

DO YOU WANT TO CHANGE YOUR LIFESTYLE?

Most real estate professionals are knowledgeable on the new concepts of multi-unit ownership. Your questions on the difference between Strata Title and Cooperative projects, lease-hold, and free-hold ownership, etc., can be answered to help you make the right choice for your particular situation.

IS THIS A GOOD TIME TO SELL (OR BUY) INVESTMENT REAL ESTATE?

Specialists in the Investment, Commercial and Industrial field of real estate know how to advise you. They're informed on existing laws, proposed changes, policies, and other essential details involved in such a decision.

I AM KNOWLEDGEABLE IN ALL ASPECTS OF HOUSING AND SELLING. WHY CAN'T I SELL MY HOME MYSELF?

Of course you can! But if your time is worth more than the trouble and possible expense of inexperience, if you're concerned for the security of your family and property, or if you require financial counselling and contacts from an experienced advisor, then you will benefit from the assistance of a licensed professional. REALTOR®S have completed extensive training and are licensed under the *Real Estate Services Act* to effect the sale or purchase of real estate. You may be able to sell your real property, but you will never be sure if you received true market value, or if your property was exposed to the highest number of potential buyers. Instead of 'costing' your time and money, a specialist will likely provide a more satisfactory return for your sale.

First and Last Impressions

Successfully selling your home can often depend on the potential buyer's first impressions. An unfavourable impression can be as lasting as one that is favourable. You can do a few things to help make it a good impression.

Carefully prepare your house for sale. Look at the outside and the inside as if you were a potential buyer. What do you see?

Exterior:

- Are the front steps free of hazards and in good repair?
- Are the garden and lawn neat and maintained?
- Is the garden equipment stored away?
- Are the toys and bicycles out of the way?
- Is the front door inviting?
- Is the exterior light bulb working?
- Is the garage cleaned out?

Interior:

- Is the first impression clean, tidy, and uncluttered?
- Are the floors bright and windows shining?
- Can people easily walk through the house?
- Are the stairs and hallways clear and well lit?
- Have all leaking taps been fixed?
- Are closets and cupboards orderly and spacious to the eye?
- Has the surplus in the basement been boxed and neatly stored?

A possible buyer can be a very critical stranger – not only will daily housekeeping be noted, but also neglected maintenance. Prepare your home for presentation using your most critical eye, each time. Strive for a bright, clean, and quiet house during inspection.

It's possible that you may have only one opportunity to capture the buyer's interest – it's up to you whether that impression is lasting...and favourable.

If you're considering the purchase of a home, ask your REALTOR® for a copy of the "The Role of the REALTOR® in Home Buying".



The Role of the REALTOR® in Home Selling



Compliments of:

A consumer feature prepared by the



**Vancouver Island
Real Estate Board**
"An Association of REALTORS"

REV. Jan 2005

Residential Property or Home?

When you decide to sell your property, ask yourself what the buyers are buying. Are they buying a house or condominium – or your HOME?

An objective attitude toward the sale of your property can be a distinct advantage. You may put your HOME on the market, but try to think of it the way buyers do – as a residential PROPERTY.

This distinction should help keep you in an objective frame of mind, allowing you to deal with the marketing and sale procedures more effectively.

Professional Assistance

In most cases, a home seller needs the professional assistance of a REALTOR® who has the built-in objectivity required and – most importantly – intimate knowledge of the current real estate market, experience in financing and negotiating, the ability to qualify potential buyers, and a network of real estate board colleagues to provide wide-ranging marketing benefits.

Attempting to sell your home yourself can result in great disappointments. If an offered price offends you, or you become upset by any term of the offer, it's possible you could disregard the big picture and lose a potential sale.



A buyer won't put a value on your memories, sentiments, or any labour of love you've lavished on your property. A buyer may not even plan to use the property in the same way you have.

A REALTOR® retains a practical approach throughout the sales period and helps you through the difficult decisions that could arise, and only receives financial compensation from you, the seller, WHEN A SALE IS EFFECTED.

Professionals Can:

PROFESSIONALS CAN take the mystery out of

the market in a graphic manner by presenting you with facts, figures, and computer print-outs that provide statistics you'll need for realistic pricing and marketing.

PROFESSIONALS CAN put your listing on the MULTIPLE LISTING SERVICE® so members of the Vancouver Island Real Estate Board can access information on your home. Your property will also be put on the internet website mls.ca.

PROFESSIONALS CAN help ensure you and your family's personal safety by PRE-qualifying and PRE-screening potential home buyers. Home owners trying to sell by themselves cannot afford to refuse a potential buyer access to their property. Consequently, they could be running a risk of later becoming a victim because the so-called buyers were viewing the home with criminal intent.

PROFESSIONALS CAN give you time to pursue your interests because they're looking after your needs; making appointments, establishing viewing hours, and supervising various arrangements made to suit YOUR convenience.

PROFESSIONALS CAN provide information on financing, real estate law, and any assistance programs that could help complete the sale of your property.

PROFESSIONALS CAN suggest minor improvements, clean-up and spruce-up measures, and other ways you can make lasting and favourable impressions on potential buyers.

PROFESSIONALS CAN provide you with a Property Disclosure Statement which serves as a resume for your home and enhances its marketability.

Reviewing an Offer

During the listing period your home will be inspected by potential buyers looking for the kind of accommodation your property affords. Eventually you will be presented with an offer to purchase,

commonly known as an Interim Agreement.

The time you invest in reviewing this offer can make the difference between a satisfactory sale or possible delays and frustrations.

First and foremost, make sure you are accessible to your REALTOR® and that you make yourself available when he/she has an offer to present. You should arrange for no interruptions or distractions when receiving an offer – it's the first step in a contract that could complete the sale of your property.

Check the obvious points: is the property correctly described; is the mortgage information accurate; can you move by the requested possession date; are the purchase price and terms satisfactory?

Double check your calculations to be sure you know how much cash you will receive. Understand what the buyers are asking you to do and be sure you can accommodate their requests, dates, and provisions. When in doubt, don't sign until all questions are satisfactorily answered.

The Offer to Purchase is binding on the buyer for the period of time stated. You can accept it, let it expire, or consider changes. If you want to counter the monetary offer or any other provisions in the original offer you are, in fact, making an "Offer to Sell" to the buyer under the condition that your changes are accepted.

Remember that completion of the sale will include all that is contained in the offer after both the potential buyer and you, the seller, have signed it. Give proper time and attention to the review of an offer to make sure it clearly states all points of agreement between both parties. It can save both parties to the transaction time and possible problems later.

Many Special Services

There are many occasions when sellers of properties are faced with special decisions that require expert counselling. Most REALTOR®S can help.