

Sellers Guide

15 STEPS TO SUCCESS

*Selling your most valuable asset
— with a plan, a team, and a
marketing machine behind it.*

THE MACNABS TEAM

Real Estate

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*EACH OFFICE INDIVIDUALLY OWNED AND OPERATED. THIS COMMUNICATION IS NOT INTENDED TO CAUSE OR INDUCE A BREACH OF ANY EXISTING AGENCY RELATIONSHIP.

Selling your home is an exciting step in your journey.

Check out this easy-to-follow homeseller guide for the low-down on what to do next. Inside you'll find the market conditions that shape your price, the marketing machine that puts your home in front of buyers, the fifteen steps from our first meeting to the key handoff, and the checklists that make the whole thing calm instead of chaotic.

Ready to get started? Contact us today for more information, and to book your appointment.

LET'S TALK

The Macnabs Team

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We want you to know you have a partner in us.

When we work with our clients, we make sure that their experience is the best there is to offer. We want them to know they have a partner in us — someone they can trust that's leading them in the right direction. And we work around the clock to ensure that every single client feels that they're our top priority.

The Macnabs Team is a group of top producing agents. We came into real estate wanting to work with people in a way where we could develop meaningful relationships and feel like we were making a difference, by helping them work through what can be a very stressful process. We love that we can be a sounding board and spend as much time as it takes to listen and talk through our clients' needs and concerns.

Our marketing techniques are a collaboration of the team's passion for stellar visuals and love for high tech gadgets. Once we set the plan in motion, it's amazing the buzz our marketing and promotion can create. It's a combination of in-house staging, pictures, videos, social media outlets, feature sheets, crazy collateral, 3D floor plans,

and our team website. All of these highly sophisticated parts make up The Macnabs Team Marketing Machine.

We have the connections to make it work. Our in-house professional stager works alongside a network we've built tirelessly — only true professionals that are as dedicated as we are, from professional photos, video and floor plans to renovations, updates and remodels.

A sale to us isn't just a transaction. It's getting to the heart of what our clients need to get to the next stage of their life, and finding those solutions. It's so gratifying to see the look on their faces when they walk into the home they want to buy — and even better when we make the call to tell them the terms we've negotiated have been accepted.

We're life-long residents of the Tri-Cities, from Port Moody to Burke Mountain, and we've worked and played for almost two decades in Downtown Vancouver. Both markets offer some of the best places to call home.

We will be the ones who ensure you love where you live.

The Macnabs Team

Why use a Realtor?

WHAT CAN YOU EXPECT FROM YOUR REALTOR?

- Promote your best interests with expert real estate advice and skills
- Simplify the process of selling with specialized real estate knowledge
- Offer consumer protections with trust coverage and insurance
- Stay informed of market trends, neighbourhoods, and property histories
- Communicate honestly and frequently on all matters of concern to you and your real estate transaction
- Offer personalized marketing services including MLS access
- Assessing the condition of your property and helping determine the best price
- Advising on improvements and staging ideas to enhance its marketability
- Promoting your property effectively to attract qualified buyers
- Fielding 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

How we will help you

We will apply our knowledge and expertise to achieve the successful sale of your property. Here is what you can expect from us:

- 01 Your needs, interests and objectives will be our top priority.
- 02 We will learn what is important to you, so we can help you attain your real estate goals.
- 03 We work for your best interests at every stage of the home selling process – from the development and implementation of a marketing plan, through the negotiation of purchase offers, to the final settlement of the transaction.
- 04 We will give you reliable information and solid advice so that you can make informed decisions. Please don't hesitate to ask questions.
- 05 Communication is important. We will set up a system of regular contact – whether in person, on the phone, by text, WhatsApp or email – so we can keep you up to date on the progress of the transaction.

The 3 market conditions

SELLERS MARKET

Inventory is low. Properly priced homes generally sell within the first month of listing. If you have not received an offer within this time period, it is priced too high.

BALANCED MARKET

Inventory is meeting demand. There is no perceived advantage to either buyers or sellers. Properly priced homes should sell within 1-2 months.

BUYERS MARKET

There are plenty of homes for sale in every price range and area. Homes priced just below other, similar homes will usually sell within 2-3 months.

Usually, in a buyer's market, home values are on the decline — so the sooner you sell, the better it is for you.

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 an effective marketing plan.

BEFORE SETTING YOUR LISTING PRICE, CONSIDER

1. Are the benefits of moving important enough to you to price your property at fair market value?
2. Is your understanding of the current market value of your home based on actual statistical data?
3. Does it make sense for you to stay in the property any longer than you have to?
4. Are you willing to consider pricing your home just below similar homes that are currently for sale?
5. How long are you willing to wait to sell your home?

The Marketing Machine

Our marketing techniques are a collaboration of a passion for stellar visuals and a love for high tech gadgets. Once we set the plan in motion, it's amazing the buzz our marketing and promotion can create. It's a combination of pictures, videos, social media outlets, feature sheets, crazy collateral, 3D floor plans and our team website, theMACNABS.com. All of these highly sophisticated parts make up The Macnabs Team Marketing Machine.

SOCIAL MEDIA

Once our listings go live online, we mobilize our arsenal of social media weaponry. As a local leader in progressive social media marketing, we blast your listing to all our online outlets simultaneously, creating an exciting viral buzz.

FLOOR PLANS

Our floor plans are custom made by our team of laser-measuring computer wizards. 3D floor plans are the best way to show off your home's layout and dimensions — they give potential buyers a wonderful perspective, plus they look super cool.

DRONE

Our team was one of the first in the Lower Mainland to introduce the use of drones for filming real estate marketing videos. It provides an amazing and unique perspective to potential buyers and makes our videos stand out above the rest.

PHOTOS AND VIDEO

Our team of professional photographers and videographers are top notch and consistently push the boundaries of real estate marketing and promotion. This is where we make your house shine.

FEATURE SHEETS

Created for each listing, our feature sheets — aka brochures, aka presentation folders — are customized to reflect the unique features of each home we sell.

SEE IT IN ACTION

View drone footage and slick teaser videos on our team website, theMACNABS.com.

COMPARABLES

Past sales in your area are the best comparables – but we look deeper than that. We analyze all the competition's marketing strengths and weaknesses, talk to other agents and our past clients, and break it all down for you.

MARKETING STATISTICS

We pride ourselves on being very up to date on market trends and statistics. The Greater Vancouver Real Estate Board is a great resource, but most of our insider info comes from personal research and activity.

PRICE

Pricing is the most important decision when listing your home. The real estate game is always changing and evolving, so pricing your home properly maximizes activity and exposure and makes sure you are ahead of the curve.

No matter how well you market, stage and promote a listing, if it's not priced properly you won't be successful. It's a simple but proven fact. For every listing we collect data and prepare a comparative market analysis. Using past comparable sales and current market stats we build a pricing strategy that will ultimately get you the most amount of money in the fastest amount of time. We don't underprice or overprice our listings – we price it sharp and let the Marketing Machine do its thing.

The process

01

INITIAL MEETING

First thing we need to do is meet in person and see the subject property to make sure we are all on the same page. This step should only take 30-40 minutes and is a great time to get to know each other and the home.

02

HOUSE PREP

We will set you straight and help you decide what to paint, move, stage and/or toss. Don't worry — we can refer you to one of our trade hook-ups if you need to do any staging, painting or renovations.

03

MARKETING MACHINE

Once your home is show ready, our well-oiled machine starts with taking pictures, filming video, and measuring for 3D floor plans. This will take place one week prior to hitting the market. Then we input the data and start building all the marketing material.

04

FOR SALE SIGN

As soon as possible we order our modern sign post to be installed in your front yard, with our custom eye-catching "For Sale" sign. For condos and apartments that allow it, we have smaller "For Sale" signs.

05

LAUNCH LISTING ON MLS

Once we have all the webpages ready to rock, we press enter and launch the listing on all our media outlets. The listing will be live on Paragon (for Realtors only) right away and will take 24-48 hours to hit all the public sites.

06

WE ARE LIVE

After everything is online and we've tested all the links, we send you an email with all the hot links to preview. We then ask for your feedback or suggestions to make sure all info and spelling is correct. This is when it gets exciting.

07

SOCIAL MEDIA

Our buzz strategy is time specific and cleverly laid out. Within 24 hours, your home should be going viral. This is the perfect opportunity for you to spread the word to your friends and family – the more people who see it online, the better.

08

OPEN HOUSE

All the traffic and buzz we create during the week is pushed towards the weekend and the first open house. The more potential buyers we can direct to the open houses, the better.

09

OFFERS

Depending on timing and current market, we provide potential buyers with all documentation needed to submit offers. After the open house, if successful, we look at offers on the Monday or Tuesday night.

10

SOLD STICKER

Once the deposit cheque is in the trust account and we can consider this a firm sale, we slap a couple of "SOLD" stickers on all our signs and change all the online media to "now sold".

11

LAWYER / NOTARY PAPERWORK

With every done deal there needs to be a lawyer or notary involved to transfer the title legally upon completion. We have a long and distinguished list of lawyers and notaries who we can refer you to, if you don't already have your own.

12

MOVING PREP

Now it's time to start packing and preparing to move. Depending on the agreed upon possession date, we can help make sure you are 100% ready prior to the possession date.

13

KEY HANDOFF

Once you are out and moved on, we will be there to do the final walk through and collect all the keys from you. We then facilitate a key handoff to the new buyers and make sure everyone is happy.

14

CELEBRATION

Congratulations! We have completed our mission and now it's time to unwind and take a moment to relax. This was a full team effort, and with every successful sale there is always a reason to celebrate. This is another area we excel at.

HIGH FIVES

That's it — we did it. We have successfully helped you sell your home and made the process and experience something to remember. We've always been huggers, so you've been warned: let's hug it out, or high five if you prefer.

Getting your home sold is our top priority, but it doesn't end there. We have built a reputation as a full-service team that truly goes above and beyond. The selling process can be intense and lengthy, but there are still a few steps we need to help you with now that your house has officially SOLD.

We're a team of highly skilled, very versatile & extremely savvy agents — focused on hooking up our clients with everything and anything to do with the real estate game.

Powerful social media

Epic teaser videos

In-person showings

Maximum exposure

Full team effort

Free staging

3D floor plans

Market expertise

SECTION 06

The key to your success

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 when selling on your own. Understanding the recipe for success includes everything from staging

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. Plus, 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 us is a smart move.

We'll protect you with valuable advice, knowledge and expertise that helps you sell with confidence, knowing that you're making informed decisions. Working with us helps to transform the selling process from stressful to enjoyable. Often, we can

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 our help.

Professional marketing strategy

Professional for sale signage

Home staging *when required*

Professional photography

Virtual tour / video *when required*

New to market mail-out

Property brochures

Aerial photos / video *when required*

Realtor & personal network of buyers

Internet saturation

Market expertise

Floor plans *when required*

Negotiation expertise

Tips for best showings & photos

Buyers are excited to see your home. They have high hopes that this will be the one. Everything you do to help bring that vision to a reality will benefit you in the long run.

EXTERIOR

- Move vehicles from the driveway and park away from the front of home
- Place garbage bins and anything that is not attached to the home in the garage or out of sight
- Remove or coil garden hoses neatly
- Remove any toys or pet related items from the yard
- Remove seasonal decor
- Straighten deck furniture
- Cut grass and remove weeds from cracks in concrete

KITCHENS

- Clear all countertops – no dish rags or towels, soap, knives, or cutting boards. It's okay to leave one or two small appliances for size perception, but more than that can be distracting
- Remove dish drying racks and dishes from the sink
- Clear the refrigerator completely of any magnets, pictures, lists, etc. (front, sides and top)
- Remove any calendars – calendars make a listing dated if it goes over 30 days
- Remove trash can
- Remove floor mats

BATHROOMS

- Clear the countertop of absolutely every item considered to be personal
- Remove toilet cleaning brushes, toilet plungers and trash cans
- Remove shampoo and conditioner bottles and personal items from shower and tub area
- Toilet lids must be down
- Remove all floor mats
- Ensure towels are neatly hung

GENERAL

- Turn ALL inside lights on, including lamps, under-counter lights and stove lights
- Replace any burned out bulbs
- Open all drapes and blinds on windows with a good view – exceptions would be bathrooms or bedrooms with a poor view
- If blinds are down, ensure they are all equally angled open
- Conceal cords. Unplug them from the wall if needed (except lights)
- Turn all ceiling fans off – they will create a motion blur in your photo
- Turn all televisions off
- Remove small rugs from floors, especially from tile or wood floors
- Remove all family photos (these will create a distraction that can lose the buyer's focus)
- Make beds and close closets. If you want to showcase a closet, let the photographer know
- Remove all evidence of pets: pet dishes, pet toys, pet cages, litter boxes
- Remove clutter from all rooms – tissue boxes, remotes, cleaning robots, brooms, stacks of paper, boxes, bags, etc.
- No shoes by doors or anywhere
- Store all removed items in the garage, closets, cabinets, or pick one room in your home to store all the removed items that won't be photographed

Change of address

UTILITIES, BILLS, AND OTHER VENDORS

- ☐ Electricity
- ☐ Hydro
- ☐ Natural gas
- ☐ Cell phone
- ☐ Landline
- ☐ Cable
- ☐ Internet
- ☐ Water delivery / treatment

PROFESSIONAL SERVICES

- | | |
|--|--------------------------------------|
| ☐ Pool | ☐ Lawn |
| ☐ Housecleaning | ☐ Physician |
| ☐ Veterinarian | ☐ Attorney |
| ☐ Dentist | ☐ Optometrist |
| ☐ Other specialists | |

MISCELLANEOUS

- | | |
|--|--|
| ☐ Magazines | ☐ Newspapers |
| ☐ Professional associations | ☐ Alumni associations |
| ☐ Clubs | ☐ Charities |

LEGAL AND IDENTITY DOCUMENTS

- ☐ Driver's licence
- ☐ Passport
- ☐ Health card
- ☐ Insurance
- ☐ Tax documents (income tax, Canada Pension Plan, Old Age Security, etc.)

FINANCIAL

- ☐ Bank
- ☐ Credit card company
- ☐ Insurance (car, life, home, and health)
- ☐ Pension
- ☐ Car loan
- ☐ Other loans
- ☐ Reward programs

14 tips to pack like a pro

This may seem hard to believe, but many people thoroughly enjoy their moving day and the time leading up to it. The secret? Being organized. Make sure you have the right tools, start early and work steadily. Make progress every day instead of leaving it all until the last minute.

-
- 1 Develop a master "packing / to do" list so you won't forget something critical.
 - 2 Purge! Get rid of things you no longer want or need. Have a garage sale, donate to a charity, or recycle.
 - 3 Before throwing something out, remember to ask yourself how frequently you use that item and how you would feel if you no longer had it.
 - 4 Pack like items together. Put toys with toys and kitchen utensils with kitchen utensils.
 - 5 Decide what, if anything, you plan to move yourself. Precious items such as family photos, breakable valuables, or must-haves during the move should probably stay with you.
 - 6 Use the right box for the item — items packed loosely are more likely to be damaged.
 - 7 Put heavy items in small boxes so they are easier to lift. Keep the weight under 50 lbs. if possible.
 - 8 Do not over-pack boxes — boxes that are packed comfortably will be less likely to break.
 - 9 Wrap each fragile item separately and pad the bottom and sides of boxes.
 - 10 Label every box on all sides. You never know how they will be stacked, and you do not want to have to move other boxes aside to find out what is inside.
 - 11 Use colour-coded labels to indicate which room each item should go in. Colour-code a floor plan for your new house to help your movers.
 - 12 Keep your moving documents together, including phone numbers, the driver's name, and truck number.
 - 13 Back up your computer files before moving your computer.
 - 14 Inspect each box and all furniture for damage as soon as it arrives. Remember, most movers won't take plants.

Protect your investment and ensure SOLD success.

What our clients say...

"They had a clear plan on how to market and sell"

The Macnabs Team are fantastic realtors! They helped us to buy our dream home, and then sell our townhouse. They had a clear plan on how to market and sell our unit, and we were thrilled when it sold in a week with no subjects and at the price we were aiming for. They were great at keeping us updated, and on offer day were with us for the whole evening as we negotiated on the offers that we received. I highly recommend this team for anyone looking to buy or sell their home.

BRANDI AND STEVE ATWAL

"We would recommend The Macnabs Team 100x over"

The Macnabs Team are the best in the business and we are very grateful they represented us. They are great communicators and educators, and they helped us navigate the real estate market one viewing at a time. They were also prepared, professional and calm under pressure! They always had our best interest at heart, never pressuring us into purchasing something we were unsure about. They actively listened to our feedback and tailored our listings to ensure they found the perfect home for us. If anyone is looking to buy or sell, we would recommend The Macnabs Team 100x over. B&C

BRIAN AND CHRISTIE BORTIGNON

"Their marketing tools are amazing"

I had the fabulous opportunity to work with The Macnabs Team in both selling my home in West Vancouver and purchasing my home on Bowen Island. They are the most professional and know how to get a home sold with their team's influences. My West Vancouver home was staged to sell, and it did indeed sell in 14 days in a declining seller's market. Their marketing tools are amazing – the photographer they hired for the stills of my West Vancouver home and the video that was done of my home and the surrounding area cannot be beat.

They assisted in every aspect of the purchase of my Bowen Island home, including arranging for the building inspection, the follow-up building inspection, and ensuring that all deficiencies were repaired.

They have a very calm demeanor and in the stressful time of selling my home and purchasing my new home, this aspect showed through and made it possible for me to be less stressed. They are extremely patient and understand the anxieties and other issues with listing a home for sale.

ROBERTA SHAW

"The Macnabs Team literally restored my faith in realtor professionals"

The Macnabs Team literally restored my faith in realtor professionals in general (I had some previous negative experience). Definitely, everything was done exactly as it was stated on the agreement – they provided good quality service and advice, they were responsive to our needs and they were trying to educate us on what is available on the market and what was possible to get within the allocated budget. In the end, I must say that I am fully satisfied with the delivered service, believe that I made a purchase based on the best information I could get, and would definitely recommend The Macnabs Team's services to others.

ALEX KHRISSANOV

"They are kind, professional, diligent, and most importantly, patient"

The Macnabs Team are an incredible asset to any client who works with them. They are kind, professional, diligent, and most importantly, patient with both their buyers and sellers. They always have their clients' best interest in mind and lead with their morals and ethics, which is not only so valuable to both their clients and referral partners, but speaks to the kind of people they are. It's truly a pleasure to work with them and I couldn't recommend them enough!

REZA SABOUR

"I will definitely hire them for our future transactions"

The Macnabs Team helped me and my family to purchase a property for our mum. We were quite lucky to come across them as our realtors. They are very knowledgeable, honest, and most importantly patient. They helped us understand the whole process from setting our criteria, visiting and evaluating properties, analyzing the market value, drafting offers, and negotiating to the best of our interests. Their research on each property we visited, professional opinion, responsiveness, and calm and respectful communications are what makes them great realtors. I will definitely hire them for our future transactions and recommend them to anyone seeking a dedicated, ethical, and honest realtor.

MINA SHAHBAZI

"The Macnabs Team are highly knowledgeable"

The Macnabs Team were an absolute pleasure to work with. They are extremely friendly and show personal care, making a stressful experience a fun and enjoyable one. They are highly knowledgeable and show a strong work ethic as they constantly monitor trends and data to provide us with all the information we need to make informed decisions. Any questions we had they were able to answer in depth, showing strong understanding of the industry with good instinct. The more time we spent interacting with other real estate agents during our home-buying process, the more pleased we were with choosing The Macnabs Team! Thanks for your knowledge and friendly business style!

ASHLEY KAMBO

Congratulations — you're SOLD!

Special agents of real estate.



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