Pivot Homes Group

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SELLERS GUIDE

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PRESENTING
THE
Island
LIFESTYLE

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HOMES GROUP

8 STEPS TO SUCCESS

with Pivot Homes Group

JAYDEN VO
Real Estate Advisor

When it comes to purchasing or selling a home, there's a lot to navigate — from pricing and marketing to negotiations and closing. My approach is built on a proven framework that blends experience, market insight, and a fully leveraged team to guide you seamlessly through every stage of the process.

- Quality First, Always – I focus on properties with strong, lasting appeal to ensure your investment works for you today and in the years to come.
- Strategic Resale Planning – From the start, we consider your property's future resale value, selecting homes that will remain attractive and competitive in the market.
- Candid, Expert Guidance – You'll receive honest advice backed by market data and years of industry expertise — no sugar-coating, just straightforward strategies.
- No Pressure, Just the Right Timing – I respect that the decision to buy or sell must align with your personal and financial readiness.
- Maximized Market Appeal – We use professional staging, targeted marketing campaigns, and high-quality photography to present your home at its best.
- Clear, Consistent Communication – Expect regular updates and transparent feedback so you're always informed.
- Full-Service Team Advantage – From showing specialists and home inspectors to mortgage brokers, lawyers, tradespeople, and trusted service providers, I coordinate every professional needed to make the process smooth and stress-free.
- Comprehensive Transaction Support – Whether it's arranging repairs, connecting you with top mortgage rates, or ensuring legal details are handled flawlessly, I oversee every detail so you can focus on your next chapter.
- Precision Pricing – I combine local market expertise with data-driven valuation tools to determine an optimal pricing strategy that attracts qualified buyers and maximizes your return.
- With this collaborative, detail-oriented approach, you'll not only have me as your advocate — you'll have an entire network working behind the scenes to make your real estate experience seamless and successful.


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When it comes to selling your home, our entire focus is on you—your needs, your dreams, your questions, your time, and your financial goals.

We measure success by your satisfaction. That's why more than half of our business comes from repeat clients and referrals. Great service speaks for itself, and we look forward to earning your trust and referrals

By hiring us, you gain a team dedicated to:

- Positioning your home effectively in today's fast-changing market.
- Creating maximum exposure to attract the best offers.
- Guiding you through every step—from showings and negotiations to inspections, appraisals, and closing.
- Acting as your marketing manager, negotiator, and advisor to protect your interests.

Your role? To help us showcase the true beauty and personality of your home. A bright, inviting, and clutter-free space always sells faster—and for the best possible price.

Together, we'll make the selling process smooth, successful, and focused on what matters most: you.

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Price Right – Attract Buyers

The asking price you set will greatly influence how the market responds. Only you decide the price—our role is to provide the data and guidance to help you make the most informed decision.

We use a market-data approach, the same foundation lenders rely on for appraisals and mortgage approvals. This ensures your pricing strategy is based on facts, not guesswork.

Remember: no regulatory agency sets home prices—the law of supply and demand always prevails.

Some factors have no impact on your home's current market value, including:

- The price you originally paid
- The amount of cash you hope to net
- Opinions from neighbors or friends

To set the right asking price, focus on:

- Market data that reflects your home's fair market value
- Unique features that add or detract from your property's appeal

Pricing your home correctly from the start is one of the most powerful ways to attract serious buyers and achieve the best possible result.

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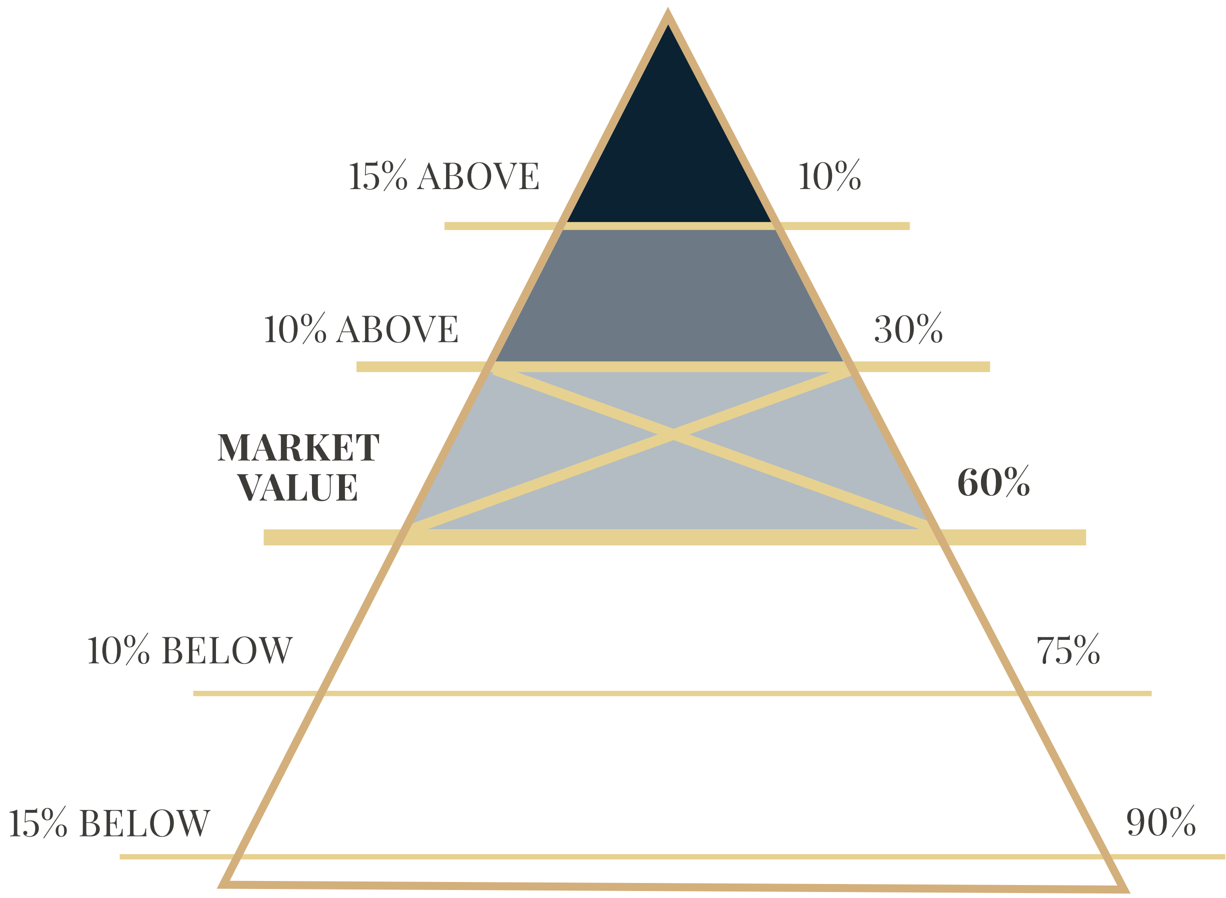
1. Pricing your property competitively will generate the most activity from agents and buyers.
2. Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced

ASKING PRICE **% OF POTENTIAL BUYERS WHO WILL LOOK AT PROPERTY**



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?

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!

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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®

STAGING *Your* HOME

You only get one chance to make a first impression. Staging helps ensure it's the right one.

Why Staging Matters

- A study of 2,800 properties in 8 cities showed that staged homes sold in half the time of non-staged homes.
- Buyers often decide how they feel about a property within the first 15 seconds of entering.
- 98% of buyers choose which homes to view based on online photos—making presentation critical.

What Staging Can Do

Staging is about enhancing your home's appeal through cleanliness, organization, and cost-effective improvements. When done right, staging can:

- Make your home more attractive than comparable properties in the same price range.
- Position your home as the best-priced option in the next higher price bracket.

(Based on insights from SHIFT: How Top Real Estate Agents Tackle Tough Times by Gary Keller)


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Professional

MARKETING STRATEGY

For Sale Signage

Home Staging
when required

Professional Photography

Virtual Tour/Video
when required

New to Market Mail-out

Property Brochures

Aerial Photos/Video
when required

Realtor® and Personal Network of Buyers

Internet Saturation

Market Expertise

Floor plans
when required

Negotiation Expertise

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PREPARING *Your* HOME

EXTERIOR TIPS:

- Keep grass freshly cut and yard clutter-free
- Apply fresh paint to fences and the front door
- Weed and add fresh mulch to garden beds
- Clean windows inside and out
- Wash or paint the home's exterior
- Tighten and clean door handles
- Ensure gutters and downspouts are secure

INTERIOR TIPS:

- Remove excess wall hangings, furniture, and knickknacks (consider temporary storage)
- Clean or paint walls and ceilings
- Shampoo carpets
- Organize and clean cabinets and closets
- Repair plumbing leaks, faucets, and drain traps
- Clean light fixtures

TIPS FOR SHOWINGS:

- Turn on all lights and open drapes during the day
- Play soft background music
- Use a comforting scent, like apple spice or vanilla
- Vacate the home while it's being shown

NOTES:

Store all removed items in the garage, closets, cabinets or pick one room in your home to store all the removed items that won't be photographed.

CHANGE *of* ADDRESS

UTILITIES, BILLS, AND OTHER VENDORS:

- [ ] Electricity
- [ ] Hydro
- [ ] Natural gas
- [ ] Cell phone
- [ ] Landline
- [ ] Cable
- [ ] Internet
- [ ] Water delivery/treatment

LEGAL AND IDENTITY DOCUMENTS:

- [ ] Driver's licence
- [ ] Passport
- [ ] Health card
- [ ] Insurance
- [ ] Tax documents (Income tax, Canada Pension Plan, Old Age Security, etc.)

PROFESSIONAL SERVICES:

- [ ] Pool
- [ ] Lawn
- [ ] Housecleaning
- [ ] Physician
- [ ] Veterinarian
- [ ] Attorney
- [ ] Dentist
- [ ] Optometrist
- [ ] Other specialists

FINANCIAL:

- [ ] Bank
- [ ] Credit card company
- [ ] Insurance (car, life, home, and health)
- [ ] Pension plan
- [ ] Car loan
- [ ] Other loans
- [ ] Reward programs

MISCELLANEOUS:

- [ ] Magazines
- [ ] Newspapers
- [ ] Professional associations
- [ ] Alumni associations
- [ ] Clubs
- [ ] Charities

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SOME COSTS TO CONSIDER WHEN SELLING YOUR HOME IN BC

Selling your home involves more than just the purchase price and commission. Below are some of the key costs you should anticipate when planning your sale.

1. Real Estate Commission

Commission is typically paid by the seller and shared between the listing brokerage and the buyer's brokerage.

Rates vary depending on brokerage and property price

2. Legal / Notary Fees

You will need a lawyer or notary public to complete the conveyancing of your sale.

Typical fees range from **$900 – $2,000+,** depending on complexity.

3. Mortgage-Related Costs

Mortgage Discharge Fee: Charged by your lender to remove the mortgage from the property title (around **$75** – **$300**).

Mortgage Penalty: If you are breaking a fixed-term mortgage early, penalties may apply (could range from **3 months' interest to several thousand dollars**, depending on your mortgage terms).

4. Adjustments & Closing Costs

You may be required to credit the buyer for any prepaid expenses such as:

- Property taxes
- Utility bills
- Strata/condo fees (if applicable)

Adjustments are calculated based on the closing date.

5. Moving Costs

Professional movers can range from **$1,000 – $5,000+**, depending on the size of your home, distance, and services required.

Don't forget packing supplies, storage, or short-term accommodations if needed.

6. Home Preparation & Repairs

Pre-listing improvements (painting, minor repairs, landscaping) can increase saleability and market value.

Staging costs can range from **$500 for consultations** to **several thousand** for full staging.

7. Strata Documents (if applicable)

Sellers of strata-titled properties (condos, townhomes) are usually expected to provide strata documents.

Obtaining a full document package can cost **$100 – $200+.**

8. Capital Gains & Taxes

Principal Residence Exemption: If the property was your principal residence, you likely won't pay capital gains tax.

Investment / Secondary Properties: May be subject to capital gains tax on profit.

Non-Resident Sellers: May face additional withholding requirements; professional tax advice is strongly recommended.

9. Special Circumstances

Tenanted Properties: Costs may include compensation to tenants if ending tenancy.

Estate Sales: Probate and estate administration fees may apply.

Rural Properties: Septic inspections, well testing, or survey certificates may be requested by buyers.

Tip: Every situation is unique. It's always wise to consult with your realtor, lawyer/notary, mortgage professional, and accountant to ensure you understand all potential costs in advance.

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