

ARE YOU THINKING OF SELLING?

Information prepared by:



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Coldwell Banker

About Coldwell Banker

The Coldwell Banker brand is the oldest and most established residential real estate franchise system in North America. Founded in 1906, young entrepreneur Colbert Coldwell, later joined by partner Benjamin Banker, changed the way that people bought and sold homes. More than 100 years later, the Coldwell Banker network is one of the most trusted in the world, with a global presence across 49 countries and territories worldwide.

About Coldwell Banker Horizon Realty

Western Canada's first Coldwell Banker® office opened for business in 1990 and today they have over 80 professionals serving your needs from 5 locations in the Central Okanagan. In addition to residential and commercial real estate sales, we offer project marketing, rental assistance, commercial and residential property & strata management and consulting services. As a strong corporate member of a thriving community we participate in community events, offering support and compassion, which has proven results - being awarded the Coldwell Banker Ultimate Service® Award for 14 consecutive years. Designated a Chairman's Circle Company for many years, Coldwell Banker Horizon Realty is positioned in the top 2% of Coldwell Banker company's World Wide.

WHAT WE DO

We Honor our legacy of loyalty, trust and integrity through professional growth and innovation. We foster a culture of support, skill and cooperation that provides the best customer experience in Real Estate. We are trusted agents, outfitted with the right tools, to help you make smarter decisions.

You get us both

We work in partnership with you and utilizing each of our strengths, networks and experience we are both always working for you.

We focus a lot of our time and effort in West Kelowna, both Bill and Mark are active members in the community with Greater Westside Board of Trade supporting local businesses.

Bill Raine



Bill Raine has been successfully owning and operating small businesses in the Okanagan since 1990. Bill has fine-tuned every aspect of buying, selling and investing in real estate. Bill is known for his professional expertise, sophisticated resources and dedicated customer services. Bill is a true professional and understands what it takes to be a business person in today's market. Bill is your "Full Service REALTOR®" being licensed as both a Commercial and Residential REALTOR®.

Mark Coons



Mark has a Bachelor of Business Administration Degree and Certificate in Economics from the University of Regina. After getting his degree Mark had a successful 5 years in lending with Farm Credit Canada, where he lent over \$120M during that time. Being inspired and watching small businesses grow was a rewarding experience and it inspired him to start his Real Estate career. Having the educational and financial experience Mark will ensure to maximize your bottom line.

Both Bill and Mark are active members in the community with the Greater Westside Board of Trade supporting local business and Government.

ADDITIONAL SERVICES WE OFFER YOU

1. We hire a professional photographer with a 360 Virtual Tour of your home:
 - Classy, sleek and professionally designed tours
 - Showcase your home with a stand-alone property address
 - Drastically increase your exposure with Video
 - Homes for sale without Virtual Tour often get overlooked
2. We create professionally designed feature sheets for potential buyer's information and future reference:
 - Print media and online marketing go hand in hand
3. We door knock in your neighbourhood to give your neighbours an opportunity to choose their neighbours.
4. We promote your home at weekly Coldwell Banker meetings to promote and find prospective buyers.
5. We put your home on Tour with Coldwell Banker and MLS®, where agents come into your home to be able to promote your home to prospective buyers and other agents from other brokerages.
6. We email your home's listing to all Coldwell Banker Agents to further promote your home.
7. We offer Open houses to allow prospective buyers in your home.
8. We advertise your home on a number of internet and social media sites including:
 - Facebook
 - YouTube
 - Instagram
 - Castanet
 - Kijiji
 - Craigslist
 - Facebook Marketplace
 - Realtor.ca
 - Coldwellbanker.ca
 - Markcoonsrealty.com





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Independently owned and operated.

We have access to the widest variety of lenders — to find the right solution for you. We are experts at helping you achieve your home ownership dreams. Access your best options! REFERRALS WELCOME!

10 great reasons for using a REALTOR®

1 Working with a professional provides peace of mind.

REALTORS® adhere to a strict code of ethics, are insured and are committed to ongoing education. They have intimate knowledge of sales and trends in the local marketplace and their knowledge of contract law also ensures the paperwork is handled correctly.

2 Get information on new listings first.

Not only do REALTORS® have access to a multiple listing service, REALTORS® are also invited to exclusive “agent only” open houses that let them find out what’s on the market before anyone else.

3 Market that property!

Your REALTOR® will distribute information about your property to their network of other agents, industry partners, preferred clients and the public. This is a great help towards getting the word out that your home is for sale.

4 They know your competition. When selling your home, your REALTOR® is the best person to provide you with up-to-date information on the marketplace. From their experience doing hundreds

of transactions, they know the price and features of competing properties.

5 Find the right property for your specific needs.

REALTORS® can help source locations and homes that are specific to your needs. They also know where schools, hospitals and amenities are located, and can advise on neighborhood discrepancies.

6 Help you to evaluate a property.

REALTORS® know which inspections should be conducted on potential purchases including checks for termites, dry rot, and asbestos. They can also help you gain access to important information such as the title and sales history of the property. If issues are contained in the title report, a REALTOR® can assist you to resolve them before problems arise.

7 Negotiating: Secure the best price for your home.

REALTORS® are expert negotiators, and their experience can equate to thousands of dollars in your pocket. Along with helping you get the best price, they can assist with date of possession, and inclusion or exclusion of repairs, furnishings or equipment. The help of a REALTOR®

will maximize your return and give you peace of mind.

8 Get the best information on financing options.

A REALTOR® can help you understand the various financing options available and refer you to a qualified lender or mortgage professional/broker.

9 Know what government programs can help.

Your REALTOR® knows the most current incentives and rebates that help homebuyers. Government offerings on land transfer taxes, home buyer’s tax credits and buyer’s plans for first-time homeowners can help save thousands of dollars.

10 Help you work with the best partners.

Finding the right real estate lawyer, property inspector, tradesmen, movers and other service providers can be time consuming. A REALTOR® will have a list of people that they can recommend, saving you time and worry.

I’d be happy to answer any questions you have about closing and other costs. To help you prepare financially, a mortgage professional can explore your financing options with you.

CURB APPEAL CAN ENHANCE YOUR BOTTOM LINE



Curb appeal is the overall impression that your home creates when viewed by a potential buyer. It is the quality that gets buyers thinking about your home as *their* home. As soon as a potential buyer sees your home, they will begin creating an emotional connection, be that good or bad, with your home. A buyer begins to form a picture in their minds. Could I live here? Can I maintain my current lifestyle in this home? How much work do I have to do?

- ❖ Paint: Chipped or peeling paint detracts from the appearance of your home. An inexpensive paint job, including front door, fence, shutter and other surfaces can significantly enhance your home's appearance and value. Choose a neutral color that matches the brick, siding, fence or trim of your home.
- ❖ Landscaping: Mow and edge your lawn. Repair any unsightly patches. Trim trees and shrubs. Replace old pots with new ones. Water flowers. Store garden tools in the garage or basement.
- ❖ Sidewalks/driveway: Hose down sidewalks and driveways. Clear any clutter. Store any toys, sporting equipment or bicycles, neatly in the garage or basement. Remove stray weeds from adjoining lawn areas.
- ❖ Eavestrough: If possible hose them down, along with the siding and sidewalks. Remove any leaves or debris. If they're damaged or loose, repair them.
- ❖ Fences/siding/exterior: Complete any repairs to these areas. A fence that looks like it will blow over in the strong wind, leaves a bad impression. Be sure to hose down these areas, prior to viewing.
- ❖ Cracked/uneven foundation: Have this area repaired. A buyer is less likely to purchase your home if they will be hit with foundation repairs.
- ❖ Lighting: Upgrade any worn or rusted lighting. Warm lighting around your home's exterior creates an inviting appearance. Even a smaller home can appear cozy with the correct lighting.
- ❖ Finishing touches: Put out a new, inexpensive welcome doormat. Clean any outdoor furniture and replace old and worn cushions. If you have a pet that lives in the backyard, be sure to advise your REALTOR® in advance. Even better, arrange for pet boarding when showing your home.

When you pay attention to your curb appeal, your home will likely spend less time on the market. Uncompleted repairs could lengthen the time needed to sell your home. The first impression that a buyer makes of your home is important. It sets the tone for the rest of the walk through. When your prospective buyer falls in love with the exterior, he or she will anticipate an equally appealing interior. With good curb appeal, you are issuing a personal invitation: "Welcome. Come on in."

7 WAYS SELL YOUR HOME FAST FOR TOP DOLLAR



Buyers do not see your home the same way you do. They are very discriminating about its condition, the neighbourhood and the price. An average buyer will view between 15-20 houses, ranking yours among all the that they have viewed.

1. Find a Good REALTOR® To Represent Your Needs

A REALTOR® is your best bet. This person has the educational background, the industry and community connections to work in your best interests.

2. Be Clear About Why You Are Selling

Knowing the reasons for your move determines everything from setting the price to allocating funds for repairs and improvements. Is the price you obtain more important than how long your home is on the market? Do you need to sell immediately? Each why requires a different strategy. At the same time, you do not need to reveal your why to anyone. Something negative might be used as a bargaining tool at the negotiating table. If someone wants to know why you are selling, politely respond that your housing needs have changed.

3. Conduct Thorough Research Before Setting A Price

Establishing a price is an investment in your future. Find out what similar homes in your neighbourhood have sold for in the last 6-12 months. Also check out the prices of homes currently listed. The price you ask should be within the range of similar homes in the neighbourhood. If it is too high or too low, buyers will question the reasons for this discrepancy. Your home could stay on the market longer than you would like. You may also have to adjust the price and wind up getting less than you hoped.

4. Maximize Your Home's Sales Potential

First impressions are absolutely critical. The look, the feel and the care of your home promote an emotional response. Even before they walk in your door, prospective buyers will try to imagine themselves living in your home. Just like a new outfit, buyers want to see if this home will "fit" their lifestyle. Clean everything until it sparkles. Pick up, organize, throwaway, scrub, scour, dust and disinfect. Be sure to complete all minor repairs. Buyers are especially keen on work that may need to be completed.

5. Ensure All Areas Of The Contract Are Covered

It is in your best interests to disclose everything you know about the property. Failure to disclose could result in costly delays, litigation or even cancellation of the sale transaction. Most importantly, if a buyer knows about an item, he or she has no future recourse. Be sure you understand all terms, costs and responsibilities.

6. Stay In Your Home Until Closing

It may be harder to sell a vacant home. Furniture, drapes and all the assortment of daily activities go a long way to create the warmth and comfort of a home. To some buyers, an unoccupied home could be seen as forlorn, forgotten and not as appealing. You might have to reduce your price, depending upon the buyer. At the same time, you are sending the message that you have found a new home, and you likely need to sell fast.

7. Stay Out Of The Way During Showings

When buyers view your home, gently remove yourself and allow buyers to feel at home. By pointing out features, improvements and decorating items, that are meaningful to you, or you have spent money on, you could be seen as adding pressure to the sale. Best to leave the showing to your Real Estate Professional.

MAKING REPAIRS PRIOR TO THE SALE



New. Just replaced. Upgraded.

Such sweet music to any buyers ears.

Before your REALTOR® puts the “For Sale” on your lawn, it is likely that you will need to make some repairs and improvements. But what kinds of repairs should you make? Do you repair larger items? Do you totally upgrade the basement? Do you hope nobody will notice?

When considering repairs on your home, consider the market and your neighbourhood. In a hot market, perhaps you will not need to do anything. Perhaps, in a buyer’s market your repairs and upgrades should be completed in order to achieve the best possible price.

Home inspections are popular

Many buyers will request a home inspection. This could work for or against a seller. Depending upon how it is written into the contract, a buyer could terminate the contract upon unsatisfactory findings or if specified repairs are not completed. He or she could also re-open negotiations. An unhappy buyer could also request a substantial discount for the cost of the repairs. The seller pays for it now or later.

Do not get carried away

Dollar-for-dollar, not all home improvements raise the value of your home. It depends on the cost and type of improvement. You could spend \$30,000 on a backyard paradise, complete with mature trees, waterfalls, rock gardens and sprinkler system. Will this mean your property is instantly worth an additional \$30,000? Unlikely.

Select renovations that will not stretch your budget. Be mindful not to over improve your home in regard to the neighbourhood. When it comes to buying a home, buyers seek the least expensive home in the most expensive neighbourhood they can afford. If your home has too many improvements, it may be priced at the high end of the local market. From a selling position, you may not get the best price. It may also take longer to sell your home. And, the longer your home stays on the market; you are more inclined to reduce the price to ensure a sale.

Perhaps you are planning to move in a few years and hoping to recover the costs. Canada Mortgage and Housing Corporation suggests the following as a payback range of typical renovations:

Kitchen	68-74%	Upgraded heating system	48-50%
Bathroom	64-71%	Landscaping	45-49%
Interior painting	62-66%	In-law or rental suite	40-42%
Exterior painting	62%	Central air-conditioning	38-43%
Main floor family room	49-56%	Energy-efficient upgrades	33-39%
Finished basement	50-52%		

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REALTOR®

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THE IMPORTANCE OF PRICING



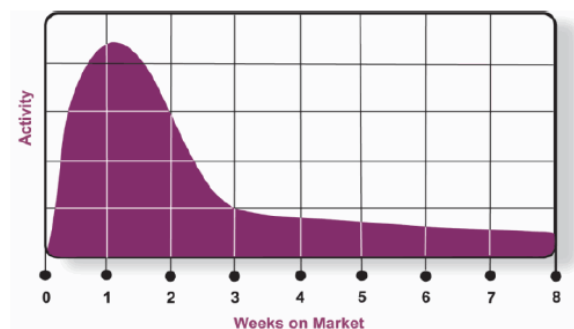
This chart highlights the importance of pricing correctly at market value.



This graph illustrates the importance of pricing correctly. The centerline represents market value. As you move above this market value, you attract much smaller percentage of prospective buyers, greatly reducing your chances of a sale. Conversely, as you move below market value, you attract a much larger percentage of potential buyers.

ACTIVITY VS TIMING

This chart highlights the importance of pricing correctly at market value.



This chart illustrates the level of excitement and interest in a new listing over time. It also demonstrates the importance of pricing correctly. When a property is first listed, it generates a very high level of interest from prospective buyers, which reduces dramatically over time. It is important to be priced correctly from the beginning, during the peak of this curve.

HOME NOT SELLING?

THE TOP FIVE REASONS WHY NOT



1. Price

Prior to listing a home, it is a good idea to obtain a market evaluation (or CMA, comparable market analysis) from two or three REALTORS®. This should give you a professional opinion from three reliable sources.

Sometimes a REALTOR® may inflate the price, in hopes of getting the listing. This person could suggest that you will get \$20,000 or even \$30,000 more than the other agents. This is called “buying a listing.”

If one agent suggests a price that is significantly higher than the others, it could mean that this REALTOR® is not your best choice. Each evaluation should be within a reasonable amount, compared to the others. The market does not lie. If you list your house at a value higher than the market value, you will have more difficulty selling it. Sometimes buyers perceive such a home as “market worn.” Your final selling price could be lower than if you had listed it correctly in the beginning.

Your house is worth \$140,000. You list it for \$150,000. It is less likely buyers looking for \$140,000 homes will view your home. It is not within their price range. Buyers looking for \$150,000 homes will compare your homes to others that are truly in this price range. Houses priced correctly are more likely to sell. Sometimes, an agent will show an overpriced home for comparison when they want to sell listings that are reasonably priced.

2. Condition

A buyer does not see a home the same way a seller does. As many homeowners have grown accustomed to their home along with developing an emotional attachment, many items may be overlooked. What looks good to one person does not look the same to another – especially a buyer. Most buyers are looking for a near perfect home. This means clean, in good condition mechanically and structurally, and in a pleasing decorating style.

The ideal situation would be for the buyer to move into a home, without having to do any work, including cleaning the carpet. When a buyer looks at a home, they try to imagine themselves living in the home. If any work needs to be done they are less likely to make an offer, when compared to another home that is in model-home condition. At the same time, a buyer could make an offer less than the market value, to compensate for any required work. You could lose money by not having your home in top condition.

The paint inside and out should be in good condition. Everything should be kept perfectly straight and orderly. A seller should walk through the house as if they are a potential buyer, being very critical and asking whether they would purchase a home in this condition.

A professional REALTOR® can assist you in this task. They can take an unbiased look at your home and suggest ways to improve your home and most importantly, increase your total profit and that's the bottom line. When your home is in its “best” condition, you are more likely to receive the best price. While it may seem a lot of work, repairing these items will benefit you in the pocketbook.

3. The listing agent

The reputation and ethics of your REALTOR® is especially important. He or she could create big problems if he or she is difficult to get along with. People do not like to work with someone who has a bad attitude or a condescending nature. REALTORS® who are rude or arrogant, will have far fewer showings than a cooperative and enthusiastic agent.

Before you hire an agent, be sure to check out his or her reputation. Ask for references. Phone the Real Estate Board. It is worth spending the time interviewing an agent to ensure you will get the results you are looking for. Be sure to read the report, “26 Questions to Ask A REALTOR®” included in the Getting Ready section.

4. Location

The third reason a house may not sell quickly in a good market is location. Undesirable schools, higher crime rate, untidy neighbours, busy roads and close proximity to noise, could contribute to a delay in selling. The only compensation available for the location factor is a lower price. An owner may have to reduce the price so the home compares to others in more desirable areas. Your REALTOR®, trained in these kinds of situations, can recommend a good strategy to overcome a bad location.

5. Marketing plan

When the factors of price, condition, location and agent are correct, the other factor is marketing plan. It takes more than simply putting a sign on your lawn to sell a home, place your home on the MLS® System, run an ad and then sit back and wait for a buyer to arrive. If a REALTOR® is doing his or her job correctly, an aggressive marketing plan should accompany your listing agreement. If the REALTOR® does not perform as outlined in this document, you can cancel. Your REALTOR® must make effective use of the latest technology, plus maximizing industry and professional contacts, to ensure your home is placed before the most buyers. When all the other factors are accurate, the only thing left in a good market is the marketing plan.

This also includes showings of your home, proper qualification of buyers, handling details of the sale and anything else that could affect the sale of your home. All of these details are important. They could affect your bottom line.

Details are important

There is however one thing you may not be able to overcome – a bad market. In this situation, there are many factors beyond your control. A good REALTOR®, however, can offer some ideas and suggestions when faced with one. For the most part bad markets are rare. In most cases, in a good market, when price, condition, your REALTOR®, location and the marketing plan are established your home will sell quickly and at the best price.

MOVING CHECKLIST



4 to 6 Weeks before moving

- ☐ Schedule your mail to be forwarded to your new address with Canada Post.

2 to 3 Weeks before moving

- ☐ Get boxes and moving supplies
- ☐ Arrange phone service at your new home
- ☐ Take unwanted items to charity and/or dump
- ☐ Dispose of household chemicals properly (old paint, caustic cleaners, etc.). Take these to the local Toxic Waste Centre
- ☐ Arrange the return of any cable TV equipment
- ☐ Complete necessary change of address forms:
- ☐ Drivers' license, Health cards, Insurance
- ☐ Employer, Doctor, Dentist
- ☐ Magazine subscriptions and other mailings
- ☐ Memberships, insurance
- ☐ Bank accounts, credit cards, and tax office ([Canada Revenue Agency](#))
- ☐ If necessary, do the following:
- ☐ Make travel arrangements and reservations.
- ☐ Arrange transfer of car insurance & license plates.
- ☐ Notify kids' schools, transfer records.
- ☐ Register at new school.
- ☐ Get copies of medical and dental records; if you have pets, get copies of veterinary records.

8 to 14 days before moving

- ☐ Return borrowed items.
- ☐ Arrange connection of utilities at new place.
- ☐ Retrieve loaned items
- ☐ Arrange disconnection of utilities at old place.
- ☐ Arrange for major appliances to be moved, if necessary
- ☐ Dispose of all flammable materials.

2 to 7 days before moving

- ☐ Determine what you can bring with you if travelling by car, plane, train, or bus.
- ☐ Pack a suitcase with the clothes and toiletries that you'll need the first day in your new home.
- ☐ Prepare "installed items" that you're bringing (TV antenna or shelves*).
- ☐ Pack a special box with other essentials you'll need for the first few days and marks this box "Do Not Move".

The day before moving

- ☐ Take down curtains and curtain rods.
- ☐ Pack your personal belongings, except your alarm clock, necessary clothes, jewelry and bedding
- ☐ Empty, defrost and clean refrigerator; clean the stove.
- ☐ Moving day!
- ☐ Keep paperwork accessible.
- ☐ Collect all keys; keep them in a safe place.
- ☐ Strip and dismantle beds.
- ☐ Clean premises that you are leaving, inspect with the landlord.
- ☐ Final walk-through: check all closets and cabinets
- ☐ If using a moving company, confirm the new address and delivery time with the driver
- ☐ If using a moving company, walk about with supervisor and sign inventory forms.
- ☐ Know how to reach your new landlord or superintendent.

After moving

- ☐ Contact city/municipal offices to find out about garbage pick up, recycling facilities and local regulations and information.