

An aerial photograph of a coastal road winding along a forested cliffside. A white boat with a red stripe is moving through the water, leaving a white wake. The sky is clear and blue.

stillhavn  
REAL ESTATE SERVICES

# SELLER'S GUIDE





# **DIRECTION**

Sanctuary exists at the intersection of roads travelled and adventures yet to begin, but getting there requires clarity and a keen sense of direction.



Carey Summerfelt, Ben Chimes (Personal Real Estate Corporation) and Phil Reigh (Personal Real Estate Corporation)

# Meet the Chimes Group

The Chimes Real Estate Group is an award winning team of Vancouver real estate specialists that have become one of the most respected and top performing groups in the city over the past 16 years. Our tireless drive to raise the bar and vigilant attention to detail has earned a strong reputation within the industry as leaders and innovators. With over 1300 homes sold since 2006, you can rely on our wealth of experience and proven track record to guide you through the process.

Our world class team combines leading edge marketing strategies with skillful negotiation tactics and second to none customer service to consistently deliver exceptional results. We treat every transaction as if it is our own and constantly strive to get you the best deal possible in all situations. Utilizing the very latest technology, strategic marketing procedures, strong industry partnerships, and good old fashioned street smarts, you are in good hands with us.

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## ACHIEVEMENTS

**REBGV Top 1% (2014-2020)**

**REBGV Top 10% (2008-2021)**

**RE/MAX Lifetime Achievement Award**

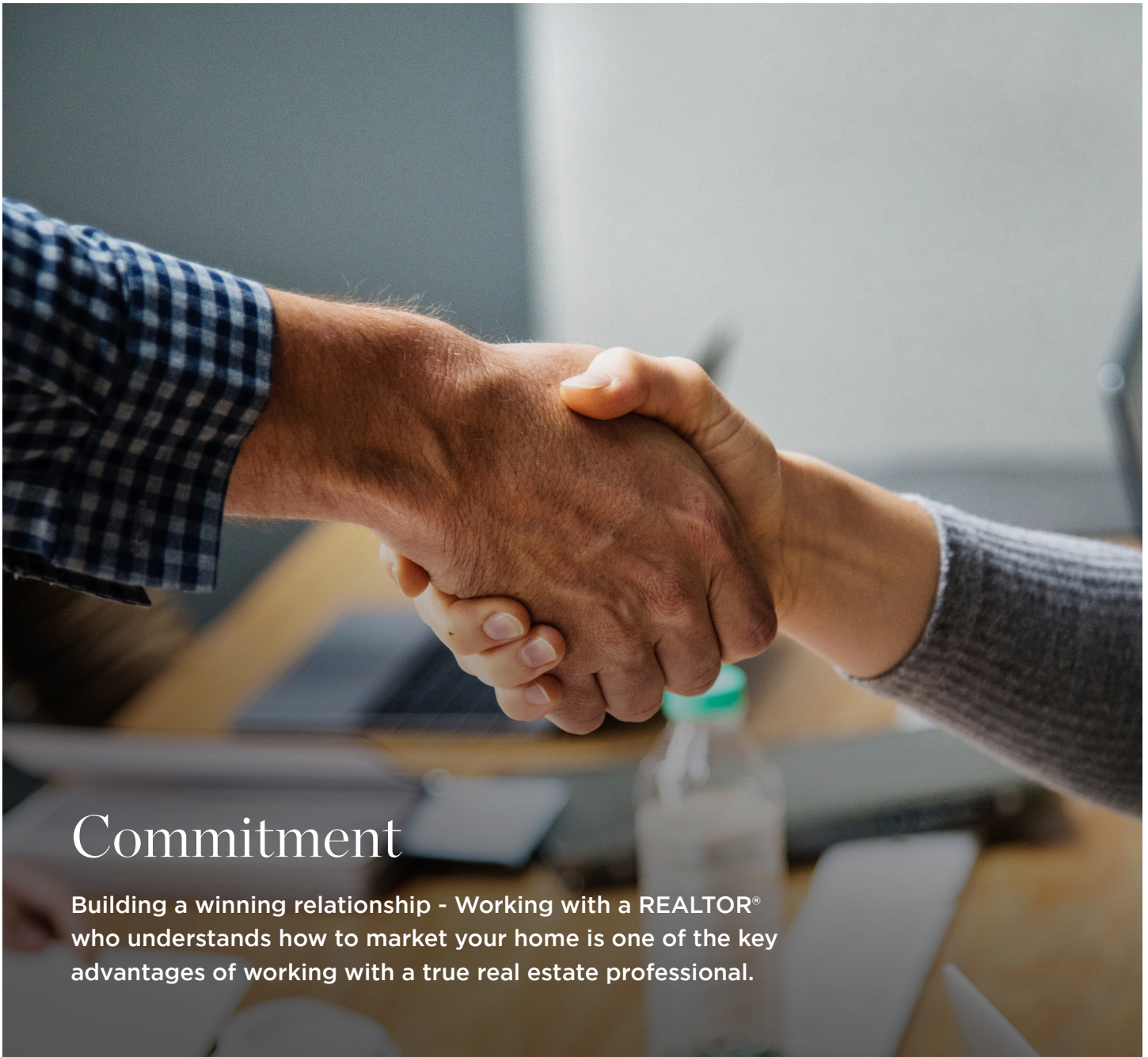
**RE/MAX Hall of Fame Award**



# Welcome to Selling a Home

Your home or investment property is usually one of your most valuable assets and I recognize that the decision to sell is a big one with many factors to consider, both logically and emotionally. I appreciate you considering entrusting this important task to me, and thank you for your time.

This booklet is designed to help answer some of the more common questions that may come up, and help prepare you for the journey. I hope you find it helpful and informative.



# Commitment

Building a winning relationship - Working with a REALTOR® who understands how to market your home is one of the key advantages of working with a true real estate professional.



# Important Considerations

## **Good photos matter.**

As more and more buyers are being introduced to properties online, professional pictures and videos matter. Ensure your home has been properly de-cluttered and consider staging tips that will make the rooms appear larger.

## **An MLS listing isn't enough.**

Your home needs to be effectively marketed to the right home buyers - whether that is through advertising, social media, the Internet, or direct mail. It is important that your home is viewed by as many potential buyers as possible in order to maximize the revenue return.

## **Is your price right?**

A home is likely to attract the most interest within the first two weeks it is listed. If the home is overpriced, buyers will move on. Be realistic when you set a sale price. Check out the competition and see what recent sales have occurred in the area.

## **Access and availability.**

You never know when a potential buyer will want to see your home. Having a comprehensive schedule of available viewing times can make all the difference.

## **Understand the possible downfalls.**

It's never easy hearing negative remarks about your home, but knowing is half the battle. Feedback will be provided from potential buyers who have seen your home. This could be helpful in the next showing.

## **Choosing the right agent.**

Never forget the agent you choose is there for you. They are your number one ally. The right agent will guide you through the selling process and answer any questions you have. They have just as much invested in the sale of your home as you do. If they can demonstrate why they are the perfect agent for you, then hire them. Always trust your instincts.

# 1

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## Define Your Goals

**Determine why you are selling your home.**

Before you start to think about all the things that need to be done, take some time to reflect on why you are selling and clearly define your goals. Everyone has different reasons. As you start to go through this process of discovery, focus on what is important to you and your family, this will help streamline the process. These are six important questions to ask yourself:

- Is there a timeline?
- Are you relocating?
- Are you looking for a bigger home or to downsize?
- Are you looking for a different neighbourhood? More city, more suburban?
- Are you looking for different amenities?
- Are financial considerations relevant?

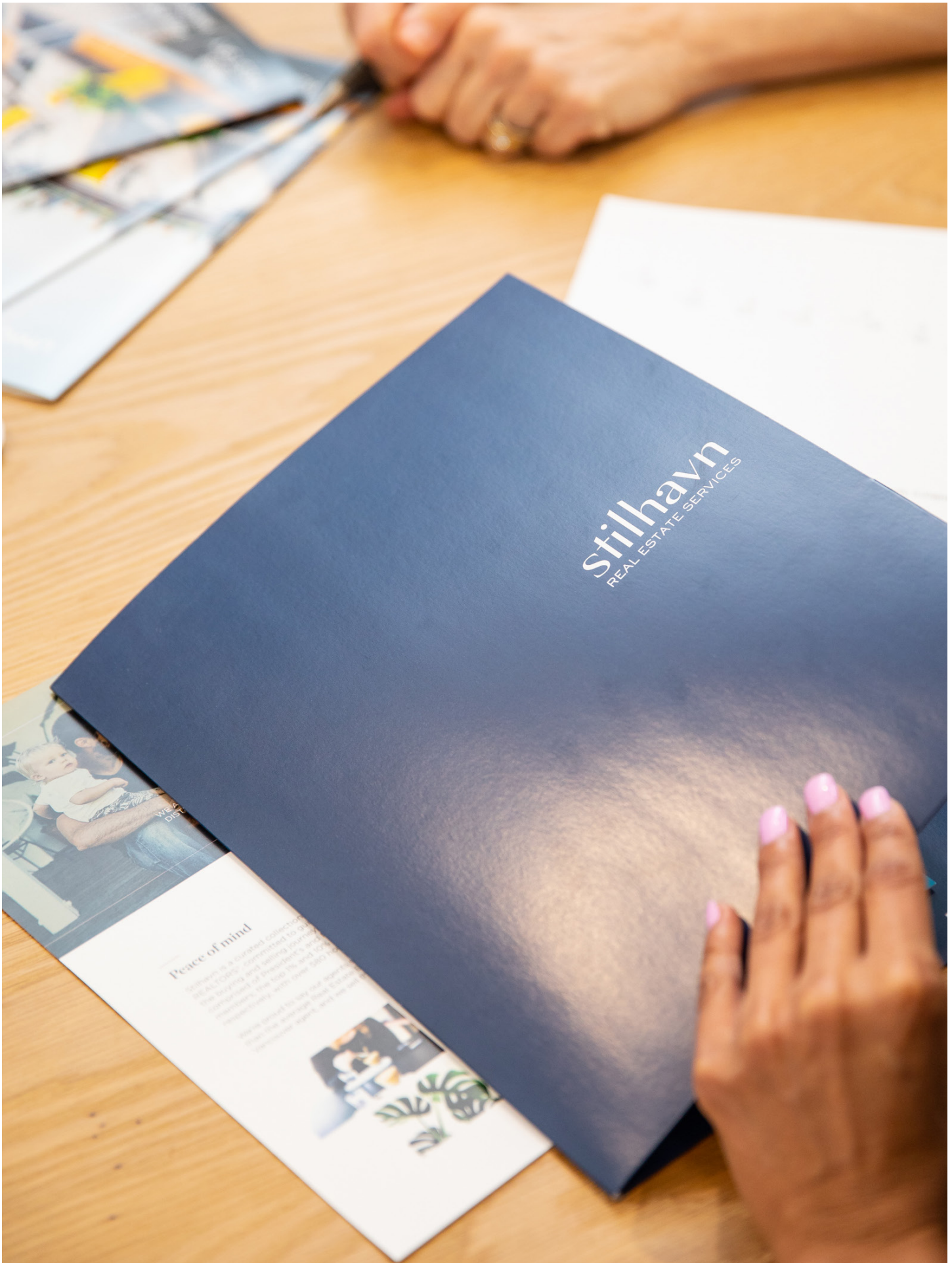
### **FIVE IMPORTANT CONSIDERATIONS**

- Do you understand the associated costs?
- Is this the right time for you to sell?
- What are the present market conditions and the implications to your sale?
- Does your home's equity give you an advantage?
- What are the current mortgage interest rate options compared to your rate and commitment?

Recognize that every market is different and the selling process can be a sprint or a marathon - be prepared for both.







## 2

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### Select a REALTOR®

Consider the benefits of having a professional on your side.

#### **ACT AS YOUR MARKETING MANAGER:**

Deciding who represents you is the most important decision you will make in the home selling process. As a Stillhavn real estate representative, I am here to help you.

#### **ACT AS YOUR SALES COORDINATOR:**

- Set a competitive market price.
- Advise you on how to showcase your home and highlight its best features.
- Develop a professional and personalized marketing strategy.
- Communicate with you regularly, and provide feedback on influences that may impact the market value of your home.

#### **INTRODUCE QUALIFIED BUYERS:**

- Work with the industry's most productive Buyer's Agents.
- Confirm each buyer has been pre-qualified prior to viewing your home.

#### **SERVE AS YOUR EXPERIENCED NEGOTIATOR:**

- Advise you on the merits of the offers submitted.
- Represent your best interests at all times and keep your goals in full view.

#### **ACT AS YOUR CLOSING COORDINATOR:**

- Send all documents out on time.
- Deliver the keys to the buyers after title has transferred and funds are ready to be issued by your lawyer or notary.
- Follow-up with any loose ends prior to and after moving day.
- Provide you with helpful tips on moving that can make the day go smoother.

# 3

## Price Your Property

The first thing buyers want to know is the price. With that in mind, we need to ensure that your property is on the market for a price that will attract buyers while still providing you with a good return.

### WHAT IS MARKET VALUE?

Deciding on the true market value is where my expertise will come into play. Regardless of its original price, or even the improvements you've made over the years, the market value is based on what buyers are paying at the time your home is on the market.

### OVERPRICING YOUR HOME

The rule of thumb is that buyers look at about twelve properties before they make an offer. This will give them a great idea of whether or not your property is well priced. If it's priced too high, you've just lost a potential buyer. If the home has been priced too high and later you lower the price they may wonder what is wrong with your home. Pricing your home reasonably the first time is critical to attracting the right buyer at the right time.



# 4

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## Prepare the Home

Begin this process with one simple idea: “This is not my home; it is a house.” For this Seller’s Guide, I have broken down this process into three levels. We can discuss what level is required to get the most value for your home.

### LEVEL 1: THE BASICS

- De-clutter
- De-personalize
- Deep clean

### LEVEL 2: BEYOND THE BASICS

- Paint the walls neutral colors
- Change room decorations and themes
- Make minor repairs as needed

### LEVEL 3: WAY BEYOND THE BASICS

- Major renovations
- Finish the basement
- Consider professional staging
- Other repairs

### HELPFUL TIPS

- Think of this process as a head start to packing.
- Even though some repairs seem minor, they can become a major factor in determining whether the buyer will actually buy.
- Pay particular attention to rooms that smell - odors are completely disenchanting.
- Don’t forget about the outside - this is the first impression.
- Scrutinize the home. If you were a buyer, would you want to buy this home? You have lived here and you know all the pros and cons. Highlight the pros and help eliminate the cons.

# 5

## Market the Home

A sophisticated and professionally prepared marketing plan is essential to maximizing exposure; it needs to be carefully prepared and strategically implemented.

- Yard Signs and Directionals
- Marketing Collateral For Your Home
- Public and Private Showings
- Local Advertisements
- Networking and Referrals
- Virtual Tours through Online Video Marketing
- Web Exposure

### OUR DIRECT APPROACH

Professional promotional materials that are directly mailed are one of the most powerful ways to spread the message that your home is for sale. Your neighbours will be first to tell their friends and family about your home – they already love their community and are your biggest advocates!



# 6

## Show the Home

Sellers place a lot of pressure on themselves when showing their property. Here are a few things to keep in mind to generate the best first impression and increase your chances of receiving those all-important offers.

- Let Your Agent Handle It
- Be Flexible
- Quick Clean
- Climate Control
- Animal Care
- Light the Way
- Communicate with your REALTOR®

TIP: keep a box for personal items. When these are not in use, keep them in a closet or drawer.

### THE “SHOW HOME” READY CHECKLIST

#### YOU HAVE 10 MINUTES:

- Make the beds
- Grab a basket/box and throw all personal items of clutter and put it in the back of your car
- Empty all the garbage
- Make sure the bathroom towels are clean, straightened, and match
- Put down all the lids to the toilet
- Wipe down all counter tops and sinks
- Turn on all the lights in the house
- Make sure the house temperature is comfortable
- Make sure the home smells good

#### YOU HAVE ONE HOUR:

- Do everything on the ten minute list, PLUS
- Vacuum all carpeted areas
- Sweep all surfaces
- Clean all mirrors
- Give the toilets a good clean and wipe down
- Clear kitchen counters and wipe down
- Laundry should be clean and put away
- Sweep the front doorway and shake out the mat



# 7

## Ask for Feedback

It is important to hear feedback on your property, whether it's good, bad or ugly. The information provided could be helpful in the next showing. Following an open house or buyer showing, talk with your REALTOR® to measure your home's reception and consider recommendations.

- Are you getting a steady stream of people to open houses and brokers opens? What is the typical number for comparable homes?
- Find out what feedback was given to your REALTOR®. Use this feedback to enhance your home's presentation for future showings. Your REALTOR® may have some ideas on how to spruce up your home's presentation factor.
- Could your home use an incentive to entice more buyers to come for a look? What other marketing strategies does your REALTOR® suggest to attract more buyers?
- It is important to keep things in perspective following an open house or a buyer showing. Remember that home shoppers need time to process what they have seen and maybe time to look around at other homes before making such a big decision.
- Be patient. Be open to feedback and continue to maintain an open dialogue with your REALTOR®.



# 8

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## Prepare for Offers

The most complex moment in the sales process is when you get an offer on the home. There are many components to an offer and your REALTOR® will explain the entire process so you are comfortable with all the steps involved. There are two types of offers. An offer with or without conditions: an offer without conditions is known as a firm or subject-free offer, and one with conditions is known as a conditional or subject offer. You can reject or accept the initial offer. If you agree to some points of the offer but not others then you can submit a counter offer. Offers can be countered back and forth between the parties until one of you accepts or rejects, ending the negotiations altogether.

### COUNTER OFFERS

Counter offers are generated by the seller after a buyer has submitted an offer to purchase. Typically, counter offers will state that the seller has accepted the buyer's offer subject to particulars such as:

- Higher price (if buyer's offer doesn't match sale price)
- Increase the amount of the deposit
- Refusal to pay for certain reports or fees
- Altering closing and/or possession dates
- Modifying the contingency time frames
- Excluding personal property

# 9

## Remove Subjects

Once both parties accept the sales contract and its subjects, they will start to work towards removing these conditions within a specific time frame. Your REALTOR® will advise you on what subjects can be removed based on the results once the appropriate due diligence has been completed. Ideally, both parties should have been able to negotiate a reasonable time to remove these conditions. Your REALTOR® will be able to advise you on the right course of action should the subjects not be removed by its due date.



# 10

## Close the Deal

Once all subjects have been removed the sale is considered final. The final documents will be sent to your lawyer/notary to prepare the necessary documentation pertaining to the sale of your home. Your lawyer/notary will forward these important documents to the buyer's lawyer/notary for final execution. Your lawyer/notary will arrange with the buyer's lawyer/notary to pick up funds and then you will be notified when the sale is complete. Your REALTOR® will contact you to handle any further requirements, such as transferring the keys to the new owner.



# Common Mistakes by Home Sellers

**1. Not Hiring a Professional** – You need the expertise of a REALTOR®.

Sellers who try to sell their home themselves take longer to sell and for far less.

**2. Not Pricing The Home Correctly** – Overpricing or underpricing can be a costly mistake. It's critical to know the market and review comparables to know what price your home needs to be set at to sell.

**3. Neglecting Necessary Repairs** – It will always cost you less out of pocket to fix things ahead of time rather than having buyers request that you fix it through their vendor of choice.

**4. Not De-cluttering** – One of the least expensive improvements you can make to your home is to declutter and create a sense of space throughout your home.

**5. Getting in the Way of Negotiating** – Too many sellers take negotiating personally and lose out on creating a win-win deal.

**6. Failing to Complete a Full Set of Disclosures Prior to Closing** – Be upfront about any of your home's issues; this will save you money and time.

**7. Overlooking Fees and Extra Expenses** – Request a list of fees and expenses before closing. Review these with your REALTOR® and discuss them ahead of time.

**8. Not Hiring a Professional Photographer** – 95% of all buyers start their home search online so make sure you leave a great first impression.

**9. Not Trusting or Communicating with Your REALTOR®** – They are your biggest ally. Trust them to guide you through this process. Be open and honest as you can and allow them to do their job.



# A Home Seller's Glossary

**Agreement of Sale** – Also known as contract of purchase and sale, purchase agreement, or sales agreement according to location or jurisdiction. A contract in which a seller and buyer agree to transact under certain terms spelled out in writing and signed by both parties.

**Amortization** – The process of reducing the principal debt through a schedule of fixed payments at regular intervals of time with an interest rate specified in a loan document.

**Appraisal** – A professional appraiser's estimate of the market value of a property based on local market data and the recent sale prices of similar properties.

**Assessed Value** – The value placed on a home by municipal assessors for the purpose of determining property taxes.

**Closing** – The final steps in the transfer of property ownership. On the Closing Date, as specified by the sales agreement, the buyer inspects and signs all the documents relating to the transaction and the final disbursements are paid. Also referred to as the Settlement.

**Closing Costs** – The costs to complete a real estate transaction in addition to the price of the home. This may include: taxes, title insurance, appraisal fees and legal fees.

**Closing Date** – This is usually the date that the legal ownership of the property transfers from the seller to the buyer.

**Conditions or Subjects** – Items that are usually put in place to protect a party's interests upon selling or buying the property and refer to things that must occur or be in place before the sale closes. Some of these conditions could be "subject to financing approval", "subject to the strata council allowing pets", "subject to the buyer's house selling", "subject to an approved home inspection", etc.

**Contingency** – A clause in the purchase contract that describes certain conditions that must be met and agreed upon by both buyer and seller before the contract is binding.

**Contract of Purchase and Sale**  
A detailed, written document which makes an offer to purchase a property, and which may be amended several times in the process of negotiations. When signed by all parties involved in the sale, the purchase offer becomes a legally-binding sales agreement.

**Conventional Mortgage** – One that is not insured or guaranteed by the federal government.

**Counter-Offer** – An offer, made in response to a previous offer, that rejects all or part of it while enabling negotiations to continue.

**Debt-to-Income Ratio** – A ratio that measures total debt burden. It is calculated by dividing gross monthly debt repayments, including mortgages, by gross monthly income.

**Deposit** – A deposit provided from the buyer to the seller as a token of the buyer's assurance and intention to buy the property involved. The deposit is applied against the purchase price of the home once the sale has closed. Your agent can assist you in proposing a certain and appropriate amount for the deposit.

**Easements** – Legal right of access to use of a property by individuals or groups for specific purposes. Easements may affect property values and are sometimes part of the deed.

**Equity** – The value of the property less the loan balance and any outstanding liens or other debts against the property.

**Fixed-Rate Mortgage** – A type of mortgage loan where the interest rate does not change during the entire term of the loan. The rate is locked in at time of closing.

**Home Inspection** – Professional inspection of a home, paid for by the buyer, to evaluate the quality and safety of its plumbing, heating, wiring, appliances, roof, foundation, etc.

**Homeowner's Insurance** – A policy that protects you and the lender from fire or flood - a liability such as visitor injury or damage to your personal property.

**Inclusions and Exclusions** – These are specifications within the offer that detail the items to be included or excluded from the purchase of the property. Typical inclusions are appliances, window coverings and light fixtures.

**Lien** – A claim or charge on property for payment of a debt. With a mortgage, the lender has the right to take the title to your property if you don't make the mortgage payments.

**Market Value** – The amount a willing buyer would pay a willing seller for a home. An appraised value is an estimate of the current fair market value.

**Possession and Adjustment Dates** – When the buyer takes possession as specified in contract of purchase sale and adjustments are made for prepaid taxes, maintenance fees, etc. They are usually the same date.

**Possession Date** – The date, as specified by the sales agreement, that the buyer can move into the property. Generally, it occurs within a couple of days of the Completion Date.

**Pre-Approval Letter** – A letter from a mortgage lender indicating that a buyer qualifies for a mortgage of a specific amount. It also shows a home seller that you're a serious buyer.

**Principal** – The amount of money borrowed from a lender to buy a home, or the amount of the loan that has not yet been repaid. Does not include the interest paid to borrow.

**Purchase Price** – The amount that the buyer is offering to pay for the property, usually dependent on market conditions and may differ from the seller's current asking price. There is no "normal" amount or percentage that a price will differ from its asking price, as the final price will be determined by many factors, including the seller's motivation and how close the asking price is to actual "market value."

**Title** – The right to, and the ownership of property. A Title or Deed is sometimes used as proof of ownership of land. Clear title refers to a title that has no legal defects.

**Title Search** – A historical review of all legal documents relating to ownership of a property to determine if there have been any flaws in prior transfers of ownership or if there are any claims or encumbrances on the title to the property.



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### Peace of mind

Stilhavn is a curated collection of top-performing REALTORS®, committed to guiding you through the buying and selling journey. Our team is comprised of President's and Medallion Club members; the top 1% and 10% of the industry respectively, with over 2,282 homes sold and a total value of more than 3 billion dollars in 2021. We're proud to say our agents sell **10x more homes** than the average Real Estate Board of Greater Vancouver agent, and we sell them **55% faster**.\*

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### Stronger together

We take a cultured approach to real estate, designed to deliver the absolute best in the industry. Every member of the Stilhavn team offers skilled and ethical service, without compromise. Here, "better" means leveraging our collective strength and deep market insights to deliver unparalleled results.



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## Find your sanctuary

Your home is your refuge from the world; a place to recover from the day, create lasting memories with loved ones, and plan your next big adventure. Choose Stilhavn to guide you to your safe harbour.

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## Distinctly West Coast

We live, work, and play here. Our head office isn't in Hamburg, Denver, or New Jersey, and we aren't tied to outdated corporate policies. We understand the unique beauty, culture, and challenges Vancouver has to offer.

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## Leading technology

Our digital-first approach is second to none. For sellers, listing with Stilhavn means achieving maximum exposure through our network of partners and targeted marketing campaigns. For buyers, it means tapping into Stilhavn's collective knowledge and enjoying an incredible house-hunting experience.

\*Source: REBGV and internal data. Includes all sales listed in the databases of the REBGV in 2020 for the Greater Vancouver Regional District, Squamish, Whistler and Pemberton. All information is believed to be accurate but is not guaranteed and should be independently verified.

This publication is not intended to cause or induce a breach of an existing agency relationship.





## Our People, Your Advantage

Unlike most brokerages, Stilhavn's agents are selected based on a strict performance and personality criterion. We're not striving to be the biggest, just the best.

We understand that our success—individually, and as a collective—is the result of our relentless pursuit of excellence, and an intrinsic belief that our clients deserve better than the status quo. Sell your home with the peace of mind that comes from working with the top, most celebrated talent in town.

## Working with the Chimes Group

Selling a home can be more than a simple financial transaction. Especially if it involves separating from a house that has been for many years the family home. For these reasons and many more, the real estate agent and his team are of first importance. We have been lucky in selecting Ben and his team to help us go through the sale of our home. All along Ben was easily reachable, offered good advice and was very professional in every way. Consequently, the sale of our house was quick and smooth which is what a seller hopes for. This team deserves every 5 stars for their work.

**~ Michele & Daryle**

Our experience with Phil has been amazing. We can't emphasize enough what a consummate professional he is. He was able to get our place staged and ready for sale in a very timely manner to a superbly high standard. Any questions we had along the way were addressed quickly and efficiently. We have bought and sold numerous times across North America and can honestly say that Phil has impressed us beyond measure. If you want to sell or buy with a true professional, then Phil is the realtor to trust.

**~ Paula & Gordon**

Ben greatly exceeded my expectations! I was having a hard time trying to sell my condo and I live out of town which made things more complicated. Within the first few seconds of speaking with Ben, I had complete confidence and trust in him. Ben came into a difficult situation and quickly turned it around. Ben is extremely knowledgeable and professional, his advice was consistent and accurate. He is honest and knows how to have tough conversations when needed. Ben was always available to answer every single question I had. Ben looked after every detail for me, going above and beyond his call of duty. He staged my condo and completely turned it around! I was absolutely shocked how quickly Ben sold my property. My only regret is that I didn't use him sooner. I highly recommend Ben Chimes to anyone looking for an amazing realtor!

**~ Stephanie**

#FINDYOURHAVN

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\*Personal Real Estate Corporation