



INFORMED HOME SELLERS PROGRAM



Thank you for calling us regarding the potential sale of your property. This book is designed to provide background on our experience and qualifications to market your property. It will also outline the process we will undertake to prepare for your appointment, what you can expect during the appointment and after.

ABOUT US



CHAD POINT

Personal Real Estate Corporation

I really enjoy selling Real Estate. It is both challenging and rewarding. Everyday brings about new experiences both good and bad. I would love to tell you that I know everything about Real Estate, but that would be a lie. It is such a broad topic that nobody could ever know it all. What I can tell you is that I have a passion to learn. I will admit when I don't know the answer, then I will go out and get it.

Education and Experience

- REALTOR®
- Degree in Economics from Concordia
- Licensed Residential Builder



AMANDA CORMIER

Real Estate Professional

As a Kelowna local for the last 17 years Amanda can proudly call Kelowna home. She is involved with all the Okanagan outdoors has to offer from riding to snowboarding and mountain biking. She has a strong work ethic and a desire to learn. She brings to the table a diploma in marketing and vast knowledge of the Kelowna area. She would love the opportunity to show you what the Okanagan has to offer and help you define home.

Education and Experience

- REALTOR®
- Diploma in Marketing
- Diploma in Hospitality & Tourism Management

MISSION STATEMENT

To ensure each client receives unparalleled real estate service. To always go above and beyond and to always act honestly, with integrity, and in the best interest of our clients. To stay up to date on market trends and provide my clients with relevant and trustworthy information to assist in the purchase or sale of their home.

CORE VALUES

Honesty: As Real Estate Professionals we strive to build open and honest relationships with clients. To always do what is right, fair and ethical.

Reliability: We aim to provide reliability by staying true to our word - we want our clients to trust us and feel confident any time they do business with us.

Quality: We strive to provide the highest quality of service to our clients, to always go above and beyond and to ensure each interaction is a positive and memorable one.

Communication: As Real Estate Professionals it is our responsibility to always communicate with our clients and keep them informed throughout each step of the transaction.

Knowledge: We would love to tell you that we know everything about Real Estate, but that would be a lie. It is such a broad topic that nobody ever could know it all. What we can tell you is that we have a passion to learn. We will admit when we don't know the answer, then we will go out and get it.

OUR TEAM

Associates:

Chad Point (Personal Real Estate Corporation) and Amanda Cormier

Photographer:

Showcase Photography - Matt Van Emmerik

Snap Commercial Photography - Julie Pringle

Sign Post Installation:

The Sign Post Guy - Ken and Ben

Mortgage Broker:

Stephanie Camps: 604-761-3979

Lindsey Pellet: 250-863-4533

Lisa Glasper: 250-863-8711

Home Inspector:

Osprey Home Inspection Ltd: 250-826-5861

Tyler Stedham - Licenced Building Inspector: 250-869-5632

AmeriSpec of the Okanagan: 250-763-0822

Go To Lawyer:

Touchstone Law Group LLP: 250-448-2637

Kelly Cairns - Thomas Butler LLP: 250-763-0200

Cleaner:

Jennifers Cleaning Services: 250-777-2865

Ever Clean Team: 250-899-0242

Mountain Moms: 250-575-9492

Painter:

Michael at Sun City Renovations: 250-864-7366

Brock Thorvaldsen - Pro Service Painting: 250-864-7653

PRIOR TO OUR APPOINTMENT

Before meeting any potential seller client, we will do some basic research on your property, including but not limited to:

- Consulting with municipality building department.
- Building permit, final occupancy and house plan.
- B.C. Assessment Authority data.
- Determine Zoning of the property and other aspects of the property.
- Check on available documentation for property such as strata, rules, reports, farmland / acreage etc.
- Lot Plan, Easements, Right of ways.
- Utilities including water, electricity and natural gas.
- Reviewing neighborhood statistics.
- Review a title search for the property including legal ownership and charges.
- Begin process of drafting a Competitive Market Analysis for your property.



FOR OUR FIRST APPOINTMENT

Our first meeting is an opportunity to meet in person and get to know each other a little bit. We'll discuss the details about your home as we take a full tour and you can show us any special or unique features you feel would stand out. This will really help us in finding prospective buyers for your property. We will discuss what your expectations are of me, as your potential real estate representative. I will take you through our marketing plan and show you why it is in your best interest to choose us as your Real Estate Professionals and Royal LePage to represent you and your home. I will answer any questions you may have for me, then we can set up our next meeting.

What I will need from you prior to our first meeting:

Your most recent Tax Assessment

Recent Utility Bills

A Survey Certificate (if you have it)

Any septic / well information

Any other pertinent information on the property



AFTER FIRST MEETING AND PRIOR TO SECOND APPOINTMENT

The draft of the Competitive Market Analysis will be completed and the field of comparable sales and competing offerings will be narrowed to include those most similar to your property based on my inspection.

Certain properties will require detailed percentage adjustments to account for differences between your property and the recent sales. In that case, we will illustrate the percentage adjustments of the important elements of comparison between your property and those of recent sales. This will allow us to arrive at sales prices for the comparables that are more meaningful in the prediction of the selling price for your property.



TO SECOND APPOINTMENT

We will present a Personalized Marketing Plan to expose your property to potential buyers 24/7 and our price opinion.

Keep in mind that the price suggested in the Competitive Market Analysis is only the first step in deciding on the initial offering price of your property.

We will discuss the marketing process in detail and any questions you have will be answered.

At that time we will provide a checklist that will help you prepare your home for photography and some other useful information to help you get the best value for your home.



THE PRICING PROCESS

At the next available office meeting, we will describe your property to my fellow Royal LePage agents, without any discussion of our price discussion.

After the meeting, the pricing committee of the office will tour your property with me. Members will share their opinion of value with me individually. Later that day, you and we will discuss the final offering price based on these recommendations and the Market Analysis we presented earlier. Once we agree on an offering price, the listing will "go live" as soon after this meeting as practical.

During the meeting, a professional photographer will shoot as many inside and outside photos as necessary to fully capture the essence of your property. We may take additional photos as necessary.



8 STEPS TO SELLING YOUR HOME

1. Prepare Your Home

- Make Repairs, Improvements & Simplify Decor
- Obtain a Pre Home Inspection

2. Interview & Select a Real Estate Professional

- Sign a Listing Agreement
- Determine Your Home's Listing Price
- List Your Home on MLS

3. Launch Marketing Campaign

- Develop Advertisements, Direct Mail, Flyers, Internet
- Listings, Virtual Tours and E-Mails

4. Show Your Home

- Have Open Houses
- Organize Real Estate Caravans

5. Receive Offers

- Negotiate with the Buyer
- Home Inspection

6. Sign Purchase & Sales Agreement

- Obtain A Home Appraisal
- Buyer Receives The Mortgage

7. Closing

- Solicitor Completes Paperwork
- Register Title

8. Sold

- Enjoy Moving To Your New Property

THINGS WE DO TO FIND BUYERS FOR YOUR HOME

1. Website – www.PointRealEstateGroup.com
2. Realtor.ca - Property website – MLS
3. Advertising on Castanet, Craigslist, Kijiji, KelownaNow, Youtube
4. Open Houses
5. Social media – Facebook, Twitter, Instagram, Pinterest, Google Plus
6. Just listed mail outs to immediate neighbourhood
7. Kiosk display boards

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BUYER

SELLER

TEN BEST FEATURES OF MY HOME

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____



CHAD POINT

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