



THE VANCOUVER LIFE

REAL ESTATE GROUP

EXCLUSIVE SELLERS GUIDE



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Great Marketing Sells Homes

Your property deserves the listing agents and marketing team that are as passionate and committed to your home as you are. In today's market it is vital to work with a Professional Real Estate Team whose attention to detail, sophistication, creativity, and knowledge in modern marketing techniques result in the highest sale price and most gratifying client experience.

We believe that your home is unique and deserves its own marketing strategy, one that differentiates it from the rest and makes it Stand Out.

To achieve this, we apply our proven marketing systems, techniques and expertise and work with only the best in the industry whose professionalism and passion for excellence meet the highest standards. This creates maximum exposure and impact of your property resulting in a powerful, compelling and effective marketing program that will get you the most money.

It is our responsibility, and pleasure, to deliver this to you. Let's get started.



Home Selling Process

This guide offers an overview of the step-by-step process and timeframe to sell your home. It is intended to help bring you clarity and peace of mind during the journey.

1

View Your Home & Discuss Your Goals

The first step is to meet with our team and discuss your property and your goals. This process takes around 1 hour and will take place in your home where we will walk through your property, take notes, and discuss the features that make it unique. It is here that we will get a good understanding of your ideal timeframe and what your plans are after the home sells. After our meeting we will research the current market and prepare a Current Market Evaluation based on an in-depth analysis of the recent sales, active listings and market trends in your neighbourhood for properties similar to yours. Correctly pricing your property is one of the most important factors when considering selling. When priced correctly you will have the ability to negotiate the highest possible sale price and most favourable terms.

[1 – 2 days]

2

Sign the Listing Agreement

Once the listing date and price have been established, we can move forward preparing the necessary listing forms. We will guide you through each one so you have a thorough understanding of them and can ask questions along the way. The forms are to be completed at least 2 weeks prior to the listing going live as this will provide enough time to prepare the marketing materials and have the most impact when hitting the market.

[1 – 2 days]

3

Prepare The Home For Sale

This is the opportunity to make the home show as beautifully as possible. From painting walls to replacing lightbulbs, staging furniture to mowing the lawn and doing a deep clean throughout, you will want your home to look as good as possible. This will help maximize the appeal, and the sale price.

[1 – 14 days]

4

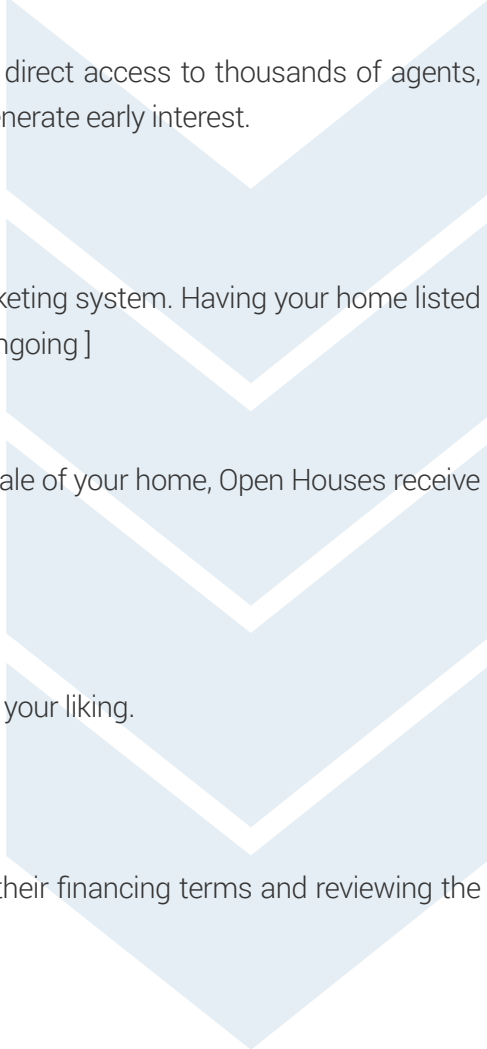
Photography, Videography & Floor Plans

Buyers love looking at photos of beautiful homes and being entranced by stunning HD video. We will coordinate a day and time to have all the media taken. To minimize disruption, this can often be completed all on the same day, within a matter of hours.

[1 – 2 days]

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- 
- 5 Begin The Pre Campaign**

With the marketing assets in place, we will begin marketing your home before it hits the market. With direct access to thousands of agents, brokerage databases and direct marketing tools, we will get the word out about your upcoming listing to generate early interest.
[7+ days]
 - 6 List on the MLS**

The Multiple Listing Service® (MLS®), owned and operated by REALTORS®, is a powerful real estate marketing system. Having your home listed on the MLS helps thousands of agents and potential buyers access the information about the property. [Ongoing]
 - 7 Open Houses and Showings**

Open Houses give buyers the opportunity to experience your home in person. As they are so vital to the sale of your home, Open Houses receive their own marketing plan.
[1 – 4 weeks]
 - 8 Negotiate Offer**

When an offer or offers have been received, we will negotiate to the point of the price and terms all being to your liking.
[1 – 3 days]
 - 9 Subject Removal Phase**

During this phase the buyers will likely perform an inspection and appraisal of the home, while finalizing their financing terms and reviewing the necessary documents.
[5 – 14 days]
 - 10 Moving Day**

With subjects now removed the deal is firm and we prepare for moving day. On to the next phase of your life!
[2 – 10+ weeks]

Tips On Preparing & Showing Your Home

Following these simple tips can be the extra edge your home needs to sell quicker and for more money



- First and foremost, clean. It sounds simple, but a clean house always sells better. Keep lawns, and hedges neatly trimmed, weed flower beds and maximize your curb appeal.
- Clean out your garage or parking stall to show its full size.
- Next, remove the clutter. You might like that 'lived in' feel, but the more potential buyers focus on your collection of Van Halen memorabilia, the less they notice the property. So put your stuff away or consider a storage unit.
- Make minor repairs. Replace cracked tiles, touch up places that need painting, re-caulk bathrooms, fix door knobs, squeaky doors and cupboards and leaky faucets.

- Consider a professional home stager. If your place is empty, or lacks a bit in the decorating department, home stagers can make your place look like a spread House & Home in no time. Statistics tell us that the homes that show the best sell faster and for more money.
- Depersonalize. We want the buyers to feel at home in the property, so it is important to remove family photos and other similar items that would deter a buyer from being able to visualize the home as their own.
- Clean again. Really. Keep doing it. It's that important.

Marketing Plan

A Comprehensive Marketing Plan Is The First Step Towards Success

A thorough marketing plan will ensure your home stands out from all the others that buyers will look at, and to help obtain the highest sale price. The Vancouver Life prides itself on marketing your home to a level above the industry average.

While each home receives its own custom marketing plan, the following pages provide an overview of the types of marketing we do.



The Pre Campaign

Marketing your home before it hits the market is a proven and highly effective method to getting it sold

Our database of thousands of buyers includes potentially hundreds looking for exactly the home you are selling. Each of these people are personally contacted about your upcoming listing. This alongside a hyper-targeted Facebook campaign, Social Media presence, Coming Soon sign, Email campaign, Brokerage announcement and Network blast creates early interest and excitement about your property.



Professional HD Photography

Buyers love looking at great pictures of beautiful homes



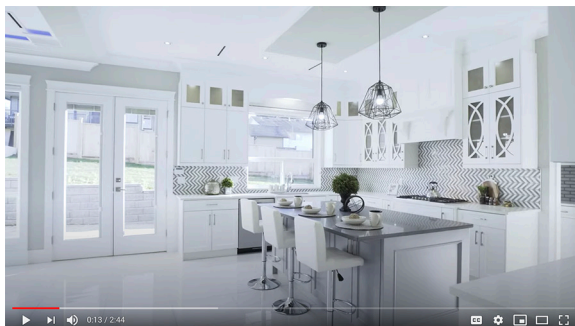
Every listing receives professional photography and videography. These photos are used everywhere, including Facebook, Instagram, Presentation Brochures, Magazine, the MLS and Direct Mail campaigns. We've partnered with the best professional photographers to make sure your listing has every advantage we can provide over the competition and your listing is shown in its best light.



Video

HD Video Captures The Beauty Of Your Home

Video shows your home in the best light and engages viewers to want to know more. It will tell a story, enticing the viewers and creating a desire to experience it in real life. Buyers will fall in love with the home, the same way you did.



HD Drone Video & Photography

A New Perspective



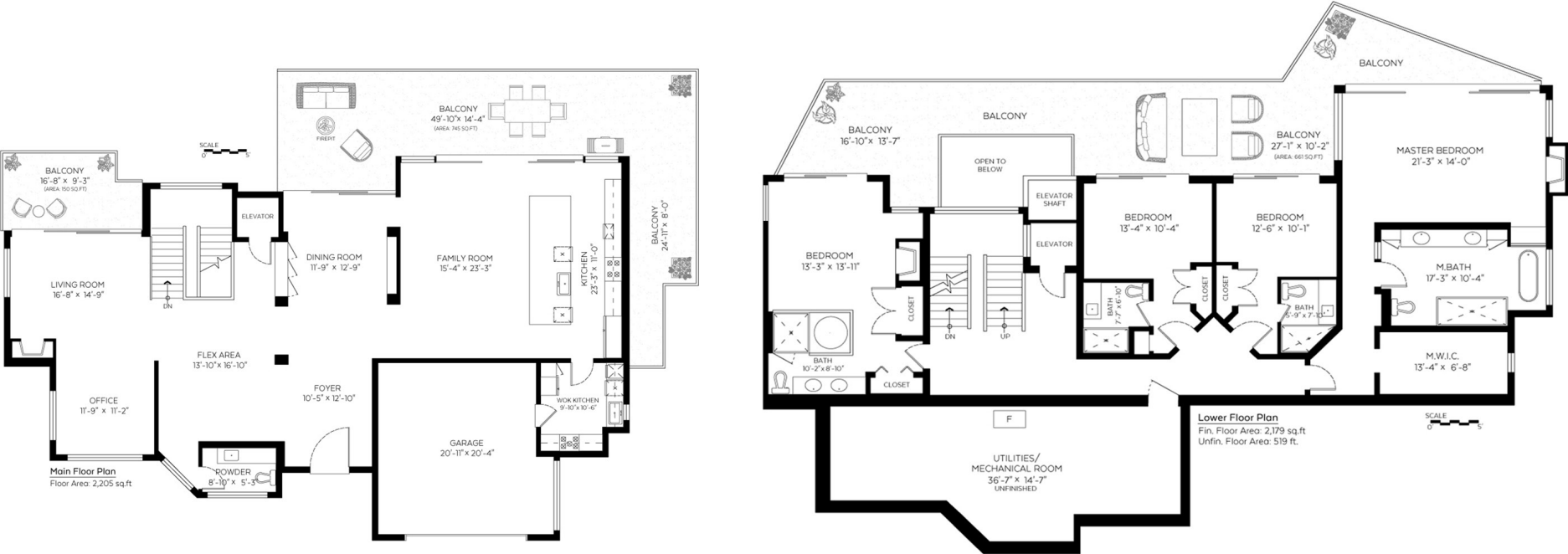
Our commercial drone services leverage the industry's most powerful aerial photography and aerial video technology to deliver powerful media to buyers. Seeing your property from the sky gives buyers a dynamic view of the home, property lines and the neighbourhood.



Floor Plans

Laser Measured For Accuracy

Having accurate measurements and floor plans engages today's buyers to make educated decisions and gives them the ability to work with their designers to envision how they would furnish and decorate the home.



3D Matterport Walk Through

Touring The Property From The Comfort Of Home

96% of today's homebuyers start their search online. By giving them the option to 'walk through' the home on their computer, they can get a true understanding of the property, and share it with their loved ones, all at their own convenience. These tours allow buyers to experience what your home looks like and feels like on any day, at anytime, and from anywhere in the world.



Custom Website

Your Unique Property Deserves A Unique URL

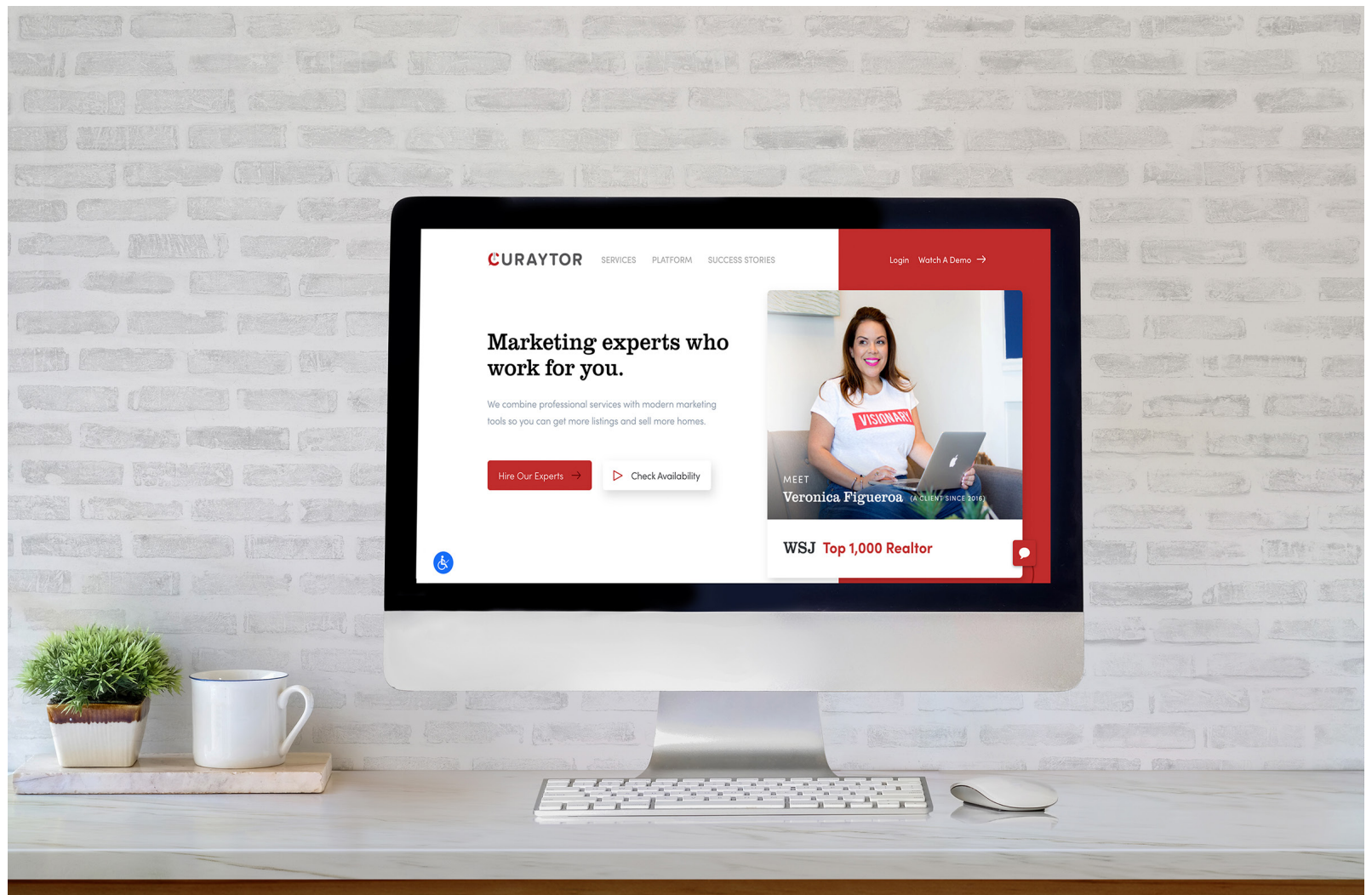
Your listing will receive its own beautiful website to feature your home in a way that makes it stand out from the crowd. Your dedicated website is heavily marketed and stands as the best source for all information about your home as we can maximize all our marketing assets in one place. Ex: **www.1199marinaside.com**



The Curaytor Difference

The Difference Collaborative Digital Marketing Makes

Curaytor is a digital Real Estate marketing firm. We utilize their platform to access the most effective Inbound Marketing Techniques that attract the right buyers. Specializing in targeted marketing, user tracking, lead grading and open source ad sharing, we have finding the perfect buyer for your home down to a digital science.



Social Media

Hyper Targetted Marketing Through The Most Active Social Media Channels

Giving your listing Global reach, a marketing campaign directed at high traffic social media channels will feature your home, giving it great exposure to a wide audience 24/7. Facebook receives over 2 Billion visitors per month and your home will have hyper-targeted Facebook Ads reaching thousands of prospective home buyers. Extensive experience in creating compelling Facebook and Instagram ads of your home causes many of those targeted buyers to look, like and share your property. Social Media campaigns for your home will be viewed by upwards of 50,000 people.



Electronic Newsletter


Directly Delivering Your Listing To Thousands Of Active Buyers

Our newsletter database contains over 6,000 active buyers who have reached out asking to be notified of new listings.
Your listing will be featured here and attract buyers to book showings or attend the Open House.



One Of Canada’s Leading Real Estate Website With Over 18 Million Page Views Per Month

www.rew.ca receives over 2 Million visitors per month. Through our membership with them, we ensure your listing gets premium top-of-page placement resulting in maximizing attention on your property.

 **REW**

Real Estate For Sale > Search Results > 1901-1311 Beach Avenue

City, Neighbourhood, Ad

1901-1311 Beach Avenue


Vancouver, BC, V6E 1V6

\$2,799,000

Est. \$10,841/mo

Calculator

2 Bed	3 Bath	1648 Sqft	Apt/Condo Type
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Staging & Decorating

Well Presented Homes Sell For More

Staged homes sell for about 1-2% more on average. If your goal is to sell your home at the best price, your house needs to look its best. Working with some of the best in the business, we will walk you through all the staging and decoration options and collectively offer you a strategy that will maximize your home's look and sale price.



Magazine Quality Brochures

Luxurious Printed Brochures Show Buyers The Value Of Your Home

Your home will be featured in custom, magazine quality brochures that showcase the significant beauty and attention to detail that went into the design. These brochures contain photos, floor plans and detailed information about your home that potential buyers can take with them, share with their family, and review at any time.



Open Houses

Attracting Buyers To Come Experience The Home In Person

A Mega Open House starts with its own marketing campaign. Mega Open House campaigns include a Social Media program, personal invites to all your neighbours, emailing everyone in our database who has ever looked for a property in your postal code, a video, Facebook Live and lots of open house signs on the days of. Magazine quality brochures and guided tours are given to each agent and their buyers at the Open House. We personally tour and point out every detail of your homes unique features and attributes and ensure we are available to answer all of the buyers questions.



Dedicated Service

Your Experience Is An Extension Of Our Brand, And We Only Settle For The Best

You will be working directly with our team throughout the entire process. We see the project through from beginning to end. Many buyers request to view properties during evenings and weekends and our team, and work ethic, ensure every opportunity is met. We personally show your home, proudly detailing its uniqueness, as if it were our own. As a team, we strive to provide constant communication and will always be available to you and to answer all your questions.



Our Track Record

Data Driven Results

Over \$250,000,000 Sold



98.6%

Average Sale Price To List Price

The Vancouver Life = 98.6% of list price

GVRD Average = 96.1% of list price

Simply put, we net you more money! We negotiate 2.5% higher sales prices vs. the average agent.

95.0%

Average Sale Ratio

The Vancouver Life = 95%

Vancouver Average = 50%

Since 2019, The Vancouver Life Team have sold all but one listing. If nothing more, you have a 45% better chance of selling with us vs. other agents.

17

Average Days On Market

The Vancouver Life Team = 17 days

GVRD Average: = 25 days

Our listings are selling on average 8 days faster which translates into less stress for you. Also the longer a listing takes to sell, will typically lead to a lower sale price..

153

Homes Sold In Past 18 Months

The Vancouver Life Agents sold 153 Homes from January 2021 to July 2022.

The average GVRD agent sells less than 5 homes per year.

What does this mean?

When it comes to your largest asset, do you want to work with an agent who only works part time, or work with a professional team that sells more than 2 homes every week?

What Does It Cost To Sell A Home?

It Is Important To Understand All The Costs Involved When Selling Your Home

Realtor Fees

The brokerage fee for selling a home is 7% on the first \$100,000 of the sale price plus 3% on the balance. This is split with approximately 50% to the agent who brings the buyer of your home. A home sold for \$750,000 will have a sales commission of \$26,500 (+GST)

Staging

If your property needs staging, you should budget between \$3 - \$5 per square foot, depending on the level of furniture and accessories required.

Marketing

You do not pay for any of the marketing of your home. We cover that cost entirely.

Lawyers & Notaries

Your lawyer or notary will cost between \$1,100 to \$1,400.

Mortgage Penalty

You will likely be able to move the balance to your new property and keep the existing rate. Any additional money that you need can be

added at the prevailing market rates. This is called 'porting' the mortgage.

If you are unable to port the mortgage, then a penalty will be payable to the bank to break the term early. This penalty is either a three month interest penalty or an Interest Rate Differential

(IRD), whichever is higher. An IRD is essentially the difference in interest between what you would have paid the bank had you stuck with them for the full term vs how much the bank could earn in interest if they loaned your principal amount to someone else.



As a general rule you should budget for approximately 5% of the sale price to cover all closing costs and expenses.

For example, a home sold for \$750,000 can expect to have around \$37,500 in costs.

What Clients Are Saying



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“The Vancouver Life agents are simply a cut above the rest. We never thought working with a realtor could be this enjoyable and rewarding. They both sold our condo and helped us buy our new home. We trusted their process in selling our condo, and in a down market, they secured numerous offers and sold our place for a record price in the building.

They were very patient and informative with us finding our newest home and we couldn't be happier with how it all worked out. The Vancouver Life Team is right there with you from start to finish, and we always felt well informed in our decision making.

Can't recommend The Vancouver Life enough and there's no question we'll be working with them again in the future! Thanks for everything”

- Darryl & Elayne M.

“

The Vancouver Life Team went above and beyond to make what can be a stressful experience into a joyful one. Right from our first meeting They were professional and explained everything in great detail. They responded very quickly to my many emails and phone calls and listened to my many worries.

They were upfront with every detail of what all my costs and expenses would be, right down to lawyers fees and closing costs so there were no surprise expenses which I greatly appreciated.

The marketing of my condo was beyond fantastic. My condo went on sale on a Monday and by the Friday they presented me with three fantastic offers. By Friday night it was sold!!

I would recommend The Vancouver Life Team to all my friends and family and will continue to work with them in the future.

- Neil Wilson



About The Vancouver Life

The Vancouver Life exists to provide exceptional Real Estate services that foster the goals and dreams of their clients and team members.

They know that every home, and every client, is different. It is for this reason that they custom tailor a Real Estate experience based entirely on your specific needs. Applying a personalized, professional and empowering approach results in a goal-driven plan and results that continue to outperform the industry standard.

The Vancouver Life Team expands beyond their own walls to include the most experienced Mortgage Brokers and Lenders in BC, with their extended team including only the finest in the industry from photographers to inspectors, lawyers to appraisers and insurance brokers to movers.

With backgrounds in real estate development and investments, The Vancouver Life team has experience in every aspect of Real Estate and you can feel comfortable knowing they can navigate any scenario. With a focus on

open communication, integrity and attention to detail, The Vancouver Life Team ensures that their clients feel informed and confident during the purchase or sale of a home. With an entire Team working towards your success, you'll know that The Vancouver Life Team will always be available, working tirelessly to achieve each and every one of your goals.

Your experience is an extension of The Vancouver Life brand, and they only settle for the best.





Dan Wurtele PREC, REIA

Consistently a top 3% agent for all of Greater Vancouver, a 3 time Medallion recipient, as well as Oakwyn Realty's 'Break Out Agent' for 2019, Dan Wurtele is an owner, investor and Realtor that has experienced all sides of Real Estate and thrives on combining market knowledge, investment know-how, innovative marketing and exceptional client experience to deliver on each of your goals. Specializing in residential properties, Dan dedicates his services to first time homebuyers, families looking to scale up or down, sophisticated investors and people wanting to work with a comprehensive, results-oriented Realtor.

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E: dan@thevancouverlife.com



Ryan Dash PREC, BA

Born and raised in Vancouver, Ryan has strong roots and exceptional knowledge of the city and its surrounding neighborhoods. Ryan is also an award-winning Real Estate professional, winning Oakwyn Realty's 2018 Break Out Agent of the year. Spending nearly a decade as a senior construction & development project manager before becoming a Realtor, Ryan brings a wealth of real estate experience to the table. He understands quality home building, the power of the right investment and the value of long-term relationships. Ryan and his family are proud homeowners and live in the heart of Vancouver's beloved False Creek neighborhood.

T: 778.898.0089
E: ryan@thevancouverlife.com



Cole Seibert

Born and raised in Richmond, Cole has been able to watch and experience the exciting growth of Vancouver. At the position of executive assistant, Cole excels in administration, timely execution, data delivery and top tier customer service ensuring clients know they are the #1 priority.

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Courtenay Gayda

Courtenay is passionate about real estate and takes great pride in guiding clients through the real estate transaction from start to finish. Licensed since 2016 and with a keen attention to detail and customer service, she is hardworking and genuine in her approach to helping her clients. Her greatest strength is the absolute confidence she instills in her clients and colleagues. She does so with an extensive knowledge of the market, tireless work ethic and open communication. On a personal note, she lives in Fairview and loves to take advantage of the amazing mountains, beaches and parks this city has to offer.

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Jordan Lee

With 7 years experience as an agent, along with Medallion awards in 2019, 2020, and 2021, Jordan has gained valuable experience needed to become a reliable agent who delivers results! Born and raised in Vancouver, Jordan not only has extensive knowledge of the city, but also delivers exceptional customer service every step of the way to each and every one of his clients to reach their real estate goals. Jordan is eager to show that the Real Estate industry needs a shake-up and on top of using traditional ways of selling, he capitalizes on the growth of technology and social media to deliver results to his clients.

T: 778.847.9392
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Jonathan Lerner

Jonathan made the move to Vancouver from the Okanagan in 2004 and fell in love with the city. Over the course of 12 years he made his mark in the community by impacting and transforming thousands of lives through his two fitness boot camp locations. His passion for real estate ignited following the purchase of his first home. At the core of any decision in real estate is knowing that every client, every situation, every property, is unique and Jonathan takes the time to ensure his approach is tailored specifically to your needs and goals.

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Auley Serfas

Auley is a long time resident of Whistler where she and her husband share a love for snowboarding, travel, fine wine and call it the best place in the world to raise their 2 children. She began her career in Real Estate as an appraiser with BC Assessment. Auley brings with her 23 years experience in market analysis providing assessments across BC where her portfolio includes the appraisal of residential, multifamily, strata, vacant land and redevelopment sites. As a REALTOR she has an unmatched knowledge in advising and educating home buyers and sellers.

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