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**CHRIS
COCHRANE** **PREC**
PERSONAL REAL ESTATE CORPORATION

SELLER

handbook

FROM LISTED TO SOLD

Empowering clients since 2005

With over 20+ years of experience as a multiple MLS award-winning REALTOR® in the Greater Victoria area, I strive to empower clients with an informed professional process.



597298555474111



Thank you!

As a real estate agent, I promise to work tirelessly to find your next home or market and sell your current home for the best possible price.

I'll keep you informed every step of the way and ensure that the process is as smooth and stress-free as possible.

Your satisfaction is my top priority, and I'm committed to delivering outstanding service throughout the entire transaction.

CHRIS COCHRANE

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MEET OUR TEAM

CHRIS COCHRANE

Real Estate Agent

Thanks for considering me as your local real estate agent.

I focus on the [neighborhood names] because I'm passionate about the community and bringing value to the residents.

I'm looking forward to assisting you in finding your new home. Please feel free to reach out to me with any questions.



MARISSA MAY
Marketing



MARLOW HAMILTON
Transaction Coordinator



DREW COCHRANE
Consultant

SELLER FAQs

HOW DO I DETERMINE THE RIGHT PRICE FOR MY HOME?

It's important to work with a real estate agent to determine the fair market value of your home based on factors such as location, size, condition, and recent sales in the area.

SHOULD I MAKE REPAIRS BEFORE LISTING MY HOME?

Sometimes, it is recommended that you make necessary repairs before listing your home, but not always. Sellers often spend money on the wrong repairs. Consult your REALTOR before wasting thousands of dollars on the wrong repairs.

HOW LONG DOES IT TAKE TO SELL A HOME?

The time it takes to sell a home can vary depending on market conditions and other factors. Properly priced homes stay on the market for an average of 14-21 days, but this can be shorter or longer depending on the specific circumstances.

DO I NEED TO STAGE MY HOME FOR SHOWINGS?

Staging your home can help it look more appealing to potential buyers and can increase your chances of a quick sale. However, it's not always necessary and can depend on the specific market and type of home.

DO I HAVE TO PAY A REAL ESTATE AGENT TO SELL MY HOME?

Yes, you will typically need to pay a commission to your real estate agent for their services in selling your home. The commission is usually a percentage of the sale price and can vary depending on the agent and market.

WHAT HAPPENS DURING THE CLOSING PROCESS?

The closing process involves finalizing the sale of your home and transferring ownership to the buyer. This typically involves signing various paperwork, paying closing costs, and transferring funds. Your real estate agent can guide you through the process.

4 STAGES OF HOME SELLING

PRELISTING

- Schedule an appointment
- Meet with Staging Consultant
- Discuss the best strategy for selling
- Property evaluation
- Complete market analysis
- Establish sales price
- Executed listing agreement

PREP FOR MARKET

- Marketing campaign started
- Professional photography taken
- Signs installed
- Submitted to MLS
- Showing times selected
- Property brochure delivered
- Direct mail campaign launched
- Email campaigns started
- Open House scheduled

ACTIVE ON MARKET

- Showings started
- Curb appeal kept up
- House is kept ready to show
- Showing feedback shared
- Open House held
- Neighborhood door knocked

OFFER AND CLOSING

- Offer(s) received
- Offer(s) negotiated
- Offer accepted
- Back-up offer(s) accepted
- Inspections & disclosures completed
- Appraisal completed
- Contingencies removed
- Property closes
- Refer friends to us!



YOUR

current home

PRICING RIGHT

Pricing your home appropriately from the start is crucial to receive fair offers and sell your home in a timely manner. Pricing too high may cause buyers to assume something is wrong with the property, while pricing too low may result in a quick sale but not the best value.

IF THE PRICE IS

BUYER ACTIVITY



SAMPLE PROPERTY



ESTIMATED VALUE

\$1,425,000

LOW LIST PRICE

\$1,605,000

HIGH LISTPRICE

\$1,520,000

RECOMMENDED
LIST PRICE

PROPERTY FEATURES:

- 4 bedrooms
- 3 bathrooms
- 2 car garage
- 3,500 Sq Ft
- Swimming pool

PROPERTY DETAILS:

Type: Single Family
Style: Colonial

Year Built: 1972
Taxes: \$15,045

Lot Size: 0.4 acres
Basement: 780 Sq Ft

SAMPLE COMPARABLES



123 Anywhere St., Any
City, ST 12345

List Price:

\$1,520,000

PROPERTY FEATURES:

- 4 bedrooms
- 3 bathrooms
- 2 car garage
- 3,500 Sq Ft
- Swimming pool
- Hardwood Floor
- Central AC
- Stainless Steel Appliances
- Custom Closets



15 Days on
Market



123 Anywhere St., Any
City, ST 12345

List Price:

\$1,520,000

PROPERTY FEATURES:

- 4 bedrooms
- 3 bathrooms
- 2 car garage
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15 Days on
Market

A modern interior space featuring a glass dining table with a thick wooden base and white plastic chairs. In the background, there is a kitchen area with a dark countertop, a white wall, and a large window. The floor is made of large, light-colored tiles. The entire image is overlaid with a semi-transparent purple filter.

OUR STEPS *to sold*



OUR

STEPS

TO GETTING YOUR HOME SOLD

MARKET PREPARATION

STAGING

PHOTOGRAPHY

ONLINE MARKETING BLAST

SOCIAL MEDIA

OPEN HOUSES

PRINT MARKETING

ACTIVE WORK

PREPARING YOUR HOME

FIRST IMPRESSIONS

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

CLEANLINESS

A clean home is a must when preparing your home for sale. Potential buyers will be looking at every detail of your home, so it's important to make sure that it is spotless. This includes everything from the floors to the ceiling, and everything in between. Pay attention to details like wiping down baseboards, cleaning out closets, and dusting light fixtures. Also, make sure that your home smells fresh and inviting.

REPAIRS

Before putting your home on the market, it's important to make any necessary repairs. Potential buyers will be looking for a home that is move-in ready, so it's important to fix any issues that might turn them off. This includes things like leaky faucets, broken tiles, and malfunctioning appliances. It's also important to address any major structural issues, like a cracked foundation or a leaky roof, before putting your home on the market.

STAGING YOUR HOME

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

83%

of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home

67%

of top agents say that home staging helps a seller fetch more money for their house resale

40%

of top buyers agents cited that a home staging had an effect on most buyers view of the home

PROS OF STAGING

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in a shorter time

CONS OF STAGING

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

STAGING TIPS

MAXIMIZE CURB APPEAL

HOME EXTERIOR

- Power wash the siding and windows
- Inspect the roof and make repairs as needed
- Repair cracks in the driveway and sidewalks
- Sweep walkways, patio, decks, steps and porches
- Repair and repaint fences, decks, windows, shutters and screen doors
- Clean and repair the gutters and downspouts

YARD MAINTENANCE

- Mow, water and fertilize the lawn
- Trim shrubs and trees and rake the leaves
- Remove fallen limbs
- Clean out flower beds and plant seasonal flowers
- Add fresh mulch to garden beds

FINAL TOUCHES

- Add a doormat to your entrance
- Add potted plants around doorway
- Clean hardware on front door, outside lighting and fixtures
- Add visible house numbers

MAKE YOUR HOME SPARKLE

FRESHEN & CLEAN

- Paint interior walls neutral colors
- Repair cracks and holes in the walls
- Clean hardwood floors, carpeting, and windows
- Clean light fixtures and ceiling fans
- Clean bathroom tub/shower, sink, fixtures and walls
- Clean kitchen sink, cabinets, ceiling and appliances
- Clean out and organize closets and storage spaces

DECLUTTER

- Remove excess and oversized furniture
- Remove extra appliances and decorations from countertops in kitchens, bathrooms and dressers
- Remove mail, magazines and newspapers from all surfaces

DEPERSONALIZE

- Remove family photos, personal collections and medications
- Remove toys and pet items
- Clear refrigerator completely of messages, photos and magnets

PROFESSIONAL PHOTOGRAPHY

We recognize the importance of professional photography and videography, and utilize the services of experienced professionals to capture stunning visuals that highlight the best features of each property. These visuals are used in various marketing materials, such as online listings, social media posts, and print advertisements, and are designed to attract the attention of potential buyers.



HOMES WITH PROFESSIONAL PHOTOGRAPHY...

Sell 32% faster
than homes with
amateur
photography

Have a 50%
higher asking
price per square
foot

Get 403% more
inquiries when
paired with listing
videos

ONLINE MARKETING BLITZ

REALTOR.CA

LUXURY ESTATE DIGITAL

TARGETED ONLINE CAMPAIGN

TARGETED EMAIL CAMPAIGN

GOOGLE SEO

SOCIAL MEDIA POSTS

HOMEFINDER

HOMES.COM

HOMESNAP PRO

+MANY MORE!

SOCIAL MEDIA MARKETING

INSTAGRAM

We regularly post professional photos, videos, and stories to expose your listing to as many people as possible.

FACEBOOK

We run targeted ad campaigns to ensure your listing shows up in front of the right buyers.

TIKTOK

We post professional grade videos of your home to show off every angle.



OPEN HOUSES



**WE LOVE
SHOWCASING
YOUR HOME
WITH AN
OPEN HOUSE**

Open houses and showings are valuable tools for selling a property because they increase exposure, allow buyers to visualize themselves in the home, build excitement and provide valuable feedback to improve the property's appeal. These provide buyers the opportunity to view the property in person and get a better sense of whether it is the right fit for them.

TIPS FOR AN EFFECTIVE OPEN HOUSE:

- Clean and declutter to create a spacious and inviting atmosphere
- Make necessary repairs or touch-ups to improve the overall condition of the home
- Add fresh flowers or plants for a welcoming touch
- Remove personal items and valuables for security
- Provide refreshments to make visitors feel comfortable.

PRINT MARKETING

To promote our current listings, we use print marketing across various channels. This marketing strategy emphasizes the tangible nature of print, providing potential buyers with physical materials to hold and examine. By combining both print and digital marketing methods, we can reach a wider audience and increase the likelihood of finding the perfect buyer for your property.

PRINT COLLATERAL

01

Property
Flyer &
Brochure

02

Custom
Property
Postcards

03

Custom
Door
Hangers

04

Newspapers
& Custom
Magazines

05

Open House
& For Sale
Signs

SHOWING YOUR HOME

STEP 1:

A SHOWING HAS
BEEN REQUESTED

STEP 2:

YOU APPROVE OR
DISAPPROVE

STEP 1:

HOME IS PREPARED
FOR THE SHOWING

STEP 2:

YOU LEAVE AND
THE SHOWING IS
COMPLETED

STEP 1:

FEEDBACK IS
RECIEVED

STEP 2:

REVIEW FEEDBACK
OR OFFER

SHOWING CHECKLIST

- | | |
|---|---|
| <input type="checkbox"/> Clean and declutter the entire house, including closets, cabinets, and drawers. | <input type="checkbox"/> Clear off kitchen and bathroom counters, leaving only necessary items. |
| <input type="checkbox"/> Make any necessary repairs, such as fixing leaks, replacing broken fixtures, or repairing damaged walls or floors. | <input type="checkbox"/> Remove family photos, religious or political items, and any other items that may be considered offensive or controversial. |
| <input type="checkbox"/> Repaint walls in neutral colors if necessary. | <input type="checkbox"/> Stage the house with attractive furniture and decor. |
| <input type="checkbox"/> Mow the lawn and trim bushes and hedges. | <input type="checkbox"/> Make sure all appliances are in good working order and clean. |
| <input type="checkbox"/> Deep clean all surfaces, including floors, walls, windows, mirrors, and appliances. | <input type="checkbox"/> Provide a detailed list of updates and renovations to your real estate agent. |
| <input type="checkbox"/> Add potted plants or flowers for curb appeal. | <input type="checkbox"/> Remove any pet odors and stains. |
| <input type="checkbox"/> Clean the gutters and downspouts. | <input type="checkbox"/> Replace any burnt-out light bulbs. |
| <input type="checkbox"/> Clean or pressure wash the exterior of the house. | <input type="checkbox"/> Provide a list of features and benefits of the house to the real estate agent. |
| <input type="checkbox"/> Sweep and tidy up the yard and outdoor living spaces. | <input type="checkbox"/> Clean and organize the garage or storage areas. |
| <input type="checkbox"/> Ensure that the roof is in good condition. | <input type="checkbox"/> Make sure that the house is well-lit both inside and outside. |
| <input type="checkbox"/> Make any necessary arrangements for pets or children during the showing. | <input type="checkbox"/> Be flexible and willing to work with potential buyers to make the sale happen. |
| <input type="checkbox"/> Make sure that the house is easy to access and that potential buyers can find it easily. | <input type="checkbox"/> Leave the house during the showing to give potential buyers privacy. |

SHOWING FEEDBACK

GETTING FEEDBACK

Not every home seller asks potential buyers for feedback about their house, but they should, and the most important question to ask following a house showing is ***"What did you think?"*** Many sellers hesitate, either because they don't know what they're looking for or are afraid to receive feedback.

Buyer feedback is essential. Without it, we won't know what we're doing right or what could be improved.

We're in direct contact with buyers agents and ask for feedback on each one of our properties after every showing.

QUESTIONS WE'LL ASK

1. What's your overall impression?
2. How does this home compare?
3. What do you like most?
4. What do you like least?
5. What's your opinion of the price?
6. Do you see yourself living here?
7. What would it take for you to buy?

Feel free to email us any other questions you want to ask the buyers.



THE OFFER

& closing

NEGOTIATING THE OFFER

Did you know that negotiation can take place at three different times during the purchase contract process? Firstly, when submitting the initial offer, price and terms can be negotiated. Secondly, during the buyer's inspection contingency period, there is another chance to negotiate. Finally, negotiations can take place during the buyer's appraisal contingency. To ensure a smooth process, it is crucial to have a skilled and experienced professional working on your behalf. Our team is made up of negotiation experts, and we'll use our skills to advocate for you.

THE OFFER

Once you have received an offer, there are several critical tasks that you need to complete. It's essential to disclose and comply with all the terms of the contract. Once you have accepted the contract, the escrow process will begin. However, there's no need to be concerned – we'll be there every step of the way to guide you.



DISCLOSURES

When selling a property, it's important to provide buyers with all the relevant information they need to make an informed decision. In our province, sellers must legally disclose specific information to buyers. It's important to keep in mind that failing to provide the mandated disclosures can result in substantial penalties.

INSPECTIONS

It's crucial to comprehend the contingencies that come with offers received. For instance, inspection contingencies could take anywhere from 1-14 days to complete. It's important to know your obligations and options during this period. We'll stay in contact with you to ensure that all deadlines are met.

FINANCING / APPRAISALS

Having a competent agent by your side is essential to avoid complications when purchasing a home. They can help you review offers and ensure that the buyers making them have undergone full underwriting and approval.

CLOSING

Our goal is to help and coach you through the entire transaction. We're here to guide you through every step of the way.

THE OFFER PROCESS

AFTER YOU RECIEVE AN OFFER

We'll meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

1 - ACCEPT THE OFFER AS WRITTEN

2 - DECLINE THE OFFER

If you feel the offer isn't close enough to your expectations to further negotiate this offer.

3 - COUNTER OFFER

If you agree to most of the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

ONCE AN OFFER IS ACCEPTED BY BOTH PARTIES, YOU ARE OFFICIALLY UNDER CONTRACT.



FINAL STEPS

ORDER THE INSPECTIONS

Ordering inspections before closing when selling a home is crucial to avoid potential complications and ensure the home is in good condition. General and pest inspections should be completed, and any issues should be addressed before finalizing the sale.

ORDER THE APPRAISAL

Ordering an appraisal for home sellers before closing on a home can be a good idea to ensure that the home is priced correctly and to avoid any surprises during the sale process. However, it is not always necessary and the decision should be made based on individual circumstances.

NEGOTIATE FINAL OFFER

When negotiating a final offer for a property, it's crucial to consider current market and property conditions, urgency of the sale, and be realistic with expectations to come up with a fair and reasonable offer. Flexibility and compromise are key to reaching a mutually beneficial agreement with potential buyers.

SCHEDULING YOUR MOVE

AFTER SIGNING

Start by decluttering and packing up your belongings and donate or throw away anything you don't need, create an inventory of anything valuable that you plan to move, and, finally, you'll want to get estimates from moving companies for your specific needs.

4 WEEKS TO MOVE

- Schedule movers/moving truck
- Buy/find packing materials
- Start packing

3 WEEKS TO MOVE

- Buyer's lender will arrange appraisal
- Title work will be completed
- Keep packing

2 WEEKS TO MOVE

- We will schedule you a time to close and sign your documents
- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

1 WEEK TO MOVE

- Buyer will complete their final walkthrough
- Finish packing
- Clean
- Pack essentials for a few nights in new home
- Confirm delivery date with the moving company.

WHAT TO BRING TO CLOSING

- Photo identification

- House keys and garage door openers

- Any necessary documentation related to the sale (e.g. deed, mortgage payoff statement, home inspection report)

- Any agreed-upon repairs or updates completed prior to closing

- Proof of homeowner's insurance for the closing date

- Any receipts for prepaid expenses (e.g. property taxes, utilities)

WHY YOU
SHOULD
hire us



OUR PROMISE TO YOU

Choosing us as your realtor means you'll have a dedicated and experienced team working to help you sell your property for the best price. We provide personalized service, expert advice, and a commitment to your satisfaction.

- ✓ **HONESTY AND TRANSPARENCY**
- ✓ **COMMUNICATION AND RESPONSIVENESS**
- ✓ **PROFESSIONALISM AND EXPERTISE**
- ✓ **DILIGENCE AND ATTENTION TO DETAIL**



VALUED RESOURCES

Some of our tested, trusted, reliable, and sometimes miraculous service. Our clients have access to all our contractors 24/7

MORTGAGES

Anne L. ... 262
Charlotte ... 9112
Fernando ... 8066

EXTERIOR & CONCRETE

Vic City ... 40-6218
Valcour ... 213-2914
H & R ... 74-5118

HOME INSPECTORS

Inspect ... 324
Lighth ... 740
A Buyers ... 8-9754

ELECTRICIANS

Campbe ... 85-7709
Fairfiel ... 85-1227
Gorge ... 8-0960

PROFESSIONAL MOVERS

Big "S" M ... 8901
Provinci ... 8-8898
You Mo ... 7242

PLUMBERS

Royal Bay ... 858-9631
Rival ... 7880
Rapid P ... 83-4494

FLOORING & ROOFING

Gold Seal ... 4-0944
Kirk Jo ... 634

PAINTING

Payne P ... 8-6628
1 Day Wo ... 403-7515
Islander ... 00-6527

SUCCESS STORIES



I highly recommend this real estate team! Their expertise and professionalism made selling a property effortless. They were responsive, knowledgeable, and went above and beyond to ensure a smooth transaction.

-JULIANA



Chris was incredibly helpful throughout the entire process. He was knowledgeable and communicative and always had my best interests in mind. It was a great experience, and I would highly recommend them services to anyone.

-SILVIA



Overall, I had an exceptional experience, and I would highly recommend Chris's services to anyone seeking a reliable and trustworthy agent.

-JOHNATHAN





Congratulations!

CHRIS COCHRANE



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A modern, helpful guide walking you through the process of selling real estate in today's market. From first-time buyers to seasoned investors, this is a tool for everyone.

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