



# PRE-LISTING GUIDE

AN OVERVIEW OF WHO WE ARE,  
WHAT TO EXPECT, & WHAT TO PREPARE



# OVERVIEW

Our team of knowledgeable and experienced Realtors with proven track records know that selling your home is serious business. We are here to help make the process as smooth as possible.

We have created this Pre-Listing Guide to help you address the big questions or concerns you may have during your home-selling experience. While this guide is here to help you begin the process, there are many steps along the way that need to be carefully considered. Your home is likely your largest asset. For many, this is one of the biggest decision they ever make and it requires significant thought and strategy. Our team of Realtors are here to help you get top dollar for your home, within a time frame you are happy with. Working with a Realtor to sell your home not only buys you a piece of mind, it also helps you navigate through the logistics that can at times feel overwhelming.



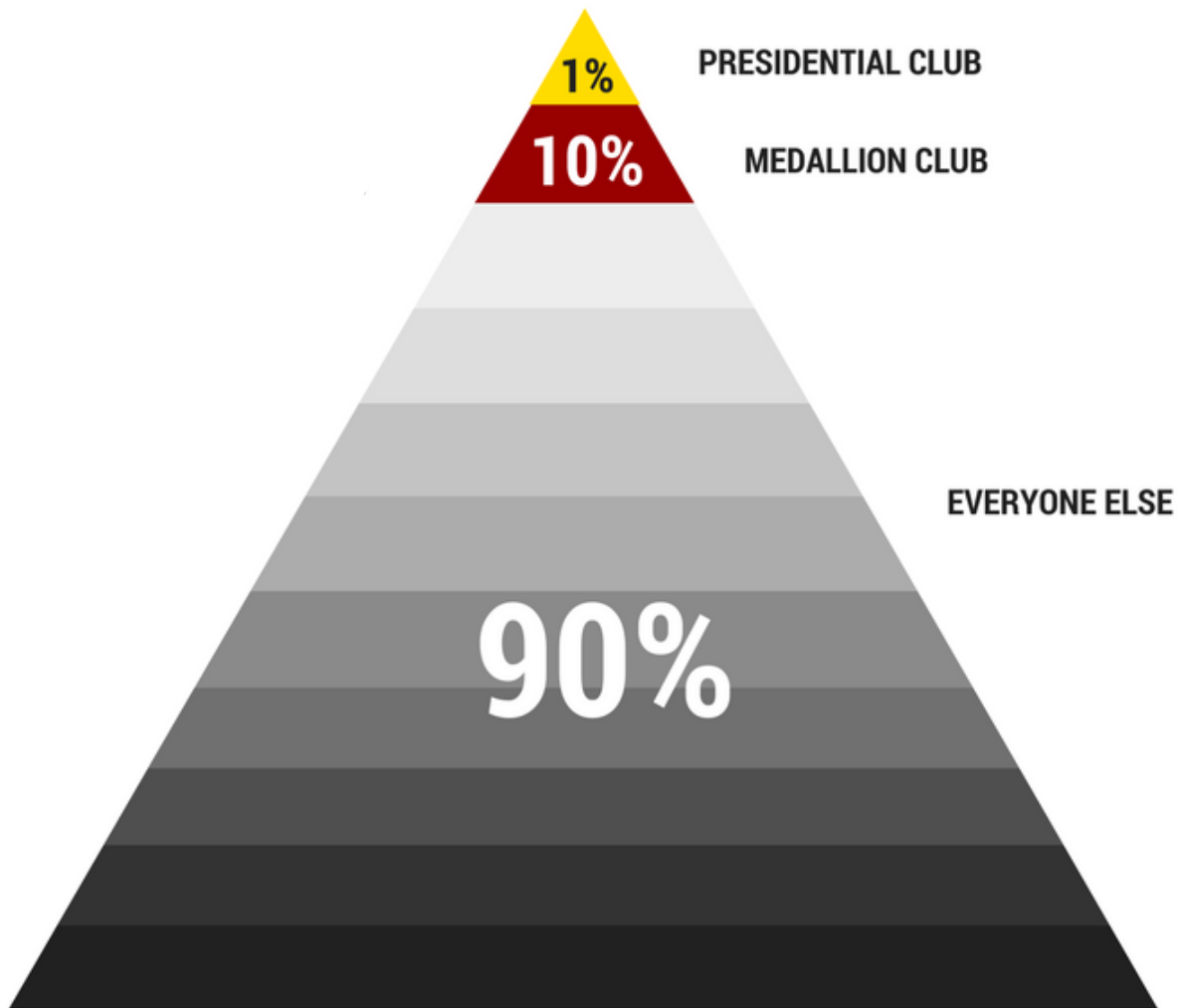
The first step to selling your home is to understand your motivation for the move. Understanding this allows us to chart out your strategy as a seller. For example, if you have already purchased a new home, your goal is to make a timely sale of your current property. Making the decision to buy or sell first can be a tricky question. After all, if you sell your current home before finding a new home, you may find yourself living out a suitcase if convenient closing dates are not properly negotiated. If you find your dream home before selling your existing home, you may be faced with the cost of financing both homes until you sell. It is important to do your homework, and complete an honest evaluation of your family's needs and wants.

With our guidance and expertise, we can build a strategy together to sell your home. We will work within your needs, desires and budget. Our team of knowledgeable Realtors and support staff are here to provide you with an impartial analysis of your home. In our competitive market, smart pricing can make the difference between your home selling quickly with strong offers, or not at all.



**WE ARE** PRESIDENTIAL & MEDALLION

**AWARD-WINNING REALTORS, CONSISTENTLY  
PLACING IN THE TOP 2% OF ALL GREATER  
VANCOUVER REALTORS EVERY YEAR**



# ABOUT US



**Roland Kym** is a Medallion and Presidential Award-winning\* Realtor that is consistently in the top 2% of all Vancouver Realtors. He is passionate about real estate and helping his clients navigate the Vancouver markets. Roland lives in Vancouver with his wife and three children. They are often outdoors and can be found enjoying the city, mountains and ocean.

**Connie Buna** is a Medallion Award-winning\* Realtor who is passionate about developing long-lasting relationships of trust and confidence with her clients, helping them with real estate transactions at all points of their lives. From first home buyer to upgrading for a growing a family to expanding investment portfolios, Connie provides accurate insightful information and uses strategic creative approaches to attract the right buyer and to find the right property.



**Victoria Zhu** is a Realtor on the team who has a strong background in customer service and sales. She is passionate about creating a positive and outstanding experience for each client using patience, honesty, attention to detail and hard work. In addition to real estate, Victoria has a background in fine arts and dance, and speaks Chinese and French.

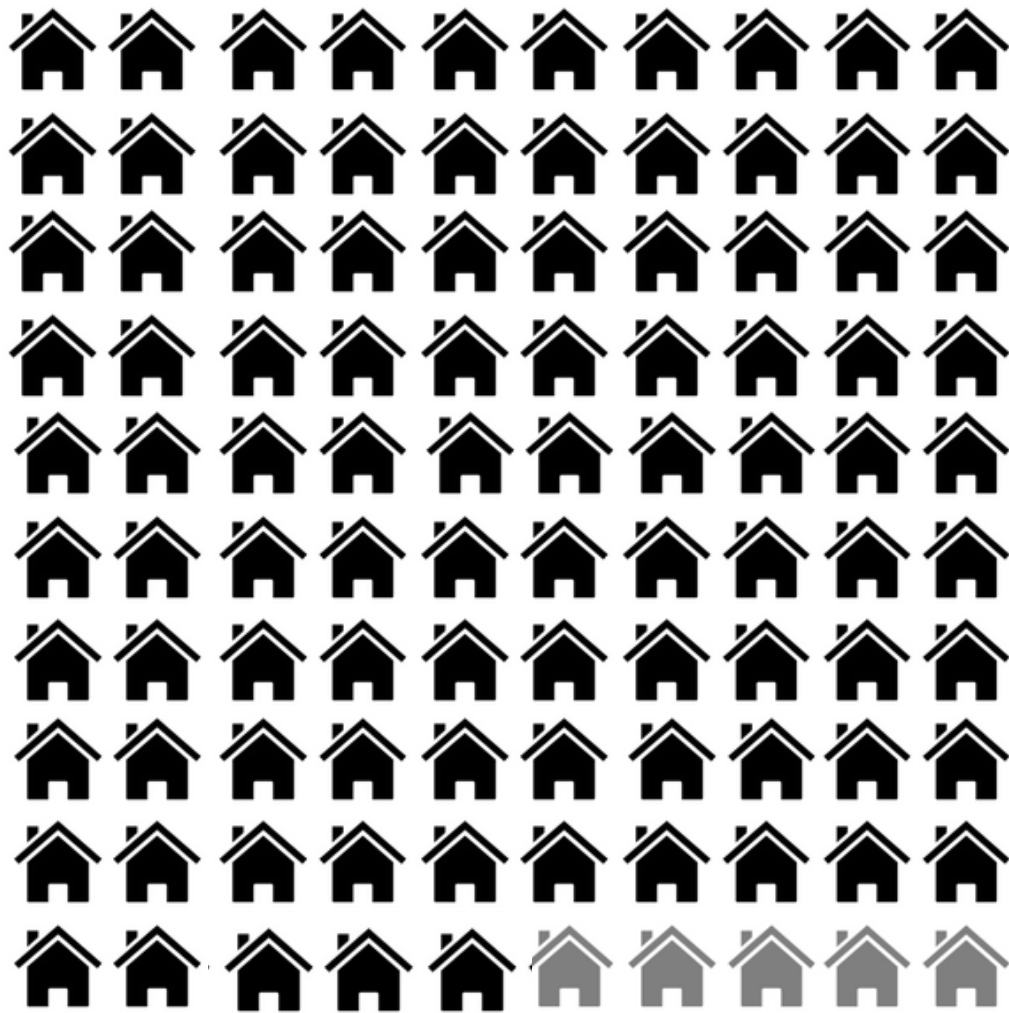
**Caitlin Eyles** is a Realtor on the team who has a background in customer service, management, and sales. Caitlin is committed to offering outstanding customer service to every client she assists. Caitlin works primarily in the Tri-Cities and Fraser Valley areas. Outside of real estate, Caitlin enjoys yoga and spending time with her husband and two children.



\*2016 results



**WE SELL 95% OF THE PROPERTIES WE LIST**



\*Based on 2015/2016 combined agent results



# WE SELL A PROPERTY EVERY 4 DAYS



We sell a property every **4 days** using our strategic and effective marketing system. The average realtor sells only **7 properties per year**.

On average, we consistently help **100+** families a year.



# WE ARE TRAINED BY KELLER WILLIAMS - THE LARGEST REAL ESTATE COMPANY IN THE WORLD

Franchise Business Review  
Best of the Best list of North  
America's Top 50 enterprise  
franchises based on value and  
franchisee satisfaction\*\*

*Inman Select  
Special Report on  
Broker Real Estate  
Technology  
Highest ranked  
brokerage by agent  
satisfaction and  
usage\*\**

Ranked as the  
no. 2 training  
organization across  
all industries by  
Training Magazine\*\*  
(3rd consecutive  
year in the Top 5)

One of the Top 10  
Companies to  
work for in  
America by  
Forbes  
Magazine\*\*

5th straight year  
as one of  
America's fastest-  
growing private  
companies by Inc.  
Magazine\*\*

\*By agent count  
\*\*In 2016



# THE KELLER WILLIAMS STORY

## TECHNOLOGY

Leading-edge tech tools and marketing systems training give us the advantage in effectively selling your home!



## TEAMWORK

Keller Williams is designed to reward agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than just our individual interests, we are confident that every Keller Williams professional shares the vision of serving our clients at the very highest level possible.



## KNOWLEDGE

We stay ahead of trends in the real estate industry through our comprehensive, industry-leading training curriculum and research resources. It's what prepares our team to provide you with unparalleled service.



## RELIABILITY

Founded on the principles of trust and honesty, Keller Williams emphasizes the importance of having the integrity to do the right thing, always putting your needs first. We firmly believe that our success is ultimately determined by the legacy we leave with each client we serve. Our relationship is dependent on meeting and exceeding your needs.



## TRACK RECORD

We are proud to be affiliated with one of the largest real estate organizations in the world! The strong growth of Keller Williams is proof that when you offer a superior level of service, word spreads fast. Our agents are on a different level because they are constantly trained, coached, assisted, motivated and most of all, APPRECIATED!





# EXCEEDING YOUR EXPECTATIONS

You deserve so much more than just a sign in the yard, flyers in a box and an occasional viewing. You deserve an outstanding team who will be at your side from beginning to end, ensuring that your property sells smoothly and you get the most money possible from the sale.



## PRICING

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We price your home strategically so you are competitive with the current market and price trends.



## STAGING

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We recommend staging strategies for your home to cast a positive light on the features most important to buyers.



## TEAM

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We have a team of Real Estate Professionals, including admin, photographers and home service providers



## MARKETING

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We market your property through mailers, door-knocking, phone calls and private/public showings. We create an open house program specific to your property to maximize market activity. We provide you with plenty of updates throughout the listing process, as well as 15 & 30-day summaries detailing our marketing efforts & progress.



## SEO

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We optimize your home's internet presence, including posting keyword-tagged professional photographs, floor plans & descriptions. We utilize the power of the Keller Williams Listing System (KWLS), the global MLS system and local Real Estate websites to ensure your home gains the best exposure to both local and out-of-town buyers.



## NEGOTIATIONS

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We sit down and look at all offers with you, going through the pros and cons of each. We negotiate and make counter-offers with your interests and priorities in mind, making sure you maximize the value of your listing. We then prepare, coordinate and finalize the closing with you and your lawyer/notary.



# PREPARATION FOR SELLING

Following these simple steps will help buyers envision themselves in the space and thus maximize the value of your property when we photograph and show it.



## THE BASICS

Home - Spotless  
Lawn - Mowed  
Clutter - Removed  
Carpets - Cleaned  
Odours - Gone



## LIVING ROOM

Open up the living room by moving furniture and removing unnecessary items



## KITCHEN

Clear counters, refrigerator art and magnets. Add a plant or fresh flowers. Leave small appliances.



## BEDROOMS

Depersonalize by removing photos, posters & personal items.



## BATHROOMS

Think "hotel." Add fresh new towels and remove all personal items - no toothbrushes!



## STORAGE

Organize closets, laundry room, mudroom & storage areas.



## REPAIR

Patch holes and paint walls and ceilings where needed. Replace broken tiles, re-caulk sinks and tubs.



## COLOURS

Think "neutral." Tone down brightly painted rooms. Not all buyers appreciate bold strong colours.



## BRIGHTEN

Replace low-watt light bulbs with brighter ones. Clean windows, open curtains.



## PETS

Put away toys, clean litter boxes & dishes. Deodorize carpets. Take pets with you when home is shown.



## OUTSIDE

Think curb appeal. Paint the front door, pressure wash the driveway, sidewalks, decks & patio. Add shrubs, flowers & fresh mulch. Put away garden tools, hoses, toys & bikes. Remove tired or dead plants.



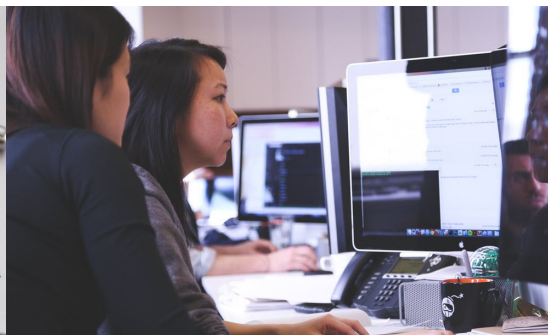
## GARAGE

Remove as many extras as possible. Tools, lawn equipment & bikes are fine. Leave room for at least one car - make it look spacious!



# LISTING MANAGEMENT, OFFER & COMPLETION

- Communication - our team will communicate and keep you up-to-date with all that is happening during the listing process. From buyers and agent feedback, market updates, showing requests to listing evaluations, you will always be kept in the loop.
- Required Documents - we will seek out and purchase all necessary strata or city documents required to list your home
- Review and Negotiate Contracts - we will present and discuss each offer with you and then negotiate the details of your transaction with the Buyer's agent. Our team will prepare, coordinate and finalize the closing with you and your lawyer or notary.
- After-Sale Service - our service does not stop after the sale completes; we are your Real Estate Advisors for life! We can keep you informed of all local market activity and answer any Real Estate/home related questions you may have. We are always just a phone call or email away.



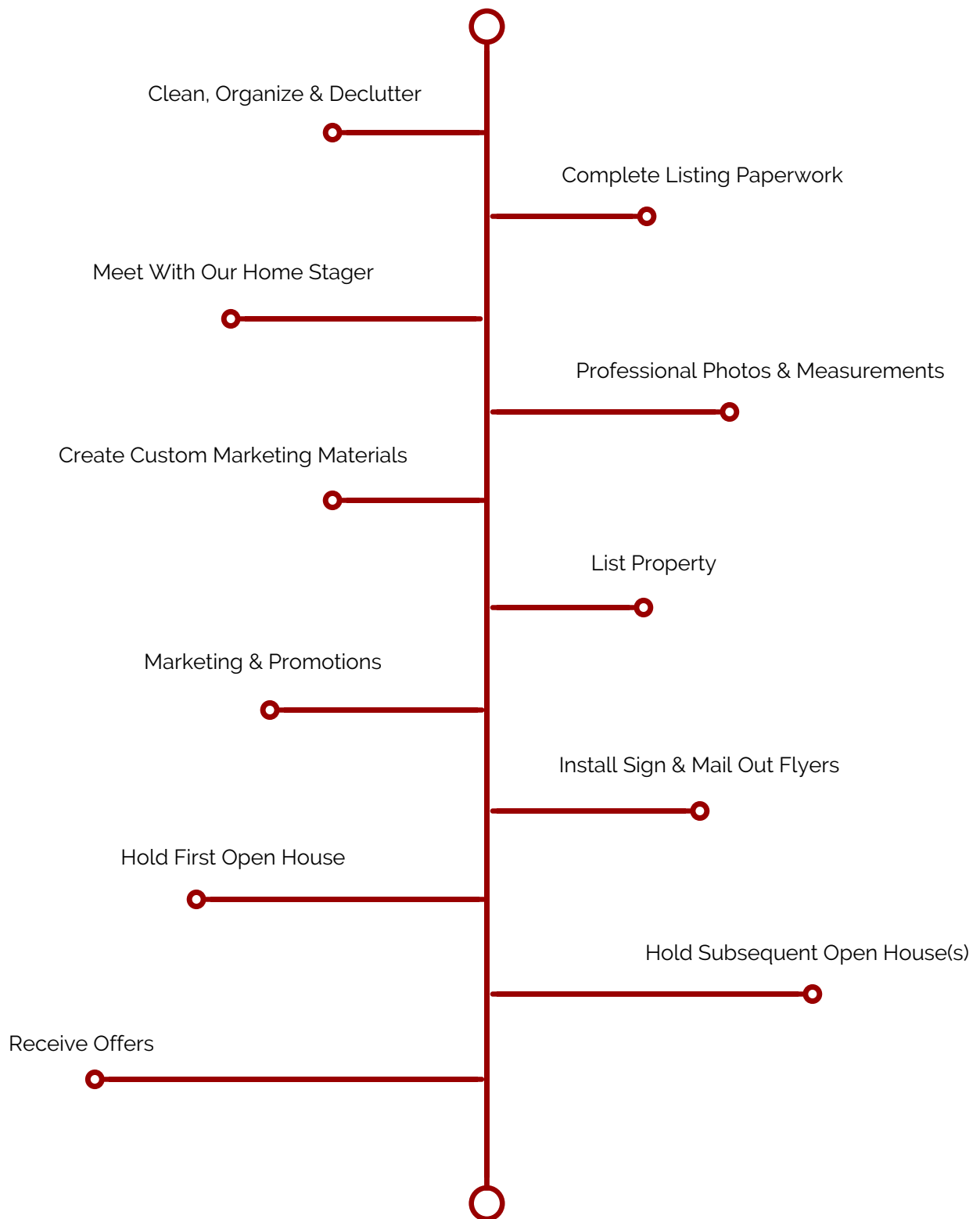
## COSTS

General costs associated with selling your home can include, but are not limited to:

- Realtor Fees: the seller pays the fees that cover both the listing agent and buyer's agent
- From this we pay the Buyer's agent 3.1% on the first \$100,000 and 1.1% on the balance
- Claims against your property i.e. unpaid property taxes
- Unpaid special assessments on your property
- GST on new contract homes and business transactions
- Legal fees
- Capital gains on investment property



# SELLER'S PLAN OF ACTION



# TESTIMONIALS

This was the first sale and second purchase for which we have used Roland's great Real Estate services. His organization and professionalism were second to none and was something my wife and I truly valued due to our hectic work schedules. We truly trusted that Roland always had our best intentions at heart and would guide us accordingly. Even if we did not agree on all items such as market value, etc, we knew that Roland was speaking from his heart backed up with experience and we always trusted his knowledge and advice. In the end we sold our home for more than what we were initially expecting to due to some great marketing, creative promotion, great market timing and a lot of hard work by Roland. As such, his flexibility was greatly appreciated. Not only did he make himself available during all times of the day, he did so with our best interests in mind. We have been thrilled with the services provided by Roland and would not hesitate to use him again going forward.

- Faiz & Suzy



Roland and Connie are very up-to-date in their communications. Their selling systems helped us to sell our place quickly as they had a unique way of displaying the for-sale sign which includes pictures of our property. Also, Roland and Connie had our listing information on water bottles and packaged snack packs. They always assured us that our place would sell and that the right buyer will come along. Roland and Connie worked very hard and held several open houses. We feel we were taken care of from beginning to end. We were very happy with Roland and Connie and have already recommended them to our friends. Sincerely, Jennifer and Todd Gilchrist



My wife and I had recently had the distinct pleasure of working through the home-buying process with Roland Kym and Connie Buna. I had known Roland for more than 2 years before I had the opportunity to work with him, and I already knew him as a professional, hard-working and knowledgeable realtor whose focus on his client's best interests was paramount.

- Kevin & Stephanie G.

Roland and Connie helped me by breaking down the process into a few easy steps, they relieved several anxieties and helped me stay focused making the journey a much more enjoyable one. Their method of marketing and advertising (water bottles, gum packages and candy packages) were unique and quite effective. My experience working with Roland and Connie is that they take the initiative to ensure an effortless process and thus I would highly recommend them to anyone who is looking to buy or sell a home.

- Debbie F.



While selling, Roland Kym and Connie Buna were clear with their communication and management of expectations. They negotiated the terms of the deal effectively and helped us complete the process to satisfaction despite some challenges in dealing with the buyer's realtor. On the buying side they helped narrow down our search and guided us through the process competently and effectively; their assistance and professionalism clearly distinguish them from other realtors we have worked with in the past. We are happy to recommend their services to anyone looking for a professional and effective realtor team in the lower mainland.

- Jagdish & Pooja Ruprell



# QUESTIONS TO THINK ABOUT

When would you like to begin the process?

What is your timeline (if any) for selling your home?

What are the most important things you are looking for in a listing agent?

How frequently would you like to be contacted regarding showings and feedback?

What is the best way to contact you?

Do you have a copy of recent strata documents?

What is your parking and locker number?

What is your monthly strata fee?



# BREAKDOWN OF COSTS

Here is a detailed breakdown of costs for your information. This list is not exhaustive.

Sale price	-	-----
Commission (split with Buyer's agent)	-	-----
Legal fees for discharge of Mortgage (if applicable)	-	-----
Discharge of mortgage (if applicable)	-	-----
Share of annual property taxes	-	-----
Any unpaid taxes, charges & penalties	=	-----



If you are purchasing another home, here are some of the costs associated with buying.

Purchase price	+	-----
Conveyance fees	+	-----
Share of annual property taxes	+	-----
Moving costs	=	-----



**KYMBUNA REAL ESTATE GROUP**

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