



# Preparing your Home *for a successful sale*



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Thank you!



Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process. My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response.

JESS WAGEMAN  
REALTOR® & HOME DESIGNER

The transition between homes can be stressful, exciting and daunting. Helping people with that process gives me great pleasure.

Let's bring you home!



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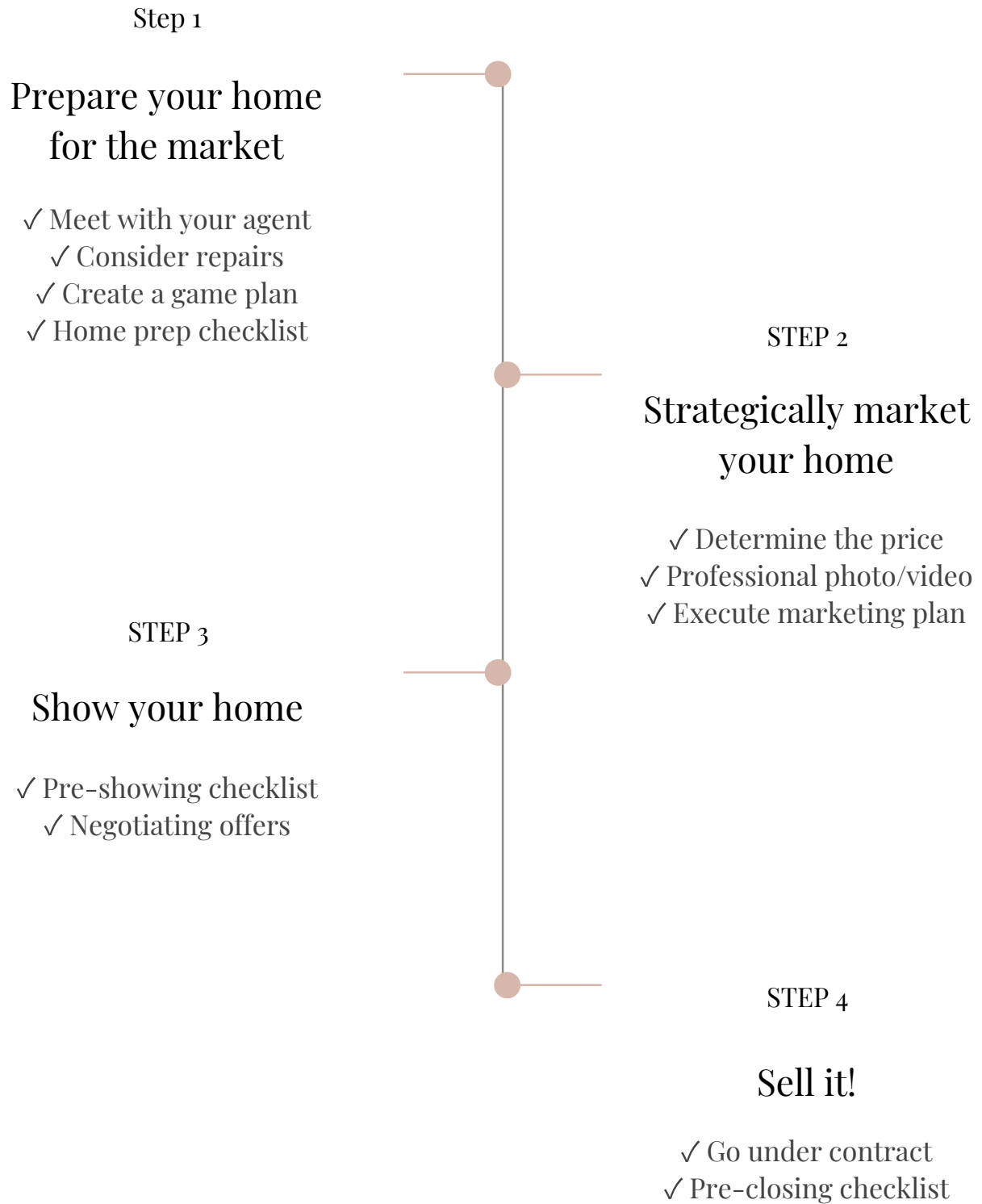
Why real estate? With her current home design business, Jessica was excited to 'level up' so she could be a well-rounded real estate advisor with the knowledge of home design, staging, micro-renovations and organization to allow her clients to see potential in spaces they may not be able to see. She can paint that picture for you so you can make the best and biggest decision for you and your family with all the tools in your toolkit.

Jessica is passionate about volunteering for organizations such as Women's Shelter and Resource Centres, Vietnam SOS Children's Villages, Blue Dragon Children's Foundation Vietnam, Kiva and more.

Jessica is a FIFO (fly in/fly out) wife and mother of two little girls. She is originally from Kelowna, BC and moved overseas to pursue her English teaching career in both Mexico and Vietnam for most of her young adult life. She moved back to Canada in 2009 to study Linguistics at the University of British Columbia Vancouver, graduating with a BA in Applied Linguistics and speaks Spanish and Vietnamese conversationally.

Working overseas has given Jessica a greater vision of culture, humanities and an appreciation for architecture and design. She made the career change from languages to design by honing in on a lifelong passion for interior decorating creating a bespoke style of her own and decided to start her successful business, JDesigns Studios, just after she moved to Sooke, BC in 2015.





"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- Barbara Corcoran



## Consider Repairs

Get that sold price up by considering some repairs with a good return on investment. Not all buyers have the vision to see what your home could be, so even little changes will help them see the bigger picture. Here are 4 high-ROI improvements that buyers will love:

1. Open up the floor plan. Knock down walls and create the spacious layout that's on many buyers' wishlists.
2. Install hardwood floors or refinish your current ones. Refinishing hardwood floors can recoup 100% of the cost at resale, while new hardwood floors could recover 106% of costs.
3. Swap out fixtures in the kitchen and bathrooms. New knobs, pulls, and faucets, are an inexpensive way to create a cohesive, modern look.
4. Paint in a neutral palette. This allows buyers to picture their things in your space.



## Create a Game Plan

Walk through your home, room by room as if you are a buyer and take notes on what needs to be done. Consider having a home inspector come and see if anything needs to be repaired.



Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Consider having a home inspector come and see if anything needs to be repaired.

REPLACE OR REPAIR IF NEEDED

TO DO	DONE		TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Light fixtures	<input type="checkbox"/>	<input type="checkbox"/>	HVAC
<input type="checkbox"/>	<input type="checkbox"/>	Light bulbs	<input type="checkbox"/>	<input type="checkbox"/>	Flooring
<input type="checkbox"/>	<input type="checkbox"/>	Worn/stained carpeting	<input type="checkbox"/>	<input type="checkbox"/>	Paint walls where needed
<input type="checkbox"/>	<input type="checkbox"/>	Window glass	<input type="checkbox"/>	<input type="checkbox"/>	Remove wallpaper
<input type="checkbox"/>	<input type="checkbox"/>	Kitchen appliances	<input type="checkbox"/>	<input type="checkbox"/>	Flooring
<input type="checkbox"/>	<input type="checkbox"/>	Cabinets	<input type="checkbox"/>	<input type="checkbox"/>	Electrical panel
<input type="checkbox"/>	<input type="checkbox"/>	Sinks and faucets	<input type="checkbox"/>	<input type="checkbox"/>	Smoke detectors

KITCHEN

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Clean off counters and declutter
<input type="checkbox"/>	<input type="checkbox"/>	Clean tile grout if needed
<input type="checkbox"/>	<input type="checkbox"/>	Thoroughly clean all appliances
<input type="checkbox"/>	<input type="checkbox"/>	Organize all drawers and pantries
<input type="checkbox"/>	<input type="checkbox"/>	Thoroughly clean floors

BATHROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Thoroughly clean all surfaces
<input type="checkbox"/>	<input type="checkbox"/>	Declutter countertops and drawers
<input type="checkbox"/>	<input type="checkbox"/>	Fold towels and stage decor
<input type="checkbox"/>	<input type="checkbox"/>	Remove any unnecessary items
<input type="checkbox"/>	<input type="checkbox"/>	Clean or replace shower curtains
<input type="checkbox"/>	<input type="checkbox"/>	Clean any moldy areas



Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Consider having a home inspector come and see if anything needs to be repaired.

LIVING & DINING ROOM

TO DO

DONE

☐☐

Remove clutter & personal items

☐☐

Stage with pillows and throws

☐☐

Dust and clean all surfaces and fixtures

☐☐

Keep all tables clear and decluttered

BEDROOMS

TO DO

DONE

☐☐

Remove clutter & personal items

☐☐

Clean out and organize closets

☐☐

Repair any damage in walls

☐☐

Keep closets closed during showings

☐☐

Make beds before any showings

EXTERIOR

TO DO

DONE

☐☐

Pressure wash any dirty concrete

☐☐

Clean or repaint front door

☐☐

Repaint exterior and trim if needed

☐☐

Wash windows inside and out

☐☐

Sweep walkways and patios

☐☐

Mow the lawn and trim shrubs

TO DO

DONE

☐☐

Yard is clean and maintained

☐☐

Replace any rotten wood

☐☐

Outdoor furniture staged and inviting

☐☐

Pressure wash any dirty concrete

☐☐

Fence is in good shape

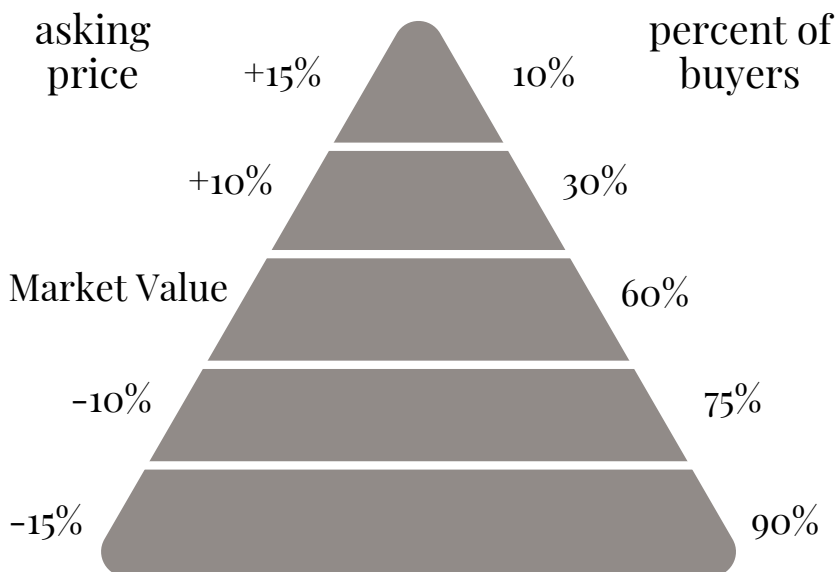
☐☐

Pool/spa is clean and in working condition

It's important to thoroughly evaluate the market to determine the market value of your home. Here's why:



- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.
- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.



60% is the median of home buyers we want. Anything above tend to be paying over price due to need, such as work transfer, deployment, etc. Those paying less, are looking for a deal.

Below are the pros and cons of pricing your home above, below, or at market value.



### Below market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
  - Risk of having to sell at a lower price



### At market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



### Over market value

- + If you have to receive a certain amount for the home
  - It will take longer to sell
  - The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations





More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price or the way it is inputted and displayed in the MLS.





The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.



## What's Included in my Marketing Plan:

- Displayed on brokerage website
- Displayed on my website
- Coming soon campaigns
- Virtual tours
- Broadcasted to thousands of followers across social media platforms
- Facebook marketplace
- Craigslist
- Private Social Media groups
- Fellow agents
- REALTOR® pages
- Partner with local businesses
- Flyers/brochures
- Postcards
- Professional photography (plus drone shots)
- Professional videography
- Open houses
- Yard sign captures
- Balloons
- Contests
- YouTube
- Landing Pages



## How Showing your Home Works



- We will decide together on how to handle showings with health and safety protocols in place. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance.
- Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.
- We use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened.
- If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will try to get feedback from each showing and pass that information back to you.



# What to Expect Next

## Negotiating Offers

As the showings start rolling in, we'll start getting feedback and/or offers from the prospective buyers. We will work together to negotiate the offers we receive to achieve your ultimate goal whether that be a quick sale, maximizing profit, or perfect timing.

## Under Contract

Once the purchase agreement is signed by all parties, the buyers will submit their deposit. These funds will be held by the brokerage in a Trust account.

## Contingencies

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close. A contingency is when there's something that the buyer or seller needs to do for the transaction to go forward.

## Closing Day

Once we get the clear-to-close, the lawyer will schedule a closing date and I will meet you at the property with the keys on completion day (which can be the same as closing day or the day after - pending on the situation).





## Pre-Closing Checklist

Use this checklist to prepare for closing day.

- ☐ Ensure you've provided any additional paperwork requested prior to closing
- ☐ Gather your closing documents
- ☐ Officially change your address (see list on the next page's moving checklist)
- ☐ Cancel your home insurance
- ☐ Cancel utilities
- ☐ Clean thoroughly before the final walk through
- ☐ Gather keys and remotes to bring to closing
- ☐ Gather all of the manuals, warranties, and receipts for appliances
- ☐ Bring your keys/remotes, and any final utility bills to closing

# Moving Checklist

Use this checklist to prepare for closing day.

## 4-6 Weeks Before

- |  |  |
|--|--|
| <input type="checkbox"/> Declutter, discard & donate                               | <input type="checkbox"/> Choose a mover and sign contract                                |
| <input type="checkbox"/> Collect quotes from moving companies                      | <input type="checkbox"/> Create a file of moving-related papers and receipts             |
| <input type="checkbox"/> Locate schools, healthcare providers in your new location | <input type="checkbox"/> Contact homeowner's insurance agent about coverage for moving   |
| <input type="checkbox"/> Secure off-site storage if needed                         | <input type="checkbox"/> Contact insurance companies to arrange for coverage in new home |

## 3-4 Weeks Before

- |   |  |
|---|--|
| <input type="checkbox"/> Notify everyone about your change of address | <input type="checkbox"/> Notify utility companies of date to discontinue/ transfer service |
|---|--|

## 2-3 Weeks Before

- |  |  |
|--|--|
| <input type="checkbox"/> Notify ICBC of new address  | <input type="checkbox"/> Notify utility companies of date to discontinue/ transfer service |
| <input type="checkbox"/> Discontinue additional home services (housekeeper, gardener/lawn service) | <input type="checkbox"/> Arrange for child and pet care on moving day                      |
| <input type="checkbox"/> Start using up things you can't move, such as perishables                 | <input type="checkbox"/> Notify Strata about upcoming move, reserve elevator usage         |

## 1 Week Before

- |  |  |
|--|--|
| <input type="checkbox"/> Confirm final arrangements                      | <input type="checkbox"/> Pack an essentials box for quick access at new home |
| <input type="checkbox"/> Arrange transportation for your pets and plants | <input type="checkbox"/> Label moving boxes with the contents inside         |

# Thank you!



Have more questions? I'm always available to help! Shoot me a text or give me a call anytime. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about – I'm always here to answer your questions.

*jwh.*  
DESIGN & REAL ESTATE