

LES TWAROG

Sellers Services Package





So You're Thinking Of Selling Your Home?

Your home or investment property is probably one of your most valuable assets and I recognize that the decision to sell is a big decision with many factors to consider, both logical and emotional. I appreciate you considering entrusting this important task to me, and thank you for your time. This booklet is designed to help answer some of the more common questions that may come up, and help prepare you for our meeting. I hope you find it helpful and informative.

Four Factors Affecting the Saleability of Your Home.

PricePoint

I will provide you with a range in which I believe your home should be listed based on the current market conditions, and realistic expectations of the kind of market activity you may see for your home at the price you choose. By providing relevant information and helping you analyze and interpret it, based on my years of local market knowledge, you will be able to make the decision if now is the right time to sell your home or investment property.

PropertyCondition

The condition of your property will have a lot to do with the selling price and how quickly your home will sell. If there are minor repairs that you could easily perform, or perhaps some cosmetic upgrades that will make your home more appealing, I will discuss those enhancements with you. I will also provide access to professional staging videos and checklist, free of charge, to help you prepare your home for sale. If professional staging is required, I will provide a list of reputable home staging professionals that can work within your budget to make your home shine.

MarketConditions

When you decide to sell can be as important as any other factor. The real estate market is always fluctuating and is tied to many other economic factors, both locally and abroad. There are also seasonal fluctuations tied to holidays, school schedules, and weather factors. As a RE/MAX Real Estate Professional, I will be able to discuss with you the pros and cons of listing during the various seasons as well as in the current market conditions which are outside of anyone's control. They will also help you identify the potential costs of delaying a decision to move that you may not be aware of, including the benefits of "Buying Up" in a down market and lifestyle sacrifices associated with delaying the decision to move. By asking the right questions, I may also advise you that now may not be the right time to move after all. My goal is to be your Trusted Advisor for all of your real estate needs, now and in the future.

MarketExposure

By now you may have noticed that the first three factors, Price, Property Condition, and Market Conditions, are outside of my control as your Real Estate Advisor. I will of course offer my expert opinion on pricing your property given the current market conditions and how to properly prepare your home to show its best. However, our main focus will be on the factors that we can control such as market exposure and negotiating offers with your goals and interests at heart! I want to get the most qualified buyers into your home with the goal of generating offers that will get you the most amount of money in the least amount of time and with minimal inconvenience so you can move on with your plans. No two homes are alike, so why settle for a cookie-cutter marketing plan? My clients enjoy a comprehensive marketing plan, custom designed for their home's special attributes and needs, combining tried and true techniques with new and fresh marketing ideas that will get their home noticed and sold in any market.



“

I don't understand why we haven't received any offers yet?”

”

6

Reasons Why
Your Home May
Not Sell

1

Good Photos Matter

More and more, buyers are being introduced to properties online; pictures and videos matter. Before any photos are taken, make sure your home has been properly de-cluttered, inside and out, and consider staging tips that will make the rooms appear larger. I will make sure all photographs are taken by professionals.

An MLS Listing Isn't Enough

In addition to the MLS, your home needs to be marketed on social media and should be directly advertised to other real estate agents, here and abroad, who are more likely to bring a buyer to your home. Foreign investors want Canadian real estate as they view it as a safe investment. We need to reach every potential buyer.

2

3

The Price Isn't Right

A home is likely to attract the most interest within the first two weeks it is listed for sale. If the home is overpriced, buyers will move on. Be realistic when you set a sale price. Check out the competition and see what recent sales have been in the area. Remember, the longer a house sits on the market, the more likely that people will start asking whether something is wrong with it.

Buyers Can't Get in to Have a Look

You never know when a potential buyer will want to see it. It might be late in the evening or at other times that are not convenient for you. Is your agent using new technology to get buyers "inside" your home 24 hours a day?

4

5

The House has a Stigma

Sometimes two homes look similar, but one backs onto a ravine and the other to a hydro line. Make sure your agent asks for feedback from people who have seen your home but have decided not to put in an offer. If there is something outside the home that is bothering buyers, either address the issue or adjust your price. If your neighbours know about prior problems with your home, be upfront and tell buyers in advance. As part of their due diligence, they are going to ask the neighbours anyway.

You Have the Wrong Agent

When you interview agents, it should never be about choosing the one with the cheapest price. You have too much money riding on this choice. Ask any agent you interview about their own marketing plans and social media presence, and above all, get references. In addition, ask a simple question: Why should I hire you? If they can't demonstrate why they are different, move on.

6

Pricing Your Home

You want buyers to be interested in your property. The first thing most buyers are interested to know is the price. With that in mind, you want to ensure that your property is on the market for a price that will attract buyers, but will still provide you with a good return.

What is Market Value?

A Real Estate Agent is there to help you correctly price your property. Deciding on true market value is where the agent's expertise will come into play. Prior experience and knowledge will make certain that your property is priced well. Regardless of the original price you paid for the property, or even improvements you've made over the years, market value is still based on what buyers are paying for similar properties at the time you put yours on the market.

Don't Lose a Potential Buyer

The rule of thumb is that buyers look at about 12 properties before they make an offer. This will give them a great idea of whether or not your property is well priced. If it's priced too high, you've just lost a potential buyer.

The overlap between the price range of the buyer and seller is shown in this diagram - keep it in mind when you're pricing your property.



Over Pricing Your Home

You might think that if you put a high price on your home "just to see what happens", no harm is done. Nothing could be further from the truth. Overpricing your home might seem harmless, but in fact you could miss out on otherwise serious buyers who think they cannot afford your home.

If you've priced your home on the high side and later have to lower the price, buyers may wonder what is wrong with your home and lose interest. Pricing your home reasonably the first time is critical to attracting the right buyer at the right time.

What you don't want to do is wind up selling your home for lower than market value because you've scared off buyers with your price corrections, or are now only able to attract offers from bargain hunters.

If you are able to be realistic with your selling price, everyone wins.



Selling Your Home

A Timeline



Where did Buyers Find the Home they Bought?

Source: 2017 National Association of REALTORS® Profile of Home Buyers and Sellers

1% Print News-
paper Advertisement

1% Directly from
Seller / Knew Seller

2% Home Builder
or their Agent

Internet

51%

Friend, Relative
or Neighbour

4%

Yard sign / Open House
sign

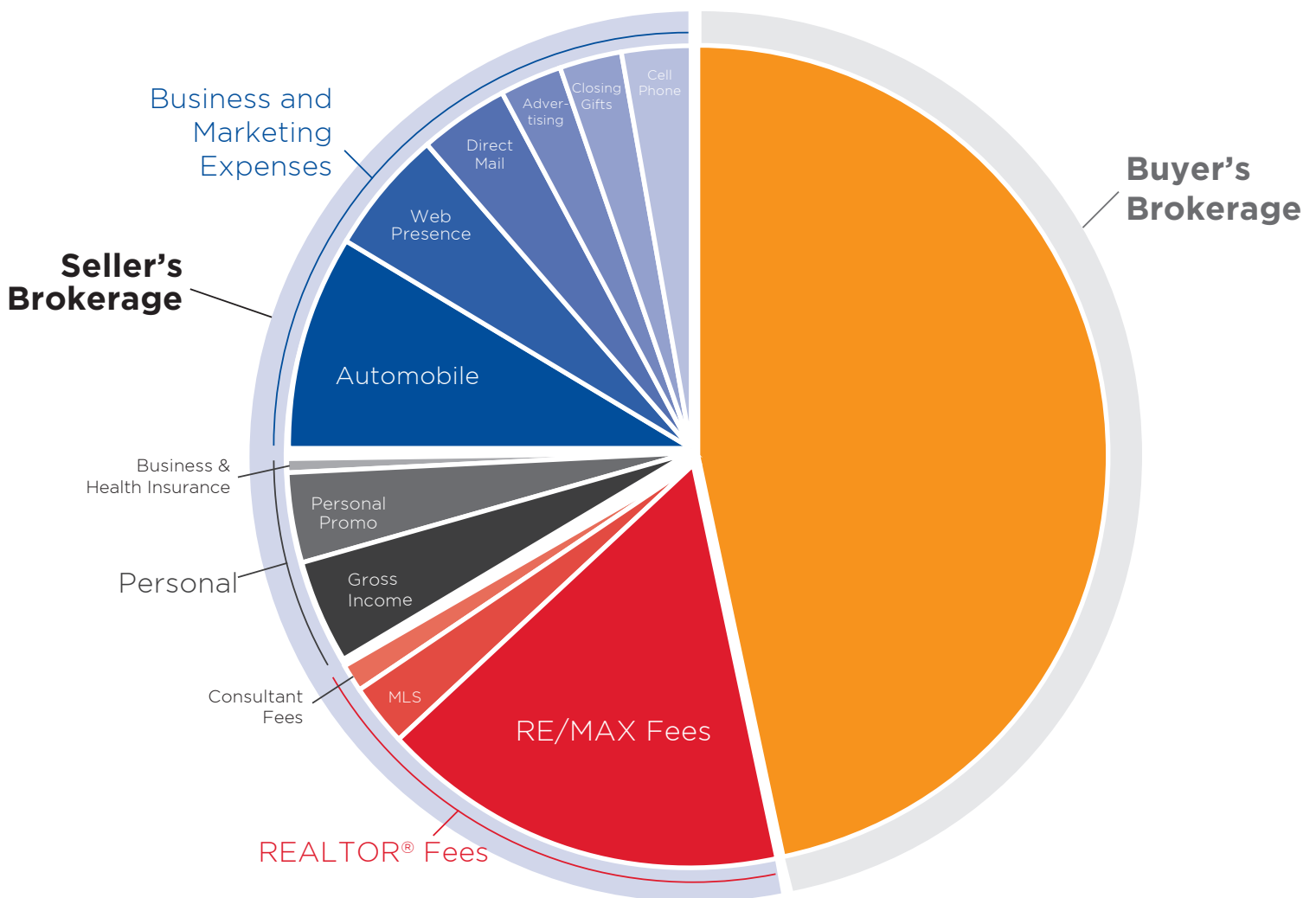
8%

Real Estate
Agent

34%

Good Service Doesn't Just Happen

In order to provide the best service to our clients, and exceed your expectations, I will invest heavily in the business of selling your home. Some of these expenses include:



When I work for you, I invest upfront both time and money into selling your home. As a REALTOR®, I'm not paid a salary, and only get paid when your transaction is closed and the title on your home is transferred. When a brokerage fee is earned, it is shared between the real estate companies involved in the transaction.

Meet Les



Les Twarog is a top performing residential REALTOR with over 30 years of experience in the dynamic Vancouver market. Specializing in luxury West Side and downtown real estate, Les has been consistently ranked among the highest 1-2% of Vancouver's 14,000 REALTORS and is in the top 100 REALTORS of RE/MAX of Western Canada. When it comes to Vancouver real estate, few people are more experienced or have more intimate knowledge of the marketplace than Les Twarog.

Supported by an unsurpassed team of results-driven professionals, Les has a proven track record in high-end homes and condos, and in particular, elegant Shaughnessy properties—widely considered to be Vancouver's most prestigious neighbourhood.

Les' vision and drive has enabled him to create the ultimate online resource for Vancouver real estate — The Twarog Group of Realty Web Sites (lestwarog.com). His eight specialty websites are a one-stop shop for all your real estate needs, providing buyers and sellers with a wealth of information on over 10,500 buildings and properties. As the single most comprehensive source of information on Vancouver real estate, the site includes MLS® listings, floor plans, maps, photos, rentals and detailed sales history. This rich source of up-to-date information is indispensable to the real estate decision-making process. You will not need to go anywhere else.

Les will provide you with a comprehensive marketing strategy and broad exposure to meet your real estate needs. His team includes associates who are fluent in Mandarin to support Chinese clients and the web portal features Juwai—an online resource that helps Chinese buyers find international property. This site is visited by thousands of Chinese buyers each day from across China, Taiwan, Hong Kong and Singapore.

Les Twarog is an accomplished and highly respected Vancouver REALTOR with the ability and commitment to get the job done for his clients in a highly competitive environment.

Testimonials

Les is simply a fantastic real estate agent. He listens and learns what the customer is looking for and doesn't try to up-sell or cross-sell the customer. He moves quickly and efficiently. He is gracious and thoughtful. He is strategic and tactical in negotiations. And he follows up to get to closing in the most effective way possible. During the past 40 years of my business career and personal life I have had experience with literally dozens of real estate agents as both a buyer and a seller and as an attorney for buyers, sellers and banks and I can say, without qualification, that Les is the best I have come across. It is a pleasure to do business with him and we feel completely in good hands.

Nick Filler

Thank you so much for advocating so well for us. In a very challenging market, when others were saying that condos aren't selling you put together an effective/productive marketing strategy!

We knew when we contacted Les that we would be connected with a strong sales team and you have not disappointed! We have been impressed by both your professionalism and your effective establishment of positive relationships with everyone you encountered.

It has been a pleasure working with you on this sale. Your flexibility and willingness to "go the extra mile" does not go unnoticed. While we do not plan any imminent property sales, we would certainly recommend your services to others.

Richard & Janice Munroe

Service and Professionalism by the Les Twarog Team of RE/MAX Crest Realty. I am very pleased with the professionalism and attention to detail shown by the Twarog team. I had put off selling my property for a long time, as there were many things that I dreaded doing, such as traveling to the property, cleaning the property to prepare for showing, gathering the condo association minutes, finding a lawyer and accountant, etc. Mr. Twarog did it all! Within a week, I had a good offer! Mr. Twarog and his team followed through with all of the contract details and I was able to do it all from my home in Florida. Mr. Twarog made it easy to sell!

Tony Tulot MD

Thank you for facilitating the sale of our property, especially in this period where nothing seems to be moving, and For Sale listings far outnumber the sales figures. That you accomplished this while getting us the full listing price, and all in the face of seemingly overwhelming challenges, is praiseworthy.

When I think of the odds against us at the start, it seemed almost insurmountable. My partner, who chooses cards to reflect the events taking place, chose the card "Miracle". I personally believe your incredible marketing system, the way you are set up on your site, and the many links you have to other REALTORS had a lot to do with it as well.

James Shea

It was a pleasure working with you on this sale. Great communication - clear, concise, and courteous. You were professional and respectful in your dealings with me. The deal was negotiated truthfully and with full transparency.

Jeff Feaver

What I Will Do To

Full Service Home Seller's Program

A full colour, multi-picture tour, with up to 20 high quality pictures, will be uploaded onto all public MLS sites, as well as my own website, within 24hrs of the listing date.

High-quality, full colour feature sheets with multiple pictures will be produced for use at Open Houses and to be given to potential Buyers.

A highly visible RE/MAX "For Sale" sign - with the industries most recognizable trademarks - will be placed in the most prominent position possible on the property, in compliance with city signage and strata by-laws.

An industry Open House will be held during the first week of the listing to promote your home to local REALTORS® and allow them to preview it for their potential Buyers. Additional industry Open Houses will be held to coincide with any necessary price changes.

With your approval, public Open Houses will be hosted at regular intervals during the listing period.

Your home will be promoted to over 550 of our busy associates at all eight of our affiliated offices so that your home will be promoted to their potential buyers.

For strata titled properties, a Strata Plan Search will be ordered.

I will provide you access to RE/MAX's exclusive "Are You Fit to Sell" videos and checklists to help you get your home ready for the market.

Get Your Home Sold!

Working with a REALTOR® who understands how to market your home is one of the key advantages of working with a real estate professional

I will provide a list of recommended professional services that can help you, if necessary, get your home ready for public viewings.

I will review prudent safety precautions to be taken to ensure valuables and family members, including pets, are taken into consideration when the home is scheduled for an Open House or Buyer viewing.

I will send follow up emails to all REALTORS® who have shown your property to receive timely feedback from them and their Buyers. This feedback will be summarized and provided to you during our weekly updates.

I will verify with REALTORS® showing your home that all potential Buyers viewing your property are pre-approved for a home in that price range.

I will ensure that all of the features of your home are brought to the attention of potential Buyers, and that any questions or concerns are quickly addressed. I will provide the potential Buyer a detailed feature sheet of your home that highlights its unique features.

All offers will be presented to you promptly and negotiated with your best interests in mind. Negotiations will be kept moving in a timely manner to facilitate decision making that meets your objectives for selling.

The conditions or subjects of your offer will be logged into a daily schedule to ensure that they are serviced in accordance with the timelines of the contract, and to deal with any objections in a timely manner.

All deposits will be accepted only as bank drafts to avoid any chance of a non-sufficient funds cheque.

What You Should Expect While Working with a RE/MAX Real Estate Professional:

Deciding who to represent you is the most important decision you will make in the home selling process. As a RE/MAX real estate representative, I will help you in the following areas critical to a successful and satisfying real estate experience.

Act As Your **Marketing** Manager by

- Guiding you in setting a competitive market price.
- Advising you on how to showcase your home and highlight its best features.
- Developing a professional marketing strategy to expose your property to the widest possible audience from a yard sign, to direct mailers, to a powerful internet presence.
- Reporting to you regularly on buyers feedback and new listings and sales that may impact on the market value of your home.

Introduce **Qualified** Buyers by

- Working with the industry's most productive Buyers Agents through the MLS.
- Confirming that each buyer has been pre-qualified prior to viewing your home.

Serve As Your **Experienced** Negotiator by

- Advising you on the merits of the offers submitted.
- Representing your best interests at all times and keeping your goals in full view.

Act as Your **Closing** Coordinator by

- Having our conveyance department send documents out on time.
- Delivering the keys to the buyers only after title has transferred and funds are ready to be issued by your lawyer/notary.
- Following up on any loose ends prior to, and after, moving day.
- Providing you with helpful tips on moving that can make the day go smoother.

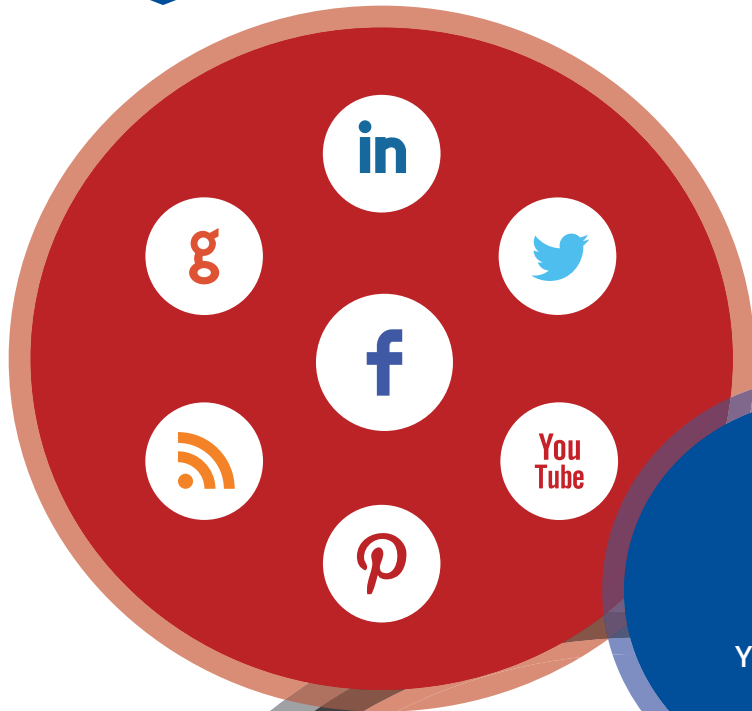
Working Paperlessly

While Real Estate will always be about building and maintaining personal relationships with our clients, it's not always possible or convenient to get together to sign or exchange documents. With your convenience in mind and a conscious effort to reduce our industry's carbon footprint, our associates are committed to investing in technologies that will make your transactions as easy and paperless as possible.

Whether it's electronic signature software and apps, cloud storage solutions that make sharing and storing of transaction paperwork fast and easy, smart phones and tablets to help service you on the go, or video chat and email solutions that make communications from anywhere in the world feel like you're right next door, **our agents use cutting edge technology solutions that help make your buying or selling experience a breeze!**



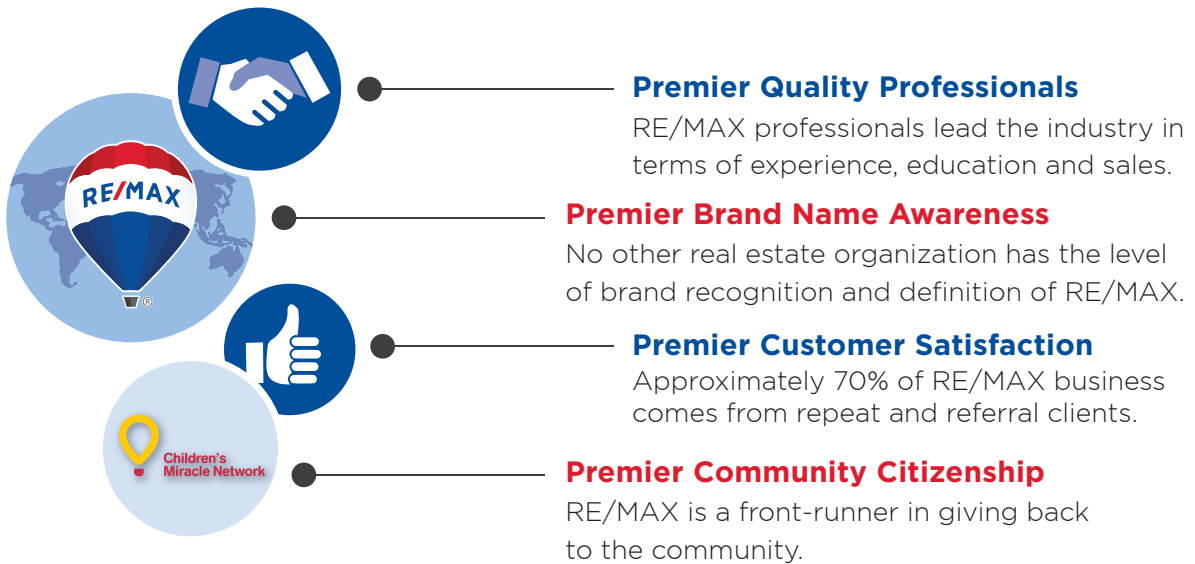
RE/MAX Online Exposure



RE/MAX – A Global Force!

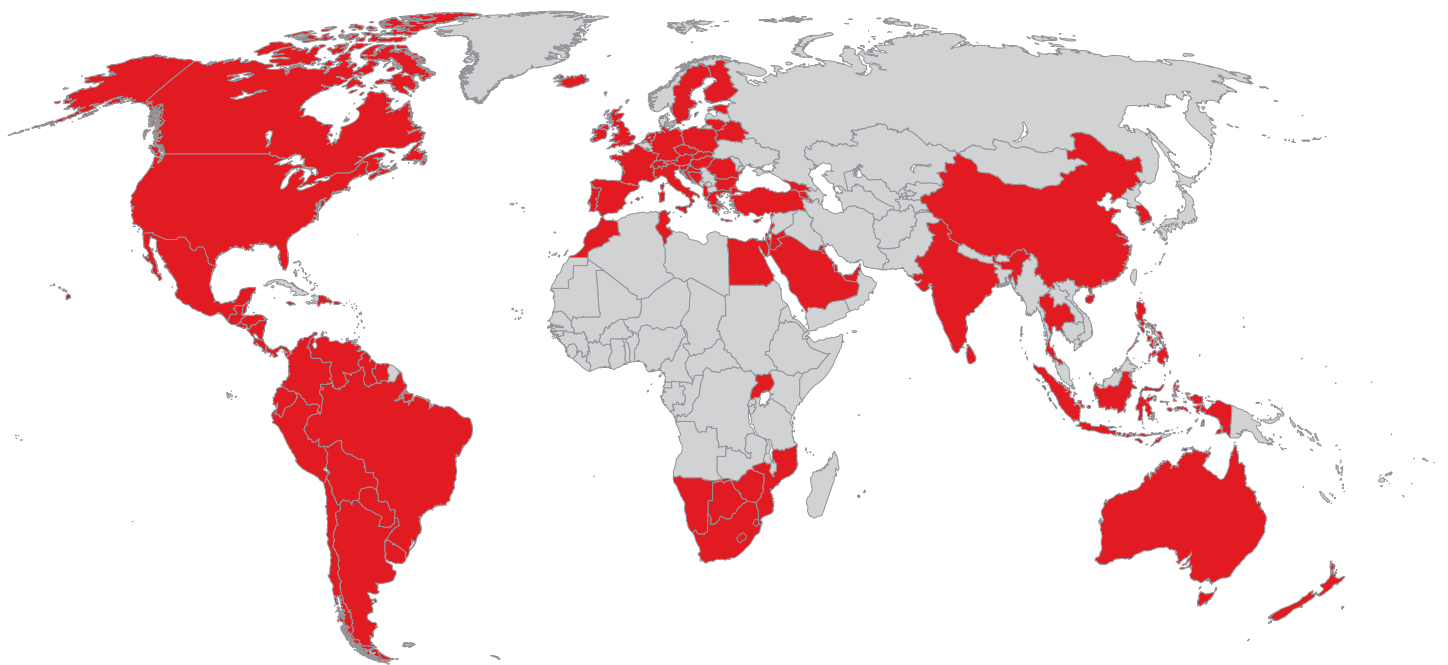
RE/MAX agents are passionate about real estate. With full-time, experienced professionals dedicated to serving you, we offer expertise not found elsewhere.

Choose Wisely. Choose RE/MAX.



Nobody in the World Sells More Real Estate than RE/MAX.

When you sell your home through a RE/MAX Agent, you become part of a worldwide sales force with more than 100,000 agents in over 100 countries. Through REMAX.ca, REMAX.com, Global.REMAX.com and TheREMAXcollection.ca you will be tapping into the world's most effective referral network and enjoying the benefits of one of the planet's most powerful real estate brands. **Go Global – Go RE/MAX!**



2018 Brokerage Performance

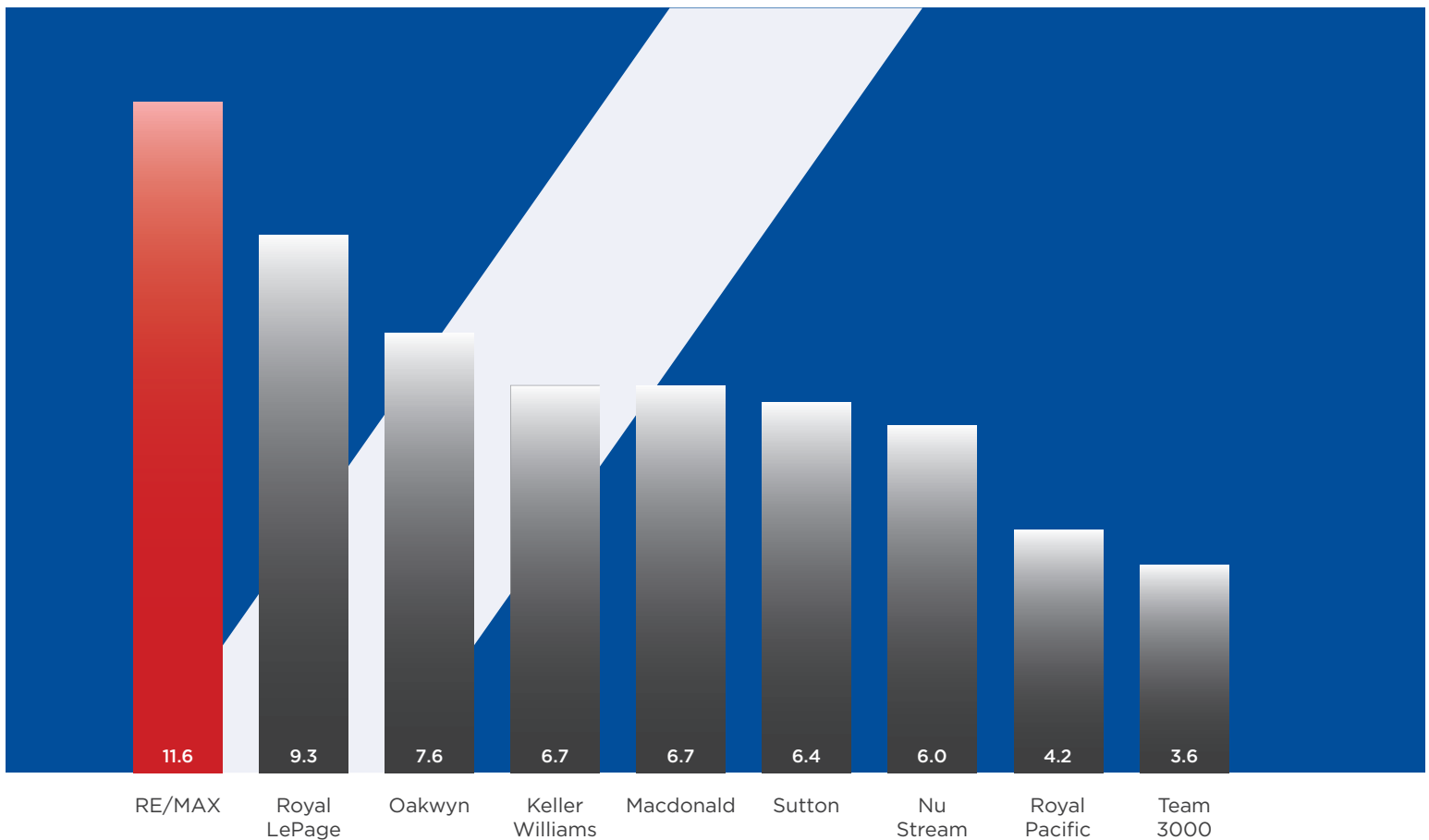
Greater Vancouver

Sales Agents Average Units Sold



#1 **NOBODY IN CANADA SELLS MORE REAL ESTATE THAN RE/MAX**

Based on 2018 residential transaction sides. Source: CREA, RE/MAX

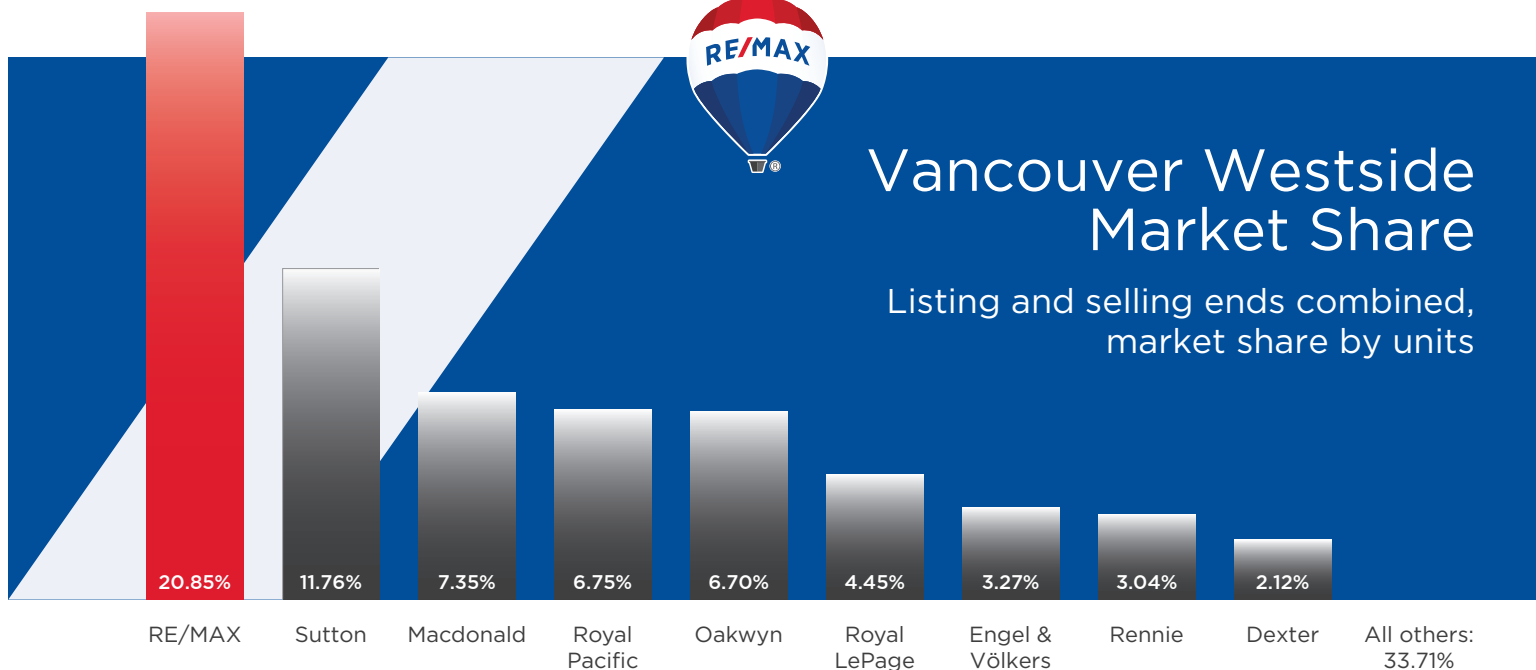


Source: IMS Inc. Includes all sales listed in the databases of the REBGV in 2018. Region: Chilliwack, Fraser Valley & Greater Vancouver
All information is believed to be accurate but is not guaranteed and should be independently verified. No warranties or representations are made of any kind



Vancouver Westside Market Share

Listing and selling ends combined, market share by units



Source: IMS Inc. Includes all sales listed in the database for the REBGV district of Vancouver Westside for 12 months ending 31 December 2018
All information is believed to be accurate but is not guaranteed and should be independently verified. No warranties or representations are made of any kind



Greater Vancouver Market Share

Listing and selling ends combined, market share by units



Source: IMS Inc. Includes all sales listed in the databases of the REBGV & FVREB for 12 months ending 31 December 2018
All information is believed to be accurate but is not guaranteed and should be independently verified. No warranties or representations are made of any kind

The Numbers Speak for Themselves!

Real Estate Board of Greater Vancouver & the Fraser Valley, Dec. 2017 - Dec. 2018

	REPORTED SALES VOLUME	MARKET SHARE	NUMBER OF SALES	VOLUME PER ASSOCIATE	SALES PER ASSOCIATE	NUMBER OF ASSOCIATES
RE/MAX	\$ 16,575,394,022	26.51%	18,717	8,751,528	9.9	1,894
	\$ 10,303,826,817	14.28%	11,477	5,391,851	6.0	1,911
	\$ 6,734,592,543	10.71%	7,897	6,532,098	7.7	1,031
	\$ 4,219,517,789	5.57%	4,158	6,894,637	6.8	612
	\$ 3,918,745,854	3.22%	3,274	5,183,526	4.3	756
	\$ 2,226,548,647	4.04%	2,748	5,430,606	6.7	410
CENTURY 21	\$ 1,752,305,578	2.30%	2,180	4,242,871	5.3	413
	\$ 1,843,697,266	2.33%	1,988	6,983,702	7.5	264
	\$ 1,373,117,040	1.61%	1,636	2,878,652	3.4	477
	\$ 1,221,936,989	1.83%	1,407	4,810,776	5.5	254
All Others	\$ 50,169,682,545	27.61%		55,482		8,022
Total		100%				

Note: This representation is based in whole or in part on data generated by the Real Estate Boards of Greater Vancouver, Fraser Valley, Victoria and Vancouver Island, Okanagan Mainline, South Okanagan and BC Northern, which assume no responsibility for its accuracy.











2018

CANADA

RE/MAX THE INDUSTRY

You have a choice in real estate. Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence. Choose RE/MAX.

NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	BRAND AWARENESS (TOTAL) ¹	AGENTS CANADA	AGENTS WORLDWIDE	OFFICES WORLDWIDE	COUNTRIES & TERRITORIES
	94.8%	21,112	119,041	7,841	100+
	88.6%	19,090	19,090	600+	1
	87.8%	9,461	118,600	8,000	80
	57.5%	2,671	94,300	3,200	47
	37.2%	7,673	7,673	200+	1
	27.5%	9,647	10,000+	175+	2
	21.6%	601	21,900	950	69
	21.3%	721	25,000	510	2
	17.6%	603	8,000	500	11
	17.4%	3,336	177,000	930	30

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