YOUR PERSONAL GUIDE TO

SELLING YOUR HOME



SUZANNE PENNELL



SUZANNE — PENNELL —

Born and raised in Mt. Pearl, Newfoundland, Suzanne moved to British Columbia in 1997 and immediately fell in love with the province! Her family settled in Abbotsford, where she still resides with her two beautiful teenage children.

Suzanne began her career in business and administration, but ultimately found an extraordinary passion for health and wellness which resulted in a lengthy career in the physiotherapy/occupational therapy industry and as a fitness trainer leading fitness classes and training clients privately.

Suzanne expanded her career as an officer with BC Correction before embarking on her true vocation as a real estate agent. With an affinity for interior design and her social nature, real estate was the perfect fit for a career that would allow her to serve the community while making an income and raising a family. With a mindset of lifetime learning, positive growth, and attention to detail, Suzanne quickly immersed herself in this new career with much support from friends, family and colleagues.

Combining passion, drive, discipline and an extremely hard work ethic, Suzanne is able to provide her clients a superior service. She is market-savvy, style-conscious and confident ir her negotiations to ensure that her clients needs are not just met but surpassed. Her positive attitude, sense of humour, commitment, and life experiences allow her to relate to people and earn their trust. Her mission is to achieve a quality outcome for her clients at the best possible price. Suzanne would be pleased to assist you.

PRICING STRATEGY

FOR DIFFERENT 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.

BALANCED MARKET

Inventory is meeting demand. There is no perceived advantage to either buyers or 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 are priced just below other, similar homes and will usually sell within 2-3 months.

SUCCESS RELIES ON THESE MAJOR FACTORS:

- 1. the listing price
- the level of motivation in both the seller and the buyers
- $3.\,$ the marketing plan of your Realtor $^{ ext{ iny B}}$

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 as 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 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 3 STEP 2 STEP 1



CONSULTATION

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

- Sign Multiple Listing Contract
- Schedule A
- Data Input Form
- Property Disclosure
- Disclosure of Representation
- Fintrac Form



LIST AND MARKET YOUR PROPERTY

We will provide professional advice to market your property to its full potential an optimize showings.

See our professional marketing plan within this guide.

SHOWINGS

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



PRESENTATION OF OFFERS

We will advise how to negotiate an offe that is in your best interest.



STEP 5

OFFER ACCEPTED

Once an offer is accepted, it will likely come with Conditions Subject Clauses.

We will liase 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 mover 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.

The name on the title will be transferred int the buyer's name.



STEP 8

POSSESSION

We will deliver your keys to the buyer's Realtor®.

MY PROFESSIONAL

MARKETING STRATEGY

SUZANNE

PENNELL



Virtual Tour / Videc



Professional Photography



Market Expertise



Signage



Social Media



Personal Network of Buyer



Property Brochures



Floor Plans



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 drivewa
- 3 Prune overgrown trees that impede line of sight from the street
- 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
- (Neep 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



SUZANNE

PENNELL



suzannepennell.com suzanne@suzannepennell.com 778.549.1277

