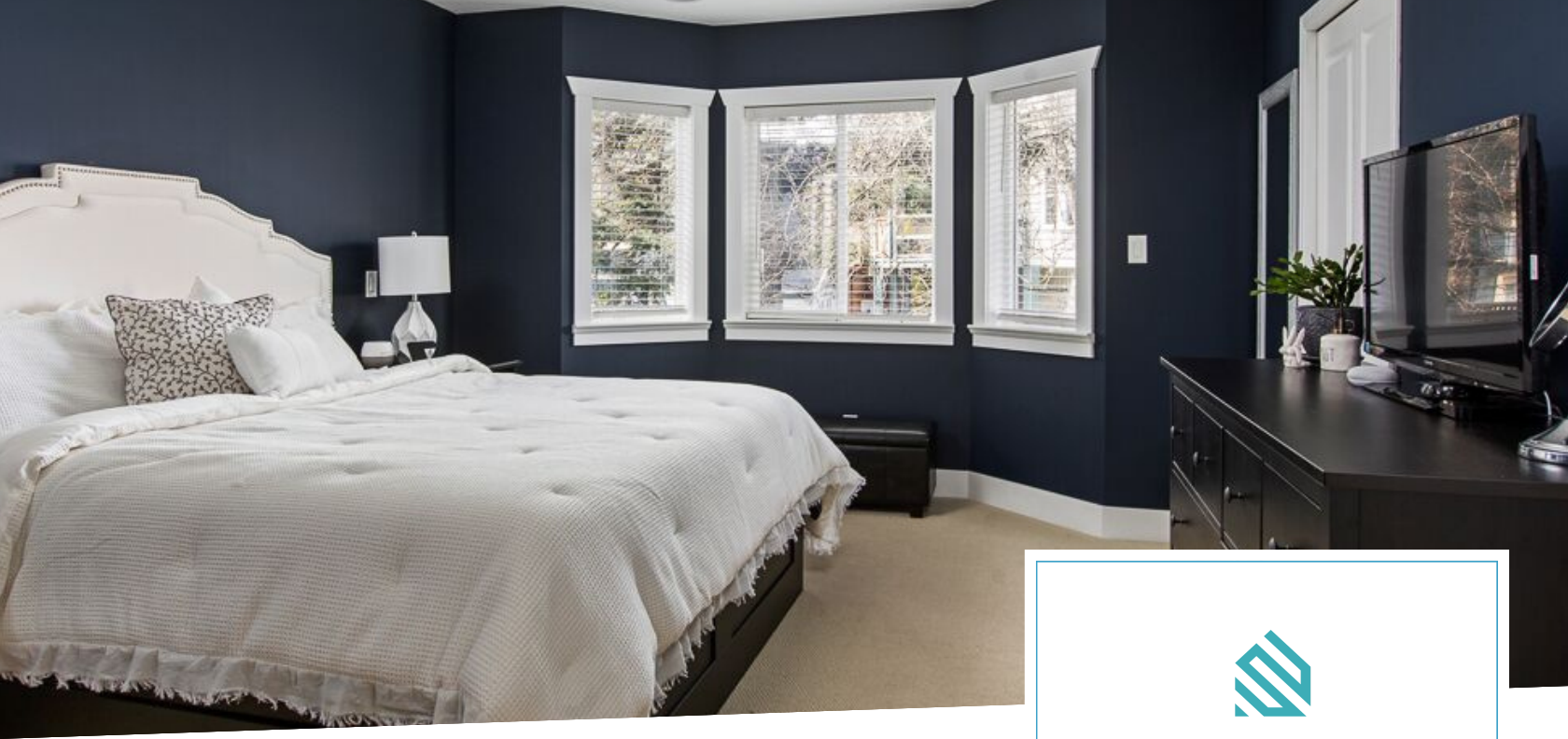
STEPS TO A SUCCESSFUL SALE



1. Choose the Right Brokerage
2. Choose The Right Realtor®
3. Develop and Execute the Best Pricing and Marketing Strategies
4. Commit to Action-**Multiple Listing Service**
5. Negotiate the Best Deal
6. Celebrate Your Success and Get Ready To Move

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WHY CHOOSE VICTORIA PREMIER PROPERTY GROUP?



Listing or buying your home with a RE/MAX real estate agent has its benefits. Victoria real estate agents have access to everything you need to sell your home and to help you find the property to fit your every need. RE/MAX agents are passionate about real estate, their customers and their communities. These experienced professionals are dedicated to offering you expertise not found in other real estate firms. With ongoing training, RE/MAX agents wield a specialized knowledge that offers you the security of knowing that your agent is educated and devoted to your success.

RE/MAX Miracle Home Program®

RE/MAX has worked with Children's Miracle Network since 1992. In that time, associates at RE/MAX have donated over \$122 million to help sick children. When you list your property with an our team, we will donate a portion of our income from the sale of your home to a Children's Miracle Network hospital.

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WHAT WE'LL DO FOR YOU

Professional Photography

Professional real estate photography attracts more attention to your real estate listing and results in more clicks and views by potential home buyers.

Twilight Photography

Twilight photography gives your listing a unique and interesting perspective to potential buyers.

Detailed Floor Plans

A visual detailed floor plan that allows buyers to see all the room sizes, how their furniture can be placed, room flow and if the layout will fit their criteria.

Drone Photography & Video

Some properties are best illustrated from the air! We offer cinematic footage and stunning photographic perspectives captured via drone

3D Tour

A digital 3-D tour gives buyers a virtual tour of your home from anywhere in the world.

Realtor® Tour and Open House

We will place your home on our weekly office tour where our agents tour the new homes. We will also host an open house just for Realtors® as well as for potential buyers.

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WHAT WE'LL DO FOR YOU

MLS Listing and Social Media Marketing

In addition to **realtor.ca** your home will be listed on our website, social media channels and other local websites.

We Will Take Care of The Details

There are many details, we will handle on your behalf, title search, strata documentation search etc. Our job is to pay attention to the details, giving you a stress free experience.

Negotiate the Deal

The importance of having an expert negotiator at your disposal for selling your property is the key to getting the desired result in your real estate transaction.

Provide You With Contacts

We will suggest a list of trusted Lawyers, Accountants, Inspectors, Surveyors, Mortgage Brokers, Plumbers, Drywallers, Staging Professionals, Carpenters, and Electricians as needed.

Guidance And Advice

We are 100% committed to providing you with guidance, advice and recommendations while keeping your confidential details strictly confidential.

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WHAT WE'LL DO FOR YOU

Pricing and Marketing Strategies

It is vitally important to get the pricing right the first time. There are three common strategies employed in the industry. Pricing Low, Mean Average Pricing and Pricing High. We will review those strategies in depth together and choose the best one for YOU! Similarly, marketing strategies need to be tailored to your home and neighbourhood and take into account many variables.

Mutual Commitment To Action

Once you are comfortable with the pricing and marketing plans it will be time to commit to action. The first step will be to sign a listing contract and for us to input all of the appropriate information into the multiple listing service.

A key advantage to sellers that hire a REALTOR® is only a REALTOR® has access to the Canadian Real Estate Association's Multiple Listing Service. How we list and describe your properties features will have an impact on how often it comes up in potential buyer's searches.

You will need to commit to preparing your home and property for sale. This will mean spending some time, elbow grease, and possibly some money on minor repairs and refreshing the home. We can suggest excellent staging companies if needed.

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SELLING YOUR HOME IS A BIG DEAL!



Choosing the right **Real Estate Brokerage** that has a strong local presence and a support team to make sure your sale goes smoothly is integral to selling your house.

It is also critical that you choose to work with a **Realtor®** that you feel comfortable with...You will need to talk about personal and financial matters so a good fit and trust in your Realtor® is essential! Choose one that not only keeps in touch but encourages difficult conversations and tells you the good, bad and ugly! The higher the trust level the better the communication, the better the communication the better the experience!

Additionally it is essential to get the listing price right the first time! Being realistic about the relationships between time on market and pricing is key!

Another key element is to choose the right marketing plan and to implement that plan effectively!

Finally it is crucial to be clear on your bottom line and to **negotiate** without a ton of emotion! Your Realtor® will be an expert negotiator!

We hope we can **work together** to sell your home at a great price and in a timely fashion.

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Notes:

Questions:

To Do List: