

YOUR PERSONAL GUIDE TO

Selling Your Home





SHANTE SIDHU Personal Real Estate Corporation

Shante lives with her Husband Roman, their 4 kids and little dog Talula in Surrey, BC. With a leadership background in Luxury Hotels, Shante has combined her excellence in client service with her passion for helping others achieve their goals in Real Estate. Shante is an active community member and an advocate for fair and accessible housing.

Above all Shante believes in upholding the values of Honesty, Integrity and Results.



GURJINDER BHURJI Real Estate Professional

A Realtor for the past 10 years, Mother of four, Grandmother to a beautiful grandson and owner of a thriving Salon, Gurjinder never tires in her goal to make Surrey a world class city!

Gurjinder is the founder of RunSurreyRun, the first city wide 5 & 10 Km run in Surrey which supports all levels of walkers and runners.

Gurjinder loves working with Buyers and Sellers from Vancouver to Kelowna!



ILONA GLAMBINSKAITE Real Estate Professional

Ilona has enjoyed living in South Surrey with her family for ten years. Passionate about her career, family, gardening and baking, Ilona is never too busy to help her neighbours and friends build their personal wealth through real estate. Integrity, professionalism and efficiency are at the forefront of her client service standards. Ilona is ready to exceed your expectations and offer a stress-free real estate experience to bring you and your family home!



H O N E S T Y | I N T E G R I T Y | R E S U L T S

PRICING STRATEGY

THE 3 MARKET CONDITIONS

SELLER'S MARKET

Inventory is low. Properly priced homes generally sell **within the first month of listing**. If you have not received an offer within this time period, it is priced too high.

NORMAL MARKET

Inventory is meeting demand. There is no perceived advantage to either buyers or the sellers. Properly priced homes should sell **within 1-2 months**.

BUYER'S MARKET

There are plenty of homes for sale in every price range and area. Homes priced just below other, similar homes will usually sell **within 2-3 months**.

Usually, in a Buyer's Market, home values are on the decline so the sooner you sell, the better it is for you.

THERE ARE ALSO **THREE** MAJOR FACTORS TO SELLING A PROPERTY:

1. the listing price
2. the level of motivation in both the seller and the buyers
3. the marketing plan of your Realtor®

The things you can control are the initial listing price and your own personal motivation for selling the property. Your Realtor® is responsible for implementing an effective marketing plan.

Before setting your listing price, you need to seriously consider the following:

1. Are the benefits of moving important enough to you to price your property at fair market value?
2. Is your understanding of the current market value of your home based on actual statistical data?
3. Does it make sense for you to stay in the property any longer than you have to?
4. Are you willing to consider pricing your home just below similar homes that are currently for sale?
5. How long are you willing to wait for to sell your home?

THE **SELLING** PROCESS

The selling process can be a bumpy road to travel. We will be an invaluable source of knowledge, contacts and advice, helping you get the best results from listing to sale.

STEP 1



CONSULTATION

Help me to thoroughly understand your needs, then enter into an agency relationship:

- Sign Multiple Listing Contract
- Schedule A
- Data Input Form
- Property Disclosure
- Disclosure of Representation in Trading Services
- FINTRAC Form

STEP 2



LIST AND MARKET YOUR PROPERTY

We will provide professional advice to market your property to its full potential, and optimize showings.

See my professional marketing plan, within this guide.

STEP 3



SHOWINGS

We will coordinate showings with prospective Realtors® and their buyers. I will provide detailed feedback from showings and help you respond to those insights if it's deemed necessary.

STEP 4



PRESENTATION OF OFFERS

We will advise how to negotiate an offer that is in your best interest!

STEP 5



OFFER ACCEPTED

Once an offer is accepted it will likely come with Conditions/Subject Clauses.

We will liaise with the Buyer's Realtor® to help ensure that Conditions/Subject Clauses are satisfied.

STEP 6

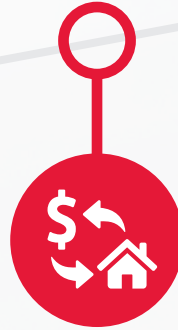


REMOVE SUBJECTS

Your property is SOLD! Now it's time to arrange for movers, transfer utilities, insurance, forward mail, etc.

You will need to visit your Lawyer or Notary to sign closing documents.

STEP 7



COMPLETION

This is the official date that you receive the funds from the sale of your home.

STEP 8



POSSESSION

We will deliver your keys to the Buyer Realtor®



THE SIGNATURE REAL ESTATE GROUP

MARKETING

S T R A T E G Y



Signage



Home Staging
when required



Professional Photography



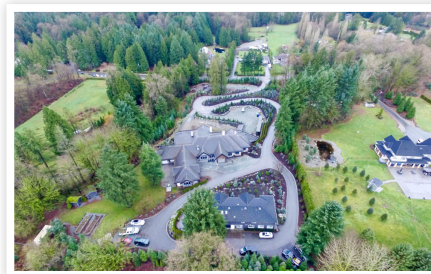
Virtual Tour / Video
when required



New to Market Mail-out



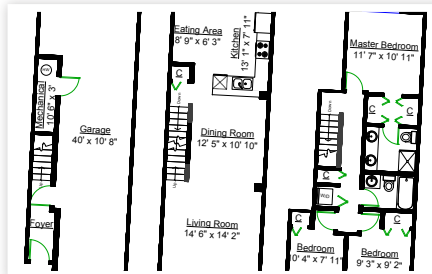
Property Brochures



Aerial Photos / Video
when required



Realtor® and Personal Network
of Buyers



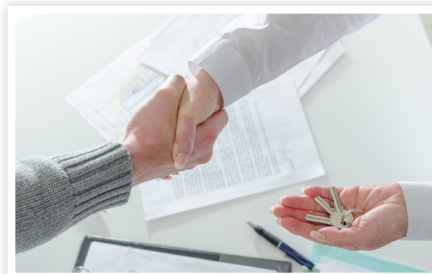
Floorplans
when required



Internet Saturation



Market Expertise



Negotiation Expertise

TIPS for Best Showings

Buyers are excited to see your home. They have high hopes that this will be THE ONE! Everything you do to help bring that vision to a reality will benefit you in the long run.

- 1 Ensure easy access - provide a key
- 2 Remove parked cars from the driveway
- 3 Prune overgrown trees that impede line of sight from the street
- 4 Ensure walkways and entrance are clear and swept
- 5 Keep your lawn mowed and edged
- 6 Remove debris from landscaping
- 7 Keep your home clean - people will notice and remember
- 8 Keep all lights on and replace bulbs that need replacing
- 9 Keep all drapes and shutters open
- 10 Keep all doors unlocked
- 11 Leave soft music playing
- 12 Leave the premises - take a short walk with children/pets
- 13 Let the buyer be at ease and let the agents do their job



SHANTE SIDHU

Personal Real Estate Corporation

604.803.0302

shante@signaturereg.ca

SignatureREG.ca

GURJINDER BHURJI

Real Estate Professional

604.802.6703

gurjinder@signaturereg.ca

SignatureREG.ca

ILONA GLAMBINSKAITE

Real Estate Professional

604.377.9209

ilona@signaturereg.ca

SignatureREG.ca



This communication is not intended to cause or induce breach of an existing agency agreement.

