



THE KEY to YOUR SUCCESS

A Realtor® is an invaluable asset when it comes to selling a property. The complex nature of real estate transactions requires specialized knowledge, legal paperwork and professional negotiation skills. The process can be overwhelming without the guidance of a trained professional.

With so many details, it can be too easy to miss something critical or make a costly mistake when selling on your own. Understanding the recipe for success includes everything from staging and pricing to negotiating offers and writing an enforceable contract that safeguards your best interests.

For many people, selling a property is one of the largest financial

transactions they will ever make. Plus when it comes to selling your personal home, it can easily become emotional. There's a lot at stake, which is why choosing to work with me is a smart move.

I'll protect you with valuable advice, knowledge and expertise that helps you sell with confidence knowing that you're making informed decisions.

Working with me helps to transform the selling process from stressful to enjoyable. Often, I can help you sell your property for a better price with fewer days on the market. When it comes to making one of the biggest financial decisions of your life, it pays to enlist my help.

WHEN YOU WORK WITH ME, THIS IS WHAT YOU CAN EXPECT:

- Assessing the condition of your property and helping determine the best price
- Advising on improvements and staging ideas to enhance its marketability
- Promoting your property effectively to attract qualified buyers
- Fielding all inquiries, coordinating showings and reporting to you on both
- Receiving offers and handling negotiations to maximize your investment
- Assisting you at every step of the process by providing valuable advice and essential information
- Promote your best interests with expert real estate advice and skills
- Simplify the process of selling with specialized real estate knowledge
- Offer consumer protections with trust coverage and insurance
- Stay informed of market trends, neighbourhoods, and property histories
- Communicate honestly and frequently on all matters of concern to you and your real estate transaction
- Offer personalized marketing services including MLS® access

PRICING STRATEGY THE 3 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.



NORMAL MARKET

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

Usually, in a Buyer's Market, home values are on the decline so the sooner you sell, the better it is for you.

THERE ARE ALSO 3 MAJOR FACTORS TO SELLING A PROPERTY:

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 for to sell your home?

SOMENI SALES REAL ESTATE

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SELLERS GUIDE

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SELLING
YOUR MOST
valuable
ASSET



8 **STEPS**
TO SUCCESS
with **Someni Sales**



SOMENI SALES
15 YEARS OF EXPERIENCE

Someni brings extensive knowledge of the real estate market, sales experience and great listening skills to her position as an accomplished and respected Realtor®.

Her formal education and training allows her to excel at every step of the real estate selling or buying process.

Originally from BC, Someni is extremely knowledgeable and connected to all markets throughout the lower mainland, and specializes in the New Westminster, Tri-Cities and Vancouver areas.

Known by clients and colleagues for her honesty, dedication and reliability, Someni also has a reputation for timely and focused responses to each of her client's needs and concerns. She is a skilled negotiator and goes the extra mile for her clients, carefully positioning her listings to every possible buyer.

Someni credits her motto, "Do what you love and if you do, you'll never work a day in your life" as being vital to her professional success. The joy she receives from helping clients, perpetuates her to always work the hardest she can for them.

Outside of her career in real estate, Someni is passionate about spending time with her family. She actively supports the BC Children's Hospital and Langley Animal Protection Society. Her love for her community has kept her local to the New Westminster, Tri-Cities and Vancouver area.

A full-time Realtor® who loves helping people make important life decisions, Someni is a clear choice for anyone ready to sell or purchase a home.

the **SELLING** *Process*

STEP 1 **CONSULTATION**

Help me to thoroughly understand your needs, then enter into an agency relationship.

STEP 2 **LIST AND MARKET YOUR PROPERTY**

I will provide professional advice to market your property to its full potential, and optimize showings.

STEP 3 **SHOWINGS**

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

STEP 4 **PRESENTATION OF OFFERS**

I will advise how to negotiate an offer that is in your best interest!

STEP 5 **OFFER ACCEPTED**

Once an offer is accepted it will likely come with Conditions/Subject Clauses I will liaise 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 movers, 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.

STEP 8 **POSSESSION**

I will deliver your keys to the Buyer Realtor®