



A REALTOR® is an invaluable asset when it comes to selling a property. The complex nature of real estate transactions requires specialized knowledge, legal paperwork and professional negotiation skills. The process can be overwhelming without the guidance of a trained professional. With so many details, it can be too easy to miss something critical or make a costly mistake. Understanding the recipe for success includes everything from preparing the home for sale and pricing, to negotiating offers and writing an enforceable contract that safeguards your best interests. For many people, selling a property is one of the largest financial transactions they

will ever make. Not to mention, when it comes to selling your personal home, it can easily become emotional. There's a lot at stake, which is why choosing to work with Rick is a smart move. He will protect you with valuable advice, knowledge and expertise that helps you sell with confidence knowing that you're making informed decisions. Working with Rick helps to transform the selling process from stressful to enjoyable. His goal is to help you sell your property for a better price with fewer days on the market. When it comes to making one of the biggest financial decisions of your life, it pays to enlist his help.

## WHAT TO EXPECT WHEN WORKING WITH RICK:

- Advising on improvements and staging ideas to enhance its marketability
- Assessing the condition of your property and helping determine the best price
- Promoting your property effectively to attract qualified buyers
- Handling all inquiries, coordinating showings and reporting to you on both
- Receiving offers and handling negotiations to maximize your investment
- Assisting you at every step of the process by providing valuable advice and essential information
- Promote your best interests with expert real estate advice and skills
- Simplify the process of selling with specialized real estate knowledge
- Keep you informed and updated on market trends based on current data
- Communicate honestly and frequently on all matters of concern to you and your real estate transaction
- After sale support and follow up

## PRICING STRATEGY THE 3 MARKET CONDITIONS



### SELLER'S MARKET

Inventory is low. Properly priced homes generally sell within the first 60 days of listing. If you have not received an offer within this time period, it is priced above market value.

21% or More Listings Are Selling



### BALANCED MARKET

Inventory is meeting demand. There is no perceived advantage to either buyers or the sellers. Properly priced homes should sell within 120 days.

12% - 20% Of Listings Are Selling



### BUYER'S MARKET

There are plenty of homes for sale in every price range and area. Homes are selling in over 120 days. A competitive price is required to attract Buyers.

Less than 12% Of Listings Are Selling

## THERE ARE ALSO 3 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 a comprehensive marketing plan that is effective.

## 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. Do you feel you have a good understanding of the current market conditions and how they affect value?
3. Are there any benefits to a quick sell or a longer sell time frame?
4. How long are you willing to wait for to sell your home?
5. In a Buyers market, are you willing to consider pricing your home just below similar homes that are currently for sale?

REALSEARCH® MARKETING

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# SELLERS GUIDE

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SELLING  
YOUR MOST  
*valuable*  
ASSET



8 **STEPS**  
TO SUCCESS  
with **RICK THE REALTOR®**





**RICK THE REALTOR®**

Rick's commitment extends beyond his career. He cherishes time spent with his family, especially his young granddaughter and enjoys playing hockey, golfing and drumming in a band. His strong belief in giving back is evident through his active support of numerous charities and he has been recognized as one of the top charity contributors in Canada by Rate-My-Agent.com. Rick has also been honored with the "Best of Langley" Award for two consecutive years, a testament to his outstanding service and expertise in the local market.

Rick takes an educational approach, ensuring that clients are well-informed and supported while guiding them every step of the buying or selling process. Clients and colleagues alike recognize Rick for his honesty, dedication, and reliability. Rick makes himself accessible for his clients, being able to address client needs and concerns in a timely manner.

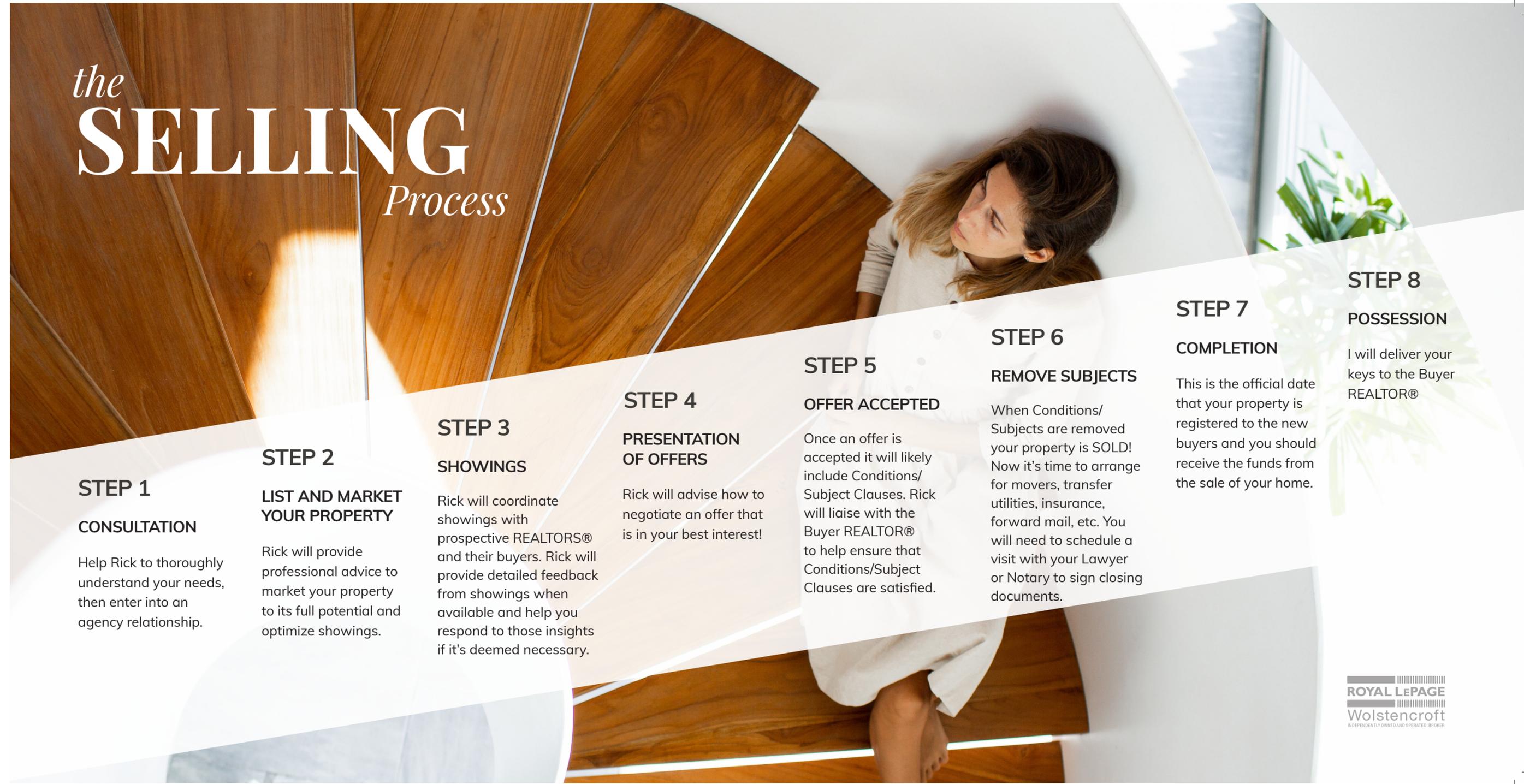
When it comes to selling properties, Rick employs a comprehensive marketing strategy to maximize exposure and attract potential buyers. His excellent communication skills and adeptness in negotiation contribute to successful sales, making him a top choice for sellers.

Rick's real estate career is founded on his core values of Protection, Caring and Integrity. He has

been fortunate to work with many repeat and referred clients, building a career that puts the clients best interest first. His calm and personable demeanor puts clients at ease, ensuring a smooth and stress-free real estate experience.. Rick's mission is to guide clients through the largest financial decision of their lives, helping them achieve their real estate goals and dreams.

His vision is to be recognized as one of the top professionals in the real estate industry, known for providing exceptional service and invaluable guidance to all his clients.

Extensive experience, commitment to his clients and a heart for the community, is why so many choose Rick as their Real Estate Guide.



# *the* **SELLING** *Process*

## **STEP 1** **CONSULTATION**

Help Rick to thoroughly understand your needs, then enter into an agency relationship.

## **STEP 2** **LIST AND MARKET YOUR PROPERTY**

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

## **STEP 3** **SHOWINGS**

Rick will coordinate showings with prospective REALTORS® and their buyers. Rick will provide detailed feedback from showings when available and help you respond to those insights if it's deemed necessary.

## **STEP 4** **PRESENTATION OF OFFERS**

Rick 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 include Conditions/ Subject Clauses. Rick will liaise with the Buyer REALTOR® to help ensure that Conditions/Subject Clauses are satisfied.

## **STEP 6** **REMOVE SUBJECTS**

When Conditions/ Subjects are removed your property is SOLD! Now it's time to arrange for movers, transfer utilities, insurance, forward mail, etc. You will need to schedule a visit with your Lawyer or Notary to sign closing documents.

## **STEP 7** **COMPLETION**

This is the official date that your property is registered to the new buyers and you should receive the funds from the sale of your home.

## **STEP 8** **POSSESSION**

I will deliver your keys to the Buyer REALTOR®