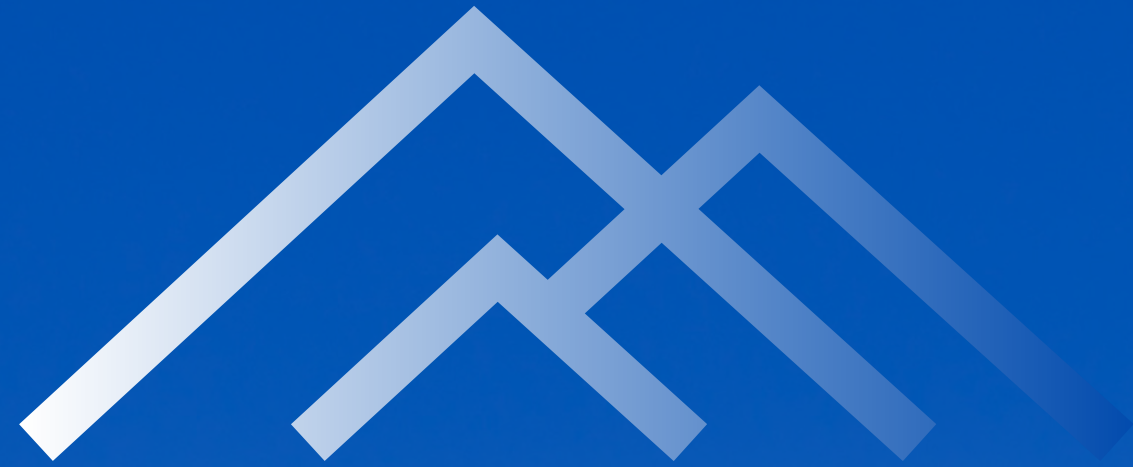




FIRST TRACKS

REAL ESTATE GROUP

5 Secrets to Selling Your Fernie
Home Successfully!





Mission Statement

Our mission is to build trust and provide value using a genuine approach to Real Estate in the Elk Valley. Our business is built one meaningful connection at a time.

Your future matters.

A message from the Team

First Tracks Real Estate Group not only works where we invest; we live here too. If you're looking for professional advice and expertise, we are available 24/7 and always willing to help. Our client centric philosophy means that we're serious about creating exceptional experiences. Our network of partners makes our company a great asset.

When it comes to your real estate needs, we've got you covered. We specialize in Elk Valley real estate. Buying your home, whether it be your first time or your tenth, is always going to be one of the most important personal decisions of your life. Our goal is to ensure we make this process as simple, seamless and stress free as possible from start to finish.

Meet the Team



Phil Gadd

Personal Real Estate Corporation

Phil first visited Fernie in 2004 for a season of snowboarding and the lure of the mountains was so great that Phil & Claire emigrated to Canada from England with their young family in 2009. They put down roots in Fernie and established The Loaf restaurant, which has become a Fernie institution and a firm favourite with locals and visitors alike.

Phil has a genuine passion for real estate; through buying and selling property in the UK, he was able to realize his dream of settling in Canada. Phil & Claire truly appreciate the value the right property can bring to a family and is excited to share that experience by helping others make their home in the Elk Valley.

Epitomizing integrity, attention to detail, hard work and creative service in every detail of your real estate transaction, Phil & Claire aka Living in Fernie are dedicated to serving you with client-focused negotiations and cutting-edge marketing strategies.

The First Tracks Real Estate Group ensures client satisfaction through great customer service, clear communication and strong attention to detail. They consistently contribute to a positive experience for all parties in a transaction; buyers, sellers and cooperating agents alike, with a particular focus on their clients.

Claire Gadd

Licensed Customer Care Manager

Claire has over 25 years of experience in project management and business administration, which she is excited to apply to her new role as Customer Care Manager for the First Tracks Real Estate Group, which she established with her husband Phil in 2023.

Having worked for 12 years as a Project Manager for multi-million pound gallery refurbishment projects in London UK, Claire is highly skilled at working to deadlines, coordinating teams and supporting the needs of her clients. After moving to Fernie with Phil and their young family in 2009, Claire helped to establish The Loaf and manage the day-to-day running of a thriving local restaurant.

Working in the service industry has given Claire a thorough understanding of how to deliver a high level of client-led service. Now fully licensed as a Real Estate Agent, Claire will help to deliver a stress-free and responsive experience in every transaction.

With strong attention to detail, and excellent communication and administration skills, Claire's role is to ensure that every client has a successful and positive experience with the First Tracks Real Estate Group.

Meet the Team





Determining the Right Listing Price

Strategies to Price Competitively

Setting the right listing price is a delicate balance between attracting potential buyers and maximizing your return. To achieve this, we first conduct a comprehensive market analysis, considering factors such as recent sales of comparable properties, current market trends, and the unique aspects of your home.

We also take into account the local demand in Fernie and surrounding areas, ensuring the price reflects both the intrinsic and market-driven value of your property. Our approach is to set a price that not only stands out in the market but also aligns with your financial goals. This strategy avoids the common pitfalls of overpricing, which can lead to prolonged market presence, or underpricing, which might result in a faster sale but lower returns.

The Pricing Psychology

Understanding the psychology behind pricing is key to enticing prospective buyers. A well-considered listing price does more than just reflect the value of your property; it also influences buyer perception. We employ strategic pricing tactics, such as setting a price slightly below a rounded number (e.g., \$299,000 instead of \$300,000) to expand the pool of potential buyers. This technique not only increases visibility in property searches but also creates a perception of value, encouraging more visits and potential offers.

Furthermore, we consider the timing of your sale, aligning the price with seasonal market dynamics to capitalize on buyer demand. Our goal is to set a price that not only sparks interest but also conveys a sense of urgency, encouraging a quicker sale process without compromising your returns.

How Much is Your House Worth?

Key Valuation Factors

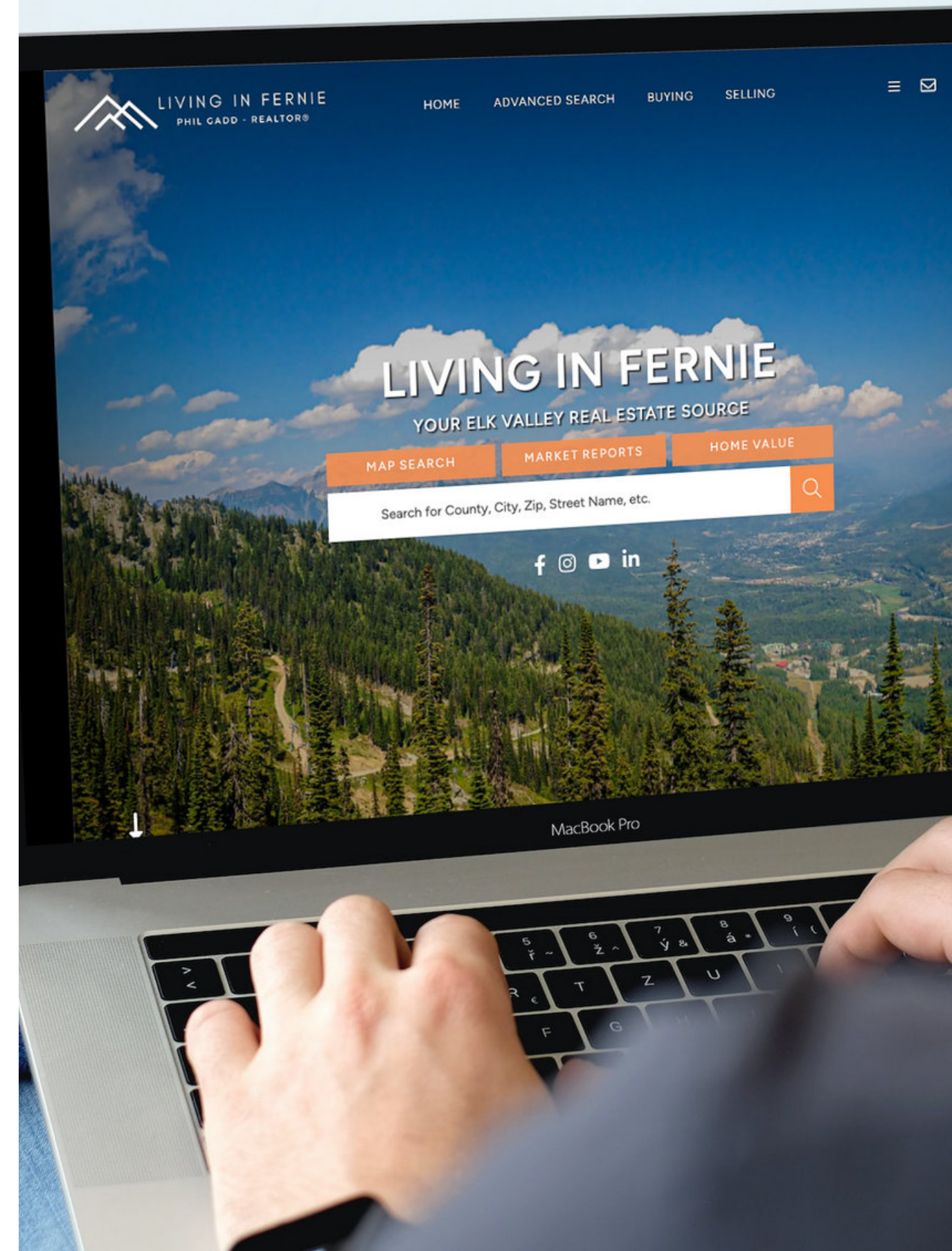
Determining the true value of your home involves a comprehensive assessment of various factors. While an important consideration, the age of your home is just one piece of the puzzle. We also evaluate the condition of the property, any recent upgrades or renovations, and the unique features that set your home apart, such as a modern kitchen, energy-efficient systems, or an exceptional outdoor living space.

Location plays a pivotal role too – properties in Fernie, for instance, will be valued differently from those in Sparwood or Lake Koocanusa. Furthermore, the size and layout of the home, its architectural style, all contribute to its overall market value. Our in-depth understanding of these elements ensures we capture your property's true essence and value.

Market Analysis 101

A professional market analysis is critical in accurately valuing your property and positioning it for a successful sale. This analysis involves studying recent sales of comparable homes in your area, understanding current market trends, and analyzing supply and demand dynamics.

We also consider economic indicators and future market projections, which can influence buyer interest and pricing. Our expertise in conducting such analyses ensures that we not only understand the current state of the market but can also anticipate changes, positioning your property for the best possible outcome in terms of sale speed and price. This knowledge empowers you to make informed decisions, maximizing your return on investment.





Calculating Your Home Proceeds

Demystifying Costs

When selling your home, understanding the associated costs is crucial for a clear picture of your potential proceeds. Our role includes providing a transparent breakdown of these expenses. First, there are agent fees, which are a percentage of the home's sale price and cover the comprehensive services we provide, including market analysis, listing, marketing, negotiation, and transaction management.

Next, closing costs, which can vary but typically include title insurance, lawyers fees, and any prorated property taxes or homeowner association dues. Additionally, you may encounter costs for necessary repairs or improvements agreed upon during the negotiation process. We ensure you have a detailed understanding of each component, enabling you to make informed financial decisions and avoid any surprises at the end of the transaction.

Home Sale Calculator

To further assist in your financial planning, First Tracks Real Estate Group offers a user-friendly [Home Sale Calculator](#) on our website. This intuitive tool is designed to provide you with an estimated net proceeds from the sale of your property. By inputting basic information about your home, such as the expected selling price, outstanding mortgage balance, and any known costs, you can receive an approximation of your potential proceeds.

This calculator serves as a valuable resource for preliminary financial planning, giving you a clearer idea of what to expect once all deductions are accounted for. It's important to note, however, that this is an estimation tool – for a more precise calculation, we recommend a detailed consultation with our team.

The Value of Professional Photography & Video in Home Selling

Picture Perfect

High-quality, professional photos and video capture the essence of your property in the best light, highlighting key features and showcasing its unique character. A professional photographer knows how to use lighting, angles, and composition to make each room look its most inviting, turning simple spaces into captivating visuals.

This attention to detail not only attracts more potential buyers but also helps your property stand out in a competitive market like Fernie. These images tell a story, inviting the viewer to imagine themselves living in the space, which is a crucial step in transforming interest into actual visits and, eventually, offers. Our commitment at First Tracks Real Estate Group includes facilitating high-end photography that truly captures the value and appeal of your home.

Real-world Comparisons

The impact of professional photography and video on home selling is not just theoretical; real-world comparisons provide clear evidence of its effectiveness. Listings with high-quality photos consistently receive more online views, inquiries, and showings compared to those with amateur or low-quality images. This increased engagement often translates into quicker sales and potentially higher selling prices.

For instance, a well-photographed home can generate a sense of urgency among buyers, leading to more competitive offers. Additionally, professional photos can effectively highlight the unique selling points of a property. By investing in professional photography and video, you're not just selling a property; you're selling a lifestyle and a dream – and that's what resonates with buyers.





Should You Make Repairs to Your House Before Selling?

To Repair or Not to Repair

Deciding whether to make repairs before listing your home is a crucial consideration in the selling process. The key is to focus on repairs that will significantly enhance the appeal and value of your property, without overextending on unnecessary renovations. Essential repairs often include addressing any structural issues, fixing leaks, and ensuring all electrical and plumbing systems are in good working order.

Cosmetic improvements can also make a notable difference; for instance, a fresh coat of paint, repaired drywall, or updated fixtures can greatly improve the home's appearance. However, it's important to weigh the cost and impact of each repair. We offer expert advice on which repairs are likely to yield a higher return on investment, ensuring that your home not only attracts more buyers but also fetches the best price.

Cost vs. Return

Understanding the financial implications of home repairs in relation to your final sale price is critical. Some repairs can significantly boost your home's market value, while others may not provide a substantial return on investment. For example, major renovations like kitchen remodels or adding an extra room may not always pay off, as their cost can outweigh the potential increase in sale price.

On the other hand, minor repairs and improvements, such as fixing a leaky faucet, replacing broken tiles, or updating lighting fixtures, can be relatively low-cost but make your home more appealing to a broader range of buyers. These improvements can also prevent potential buyers from focusing on small defects, thereby facilitating a smoother sale process. Our team can help you analyze the cost versus return, guiding you to make informed decisions that align with your financial goals.



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