

TEAM LoftHouse

Member of the NHL Alumni



SELLER'S GUIDE

TO A SUCCESSFUL REAL ESTATE TRANSACTION





Mark Lofthouse

Mark Lofthouse is a name that is one of the most recognized in Real Estate in the Fraser Valley. Mark's hard work, dedication and passion for the business has launched him into the forefront and he is one of the top sellers of his time. Mark displays the same energy that made him a top player in his professional hockey career, where he played with the Washington Capitals and the Detroit Red Wings. Mark has continued his professional hockey relationship with the Vancouver Canucks Alumni, participating in numerous charity events benefitting Canuck Place, Camp Good Times, and many other organizations.

After Mark retired from the NHL in 1989, he went on to pursue a career in the Real Estate world. After BCIT, the Real Estate licensing program, and over 1900 homes sold, he's landed himself a reputation for being a highly sought after agent within this competitive field.

He credits his success to his Love of People, and the role in which he plays in their lives and what they play in his. He also has a hardworking and very organized team within his office, who work alongside him every step of the way to make sure to maintain a perfect balance, and give the time and attention it takes to nurture his work and relationships with his clients.



Leslie Phillips

Leslie Phillips is a well-known and sought after Realtor in the Fraser Valley. Her sense of compassion, and ability to communicate allow her to get through some of the biggest challenges with ease. She is highly focused on making sure the needs of her clients are met, and to see them through their Purchase and Sale all the way. Leslie was born and raised in the outskirts of Cloverdale, and grew up on a Thoroughbred Race horse breeding and training farm.

She is very diversified in Real Estate, selling single and multi-family homes, along with her passion for helping in the purchase and sale of farms, and a deep knowledge in the process of Foreclosures and Commercial work. She fuses her past management and valuable marketing skills to help Team Lofthouse surge forward in the Real Estate market today! She has many valuable clients from all facets of Real Estate and loves working with them all!

Leslie also has years of experience with both Commercial/Institutional Properties and Foreclosure properties!



Sharon Good

Sharon Good holds the title of Seniors Real Estate Specialist (SRES®). REALTORS® who possess the SRES® Designation have the necessary knowledge and expertise to counsel clients age 50+ through major financial and lifestyle transitions in relocating, refinancing, or selling the family home. The SRES® course is offered by the National Association of REALTORS®.

"After 27 years I still love this business! I love helping people. I love the attention to detail. Most of all, I love seeing families achieving their dreams. I am also community minded. A portion of my fee goes to The Shelter Foundation to help families get back on their feet and have raised \$4600 in my 'Paddle for Shelter' marathon. On a personal note, I love the outdoors. I am an avid paddler (canoe and kayak) and I am on the executive of the Fort Langley Canoe Club. I love hiking, skiing (snow and water) all water sports and yes, curling too! If I'm not out selling homes you can find me somewhere on the water liquid or solid! I am never too busy for you or your referrals."



Alex Wang

Alex Wang is a new and valuable part of Team Lofthouse. Alex received his master's degree from one of the Chinese top Universities before coming to Canada. He has firm connections with Chinese communities in Canada and abroad and has maintained his contact with potential oversea Chinese buyers and sellers.

Alex is more than happy and experienced in being able to bridge different cultures and helps his clients sell their current homes and find their new dream homes with professionalism and care to detail.

PRICING STRATEGY

THE 3 MARKET CONDITIONS

SELLER'S 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.

NORMAL MARKET

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

BUYER'S 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.

THERE ARE ALSO THREE 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, 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. 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 for to sell your home?

THE SELLING PROCESS

The selling process can be a bumpy road to travel. I will be an invaluable source of knowledge, contacts and advice, helping you get the best results from listing to sale.



STEP 1



CONSULTATION

Help me to thoroughly understand your needs, then enter into an agency relationship:

- Sign Multiple Listing Contract
- Schedule A
- Data Input Form
- Property Disclosure
- Working with Realtor™
- Fintrac Form

STEP 2



LIST AND MARKET YOUR PROPERTY

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

See my professional marketing plan, within this guide.

STEP 3



SHOWINGS

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

STEP 4



PRESENTATION OF OFFERS

I 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 come with Conditions / Subject Clauses

I will liaise with the Buyer's Realtor™ to help ensure that Conditions/ Subject Clauses are satisfied.

STEP 6



REMOVE SUBJECTS

Your property is SOLD! Now it's time to arrange for movers, transfer utilities, insurance, forward mail, etc.

You will need to visit your Lawyer or Notary to sign closing documents.

STEP 7



COMPLETION

This is the official date that you receive the funds from the sale of your home.

STEP 8



POSSESSION

I will deliver your keys to the Buyer Realtor™



PROFESSIONAL MARKETING STRATEGY



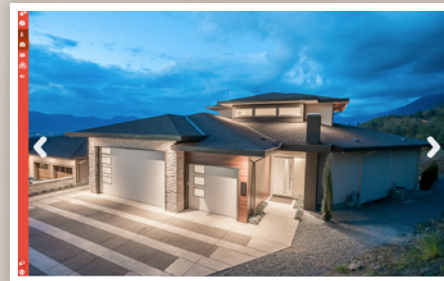
Signage



Home Staging
when required



Professional Photography



Virtual Tour / Video
when required



New to Market Mail-out



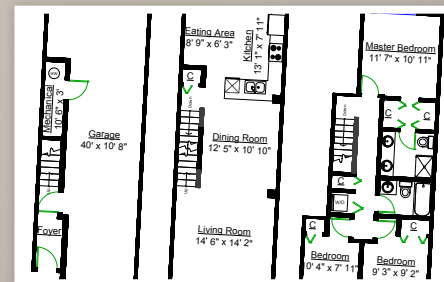
Property Brochures



Aerial Photos / Video
when required



Realtor™ and Personal
Network of Buyers



Floorplans
when required



Internet Saturation



Market Expertise



Negotiation Expertise

TIPS for Best Showings

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.

- 1 Ensure easy access - provide a key
- 2 Remove parked cars from the driveway
- 3 Prune overgrown trees that impede line of sight from the street
- 4 Ensure walkways and entrance are clear and swept
- 5 Keep your lawn mowed and edged
- 6 Remove debris from landscaping
- 7 Keep your home clean - people will notice and remember
- 8 Keep all lights on and replace bulbs that need replacing
- 9 Keep all drapes and shutters open
- 10 Keep all doors unlocked
- 11 Leave soft music playing
- 12 Leave the premises - take a short walk with children / pets
- 13 Let the buyer be at ease and let the agents do their job





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This communication is not intended to cause or induce breach of an existing agency agreement.