

R E A L E S T A T E
SELLER'S GUIDE



connie elliot

PUTTING YOU FIRST



Your unique needs and wishes are important to you. It is my job to make sure I understand this, and to make sure the transaction is seamless, enjoyable, and profitable. Stress free!!



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Connie Elliott has lived in the Langley/Cloverdale area for more than 14 years now and still loves to see how the city is continuing to grow. Armed with a Marketing Sales background over the past 25 years she honed her skills and emerged as a Sales Professional and followed her calling of helping others. With her keen ability to identify customer concerns and implement solutions, Connie employs high standards and offers dedication to customer service.

Connie's role allows her to immerse in her real passion for Real Estate. She has an engaging communication style that has built trust worthy and long term relationships within her friends and community.

As a Realtor, she is looking forward to working with clients and help find just what they are looking for in this challenging market. Connie's attention to detail, integrity, strong work ethics and personal approach has definitely contributed to her business success and long-term relationships.

3 KEY OBJECTIVES

TO DISCUSS WHEN CREATING A PLAN FOR THE SALE OF YOUR PROPERTY

PRICING

Making sure that the price of your home is at a fair market value so that it will generate an offer.

TIMING

Selling your home within your desired time period.

CONVENIENCE

Working with you and your time schedule to accommodate your needs.

THE DANGERS OF OVER PRICING

The best sales strategy is one that captures the attention of your target buyer. Pinpointing the correct asking price for the current market is the key to creating maximum exposure to purchasers.

An asking price that is beyond market range can adversely affect the marketing of a property for the following reasons:

1. Fewer buyers are attracted and fewer offers are received.
2. Marketing time is prolonged, and then the initial marketing momentum is lost.
3. The property attracts "lookers" and helps competing houses look better by comparison.
4. If a property does sell above true market value, it may not appraise, and the buyer may not be able to secure a loan.
5. The property may eventually sell below market value.

WHEN ASKING +10% OF FAIR MARKET VALUE 2% OF PROSPECTIVE VIEWERS WILL LOOK AT THE PROPERTY

WHEN ASKING +5% OF FAIR MARKET VALUE 30% OF PROSPECTIVE VIEWERS WILL LOOK AT THE PROPERTY

PRICED AT FAIR MARKET VALUE 60% OF PROSPECTIVE VIEWERS WILL LOOK AT THE PROPERTY

WHEN ASKING -5% OF FAIR MARKET VALUE 80% OF PROSPECTIVE VIEWERS WILL LOOK AT THE PROPERTY

WHEN ASKING -10% OF FAIR MARKET VALUE 92% OF PROSPECTIVE VIEWERS WILL LOOK AT THE PROPERTY



WORKING TOGETHER TO SELL YOUR HOME

SERVICES I WILL PROVIDE



1. Complete a Comparative Market Evaluation.
2. Advising the seller of homes currently listed and recently sold within the area with similar criteria to come up with an educated "list price" for the property. This is at no cost to the seller.
3. Nationally recognized "FOR SALE" sign will be installed at your property.
4. Enter the listing in accordance with MLS rules and regulations according to MLS listing contract.
5. Obtaining Professional Photography for the property using one of our trusted partners.
6. Provide Information Flyers.
7. Ensure Professional Measurements are taken of the property by one of our trusted partners at no extra cost to the seller. (Excluding strata properties as the SQ FT is taken from the registered strata plan).
8. Prepare any/all advertising for the property on behalf of the seller as per Schedule A of the listing contract.
9. Hold Open Houses. (As permitted by the strata as per the Schedule A in the listing contract).
10. Give feedback on showings.
11. Review contracts and represent you in negotiations.
12. Provide Guidance on how to prepare the home for sale.
13. Keep you informed with current market conditions.

DISCLOSURE OF REPRESENTATION IN TRADING SERVICES

WORKING WITH A REALTOR®

The Duties of a DESIGNATED AGENT are to:

Provide undivided **LOYALTY** to you as a Client by protecting your negotiating position at all times, and disclosing to you all known facts which may affect or influence your decisions. Your Designated Agent will not be able to disclose to you confidential information obtained from other clients

Act within the scope of the authority granted by you and obey all lawful instructions which you give the REALTOR® to act on your behalf

PROTECT & maintain the **CONFIDENTIALITY** of your information (financial, legal, personal, etc.)

FULLY DISCLOSE RELEVANT INFORMATION:

I must give you all the facts I know that might affect your decision.

Unless the brokerage and you agree otherwise the duties of your Designated Agent do not apply to the brokerage or any of its other REALTORS®

THE BROKERAGE MUST:

Supervise your Designated Agent

Maintain the confidentiality of your information

Account for all money and property placed in its hands while acting for you

Treat you and all of its clients in an even handed, objective and impartial manner

Respected DUTIES of a CLIENT are to:

1. Complete any and all repairs to the home
2. De-clutter and prepare home for sale
3. Leave the premises for all showings and Open Houses
4. Keep information flyers available on your home
5. Refer all inquiries and all friend inquiries to me
6. Remove any animals from home



“ I was lucky enough to find Connie on my first email to a Realtor who had a property listed that I was interested in. From that first phone call, Connie became my representative in a world I knew very little about. Connie was the perfect advisor, pointing out the positives and negatives without judgment, allowing me to make my own decision without any bias. When she told me there was no pressure to make any decision in a hurry (not too mention gently guiding me back to my budget when I felt overwhelmed) and that we would keep looking at places until I was satisfied, I believed her. Connie has the experience and kindness I would definitely recommend to anyone who wants someone to share, what can be a very stressful, journey with and reach a happy ending! Thank you, Connie.”

Ellen K.

“ Connie provided my wife and I with exceptional customer service, sound industry expertise and strong professional business experience in the selling of our home. We needed the home sold within a four to six week period. She displayed complete confidence and took charge immediately. Connie’s high level communications were exhibited throughout the selling experience; this being of vital importance to my wife and I. Our house was sold within a three-week period. This is a tremendous success thanks to the determined efforts and competencies of Connie Elliott. Complementing the host of skill sets and attributes that she possesses, she is a most wonderful person to work with. I strongly recommend her talents and services, Connie gets the job done...and gets it done well.”

David & Natalia R.

“ I am so grateful I met you at your open house. Connie exceeded my expectations in helping me find the perfect town home. She worked hard, was always available and extremely responsive. I would highly recommend Connie as she works to get results, quickly and with honesty and integrity. Apart from that she is just a wonderful and kind person.”

Charlotte B.

“ Working with Connie Elliott was great! She worked hard to make sure that we found a home we would love, and gave us great advice along the way. I was able to contact her at any time, and no question was too silly or too small. I would highly recommend Connie to help you with your move!”

Marty O.

“ I have worked with Connie for a number of years. She is a very experienced and accomplished sales professional. I was always satisfied with the level of service provided which was efficient and on time. Connie is open minded, have great personal skills and is always willing to go extra mile to meet customer’s needs. I have no doubt that she can contribute to the success of any business organization.”

Andrzej M.

“ Over the years Constance has become a reliable good friend and colleague. She is a multi-tasker who is ready to go the extra mile and continually provides an excellent service within the realm of sales. Her work ethic is second to none and as always it is a pleasure to work with her.”

Stephen H.



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778.549.3124

connie@connieelliott.ca

connieelliott.ca



110 - 19925 Willowbrook Drive, Langley, BC V2Y 1A7

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