

Presented by Lori Pettigrew & Alan Yasin

An Informed Home Seller's Guide

Keeping you informed in today's information, tech savvy real estate era.



Lori Pettigrew & Alan Yasin

Dexter Realty

www.YourRealtyDreams.com

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8 STEPS

TO BECOMING AN INFORMED SELLER

So you're thinking of selling your home. Chances are you're in a transitional stage of your life. You may be looking for a larger home for a growing family, downsizing for retirement, moving to a new city, looking to capitalize on an investment property or simply want a change. Regardless of the reasons why you are selling, we know your ultimate goal remains constant: **To achieve the best possible price for your home in the shortest amount of time, and with terms favourable to you.**

This Informed Seller's Guide is designed to educate you on exactly how to achieve this goal. Please call if you'd like a copy of our Informed Buyer's Guide.

If you have any questions or would like a little clarification on any of these steps, please do not hesitate to give us a call.

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STEP 1

CHOOSING THE BEST AGENTS FOR THE JOB



There are several compelling reasons for choosing professional representation when it comes to the sale of one of your most valuable assets. We know information is available everywhere for buyers and sellers today 24/7, but knowing what this information means to your bottom line requires an experienced, knowledgeable professional to help you achieve the highest possible price and terms for your home.

Local real estate market expertise, in-depth knowledge of current and historical market activity, a comprehensive and strategic marketing plan, access to a database of buyers ready to buy right now, a proven track record of success and the ability to negotiate fearlessly on your behalf are just a few of the reasons why you would choose an agent.

Benefits of working with Lori & Alan:

- Market Experts in your neighbourhood
- Strategic pricing system
- Fearless negotiators – our listings sell for more money!
- Extensive experience in the real estate profession
- Detail oriented and promptly keep our clients updated
- Comprehensive advertising/marketing strategy for each home
- Passion for outstanding service in an honest/ethical manner



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A Few Words from our Sellers



SOLD IN 6 DAYS FOR OVER LIST PRICE!

"As a first time seller living on my own, I had complete confidence in Lori and Alan. They gave me clear advice on preparing my house for selling. With the help of all their research and knowledge in pricing my home, we came up with great results! I highly recommend Lori and Alan!"

- Jeannette B.



TWO AGENTS, TWICE THE SERVICE

"We found Lori and Alan based on previous successful sales they'd had in our neighbourhood, but it was their professionalism and attention to detail that won us over. They completely took the stress out of selling our home, and provided valuable advice in the lead up to, and during, the listing."

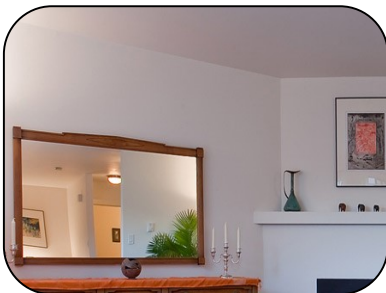
- Anna & Ben



MILES AHEAD OF OTHER AGENTS!!

"Comparing Lori and Alan with my friends' agents, they are miles ahead. They list all the things you need to do down to the T's. They are very efficient, no waste of time, yours or theirs. They even dressed in jeans to come to your house to move your furniture for you."

- A. Sit



SOLD IN 13 DAYS AFTER RE-LISTING WITH ALAN & LORI!

"Lori and Alan were extremely professional in all aspects of our transaction; providing solid advice on staging and positioning us for the current market. They appropriately exposed our property, attended open houses and viewing, and represented us with integrity and honesty and were always very pleasant to deal with."

- Mr. & Mrs. Anderson



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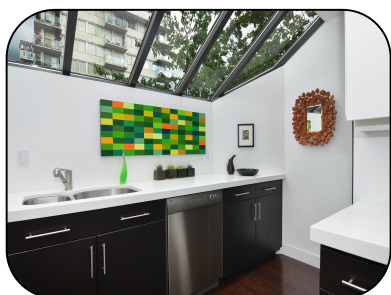
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A Few Words from our Sellers



OUTSHONE ALL OTHER REALTORS®

"We knew we had high expectations and would be difficult clients to satisfy. Alan and Lori were not fussed about this at all, in fact they encouraged us to take our time to ensure that we got it right.

We did a lot of our own looking and attended most of the open-house visits on our own so as not to wear out our relationship with them. Over the course of 2 ½ years we went through several adjustments in what we thought we wanted as our expectations and perceived needs continues to evolve, and as the market continued to change through this period.

We tried a lot of different ideas, neighbourhoods and types of housing. Alan and Lori were patient and understanding through all of this as we flip-flopped around on our requirements and parameters. They remained dedicated to us and never showed even the slightest amount of frustration.

When it finally happened – that is when we made an offer that was accepted – is when Alan and Lori really kicked into high gear and they completely outshone all other REALTORS®! Not only were we truly impressed with how hard they worked, how knowledgeable and thorough they were, how highly they held our interests, and how professionally they conducted themselves through every aspect and every moment of both transactions, they also impressed the socks off the other realtors involved!

On both the sale of our old home, and on the purchase of our new one, they showed themselves as very skilled tacticians, as confident negotiators and especially as sincere and truthful people. Alan and Lori are a team to be reckoned with and we are very fortunate to have had then representing us through what was potentially a very stressful journey. On a road riddled with potential potholes and mishaps, it could not have been a smoother ride. They are outstanding representatives and a credit to the real estate profession. We will not hesitate to recommend them!"

- Mike & Scott



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A Little Background on...



LORI PETTIGREW

I grew up in the West Kootenays and have lived in the Vancouver area since the late 1980's. I love animals and volunteer for BEAKS -- a wild bird rehabilitation center. I actively raise money for the "Ride to Cure Cancer".

Before deciding on Real Estate as my career, I had a successful career in computer analysis and management. I chose Real Estate as a career because I wanted to be more directly involved with helping people. I believe that I can use my accumulated skills and experience to help my clients make good, well-considered decisions on when to buy or sell, what to buy, even when not to buy or sell.



ALAN YASIN

I was born in Montreal and moved to Richmond in 1971. After obtaining my Sociology degree at UBC and working in Richmond for about 20 years, I moved to Vancouver with my wife, Lori, in the mid 1990's. I also actively raise money for various charitable organizations.

I bring to the Real Estate profession a strong business background in various management positions. Years ago, I worked as a strata property manager, which allows me to share a wealth of knowledge with clients purchasing Strata properties. My decision to be a real estate agent comes from my belief in the value of helping people make the proper decisions. As a real estate agent, my priority is to offer my clients the best possible service.

HONESTY. INTEGRITY. EXPERTISE.



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A Few Reasons Why...



So many homeowners choose Lori and Alan to sell their most valuable asset:

As trusted professional REALTORS®, our clients are attracted by our unwavering commitment to serving their real estate needs first and foremost. In fact, over 80% of our business comes from client referrals who rave about their extraordinary real estate experience.

We are the real estate experts in your neighbourhood with a pulse on your local market at all times. We ensure our sellers have the most up-to-date and relevant real estate data necessary to make informed decisions.

Our negotiating skills are second to none. Our expertise and competency in negotiations have resulted in approximately 50% of our sellers achieving their list price or higher.

We will tell you what you need to hear, not just what you want to hear to ensure you become an informed seller and make educated decisions.

In addition to our expert knowledge and experience, our sellers have the full backing of one of the industry's most trusted and recognized real estate brands. Dexter Realty representatives draw on a network of highly skilled professional agents, managers and support staff working together toward a common goal.



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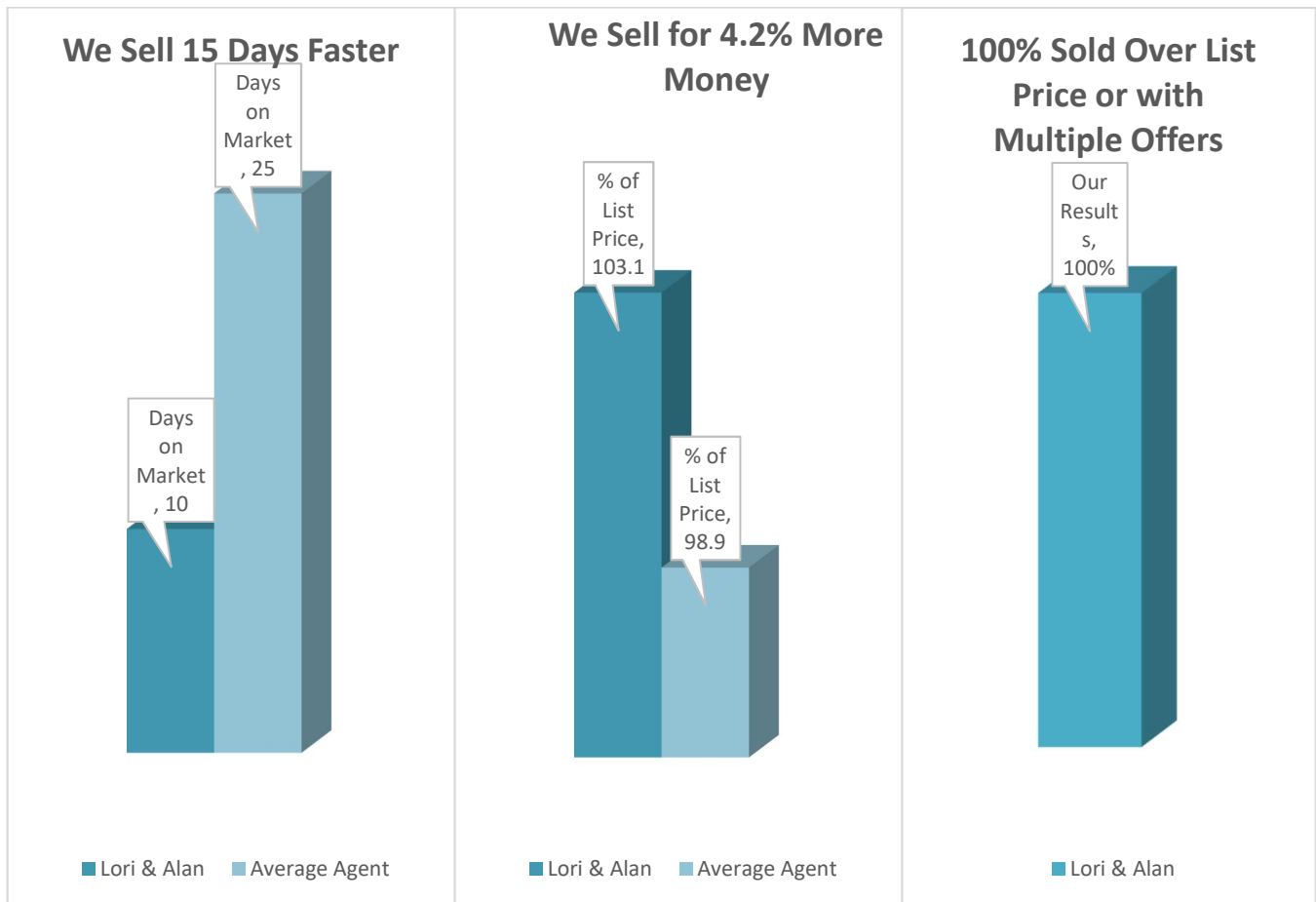
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Our Listings Sell Faster and for More Money



Based on 2017 Statistics



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Mission, Values and Guiding Principles



OUR MISSION

To assist the families we serve to achieve the best possible price for their home, in the least amount of time, with the best possible terms; all while creating a memorable and stress-free experience.

OUR CORE VALUES | WHO WE ARE

- Integrity
- Fun Loving
- Grateful
- Detail Oriented
- Easy to Do Business With
- Passionate About Helping People

WHAT WE DO

- We strive to create a smooth stress-free real estate experience.
- We have systems and checklists in place for our buyers and sellers.
- We keep our clients up to date and informed.
- We work together as a single world-class team.
- We build lifetime relationships.
- We have a passion for excellence and an extraordinary attention for detail.
- We give back to the community by actively supporting Ride to Conquer Cancer, REALTORS Care® Blanket Drive, Greater Vancouver Food Bank, and Beaks



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STEP 2

PRICING YOUR HOME RIGHT FROM THE START TO ACHIEVE THE HIGHEST PRICE

First, it is important to understand that only the market can determine the ultimate value of your home. That said, choosing the optimal list price is essential to maximizing your home's value. If you price too low, you risk not getting as much as you can for your property, but price too high and you risk losing potential buyers who may think your property is out of their price range, and you help your competition sell faster.

Determining the OPTIMAL list price is, in part, simple math, but for the most part it is a **strategic process** that requires extensive market knowledge and research. An in-depth Comparative Market Analysis (CMA) will tell you what similar properties have sold for recently, but it's also important to consider features and pricing of homes currently on the market. In addition, expertise in both the local and regional market conditions is paramount to arriving at the optimal list price.

Pricing your home *right* the first time will result in more exposure, more showings, more offers and ultimately the highest price for your home.

For your no cost, no obligation CMA (Comparative Market Analysis) and opinion of value using our comprehensive pricing strategy, please contact us today!



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STEP 3

PREPARING YOUR HOME FOR SALE

- First and foremost, clean. It sounds simple, but a clean home always sells better. Keep lawns and hedges trimmed, weed flowerbeds and maximize your curb appeal.
- Clean out your garage or carport to show its full size.
- Next, remove the clutter. You might like that 'lived in' feel, but the more potential buyers focus on your collection of Van Halen memorabilia, the less they notice the property. So put your stuff away or consider a storage unit.
- Make minor repairs. Replace cracked tiles. Paint or do touch-ups. Fix squeaky doors, damaged cupboards, and leaky faucets. Re-caulk if needed.
- Create a staged look for your home. If your home is empty, or lacks a bit in the decorating department, stagers can make your place look like a spread from House & Home. Statistics tell us that the homes that look great, sell faster and for more money. We can help create a "staged" look.
- Photographs. Good pictures attract attention and professional photos are the way to ensure your home looks it's best. It's also important to have accurate measurements and floor plans. Of course, we'll organize and pay for these services as part of our "Home Selling System".
- If you need a referral to any service professional, we can help. In order to save you money, we've negotiated some discounts for our clients.
- Another unique service we offer, is a customized checklist to help you prepare your home for sale and maximize your home's selling price.



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YOUR TOP 10 LIST

Describe 10 Things You LOVE Most About
Your Home or Neighbourhood

1

2

3

4

5

6

7

8

9

10



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STEP 4

MAXIMIZING EXPOSURE OF YOUR HOME TO POTENTIAL BUYERS

In this new era of real estate, in order to sell your home quickly and for the highest price, your real estate agent must go beyond putting up a 'For Sale' sign and placing the property on MLS®.

Studies tell us that over 90% of buyers today begin their search online. As such, we invest heavily in responsive mobile friendly websites, SEO techniques and online advertising to proactively attract an abundance of buyers even before your home is listed for sale. We strategically time the release of new listings and co-ordinate our marketing in order to generate maximum interest.

Ultimately, our goal is to sell your property for the most money possible while making the process easy, keeping you up to date and ensuring a smooth completion. Here are some of the highlights of our proven "Home Selling System":

- Home Preparation & Staging Tips
- Professional Photography & Home Measuring
- Unique Videos which attract and engage buyers
- Professional 4 Page Feature Sheets & Neighbourhood Info
- Advertising which maximizes exposure to buyers & agents
- Sophisticated Online & "Coming Soon" Marketing
- Paid Social Media & Online Advertising
- Global Advertising (some are exclusive to Dexter Realty)

If you have 20 minutes, we would be happy to show you how our marketing strategy will maximize the exposure of your home and help you achieve a price higher than you thought possible. Just give us a call to book your appointment.



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Preparing to List Your Home CHECKLIST

In preparation for listing your home, you will need to gather the following items:

- ✓ A copy of your survey (for houses)
- ✓ A copy of your keys/FOBs
- ✓ Your most recent annual property tax assessment
- ✓ The average cost of utilities (electricity, hydro, water)
- ✓ The age of your home
- ✓ A list of items you would like to exclude from the sale
- ✓ Pictures of seasonal features (i.e. gardens in bloom)
- ✓ A list of any easements or right-of-ways
- ✓ Receipts and warranties for recent home improvements
- ✓ "10 Best Features of Your Home" sheet
- ✓ Other relevant information (a list of upgrades, copy of floor plans, builder plans and/or model name)

For condominium owners:

- ✓ Maintenance fees and a list of maintenance/fee inclusions
- ✓ Parking and locker numbers
- ✓ Pass key to the building
- ✓ Warranty Certificate (if available)
- ✓ A list of Bylaws and restrictions

Please call Lori or Alan at 604-649-7040 if you have any questions or need clarification.



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STEP 5

SHOWING YOUR HOME

Access to your home for showings is a critical component of the sales process; however, we understand how difficult and inconvenient it can be to have people come through your home. As such, we take great steps to ensure this process is as streamlined as possible.

We will schedule showings at your convenience, always check and confirm with you first, and we're always present during showings/appointments. We take an extreme amount of care in ensuring that the key to your home is kept safely (and for your security, we never use a lockbox). You will also receive feedback on each showing so you know where you stand every step of the way.

Communication is key!



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STEP 6

OFFER NEGOTIATIONS

Now this is where things get exciting. You've got an offer or maybe two or three at once!

In addition to the price, offers also include such things as the closing dates, other terms and conditions, and in some cases, subjects. Needless to say, we're expecting a subject free offer for your property, but below is an explanation of some common things that could be included in an offer.

Subjects could include such things as time allocated for the buyer to secure financing or an acceptable inspection of your home. In an ideal situation, the buyer has made an offer without any subjects, in an attempt to make the offer more attractive to you, the Seller. There can be a lot of variables, but we will walk you through every step.

Naturally, the most important part of the offer is the price. We will ensure you understand every aspect of the offer, including current market conditions, recent sales or listings in your area, and provide you with as much information as possible about the prospective buyer and their representation. You will have a thorough understanding of the terms, your options and the potential outcomes of your decision. You can accept the offer as is or make a counter offer, at which point we will negotiate the best possible price and terms on your behalf.



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Step 6 Continued...

The buyers must provide a deposit to be held in trust until all the subjects have been removed. Of course, if the buyers are unable to fulfill all the subjects for whatever reason, the offer becomes null and void and the deposit is not provided. Once subjects are removed, the deal becomes 'firm' and the buyer agent's brokerage holds the deposit until closing when it is applied to the sale proceeds.

FULFILLING THE SUBJECTS

Subjects usually have a set period of time for removal. If an offer is conditional on financing, the buyers should be preapproved so they simply need to have the approval applied to your property.

If the offer is subject to a home inspection, the buyers would request permission for a professional home inspector to spend a few hours thoroughly checking out your home. The buyers usually accompany the inspector as well. The inspector will produce a summary of their findings, and if the buyer is happy with them, they'll remove the inspection subject. If it turns out that the buyer can't, for whatever reason, fulfill this subject, the offer is null and void. Not ideal, but not the end of the world. We'll get right back out there and find you some new potential buyers.

Once the subjects are to be removed, the buyer signs a form and the deal is firm. If you've completed all these steps, then you are a successful home seller. ***Congratulations!***



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STEP 7

CALCULATING THE NET PROCEEDS

Although your lawyer will provide you with a detailed outline of expenses incurred at the time of closing, it's best to understand what expenses you may incur when your home closes. We work with you to create an estimate of what costs will be associated with selling your home to avoid any surprises. Some of these costs may include, but are not limited to, the following:

Estimated Selling Price	\$
LESS:	
Legal Fees	\$
Mortgage Balance	\$
Mortgage Penalty (If applicable)	\$
Property Tax / Utilities Adjustments	\$
Non-Resident CRA Withholdings, Capital Gains, Outstanding Taxes (if applicable)	\$
Real Estate Commission plus GST	\$
Moving Costs	\$
Other:	\$
Estimated Net Proceeds of Sale	\$



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Closing Costs Explained



Legal Fees

Lawyer's fees vary, but often have structured fees for the purchase and sale of homes posted on their websites. Sellers pay in the area of \$1000 for a lawyer to look after the legal details necessary to close their home.

Mortgage Fees

Check with your mortgage lender to determine if any costs will occur when transferring or releasing your mortgage. Sometimes a discharge fee or payout penalty applies.

Disbursements

These fees cover additional legal expenses such as travel, copies, couriers, registration fees and preparing document transfers. Disbursements may separate or included as part of your legal fee.

Adjustments

It's difficult for a home seller to calculate exactly how much money is owed to which utilities on closing day. Your lawyer will ensure that any overpayments or deficiencies on rents, mortgage interest, property tax and utility charges will be corrected, and the buyer and seller will be credited or charged accordingly.

Taxes

We recommend obtaining advice from a tax professional.

Moving Costs

Moving costs vary based on location and the amount of possessions being moved. If you're moving yourself, you should factor gas, rental vehicles and moving supplies.



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STEP 8

MEET WITH LORI & ALAN



Schedule your complimentary market evaluation and learn more about Lori and Alan's results from their proven multi-media marketing system today!

Lori Pettigrew & Alan Yasin

"Turning Your Dreams into Realty"

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