

YOUR PERSONAL GUIDE TO

SELLING YOUR HOME



SUZANNE

PENNELL



HOMELIFE
ADVANTAGE REALTY
(CENTRAL VALLEY) LTD

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 Corrections 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 in 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
2. the level of motivation in both the seller and the buyers
3. the marketing plan of your Realtor®

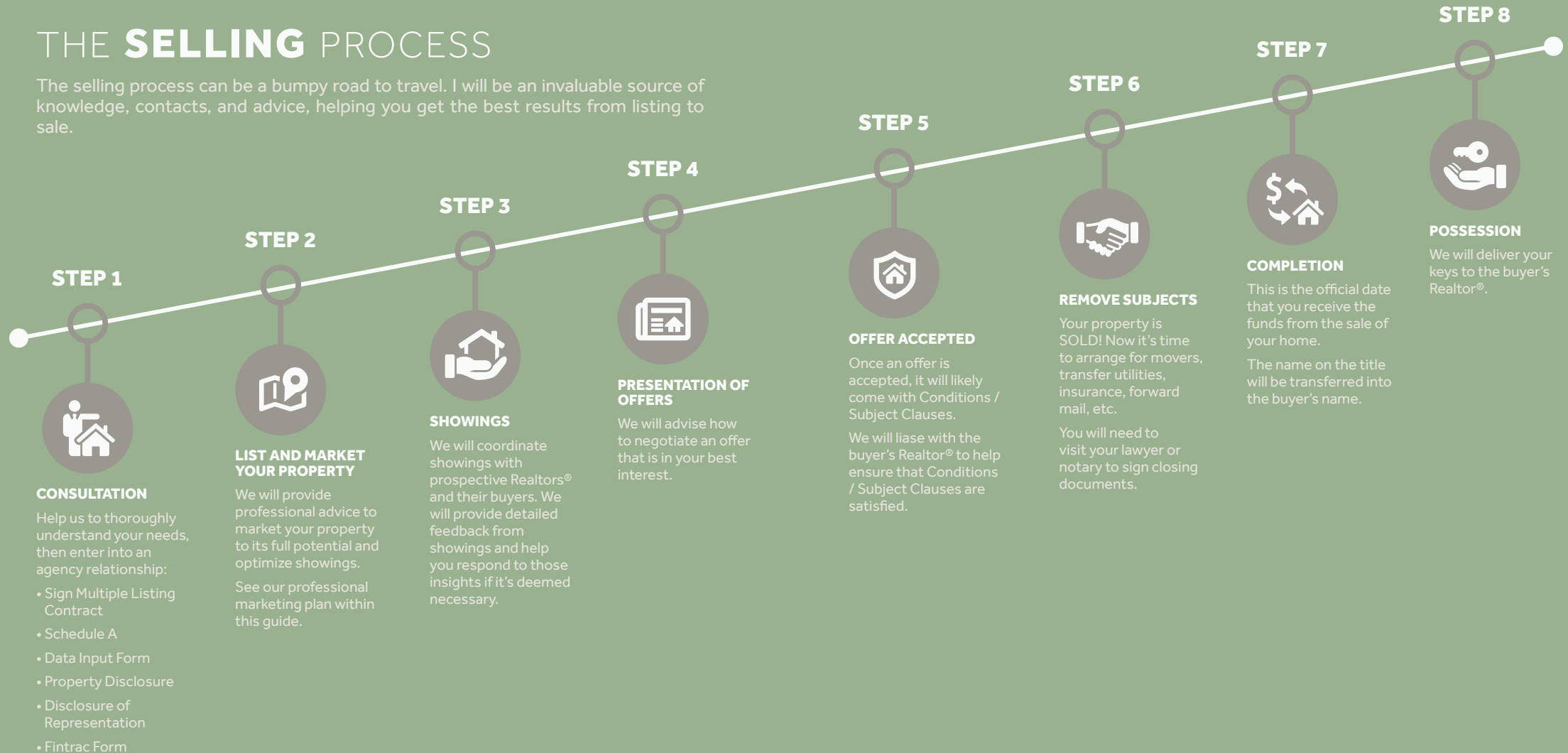
The things you can control are the initial listing price and your own personal motivation for selling the property. Your Realtor® is responsible for implementing an effective marketing plan.

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 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.

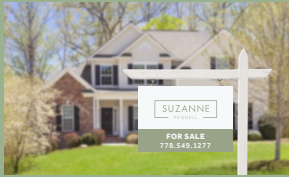


MY PROFESSIONAL MARKETING STRATEGY

SUZANNE
PENNELL



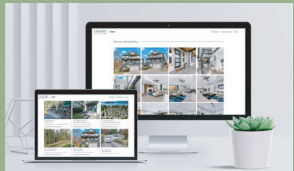
Virtual Tour / Video



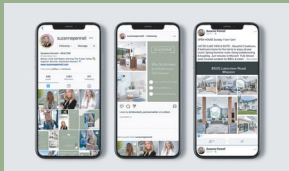
Signage



Property Brochures



Professional Photography



Social Media



Floor Plans



Market Expertise



Personal Network of Buyers



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



SUZANNE

PENNELL



suzannepennell.com

suzanne@suzannepennell.com

778.549.1277



HOMELIFE
ADVANTAGE REALTY
(CENTRAL VALLEY) LTD