

YOUR GUIDE TO THE REAL ESTATE SELLING PROCESS



RE/MAX[®]

SABRE REALTY GROUP



Llawrey Godinn

Seller's Guide

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Llawrey Godinn

Llawrey has been in the business for 28 years serving the Tri-Cities area and Burnaby since 1989. She brings extensive knowledge of the real estate market, sales experience and great listening skills to her position as an accomplished and respected Realtor™. She finds it rewarding to help people discover what she loves about the Tri-Cities and what a great place it is to raise a family.

Originally from Toronto, Ontario, Llawrey is extremely knowledgeable and connected to all markets throughout the lower mainland, and specializes in the Tri-Cities area.

Known by clients and colleagues for her honesty, integrity and dedication, Llawrey also has a reputation for timely and focused responses to each of her client's needs and concerns. She is a skilled negotiator and goes the extra mile for her clients, carefully positioning her listings to every possible buyer.

Llawrey credits her motto, "Do what you love and if you do, you'll never work a day in your life! Because I care!" as being vital to her professional success. The joy she receives from helping clients, perpetuates her to always work the hardest she can for them.

Outside of her career in real estate, Llawrey is passionate about spending time with her family and friends. She actively supports the BC Children's Hospital and participates whole-heartedly in the many fundraising and community improvement initiatives that present themselves through her career. She takes pride in being an advocate for the Tri-Cities area and enjoys staying abreast of all of the exciting changes.

A full-time Realtor™ who loves helping people make important life decisions, Llawrey is a clear choice for anyone ready to sell or purchase a home.



NOBODY IN THE **WORLD**
SELLS MORE REAL ESTATE THAN RE/MAX.



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 declining in this type of market 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 of both the seller and the buyers
3. the marketing plan of the Realtor™

The things you can control are the initial listing price and your own personal motivation for selling the property. The Realtor™ is responsible for implementing an effective marketing plan.

Take the time to honestly answer the following questions:

1. Are the benefits of moving important enough to you to price your property at market value?
2. Is your understanding of the current market value of your home based on 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 currently for sale?
5. How long are you willing to wait for a sale?



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 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

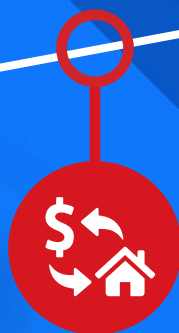


REMOVE SUBJECTS

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™



MY PROFESSIONAL MARKETING STRATEGY



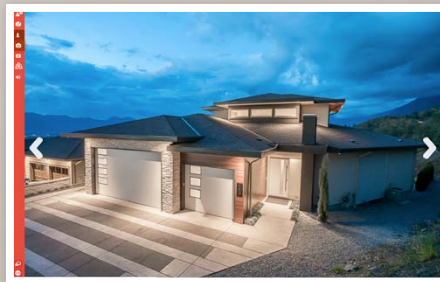
Signage



Home Staging
when required



Professional Photography



Virtual Tour / Video
when required



New to Market Mail-out



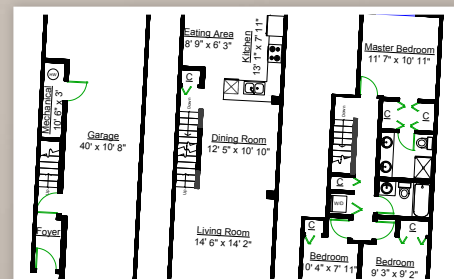
Property Brochures



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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*"I love helping people making life decisions
and caring for my clients!"*

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