

B e n C h i m e s
V a n c o u v e r R e a l E s t a t e

HOME SELLING PACKAGE

Your comprehensive guide to selling your home
and a look at the services I can provide



B e n C h i m e s . c o m
V a n c o u v e r R e a l E s t a t e

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RE/MAX Crest Realty (Westside)

The Benefits Of Working With Me To Sell Your Home

Selling your home can be a complex process. I am here to simplify it for you. Here are just a few of the things I can bring to the table when we I am working for you:

Professional Experience:

With extensive knowledge and training in marketing strategy, negotiation tactics, and the workings of the current real estate market, I have all the tools you would expect from person who is going to guide you through the steps of the home-selling process. I will make you aware of your rights and responsibilities, work with you to strategize the best moves according to your own goals, discuss the available options, and point you in the direction of other specialized professionals who will aid you in different stages of the process.

Pricing Guidance:

I always have my fingers on the pulse of the local market and what comparable properties in your area are selling for. I have access to all the resources and knowledge required to effectively establish the best asking price and to attract the highest selling price. And, most importantly, I will work with you to agree upon on asking price that suits your needs.

“Showcasing” Experience:

You just can’t say enough about the importance of a property’s first impression. I will work diligently with you to help prepare your home to “wow” prospective purchasers. It starts with the “curb appeal” from the street and ends with details such as the smells and lighting that best highlight your home. With a a wealth of information and tips on how to get your home in the best selling shape possible and a free home staging consultation, I will help you get your home looking its best in order to sell your property quickly and for top dollar.

Innovative Marketing Plan

With professional marketing resources and strong local social and professional networks, I will ensure potential buyers are immediately made aware of your home and market the property to sell as quickly as possible and for the most money. I understand that traditional marketing just isn’t effective anymore and am continuously searching for new and effective ways to market your home. Some examples of this include posting on a variety of local and international high-traffic websites, using video tours, blogging and more. Rest assured, your property will get the exposure it deserves.

Cutting Edge Technology

I believe that the real estate industry is changing. The technology that is available to us today is far more advanced than what was there even a couple of years ago. Those who do not embrace this technology will be left behind. I have fully embraced this technology and am constant searching for new technology that will give you the edge, be it through improving your marketing strategy, increasing the salability of your home, providing you with more in-depth information or helping improve my level of service.

The RE/MAX Brand

RE/MAX professionals lead the industry in terms of experience, education and sales, and possess one of the most widely recognized trademarks (the hot air balloon) in North America. Along with the recognition comes a dominating market share - on average, RE/MAX outsells the competition 3-1 across Canada. More importantly, approximately 70% of RE/MAX business comes from repeat and referral clients, a testimonial to the high caliber of service RE/MAX customers have come to expect.

Access to Qualified Buyers:

I save you time and effort by dealing only with qualified buyers. Through my marketing, high traffic websites and local networking, I have access to a pool of pre-screened and pre-qualified buyers who are serious about buying a home in your neighbourhood. I work hard to develop this base of qualified buyers which will become an invaluable resource for you.

Negotiation Skills:

While I will serve many functions for you, perhaps the most important is my role as the primary negotiator on your behalf. I realize that your goal is to sell your home as quickly as possible and for the most money possible, and will work closely with you during the negotiation process to facilitate this goal. I possess the knowledge and experience to draft complete and legally binding contracts, to assist in negotiating offers and counter-offers, and to offer counsel and perspective as you work toward your selling goals.

Around the Clock Representation:

When you employ me to sell your home, I will be available when you need me. With the use of cutting edge technology, I always have the most current information at my fingers tips and am never more than a quick phone call, e-mail or text message away.

Charitable Donations:

RE/MAX is a front-runner in giving back to the community. Since 1992, RE/MAX has been a major contributor to the Children's Miracle Network, raising over \$3 million annually on behalf of 11 Canadian children's hospital foundations. With every transaction, a donation will be made in your name to the Children's Miracle Network. It's just my way of giving back.

Service Guarantee:

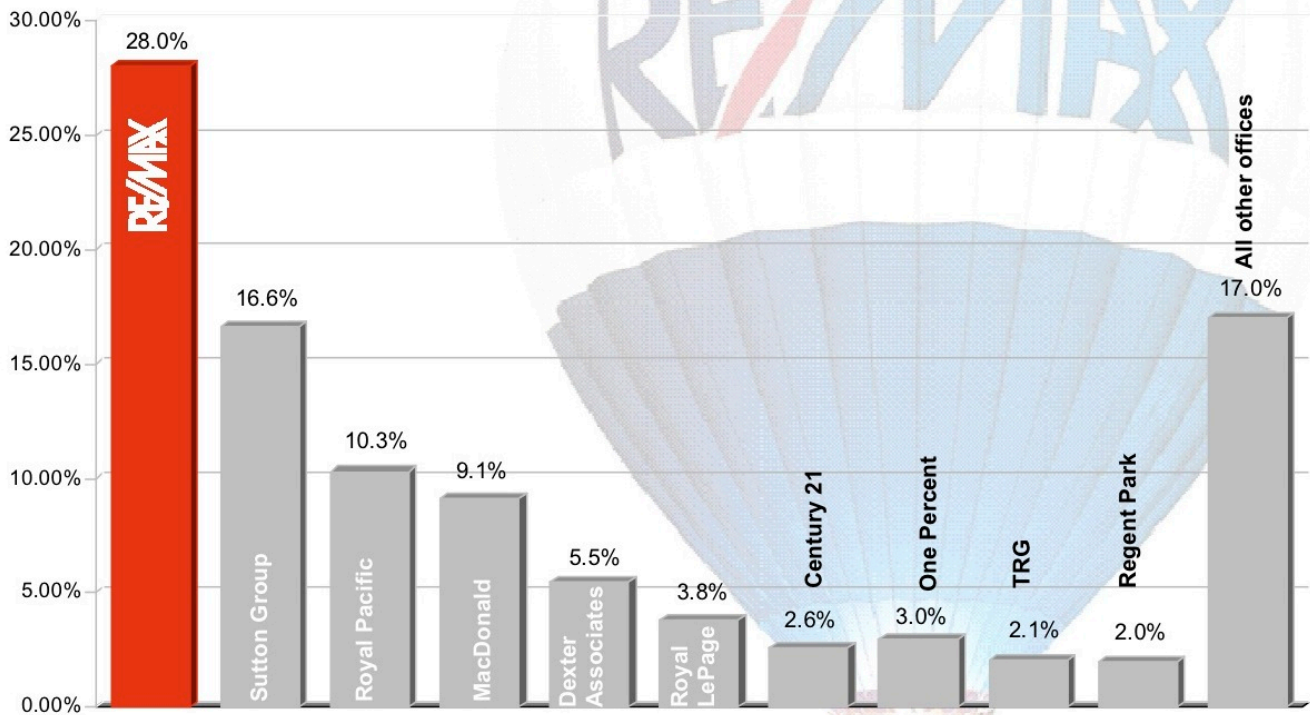
When your house is sold for the price you want and on terms you agree to, then and ONLY then do I get paid. If you are not happy with my service, I do not get paid. It is as simple as that!

RE/MAX Market Share

Market Share

Vancouver - Westside/Downtown

January 1st to June 30th, 2009



NOTE: this representation is based in whole or in part on data generated by the Real Estate Board of Greater Vancouver which assume no responsibility for its accuracy

Introduction: About Ben

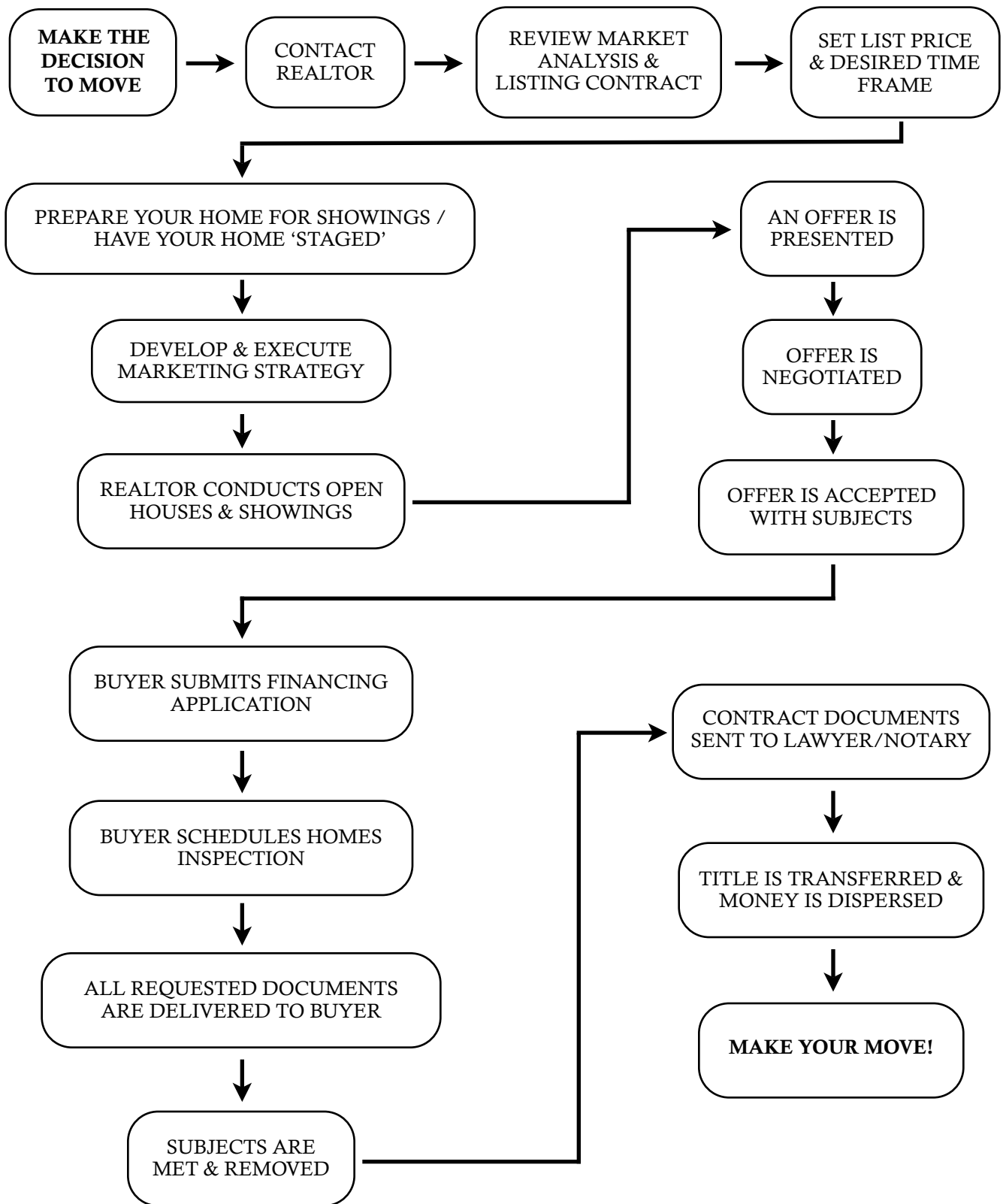
Born and raised right here on the Westcoast, I have been lucky enough to call Vancouver home for most of my life. I am always amazed by the fact that the more places in the world I go, the more I appreciate what lies in my own backyard. I truly believe that Vancouver is the greatest city in the world to live.

As a Realtor, I am both passionate and driven, believing that a combination of cutting-edge technology, outstanding customer service and old-fashioned hard work are the keys to success in this dynamic market place. My commitment to all clients is to provide a level service that will far exceed your expectations and current industry standards. I believe that honesty, clear lines of communication, teamwork and mutual respect are the keys to building long term client relationships and that these relationships are far more important than making a sale.

To keep pace with an ever changing market place, I am also an avid fan and user of the latest technology and marketing innovations. To continually accept the status quo is to be left behind. As real estate professionals, we are obligated to adapt to and embrace new technologies and strategies that can help enhance your buying experience. That means getting you more information, getting it to you faster and streamlining the process as much as possible to make the buying experience a pleasant one for you.

I love what I do and I believe that you will love what I can do for you.

The Process of Selling a Home



My Comprehensive Marketing Strategy

To ensure that your property receives maximum exposure and is marketed to sell for top dollar, here are some of the things that I can do for you:

- Prepare a detailed **Market Analysis** to outline current market trends, show recent comparable listings and sales in your neighborhood and help establish proper pricing for your home. In our current market, proper pricing is ESSENTIAL to driving traffic through the property and getting you the price you want. The public is very skeptical of listings that are priced out of the market or properties that undergo multiple price reductions.
- Conduct a **Home Staging Consultation** designed to accentuate your home's potential for showings. This will include suggestions for changing furniture layout, selecting colour schemes, adding decorative touches, removing clutter and identifying any repairs that should be completed prior to putting your home on the market. I can arrange for a free consultation with a professional staging company as well if required.
- Have **Professional Photographs** and a **Virtual Video Tour** specifically designed to market your home. These photographs will be used in all marketing. The video will be available to all prospective Buyers and will be posted on a variety of websites to help promote your property.
- Place a **Highly Visible For Sale Sign** in front of your building (bylaw permitting).
- Develop a **Strong Internet Presence** through association with Realtor.ca, Realtylink.org, HouseHunting.ca, Craigslist.org, Yahoo.com, GoogleBase.com, and many more. This web presence helps to direct both local and international Buyers to your listing, which is vital as more than 80% of new Buyers are starting their search on the internet.
- Promote your property through a **Broad Social Media Presence** that includes active involvement with Twitter, Facebook, LinkedIn and a regularly maintained blog. Think of social media as an extended relationship network. Each connection is connected to their own network or community of people. In this manner, your home receives direct exposure to a vast network of local and international buyers.
- Create an attractive and informative **Buyers Package** prepared and distributed to potential purchasers with each showing. This information package will include all necessary documents pertaining to the building and suite to help prepare the Buyers to write an offer and to help your property stand out above other comparable properties listed for sale.
- Personally host all **Open Houses** to meet all prospective purchasers and help overcome any potential objections that they may have to help best sell your property.
- Present regular **Progress Reports** that will detail the activity on your home to keep you in the loop. With me, you will always get prompt and honest feedback.

Properly Pricing Your Home

Setting a realistic price for your home that reflects current market values will help sell your home quickly and for top dollar. When you price your home properly, you increase the chances that your property will sell quickly and for the most money. The first six weeks on the market is an extremely important time for your home, as this is when the bulk of the marketing materials and consumer traffic will be present.

While pricing your home on the “high-side” and “testing the market” may seem tempting, it is important to note that the longer a property stays on the market, the less it will ultimately sell for. A property priced 10% higher than current market value suggests is significantly less likely to sell within the 6 week window than a property priced close to its actual market value. Sellers will usually over-price their homes by this 5-10% margin if, either, they firmly believe the home is worth more than what the market indicates, or if they want to leave room for negotiation. Either way, if you choose to over-price your home, you run the risk of increasing the amount of time your home spends on the market, and decreasing the amount of money you’ll ultimately receive.

At the other end of the selling spectrum are Sellers who price their homes below fair market value. Underpricing often occurs when the owner is interested in a quick sell. You may find that this strategy attracts quick or multiple offers and sell at—or above—the asking price. However, if multiple offers are not attracted, you do run the risk of Buyers coming in and trying to negotiate off your already low price.

The market will always influence a property’s value, regardless of the state of a home, or its desirability. Pricing strategies are different for Seller’s markets, Buyer’s markets and balanced markets.

Other factors that will affect the pricing strategy include:

1. Location
2. Property
3. Condition of the home
4. Comparable properties currently available

Based on a variety of market conditions, recent sales and your needs, I will discuss the various pricing options available to you, discuss the pros and cons of each, and help you decide which will be the right fit for you.

Should You Buy or Sell First?

If you are considering looking for a new house, and are a current home-owner, then you are probably wondering whether you should wait to find the perfect new home before you put your current home on the market or sell first and then look around? The answer depends on a few variables. Here are some arguments for each:

Sell First:

There are several benefits to selling your current house before searching for your next home. First of all, once you have sold your house, you will know precisely how much money you have to work with. With a concrete price range, you'll be able to narrow the pool of houses before you begin looking, and negotiate accordingly. This will allow you to immediately make firm offers on houses that you are serious about purchasing. You can be first in line with an unconditional offer you know you can afford, and this will grant even further negotiating leverage as Sellers tend to take unconditional offers more seriously.

The flip side of this scenario, however, is that if you don't find the right property before the closing date of the house you've already sold, you may have to look for temporary housing until you do find what you're looking for. So, before you opt to sell first, you should determine whether you have alternate, temporary options, in case you have to move from your house before you've found a new one. How would you and your family deal with living in a transition home for an undetermined period of time?

Buy First:

Buying a new house without having sold your current home may occur if you are interested in a specific property and will only sell your current home if this property comes on the market. It may be a matter of timing—grabbing hold of the home before it's too late. The same might be said of a property you haven't had you eye on previously, but that catches your attention due to its uniqueness or unbelievable price. If buying first means you don't miss out on the real estate opportunity of a lifetime, it may be the best move.

However, be careful. If you buy another property and aren't able to sell your current home quickly enough, you could end up having to finance both homes and shoulder the extra debt until you sell. You can get a financial appraisal or market evaluation of a home prior to selling, but this doesn't guarantee the price you'll ultimately receive for the home after the negotiation process has run its course. Since your selling price will be an unknown, jumping into a purchase could be a gamble, particularly if your budget is tight.

Make sure you're familiar with all aspects of the financial reality this scenario would create before you purchase another home. You may be faced with owning two homes at once. What type of financial stress would this bring to your life and how would you deal with it? Consider the fact that if your current house doesn't sell quickly enough, you may be forced to sell it off at a reduced price in order align the closing dates of your two properties. What effect would this have on your financial situation?

Conditional Offer:

An additional option involves making your offer to purchase conditional upon the sale of your current property within a specified period. Conditional offers usually include a clause that allows for the Sellers to keep their property on the market and remain open to other offers while you try to sell your home. If the Sellers receive another attractive offer before you've sold your home, they may accept and ask you to either remove your condition and firm up your offer, or to back down from the offer. A conditional offer forms a kind of middle ground, an area of compromise, for those who are afraid to sell or buy first—but doesn't hold the advantages of the other two options.

One of the drawbacks of the conditional offer is that Sellers tend to take them less seriously. They definitely give stronger consideration to firm offers. This leaves you with less negotiating power. In fact, some Sellers will simply turn down or counter a conditional offer. Other Sellers will believe the Buyer will come back with a more serious offer when their home has sold. So, you may end up having to increase your offer in order to have your conditional offer accepted and keep your foot in the door of your desired house.

Even if your conditional offer is accepted, there is no guarantee another Buyer won't step in and overthrow your offer before you have sold your current home, which would put you back at the starting line.

Home Seller's Checklist

To help make the selling of your home as smooth as possible, I will greatly appreciate it if you can provide me with the following:

- A set of house keys and instructions for the alarm, garage opener, pets, etc.
- The contact numbers for all parties involved or on title.
- A neighbour or relative's contact number (in case of emergency).
- A preferred showing schedule outlining the ideal times for your property to be shown.
- A list of the features and amenities of both your home and your neighbourhood that you love the most.
What are the best aspects of your home?
- The average cost of utility bills (electric, gas, water).
- Any attractive exterior photos of your home such as the view or garden in full bloom etc.
- A list of fixtures, appliances, drapes, lighting fixtures, etc. that are NOT included in the sale.
- A recent copy of the Property Survey and Floor Plan if available.
- Your most recent property tax bill.
- Mortgage info - any premium that will need to be paid to clear your mortgage.
- The contact information for the lawyer or notary name you will use for the closing of the sale.
- Copies of any easements or right-of-ways on your property.
- All receipts and warranties on recent home improvements (roof, furnace, hot water tank, appliances, etc.)

For Strata Titled Properties (condo/townhouse):

- Current Bylaws & Financial Statements.
- The last two years of Strata Council minutes and documentation.
- Your parking stall and locker numbers.
- The last two Annual General Meeting Minutes and any special meeting minutes.
- A copy of any Special Levies or Assessments.
- The name(s), address and contact information of Strata Council President & Strata Management Company

If you are selling a property that is tenanted, the following will also be required:

- A copy of the Rental Tenancy Agreement.
- The date of the last rental increase.
- The amount of damage deposit collected.

Some Home Staging Tips to Get Started

“You never get a second chance at a first impression.” We’ve all heard this expression before. And now, while you are preparing your house to sell, it should not be far from your mind.

While logical factors such as price and location narrow the pool of houses a potential buyer will look at, the ultimate decision to buy a particular house is fueled by a mixture of logic and emotion. And emotion often wins out. Buyers are searching for a “home”—a place in which they will feel comfortable, secure, and happy, a place in which they can imagine settling down and raising their family. Our goal is to cultivate these feelings through the property you’re selling. A buyer’s emotional response is triggered early, so we want to ensure we have done everything we can to encourage a positive response to your house from the outset. Keep in mind, this impression will not only influence whether or not they make an offer, but also what they consider to be the value of the property.

When homes create this immediate type of emotional appeal, they tend to sell quickly and for more money. Use the following tips as a starting point to get your house into selling shape before you put the property on the market, and you’ll be well on your way to a successful sale!

- **De-clutter:** It seems obvious, but it is amazing how often we take clients into cluttered homes. You want the potential buyer to feel like the space is open and ready for their design ideas. Remove extra furniture, minimize your closets, clear your counters, tables and shelves. Rent a storage locker if you need to - the return is worth it.
- **De-personalize:** Although those weddings pictures or shots of the kids are meaningful to you, for potential buyers it creates the feeling of being in someone else's home. You want them to be able to visualize their own personal belongings in your space and imagine that this could soon be their home.
- **Clean:** Again, it sounds obvious, but when we say clean, we mean SPOTLESS! The cleaner the home, the less work it feels like the buyer will have to do to move in. Again, when it comes to first impressions, you don’t want any negative thoughts to stick in the Buyers mind.
- **Repair:** Anything that will cause the buyer to wonder "What else is wrong in here?", needs to be fixed. Leaky faucets, loose knobs, cracked tiles, etc. Even if something seems minor, we do not raise any alarms for prospective Buyers.
- **Modernize:** If you live in an older home, find little ways to make it more modern. Update electrical plugs, light switches and thermostats. Replace old light fixtures. Change door knobs and cabinet handles. Re-paint in the season's trendy colours. You get the idea...
- **Add some 'WOW':** Fresh flowers, new towels, a set dining room table... Make your home feel good to walk into. The little things make a BIG difference.

Websites of Interest

My Website: <http://www.benchimes.com>

Here you will find a wealth of real estate information. From advanced property searches to mortgage calculators, neighbourhood information and buyer resources, you can find it all here.

Canadian Mortgage and Housing Corporation: <http://www.cmhc-schl.gc.ca/en/co/>

This is a fabulous resource with practical tips, step-by-step information, cost calculators, market statistics mortgage info and much, much more. A great place to get started.

Canadian Real Estate Association: <http://www.realtor.ca>

This is your standard MLS search site. Though you will not be able to get as much information on an individual property here as you will through our website, it will allow you to search or upcoming open houses and will also post related real estate new and statistics.

City of Vancouver: <http://www.vancouver.ca>

This is your place for information on zoning, development applications, permit, licensing, maps, etc.

Translink: <http://www.translink.ca>

Everything you need to know to find out what your transit options are in and around Vancouver.

The Vancouver School Board: <http://www.vsb.bc.ca>

Here you can find school district information throughout Vancouver.

Tourism Vancouver: <http://www.tourismvancouver.com>

A wealth of information on local restaurants, activities and events.

Recommended Professional Service Providers

Mortgage Brokers

Chris Harley - Mortgage Intelligence

phone: 604-612-8080

e-mail: charley@mortgagegrp.com

Adrian Moore - Origin

phone: 778-233-4484

e-mail: adrianmoore@origingroup.ca

Dave Lacusta - Dominion Lending

phone: 604-614-9500

e-mail: dave@davelacusta.com

Conveyancing - Notaries

Carolynne Maguire - 8528 Granville Street

phone: 604-266-8970

e-mail: cmaguire@notaries.bc.ca

Wanda Wong Wilson - #16 5763 Oak Street

phone: 604-267-2215

e-mail: wwwilson@notaries.bc.ca

Conveyancing - Lawyers

Richard Bell - Bell Alliance - #201 1367 West Broadway

phone: 604-873-8723

e-mail: rbell@bellalliance.ca

Mark Braeder - Stewart, Aulinger & Company - #1200 805 West Broadway

phone 604-879-0291

e-mail: mbraeder@stewart-aulinger.ca

Building Inspectors

Raymond Douville - Douville & Co

phone: 604-626-4887

John Schiffer - Quality Home Inspections

phone: 604-271-7177

“Why I Refer Ben.”

Let my past clients tell you what is like to work with me:

"Working with Ben was a wonderful experience. From day one, he took the time to understand exactly what I was looking for and to explain the current subtleties of the market. As a first time buyer, I had questions about everything and he always took the time to answer each and every one of them. He was extremely thorough in their research prior to viewings and quick to point out aspects of a home that wouldn't work for me. I never felt pressured with Ben - he simply kept working until we found something that was perfect for me. He really made me feel that I was important to him; at the end of the day he was more concerned with my satisfaction than with making a sale. When it came time to sell my place and upgrade to something larger, I knew who to call!"

David Daniels - Vancouver

"The thought of navigating buying my first place without Ben is now unthinkable. No matter how many times I asked the same question, he answered it plainly and calmly. No matter how many times I wanted to spend out of my budget, he wouldn't let me. And no matter how many times I'd convinced myself this one the right one, out of sheer desperation, he reminded of what my overall wish list was, and suggested that this place might not really, truly fit the bill. It was like buying a home with your conscience perched on your shoulder, whispering sensible things to you all the time. Sometimes cheerleading, sometimes cautioning. With genuine concern for putting me and my daughter into the best possible place, no matter how long it took, Ben's professionalism, enthusiasm and local market/neighborhood knowledge resulted in a very happy ending - a home I love, in a neighborhood I love, for a competitive price. I know I couldn't have done it without him."

Ailsa Brown - Vancouver

"Ben helped us navigate the real estate market recently with the purchase of my first home. In a time when hard working agents are difficult to come by, it was great to find Ben. Even when our focus shifted from condominium to detached house, after investing a lot of time in the condo search, Ben remained committed to our quest. He offered a lot of insight into the market and neighborhood and his hands on approach helped us secure the purchase. It has a pleasure working with Ben and we recommend his services to anyone looking for an agent."

Stu Grierson & Lise Kuhr - Vancouver

"I had the pleasure of partnering with Ben to search for a house. The assistance he provided in helping me find the best available home to suit my requirements exceeded my expectations of what a real estate agent would provide. Though I faced difficult negotiations with the property owner that threatened to scuttle its purchase on several occasions, it was only through the serious time and effort that Ben invested into arbitrating my conflicting demands that I was ultimately successful in purchasing the home. I am extremely impressed with Ben's dedication to his customer's satisfaction, and cannot possibly recommend his services more highly."

Neil James - Richmond

"It was a real pleasure having Ben as my real estate agent. Right from the get-go, he approached things with eagerness and professionalism. By working together to establish rigorous criteria at the start, we were able to refine my search so as not to waste time viewing countless unsuitable properties. This strategy paid off, as I quickly found a place that met all my criteria and with little effort (at least on my part!). From there, Ben reviewed various negotiation strategies with me, and together we decided on the best way to secure the property at a price that I was comfortable with. He skillfully handled the negotiation and put me at ease throughout the process. From start to finish, Ben was first-rate, making the home-buying experience the joy that it should be."

Christina Tan - Vancouver

I look forward to adding you to my ever growing list of happy clients.