

SOLD!

Chris Black

Move to what moves you



**A quality marketing system to get your home sold
faster and for top dollar.**

My marketing methods create maximum buyer exposure for your property. The following strategies will prove to sell your property faster, with less hassle, and for more money.

Marketing Plan

- Research comparable properties that have recently sold, are currently for sale, and properties that have not been selling
- Determine how quickly you need to move and determine why
- Determine what types of improvements you have done to your home, what features of your home make it attractive to buyers, types of cabinets, flooring, fireplace etc.
- Find out what you think your house is worth and why
- Measure home for floor plan preparation and MLS printout
- Inform all other agents in the surrounding offices in order to generate a buzz
- Feature your home in MLS tours for agents to preview
- Facebook blast
- Open houses

High-tech Solutions

Over 80% of buyers start their search for a home on the internet. We use all the available tools at our disposal to ensure your home is marketed on the internet for maximum exposure.

Listed on 7 websites for top recognition:

- www.chrisblackhomes.ca
- www.point2homes.ca
- www.homelifesalmonarm.ca
- www.realtor.ca
- www.craigslist.com
- www.kijiji.ca
- www.facebook.com

- Take digital photographs of your house for advertising material and website.
- Submit digital pictures of the interior and exterior of your home to the MLS website.
- Create an online property on www.chrisblackhomes.ca

Weekly Activities

- Follow up with all agents that have shown your home
- Promote your home to top producing agents, to advertise the new listing and when we will be hosting an open house so they can come preview your home
- Develop advertising materials to promote your house to its fullest potential.

Exclusive Marketing Guarantee

- Communication guarantee - I will talk with you every week
- I am a skilled negotiator and will negotiate the best terms and the highest price for you
- If you are not happy with my service, cancel at anytime

Post-Sale Duties

- Deposit cheque into our trust account
- Arrange transfer of property and possession protocol (keys, garage door openers, warranties, etc)
- Coordinate financing, property inspections, appraisal, and possession activities
- It will sell faster – you will save on mortgage payments, taxes and carrying costs
- Convenience – It can take a lot of time and energy to prepare a home for sale
- Exposure to more prospects – more people will be exposed to the property given its realistic price
- Higher offers – when the home is priced right, buyers are less likely to put forward a low-ball offer for fear that they will miss out on good value
- More money to the seller – when a property is priced right, the market excitement garners a higher sale in less time. You net more due to the higher sales price and less carrying cost

Drawbacks of Overpricing

- Reduces activity – agents won't show the property if they feel the price is too high
- Lower advertising response – buyers excitement will be with other properties that offer better value
- Loss of interested buyers – the property will seem inferior to other properties in the same price range
- Attracts the wrong prospects – serious buyers will think that they should get more for their money
- Eliminates offers – buyers may think that a fair priced offer could insult the seller
- Causes appraisal problems – appraisals are based on market comparables
- Listing will appear stale after it has been on the market for a long period of time. Buyers will think the reason why the house has been on the market for so long is because there is something wrong with it

Getting Ready

- To sell your home, first sign the listing documents (contract)
- Give us keys, access codes, floor plans and all your contact information
- Go to the website and view "Selling A Home" (or ask for a copy!) at www.chrisblackhomes.ca

Prepare Your Home For The Market in the Shuswap

Four Essential Steps

1. Make cosmetic improvements.

An attractive, clean, and tidy appearance will enhance your home's appeal.

- Keep the lawn mowed and walks cleared
- Wash the windows
- Open the shades and curtains to make the interior bright and inviting
- De-clutter the house, especially the kitchen and bathrooms
- If possible, leave the lights on before a showing

2. Fixing the minor items can go a long way toward improving that important first impression.

- Repair leaky faucets
- Tighten loose door knobs
- Replace damaged screens
- Secure loose railings
- Patch small holes in walls and ceilings and repaint
- Repair or replace faded or peeling wallpaper
- Replace burnt out light bulbs and broken light fixtures

3. *Check the major components to your home.*

A primary concern for homebuyers is the condition of the basic structure and major mechanical systems. Most buyers have great fear of the cost to repair these critical areas.

- Roof structure and covering
- Foundation, basement, and/or crawl space
- Central heating and air conditioning systems
- Electrical system
- Plumbing system

4. *Prepare for the buyer's inspection.*

Find the various house records that can be used to answer questions from the purchaser and their inspector.

- Appliance receipts, service records and warranties
- Age of major components such as the roof, furnace, air conditioner, etc.
- Major component warranties
- Heating, water, and electric bills from the past 12 months at least

9 Common Errors

Avoid 9 Critical Mistakes that could cost you thousands of dollars in the housing market.

1) *The wrong agent:*

Find an agent who will listen to you and to fulfill your needs. Avoid selecting an agent based on commission or list price for the property; you may well regret it.

2) Not finding out about your mortgage info:

Prior to listing, investigate your discharge penalties, portability options, and the possibility of the assumption of your mortgage by other parties.

3) Thinking there is a better time to sell:

There is never a bad time to list. There are advantages to both busy and slower markets. Busy markets create a lot of buyers but also have a lot of competition of other listings. Slower markets have fewer buyers but also have less competition for your house.

5) Waiting for more offers:

BELIEVE IT!!! The first offer is usually the best offer.

6) Lack of preparation:

Freshen up your home the inexpensive way: smell, cleanliness, de-clutter, paint, clean front and back entrances, fresh flowers inside and tidy outside.

7) Showings:

Be out of the house for showings. Buyers like to imagine themselves living in the home and your agent can point out all the advantages of the property. If you are at home, avoid getting into a discussion with the buyers. You can undo the best presentation by talking too much and highlighting items in which they have no interest. Their agent knows what they are looking for in home and is representing their interests.

8) Not understanding your listing contract:

Know your rights and obligations and whether you are able to fulfill the terms of the contract. If you are unhappy with the service you receive from our team, cancel your contract at any time.

9) Pricing:

Compare your home to other properties sold and not listed in your marketplace. The most excitement, interest in the property, and offers, usually occur when it is new on the market. Therefore, pricing above the market value may mean chasing the market down and selling for less than would have been realized with an initial realistic listing price. A price within 5% of market value encourages a quick sale.

Thank you for your consideration

I appreciate the time to talk with you regarding the sale of your home. It is an exciting time and a lot to think about. I am here to make it as smooth as possible. I look forward to working with you. Please do not hesitate to reach out with any concerns or questions.



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