

STEPHANIE  GUILLAUME

SELLER'S GUIDE

# MEET STEPHANIE

Stephanie has called the Okanagan her home for the past 15 years. She is a dedicated mother of two boys and loves experiencing all the things the Okanagan has to offer. She LOVES food, WINE, recreation, and real estate. With so much to offer, living here in the Okanagan is a dream come true. She couldn't imagine raising her boys and building her business anywhere else.

Stephanie began her career in real estate 7 years ago. She began working with a team to build a marketing and sales company for a new development in the Lower Mainland and the Okanagan. Her role covered everything from client care, lead generation and operations, to marketing and sales.

With an education in interior design and business administration it was a great fit. She learned a lot about business, people and most importantly real estate. This introduction to the world of real estate is what ignited the fire within her to dive deeper.

With national and international collaboration within eXp there is a wealth of knowledge and resources. This has allowed her to expand her business and reach within the Okanagan.

Buying or selling a home is a complex, sophisticated and often deeply personal endeavor. Stephanie believes her clients deserve the full service and attention of their real estate professional. Stephanie recognizes and values the trust her clients place in her and she strives every day to exceed their expectations.

“I work hard, listen and follow through, giving my clients the quality service they deserve. My clients can count on me any time of day when they have a question or concern.”

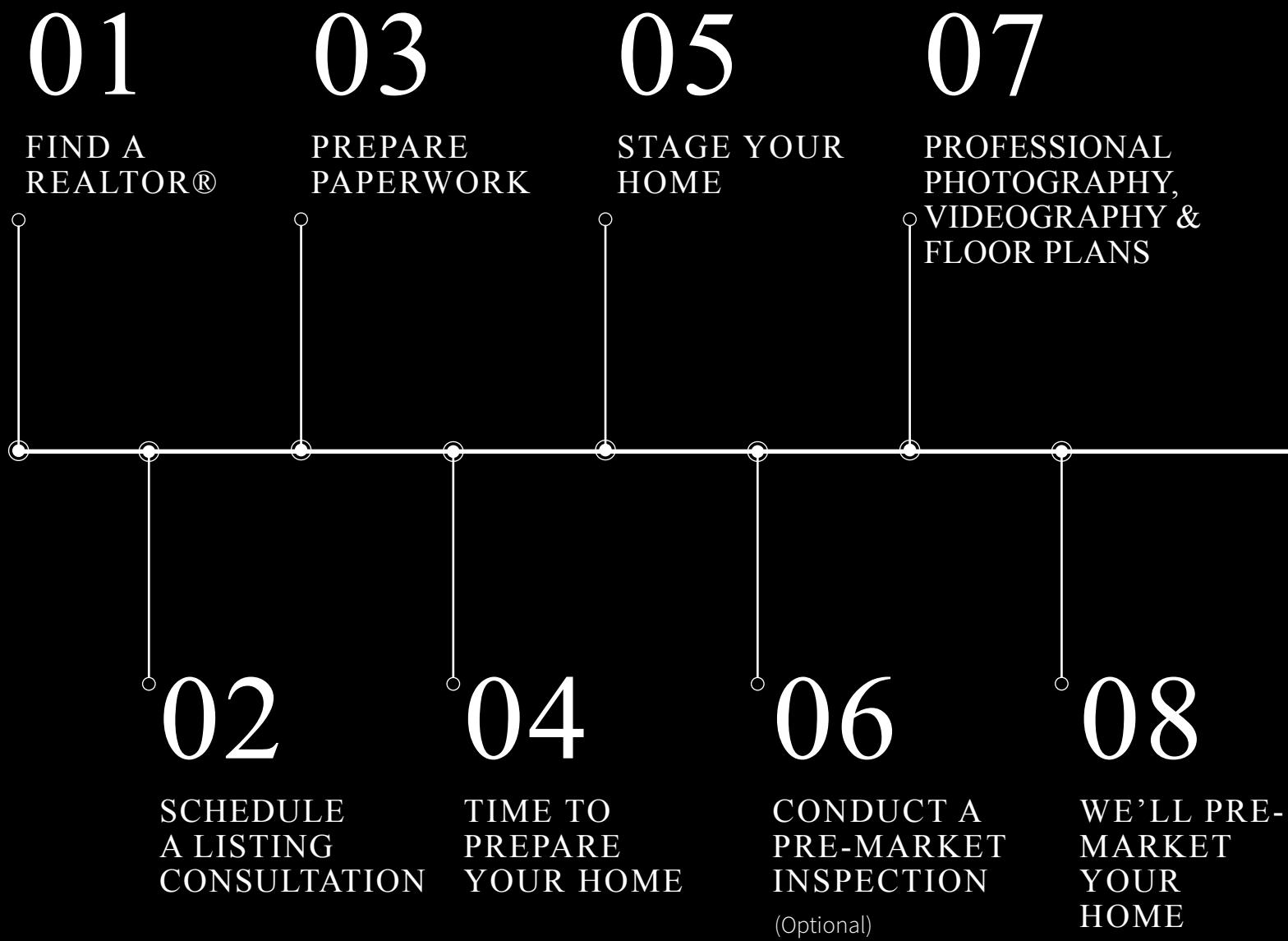




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# THE SELLING PROCESS



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## STEP ONE FIND A REALTOR®

That's us! Give us a call (778-692-0705) or email [stephanie@okanagan-properties.ca](mailto:stephanie@okanagan-properties.ca) to get started.

Client education and outstanding customer service are the heart and soul of our business. We take great pride in being there for our clients for every step of their home selling process. Our goal is to sell your home with the least hassles, for the most money, in the shortest amount of time. We continually optimize our marketing strategies to stay on the cutting edge of technology and best practices.

We negotiate with the buyer's agent on your behalf or equip you to be in the best possible place for negotiations.

We explain contracts and disclosures while navigating you through all aspects of the home selling process (inspection, title work, deadlines, closing procedures, etc).

We answer your questions before, during and after your home is sold.

Not staying in the Okanagan? We can still help! We'll match you with an outstanding agent where you plan to buy a home.



# GET PRE-APPROVED

## **Our customer service commitments**

- Consult with you regarding all your real estate needs.
- Maintain communication and answer any questions during the term of our Agreement and beyond. Analyze your needs while being sensitive to any special requirements.
- Explain the Listing Agreement and Agency forms.
- Provide disclosure forms Explain local real estate practices and procedures.
- Present a market value analysis of your home after a thorough study of current market conditions. Develop and explain a powerful marketing plan for the sale of your home.
- Advise you on how to stage your home for showings.
- Promote your home to local and out-of-town buyers and fellow Real Estate Professionals.
- Coordinate all showings.
- Present and explain all offers in a timely manner.
- Conscientiously facilitate the negotiations.
- Strive to obtain the best possible price and terms for you.
- Coordinate home and other applicable inspections.
- Explain closing procedures.
- Explain activities and responsibilities that occur after the sale.
- Follow up on post-sale activities.
- Keep all information confidential.
- Treat all your referrals with the same care and service we offer you.

## **Risk free listing agreement**

- Cancel at any time IF for any reason we do not provide 100% satisfactory service, just let us know and we will remedy the situation as soon as possible.
- If you still are not fully satisfied, and as long as the home is NOT under contract, we will release you from the listing agreement within 24 hours.
- We are so sure that you'll not only be just satisfied, but actually delighted!

## **Questions?**

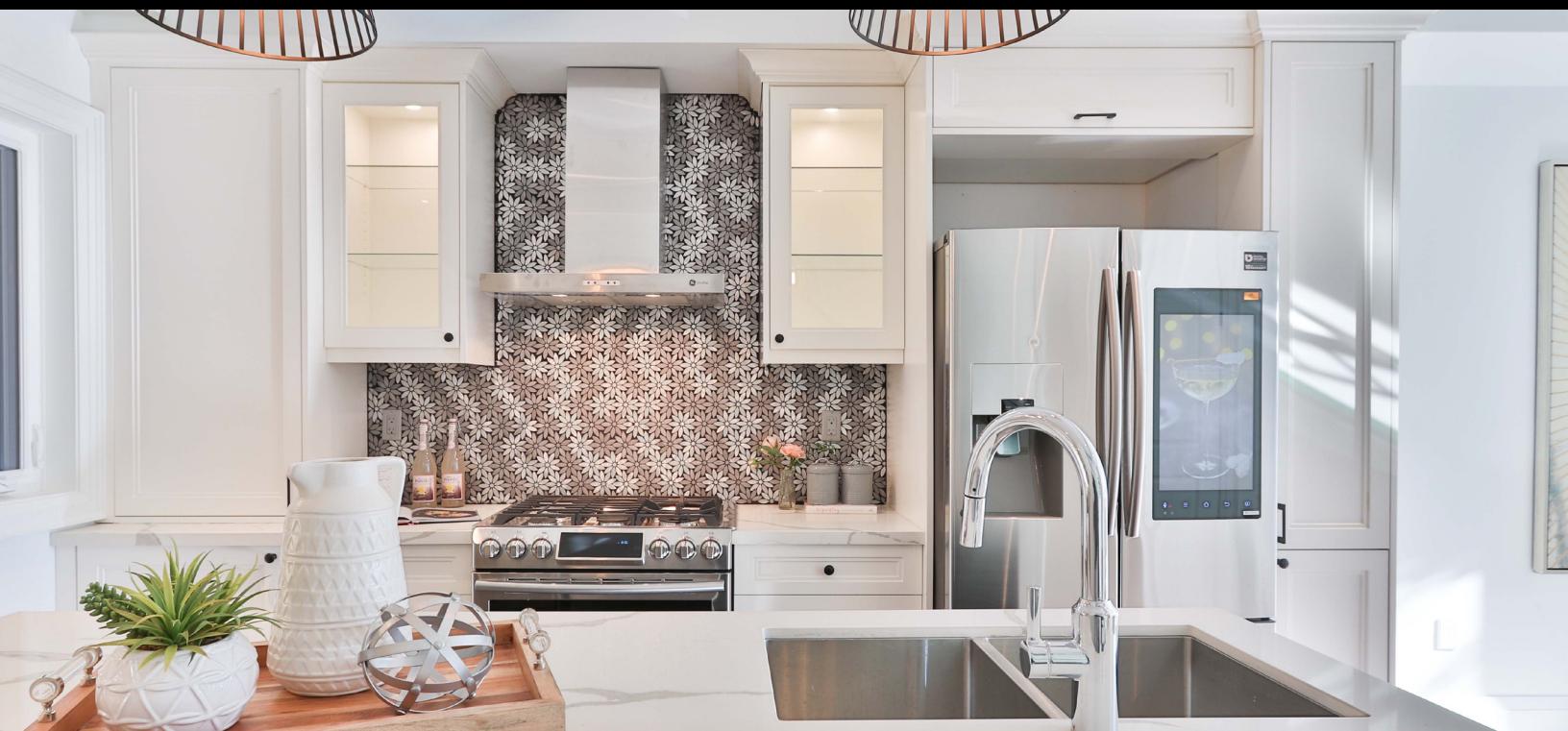
Email ([stephanie@okanagan-properties.ca](mailto:stephanie@okanagan-properties.ca)), call or text us 778-692-0705 anytime.



## STEP TWO SCHEDULE A LISTING CONSULTATION

Call 778-692-0705 or email [stephanie@okanagan-properties.ca](mailto:stephanie@okanagan-properties.ca) to schedule your free consultation.

Home sellers usually have a lot of questions, and we love helping people understand the process so they can make informed decisions.





## STEP THREE

### PREPARE PAPERWORK

A home sale is a large transaction and requires multiple forms. These include a listing contract, definition of working relationship, as well as any disclosures that apply to your home. We will walk you through every form with you to ensure you understand every document.

## STEP FOUR

### PREPARE YOUR HOME

It's important to get in the right mindset before putting your home on the market. Try to move forward as though you've already let go of your home, and now you are just living in your house until the next owner moves in. To help maximize the value of your home, see below for a few suggestions. It is possible to accomplish this without a major renovation.

#### **CURB APPEAL**

The importance of curb appeal: Will Rogers once said you never get a second chance at a first impression. While Mr. Rogers was talking about people, the idea is also applicable to houses for sale. It is important to ensure that the first impression is a favorable one. You'd be surprised by how many buyers pull up to a house for a showing and don't even get out of the car because the house is lacking in curb appeal. It's a good idea to begin your preparation efforts with the front of your house. Stand at the street and look at the house from a buyer's perspective.



## EXTERIOR

- Remove clutter from front yard
- Wash exterior if needed
- Clear yard equipment from lawn
- Mow and water lawn
- Weed yard and garden
- Prune trees & bushes so they don't touch the house
- Plant colorful flowers
- Clean front entrance, clean entryway
- Repaint or replace front door
- Fix broken windows, shutters, screens
- Polish door handles, address numbers, fixtures
- Replace worn or broken items
- Replace burnt out bulbs
- Replace welcome mat
- Wash all windows and floors
- Clean backyard
- Remove gardening equipment
- Clean outdoor grill, barbecue and lawn furniture
- Repair missing deck slats, concrete patio cracks
- Store items that make yard look cluttered are removed
- Make sure sprinklers and faucets are working
- Clean and repair pumps and filters for swimming pool, Jacuzzi®, and outdoor showers
- Clean ponds and fountains
- Look high and low
- Make necessary repairs
- Remove debris from roof and gutters Inspect and clean chimney
- Repair/replace worn shingles
- Clean and align gutters and downspouts
- Clean grease and old spills from driveway
- Check foundation for cracks and repair
- Caulk windows, tubs, showers and sinks
- Make sure toilets and faucets work well
- Touch up or repaint walls neutral color
- Replace switches and outlets that don't work



## INTERIOR

- Air out your home. You are the last person to notice any peculiar odor in your home that may be very obvious to visitors. Odors must be eliminated, especially those caused by dogs and cats, soiled diapers, and/or cigarettes.
- Wash all the windows in the house. Inside and out.
- While you're at it, clean the window sills and the bottom of the window jambs, and wash the blinds.
- Keep your floors sparkling. Shampoo your carpets or have them professionally cleaned. The uncarpeted floors should always be waxed or polished, even if they are supposed to be 'no wax' (I recommend Bona Polish for wood floors. They give your floors a shine without leaving a buildup)
- Put bright light bulbs in every socket made for a bulb. Buyers like bright and cheery rooms.
- Clean out all of the closets, cabinets and drawers. Buyers WILL look. Closets should look like they have enough room to hold additional items.
- Get everything off the floor and don't have shelves piled full to the ceiling.
- Remove excess furniture, artwork, and photographs.
- Make the kitchen spotless.
- Bathtubs, showers and sinks should be freshly caulked. All the grout should be clean and in good condition. There should be no leaks in the faucets or traps.
- Put fresh towels out in the bathrooms and replace the shower curtain if needed.
- If you have ever been in model homes, you know how good they look and how appealing they are because of it. Think Pottery Barn. When the homes have this kind of appeal, they sell quickly and usually for the highest price possible.
- If you have limited counter space in the kitchen, keep unnecessary items put away.
- Keep children's toys out of the front yard, off sidewalks, and away from the front porch.
- If you have a pool, it needs to be sparkling and free of leaves.
- Put a fresh coat of paint on interior and/or exterior walls where needed.



### **Assemble all information pertaining to the home**

- Instruction manuals, receipts of improvements, certificates, guarantees, warranties, paint colors, supplier information.
- Any documents referring to taxes, special assessments.
- Have extra key(s) ready for the lock-box.
- Gather all strata documents if applicable.
- Strata Minutes of the most recent Annual Owners' Meeting (for 2 years)
- Most recent financial documents (annual balance sheet, annual income and expenditure statement, annual budget, reserve study)
- Complete Sellers Property Disclosure Form
- If the home is a rental or any part of it is rented – copy of any leases If you have leased items in your home that will convey, have copy of the lease documents available as well.



## STEP FIVE STAGE YOUR HOME

You are in luck! Between years of experience and an interior design background we can provide suggestions as we go through the home to give it the best presentation possible.

### **Some tips:**

- Make the exterior of your home inviting to potential buyers and show off any highlights of your property.
- Repair ANYTHING noted in our pre-listing walk through, even if it's a very small item. Repair anything else that you notice that was not mentioned.
- Deep clean all areas of the house. A hand steam cleaner is particularly helpful to easily clean and restore tile and grout.
- Let the sunshine in! Utilize natural light as much as possible. A large mirror can help in a small space.
- Make sure the home has proper lighting with floor lamps, ceiling lamps, and lights. Replace light bulbs as necessary.
- Make sure the home's temperature is comfortable for buyers. Nice and cozy warm on colder days, and nice and cool in summer time.
- Declutter each room and remove excess furniture.
- Let the buyer imagine themselves in your house by de-personalizing the home. There should be a clear use of each room.
- Pay attention to any unpleasant odors in the home. Consider removing old rugs and buy some inexpensive, new ones. Clean cat litter boxes frequently.
- Rearrange your furniture to allow a flow from room to room and therefore 'cash flow' into your pockets.



## STEP SIX

### CONDUCT A PRE-MARKET INSPECTION (OPTIONAL)

The number one deal killer in any real estate transaction is the home inspection.

Why? Once you receive an offer for your property, 80% of the negotiation power shifts to the buyer.

Having your home professionally inspected before you put it on the market lets you know about any potential issues with the property BEFORE you receive a purchase offer. This gives you a chance to remedy any issues before you list, and reduces surprises during contract. You can often save money (and reduce stress) when you take care of any problems before your home is under contract because you won't be up against a contract deadline.

## STEP SEVEN PROFESSIONAL PHOTOGRAPHY, VIDEO, AND FLOORPLANS

Once your home is deep cleaned, de-cluttered, and staged, it is the professional photographer's turn. Our goal is to make a prospective buyer say "Wow! What a house!" and compel them to come and visit. It just takes ONE buyer!

We insist on professional HDR photography in order to present your home to the market with the best quality photos. Home listings with professional photography historically sell faster and for more money than listings without professional photos. The cost of this photography is included with our services.

How do I prepare for the real estate photographer?

There are some easy ways you can prepare your home to photograph perfectly. You won't always have to have your home like this, but you should go this extra mile for the photography appointment.



Start preparing the evening before and then put on the finishing touches the day of the appointment. Many times, sellers are not in the home for the photography appointment, but instead someone from our team will be with the photographer. We will follow any suggestions the photographer might have to show off your home even more:

## **LIGHTING**

- Turn on all interior and exterior lights. This includes floor lamps, table lamps, under-cabinet lighting, stove-top lighting, bedside lamps, ceiling fan lights, and other secondary light sources.
- Ensure that all light bulbs work.
- Replace bulbs as needed.

## **KITCHEN**

- Remove everything off the counters except for a few decorative items (this includes removing dish soap, paper towels, phones, cleaning supplies, etc.).
- Put away all dishes.
- Remove magnets, photos, kids' artwork etc. from the refrigerator.

## **BATHROOMS**

- Close all toilet lids.
- Clear countertops of non-decorative items.
- Remove toiletries from bath/shower area (curtains/door are often opened to show off tiling/fixtures).

## **WINDOW TREATMENTS**

- Open curtains/blinds all the way in every room. Blinds should be twisted open, not pulled up.

## **PETS**

- Keep pets out of the way during the shoot (in the backyard, garage or unfinished basement, for example).
- Put away pet supplies, including food/water bowls, crates, toys, etc.

## **HOLIDAY DÉCOR**

- Remove all holiday decor (examples include pumpkins, Christmas trees, menorahs, Christmas lights, wreaths from the front door, etc.).

## **VEHICLES**

- Ensure that no vehicles are in the driveway or on the street in front of the home.
- Close garage doors.

## **FRONT AND BACKYARDS**

- Put hoses and other equipment away.
- Organize patio/deck.
- Pick up pet waste, put away garbage bins, and generally clean up yard.
- Make sure your lawn is freshly cut and landscaping is in good shape.

## **OTHER**

- Turn ceiling fans off.
- Put all personal items away.
- Generally make the house as clean as possible (remove streaks from mirrors, sweep/mop floors, etc.).
- Turn on the fireplace.
- Make the beds.



## STEP EIGHT WE'LL PRE-MARKET YOUR HOME

Ideally, this can create a buzz about the new listing and increase the number of potential offers. See our listing presentation to see what this entails.

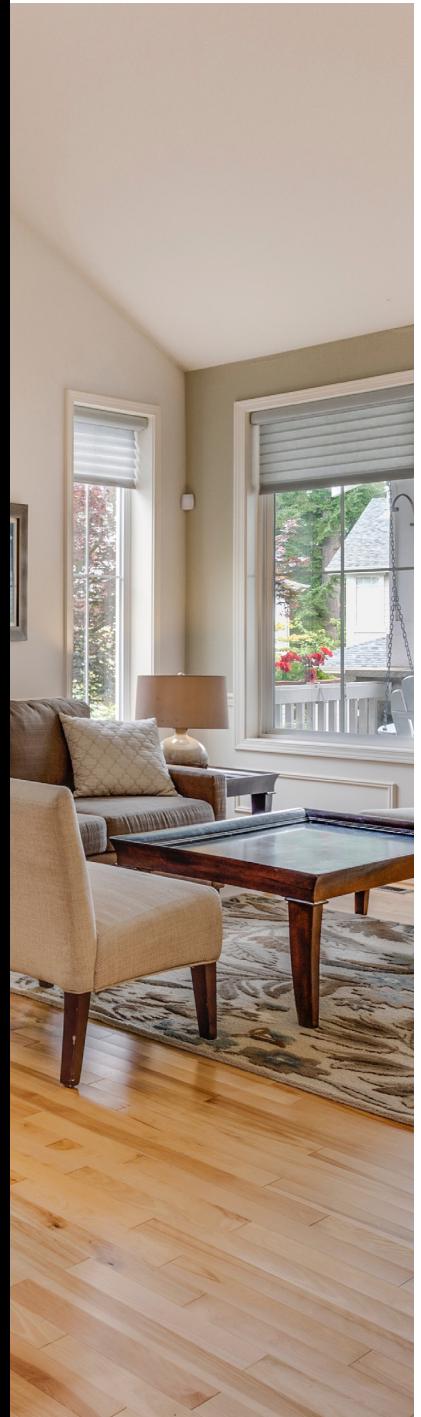
## STEP NINE

### WHAT HAPPENS AFTER MY HOME GOES LIVE ON THE MLS?

- We placed a For Sale sign in your yard
- We attached an electronic lock box that will record access to your home
- Distribution of your listing directly to buyers
- Buyers usually have a listing alert set up with certain parameters for price, home size, location and other preferences. Your new listing will be emailed to all buyers who have a listing alert that matches your home's features. The buyer will notify their agent if they want to see your home.

#### How do showings work?

- Our automated showing service system is set up as soon as your listing goes live. Depending on your preferences, you will receive a text, email or phone call to notify you of showing requests and to confirm your availability.
- Depending on the price range of your home, the first showing can happen the same day the listing is active or it might take a few days.
- As soon as you approve the show time, showing instructions are sent to the buyer's agent. This typically includes a request to lock all doors, turn off lights and to leave a card.
- While agents are expected to leave a card and turn off all lights after showings, it doesn't always happen. It can be annoying for some sellers when agents forget to turn off the lights, but keep in mind that we want the agents focused on selling your house to their buyers.\
- We also request feedback from agents with the comments of the buyers. This information can be skewed at times, but it can give us some insight on what buyers are saying.





### What time is my house available for showings?

- The goal is to make it as easy as possible for buyers to see your home. This means we want to be as accommodating as possible for showings. We understand that certain circumstances make it more difficult to make your home available. If this is the case for you, consider offering showings at certain times on a limited number of days. For example, you could limit showings to Monday-Wednesday from 4-6pm, Thursday 8-12pm, and Saturday 12-8pm. This will give you a bit more predictability for when showings will happen. Let us know what your preferences are before your listing goes live. We will also discuss how long you'll need to leave the house for showings, as well as plans for removing pets from the home.
- Let us know when you are going to be out of town so that we can open up showings. Additionally, tell us if you have a time period when showings just aren't possible so we can block that time for you. This is especially common for our clients over the holidays when they might have family visiting from out of town.

## STEP TEN

### WE'VE RECEIVED AN OFFER

- Our team will inspect the offer first, make notes, and then take a look at the lender letter.
- Either way, we will discuss one or multiple offers to make sure the offer is exactly what you want to agree on. Most times there will be a counter proposal. The changes in the counter might be fairly small or significant.





## STEP ELEVEN WE'RE UNDER CONTRACT

### **What is next?**

The buyer will have a list of conditions they need to work through. The buyers agent will work with us to schedule an inspection (at their cost). We will also provide them with the property disclosure statement and a copy of the title.

The buyer will have a certain timeframe to complete this. We will keep you updated on the progress based on our communication with the Buyers agent.

## STEP TWELVE THE INSPECTION

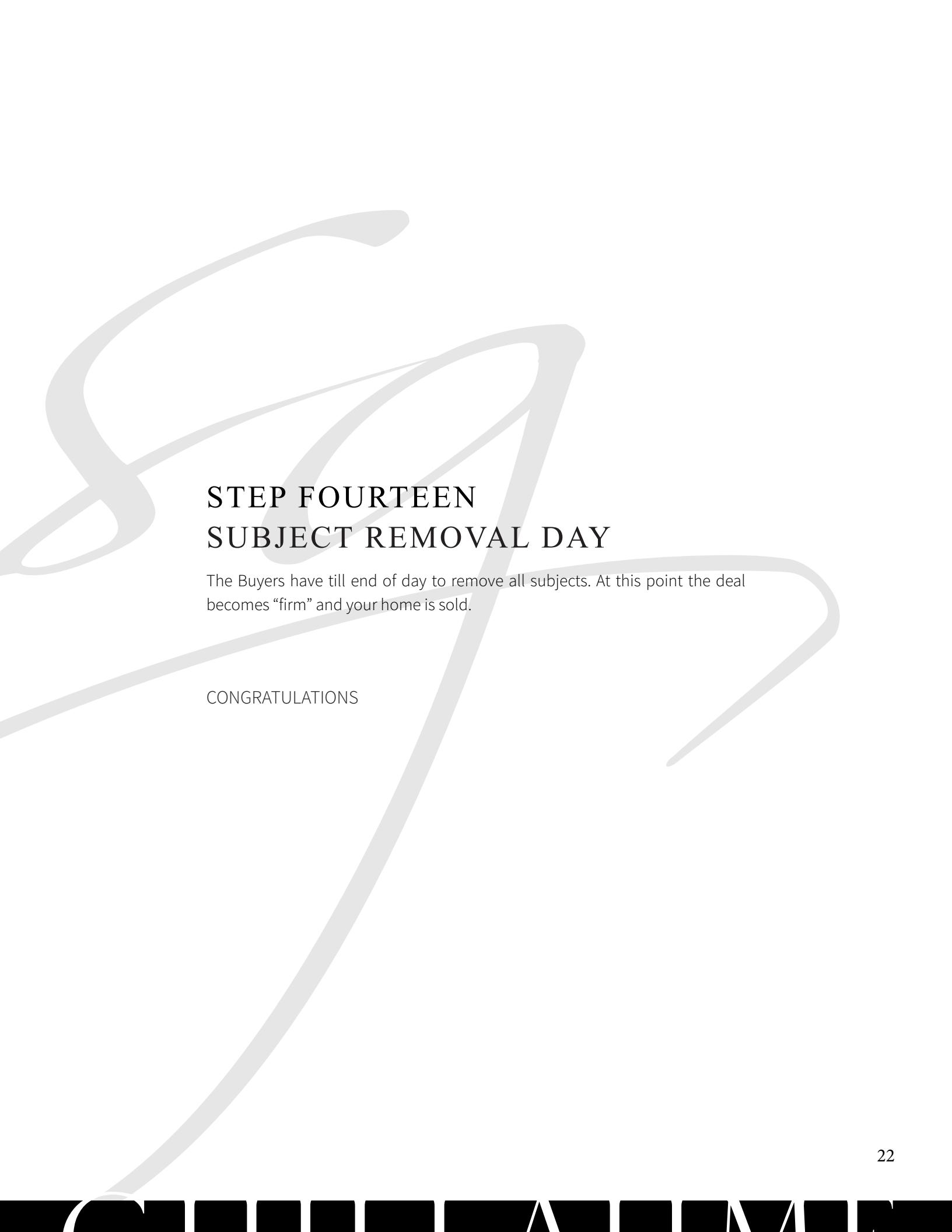


We recommend that you leave all available documents on the kitchen counter during the general home inspection for the buyer and buyer's agent. As well be sure to leave all rooms accessible for the inspector.



## STEP THIRTEEN THE APPRAISAL

Most often the Buyers lender will require an appraisal. We will work with the Buyers agent to line this up. This process is usually fairly quick with a short turn around for documents to the lender.



## **STEP FOURTEEN SUBJECT REMOVAL DAY**

The Buyers have till end of day to remove all subjects. At this point the deal becomes "firm" and your home is sold.

CONGRATULATIONS



## STEP FIFTEEN PREPARE FOR THE MOVE

- Now you begin preparations for your move.
- Schedule the closing date on your calendar
- Hire movers and start packing
- Cancel or transfer your utilities. Things are busy by this point in the selling process so it can be easy to overlook this important step. Make sure to call all of your utilities companies to cancel or transfer.
- Cancel or transfer your homeowners insurance
- Clean the house. It is standard practice for the seller to clean the home after you have moved everything out. Alternatively, you can hire a cleaning person to do the final cleaning. This might be an ideal option to have one less task on your to do list. Please let us know if you would like recommendations for a cleaning person, or if you would like us to schedule our cleaning person for you.
- The final walk through



## STEP SIXTEEN CLOSING DAY

This is the day funds transfer as well as title. We will confirm with you when we have confirmation this is complete. We will pick up keys from you and deliver them to the Buyers agent. The Buyers will then be able to take possession of their new home.



STEPHANIE  GUILLAUME

778.692.0705 | [stephanie@okanagan-properties.ca](mailto:stephanie@okanagan-properties.ca) | [callstephanie.ca](http://callstephanie.ca)



1631 Dickson Ave, Kelowna, BC V1Y0B5

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