



INFORMED *Seller's* GUIDE

SAVANNA BAZUIK, BSW, LLB



**PEMBERTON
HOLMES** REAL
ESTATE

ESTABLISHED 1887



Meet

SAVANNA BAZUIK

YOUR LOCAL REAL ESTATE PROFESSIONAL



REALTOR®

I'm a real estate agent on the southern end of Vancouver Island where I've lived all my life.

I have a unique perspective on being a realtor. I completed my Bachelor of Social Work and Juris Doctor (Bachelor of Law) driven by my passion to make the world a better place. I got my real estate license with that same drive and passion. During my time in the social work field I developed experience in helping people process decisions and emotions, and work towards goals. Law school (and my time raising teenagers) provided in depth negotiation experience and education.

I'm relationship driven, and I aim to empower my clients with my knowledge and experience. I'm extremely fortunate to have the opportunity of working with my dad, Gary Bazuik, an award winning realtor with 23 years of experience. He has taught me that real estate is NOT a sales job! It is an opportunity to use my own experience and knowledge to help people through a complicated and big event, buying or selling a home.

When I'm not working, I'm usually enjoying time with my children and our rescue Bichon-Frise/poodle. We enjoy walks, hikes and camping and have long games of Settlers of Catan. I also love spending time with close friends and family, music, reading and cooking.

CONTACT



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5 Easy Steps to Sell Your House

1

PREPARE

- Home tour and research
- Listing Appointments
- Hire a real estate agent

2

PRE-LISTING

- Establish a price
- Prepare your property
- Marketing materials are designed and prepared

3

LISTING

- Your home is on the market!
- Buyer prospecting time
- Showings and open houses

4

OFFERS

- Sales agreement
- Contingencies and removal of
- Under contract

5

MOVING OUT

- Closing preparation
- Packing and moving
- Closing Day

Step One **PREPARE**

HOME TOUR & RESEARCH

The first step is to come and meet you and tour your home. While you show me around I will make notes and offer suggestions about things you can do to increase the value of your home. After the home tour we will sit down and talk about the approximate market value of your home based on current market trends and recent sales in your neighbourhood.

HIRE A REALTOR

When you chose to hire me I will walk you through the listing paperwork and get all the necessary documents signed so we can move ahead to getting your house on the market!

To help you decide here are some unique services I offer all my seller clients:

- Top priority and attention to your property
- Regular and timely communication
- Active follow up with every buyer prospect
- Fully customized marketing materials
- Suggestions on how to increase your home's value
- I will work with you and for you to get top dollar for you home

LISTING APPOINTMENT

After our initial meeting I will prepare a Comparative Market Analysis (CMA) that includes recently sold comparable properties in your area. Once I am finished all my research and data collection we will meet again. Based on the data I collect and your needs, we will establish a competitive listing price for your property. We will also discuss the home selling process, timelines and expectations so that we are all on the same page and headed towards the same goal. Additionally we will discuss my unique approaches to marketing your property, so you can rest assured that I will do everything possible to get your home sold for the highest price and fast.



Step Two **PRE-LISTING**

ESTABLISH A PRICE

Pricing your home at the right price the first time is crucial to getting maximum exposure and selling your house quickly for top dollar. Pricing your home right will also save you time and money. Pricing a home correctly mostly relies on five factors: location, condition, renovations, year it was built, and the market conditions at the time of the listing. It is part science, part art and all about strategy. I will explain in-depth in the listing presentation.

Our experience and access to exclusive information from various sources will help us determine the highest competitive listing price.

MARKETING MATERIALS

Once your home looks its best, we will book professional photographers to come and take high quality photos of your home. We will hire professionals for drone aerial photographs and create a virtual tour of your home. We will then use the media we have created to have fully customized advertising materials developed. We have a unique Marketing Checklist, to ensure your home gets the highest quality and the widest exposure.

STAGE YOUR PROPERTY

This is the time to clean up, and de-clutter. We have an incredible network of the best local professionals to help with everything from landscaping, painting, cleaning and staging. We will walk you through this process and provide tips on furniture placement, curb appeal and lighting to ensure that potential buyers can envision themselves living in the space. Buyers will pay more for a home that feels clean, calm and neutral.



HOME STAGING

Checklist

To stage your home and get it ready for launch day, consider doing the following

Remove personal items. As much as possible remove photographs on display, notes on the fridge, awards, children's artwork. The goal is for potential buyers to be able to easily envision themselves living in the space

Deep clean the entire house. Windows, blinds, floors, everything. If you would like assistance with this, we have some of the best cleaners around available to help

Decorate your home with neutral colors as much as possible. If you are going to re-paint, choose a light neutral color like white. If you have bedding options, use the neutral bedding for display

Clear off all countertops. Remove toiletries from the bathroom and appliances from the kitchen. A vase of flowers can be placed in the bathroom and a bowl of fruit looks great in the kitchen.

De-clutter as much as possible. If you only do one thing from this list, this is the one! Imagine every square inch of stuff removed from your home adding a dollar to your sale price. It may be worth renting a short term storage locker. Less things make your home look more spacious, and less personalized, opening up the number of buyers who can envision living there.

Curb appeal is crucial as it is your homes first impression to potential buyers. Water the lawn, get your hedges trimmed and remove any clutter from the outside spaces.

Organize your closets. First remove as much as possible, then organize the rest nicely. When potential buyers look, they will love the idea of having nice organized spaces in their new home.

Add clean **matching towels** to bathroom and hang them nicely

Remove or hide all trash bins, recycling containers or composts

Make all the beds and style them, adding multiple decorative pillows

Hide electronic cords as much as possible. Also remove electronics when you can, like video game consoles.

If you can't re-paint the outside of the house, consider **painting just the trim or the front door**

We will provide a new welcome mat and if you have a hanger, a beautiful wreath for the front door

We will also install optimal lighting in your home. The right light will bring out the best in your home

REAL ESTATE PHOTOGRAPHY PRE-SHOOT CHECKLIST

EXTERIOR

CLEAN UP THE LANDSCAPING, TRIM HEDGES, AND MOW/EDGE THE LAWN

CLOSE GARAGE DOORS

PRESSURE WASH THE DRIVEWAY/WALK UP

REMOVE CHILDREN'S TOYS AND PATIO FURNITURE

REMOVE YARD CLUTTER

REMOVE CARS FROM DRIVEWAY

GENERAL

LEAVE ALL LIGHTS ON AND TURN OFF ANY CEILING FANS

OPEN BLINDS AND CURTAINS

TURN OFF DEVICES, INCLUDING TVS

DECLUTTER THE ENTIRE HOME. REMOVE ANY EXCESS FURNITURE AND ANY OTHER ITEMS

TOUCH UP PAINT

DEEP CLEAN ENTIRE HOME

BATHROOMS

CLEAR COUNTERTOPS COMPLETELY

KEEP TOILET SEATS AND LIDS DOWN

REMOVE PLUNGERS AND CLEANING ITEMS

CLEAN ALL GLASS SURFACES AND MIRRORS

HANG TOWELS NEATLY AND REMOVE RUGS

REMOVE ALL PERSONAL ITEMS SUCH AS SOAPS, SHAMPOO ETC FROM THE TUB AND SHOWER

KITCHEN

CLEAR COUNTERTOPS COMPLETELY

EMPTY SINKS AND STORE DISHES OUT OF SIGHT

EMPTY AND HIDE GARBAGE BINS

REMOVE ALL MAGNETS, NOTES, PHOTOS FROM REFRIGERATOR

REMOVE/HIDE ANY PET FOOD, DISHES, KENNEL, OR TOYS

BEDROOMS

MAKE BEDS AND TIDY UP THE ROOMS

REMOVE ANY PERSONAL PHOTOS AND ITEMS

STORE AWAY TOYS, CLOTHES, DEVICES AND VALUABLES

Step 3

MARKETING STRATEGY

With the rise of the internet, more buyers are using real estate search engines to find their next. Therefore, real estate photography is an essential marketing strategy for sellers. We invest in the best professional photographers to take beautiful pictures of your home.

Often people, especially millennials, will scroll through the web, clicking on properties that look the most visually appealing. We will ensure your home gets the attention it deserves! Listings that have professional photography tend to sell faster, at a higher price. Professional photos attract more buyers. We can also arrange aerial drone photography, and a virtual tour of your home.

We have invested serious time into creating relationships with other real estate professionals and industry professionals. This pays off when it is time to list your home. We will reach out personally to our wonderful colleagues and tell them about your home. This will make your listing known around their networking circles, boosting your property's visibility.

In addition, we will place a sign on your front lawn, host open houses, distribute beautiful customized flyers and brochures showcasing the best of your property and promote your home on our social media networks.

OUR 12 STEP MARKETING CHECKLIST

Professional
Photography

Create Virtual Tour

Aerial Drone Photos

Customized, stunning
marketing materials
created

Post on MLS

Networking

Post on Realtor.ca

Facebook

Instagram

and many other social
media site

Buyer Screening

Arrange Showings

Open Houses

Buyer Follow Up



Step 4 **OFFER PROCESS**

Once a buyer decides they want to buy your property, the buyer's representative will prepare an offer and send it to us. When we receive an offer, we will go over it together. While it may be tempting to go with the highest offered sale price, other factors can be equally important in the decision making process: financing conditions, closing timeline, and conditions.

After we have reviewed the offer, you will have choices on how to move forward. You can accept the offer, decline the offer, or counter-offer (this happens when you want to negotiate the terms). After negotiations, if one party agrees with the offer, we will finalize signatures. Then any inspections, appraisals, financing approvals will take place. Once that is finished, and all the conditions are met, the buyer must bring the deposit.

Conditions are found in most sales agreement contracts. The most common ones are "subject to inspection", and "subject to financing". However, there are can be other conditions, like, "subject to the buyer selling their home within xx many weeks". These conditions are very important and we will walk you through all of them, so you know exactly what you are agreeing to.



Step Five **CLOSING**

CLOSING PREPARATIONS

Everything has been put in motion to finish the process of selling your home! As you prepare for closing day, make sure you complete the following duties (we will give you a more comprehensive checklist when the time comes, but these are the basics:

- Secure your seller documents
- Pack up your belongings
- Cancel/change your insurance policies
- Change your address on subscriptions, bills, banks etc
- Transfer your utilities
- Collect all house keys, remotes, gate keys, and mailbox keys for the buyer
- Arrange for moving help
- Deep clean your home

Prior to the closing day, the buyer will usually do a final walk through of your property. This is to ensure that you have left your home in the same condition as they purchased it (except for minor wear and tear).

CLOSING

Closing generally takes place at your lawyers office. You will need to bring some documents with you, including:

- Valid government ID
- All the keys to your home
- Payment for closing costs
- Any outstanding documents requested by your realtor, lawyer or lender

Both the buyer and seller will incur closing fees. For the seller these fees typically include: lawyers fees, real estate commissions, title insurance home warranty, any unpaid survey or assessment fees, any outstanding property taxes, fines or claims against your property, and any mortgage discharge fees.



Local Recommendations

LAWYER/CONVEYANCING

Corvus Law
Shay Welle & Sophia Sherrin
www.corvuslaw.ca
ssherrin@corvuslaw.ca
778-405-2260

HOME CLEANING

Homebound Cleaning
Kendra @ 778-400-7523
info@home-boundcleaning.ca
www.home-boundcleaning.ca

MORTGAGE BROKER

Olympic Mortgages
David Steinburg
250-858-7160
david@olympicmortgages.ca

HOME INSURANCE

Harbord Insurance Services Ltd
150-805 Cloverdale Ave
250-388-5533
cloverdale@harbordinsurance.com

HOME ORGANIZING/DOWNSIZING

Victoria Organizers
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