

# THE A|P REALTY ADVANTAGE



**AARON PARKER** REAL ESTATE PROFESSIONAL®

236.333.3751 | [AARON@KELOWNA.REMAX.CA](mailto:AARON@KELOWNA.REMAX.CA) | [LAKELIFEREALTY.CA](http://LAKELIFEREALTY.CA)

**RE/MAX** Kelowna

Building a concierge service approach to selling Real Estate in the Okanagan has been my mantra for truly amazing client experiences. I've held various titles throughout my life; entrepreneur, restaurateur, investor, sales manager. But I rarely introduce myself with my title. I believe that it isn't the title that follows your name that's important, it's the people you impact and the long-lasting relationships you create that defines who you are.

I have been selling real estate since 2018, and have been directly responsible for the sale of over 90 properties in this short time. I have also procured, built and renovated dozens of properties in my lifetime ensuring each of them were staged to perfection and ready for the Buyers to fall in love with once the sign went up. It is the small details in this business where we never give anyone any reason to believe our offering is anything less than perfect. I am here to guide you through the entire sales process while keeping your equity protected for the future. My goal is to be your concierge, teammate and go to for all your sales needs. I love making the sales experience as fun and stress-free as possible! I use the very best of modern marketing technology along with my knowledge of our market which results in successful sales, for top dollar. After all, I know the better job I do for you, the happier you will be, and the greater the chance of us and your network doing business together again in the future. I simply work for your testimonial.

Dependably yours,

*Aaron Parker*

📞 236.333.3751

@ aaron@kelowna.remax.ca

🌐 RemaxKelowna.com

**RE/MAX Kelowna**

100 - 1553 Harvey Ave, Kelowna, BC V1Y 6G  
An independent member broker.



*"Life is Better at the Lake"*

### HOBBIES AND INTERESTS:

- Golf • Great Food & Wine • Buying & Selling Real Estate • Camping & Travelling •
- Helping others reach their goals • Books • Dadurday's •

A|P

AARON PARKER  
REALTY

# THE ADVANTAGES OF BEING AN EDUCATED SELLER

YOU'RE THINKING OF SELLING, AND YOU PROBABLY HAVE SEVERAL QUESTIONS:

WHAT'S MY HOME WORTH?

SHOULD I USE AN AGENT OR TRY IT ALONE?

HOW DO I MAKE MY HOME ATTRACTIVE TO BUYERS?

HOW DO I CHOOSE THE RIGHT AGENT?

And, of course, the big one....

HOW DO I GET THE MOST FOR MY HOME?

This guide will help answer all those questions for you. Selling your home is a journey, and the more informed you are about what to do and expect, the more successful your home sale will be. Ideally, you want that journey to end with your property selling quickly and for the best price possible.

## GETTING READY FOR SUCCESS

The first step in the journey is to simply get started. The earlier you begin the process of selling your home, the more successful you will be.

***So where do you begin? Start by educating yourself on how the selling process works.***

Getting the facts will clarify things, make it easier and less intimidating, and help ensure you make the right decisions. In fact, that's what this book is all about! The important thing is to get the ball rolling. Make the decision to list. Even if your planned move is months away, now is always the best time to begin. Remember: You are not alone in this process. Your home is likely the biggest asset you will ever sell, and the most complicated. I am here to guide you through it!

STEP ONE



# WORKING WITH THE RIGHT AGENT

# STEP TWO

**PRICING IS A REAL ART.** The biggest factor in determining how quickly your home sells is the price and deciding that price is trickier than it seems. It takes experience and being even slightly overpriced can mean thousands to your bottom line. This is where my in-depth market analysis and pricing strategies are key. My finger is on the pulse of all local market activity and I have intricate knowledge of active and past inventory. I know exactly how to set the ideal price for your property, so that it sells quickly and for top dollar.

**NEGOTIATING IS HARD.** Not just hard to do, but it can feel uncomfortable. Negotiating requires expertise and skill, period. I have mastered this art and bring confidence and calmness at offer time. I guide you through the negotiation process, helping you understand what to include, what to give up and most importantly, when to walk away if reasonable terms cannot be reached.

**MARKETING TODAY IS MUCH MORE THAN MLS®.** To get the most for your home, you need qualified buyers to see it. That requires a well thought out marketing plan to get as many qualified buyers as possible to find out about and view your property. I know how to promote your listing effectively, to attract the most qualified buyers. Now a days, social media is a powerful tool and can be used in many ways to put your home top of mind.

**SHOWINGS ARE A PAIN.** I know showings can be a real pain. 3D tours are an amazing way to showcase your home from the comfort of the Buyers couch. It eliminates a lot of the “tire kickers”.

**PAPERWORK TAKES EXPERTISE.** If you think doing your own taxes is a challenge, try navigating the paperwork for a real estate transaction! It's takes experience and expertise to make sure everything is done correctly, and that you are legally protected! I dot the i's, cross the t's and handle all the details; I will serve you “fine dining” style through the whole process.





## PRICE SMART

Setting the list price of your home is an art. Too low and you leave money on the table — perhaps thousands. Too high and you scare away buyers — perhaps forever. To complicate this, your home is an emotional asset. It's hard to see it objectively, as a “product” for sale. Finding the optimal price requires a combination of expertise, analysis, and old-fashioned street smarts. I am incredibly savvy at setting a price that maximizes the price and minimizes the time it takes to sell. I combine intricate local market knowledge, an exhaustive study of similar homes for sale, and an analysis of past sales to arrive at the optimal list price. Pricing your home right the first-time results in more showings, more offers and ultimately the highest price for you home. If you price too high, you will lose potential buyers who may think your property is out of their price range or does not stack up to others they have viewed in the same price point. The most important thing to understand though, is that the market rules. Buyers want to purchase your property at or near its actual market value — which may differ from the sentimental value you place on your home. It all sounds complicated, and it is. The good news is, I will help determine the true market value of your home and price it just right.

STEP THREE



# STAGING YOUR HOME

Once you have set the price, your next step in the journey is preparing your property so that it looks attractive to buyers. This is more important than you might think. REALTORS® repeatedly find that people can't visualize the potential of a home. They have to see it. That means that how your home shows — today — is how people see themselves in it. They can't see past the chips, leaks, clutter and stains. In fact, they tend to focus even more on those things. And here's good news: Everything you remove, clean or repair helps to sell your home faster and for a better price. So, it's like getting paid to do it! Consider Staging staged homes sell about 50% faster and for 7-11% more money. In fact, you can expect nearly half of the buyers to be positively impacted if your home is staged. As an added value to your sale, I provide a complimentary professional interior designer consult to help you stage your home so it does indeed, shine in its best light.

*1 Source: 2015 Profile On Staging published by NAR, <http://www.realtor.org/reports/2015-profile-of-home-staging>*

# STEP FOUR

## THE 3 R'S OF PREPPING YOUR HOME FOR SALE

**REMOVE** Get rid of as much clutter as possible. Give it away, sell it at a garage sale, put it in storage, or take it to the dump. Just get it out of the house. You want your home to look spacious and tidy.

**REPAIR** Chipped paint, cracked tiles, squeaky hinges, leaky faucets. Fix everything you can. If you need a contractor or handy man, I can refer you to one.

**RENEW** Clean EVERYTHING & set the table! You want your home to look guest-ready. Organize each room so that it looks like a show home. A fresh coat of paint can go a long way to dramatically improving the look.



# GETTING THE WORD OUT

Now that you have made your property look its best, you want as many qualified buyers as possible to see it. You want to get the word out to everyone. These days, marketing requires more than an MLS® listing and lawn sign. You need a strategic action plan to promote your listing so that all the right buyers find out about it, get excited about it, and — most importantly — come to see it! Homes that sell fast and for a top price tend to use a combination of the following:

## ONLINE MARKETING MLS®

A detailed listing on the largest database of available real estate.

## PHOTOS

A picture really can paint a thousand words so I always have professional photos that compliment each room and feature.

## VIDEO/3D WALKTHROUGH

A behind the scenes, walk through tour at your home and neighbourhood.

## WEBSITES

Over 90% of buyers find their next home online. I ensure your home is showcased on as many websites as possible.

## SOCIAL MEDIA

Facebook Sponsored Advertisements, Instagram and YouTube have the largest user base; your listing will be on all of them and geo-targeted to find those buyers out there in your area! This is the awesome sauce of what I do.

## OFFLINE MARKETING PROSPECTING

Great agents tap into their network of eager buyers and proactively call or door knock neighbourhoods to discover potential new buyers.

## FEATURE SHEETS

Great photos, inspiring descriptions in professional take-away form are a great reminder for viewers who are still deciding.

## OPEN HOUSES/AGENT EVENTS

A good way to showcase your home to agents and potential buyers.

## SHOWING IT OFF

At this stage in the journey, it's getting exciting! You have qualified buyers coming to see your property and one or more may fall in love with your home and make an offer.

**HOW DO YOU TURN LOOKERS INTO BUYERS?** Follow these guidelines: Don't be home Buyers want to feel free to look around and discuss your home candidly. That's why they prefer to see a home with their agent in private. If you are at home during a showing, buyers may not feel comfortable viewing your property thoroughly and, as a result, not come to appreciate all your property has to offer.

**BE FLEXIBLE WHEN SCHEDULING** Restricting viewings to "Saturdays 3-6" will seriously limit the number of buyers able to see your home. Yes, showings can sometimes be a pain, but missing out on an offer is a bigger pain. So be flexible. Schedule viewings as often as possible. Also, be willing to have a buyer see your home on short notice. (They are often the most eager to buy.)

**MAKE YOUR HOME INVITING** The more inviting a home is the more likely the buyer is to make an offer. Make sure your home is clean. Put away personal items like family pictures (that way a buyer can imagine themselves living there.) Leave all the lights on and open curtains and blinds, where appropriate. Make sure there aren't dishes in the sink and pets are cordoned off or, better still, take them out. And don't forget the yard. Cut the grass, trim the hedges, and sweep the walkway. We only get one chance to make a first impression.

**HAVE HELPFUL INFORMATION AVAILABLE** These include property brochures, floor plans, a list of area features — parks, schools, running paths, perks of the neighbourhood, etc. These will give buyers a clearer picture. I will compile all of this information for you to leave out during showings.





## NEGOTIATE LIKE A MASTER

When you get an offer — or ideally multiple offers — you are close to selling your home. But, as they say, close only counts in horseshoes! Skilled negotiation is required to ensure that the deal is made for the highest price possible, with ideal terms and conditions. Chances are, an offer will be lower than your asking price. Don't be concerned or offended. It's normal. In fact, the best way to think about an offer is as a starting point to a conversation. The buyer is interested. They have proposed a price. The conversation has begun!

### SOME THINGS TO KEEP IN MIND:

#### **COUNTEROFFERS ARE NORMAL.**

Expect some back and forth. They offer. You counteroffer. You eventually come to an agreement.

#### **MOMENTUM IS IMPORTANT.**

Things happen fast at this stage. That's why keeping the communication lines open is important; as is not taking too terribly long to think about countering the offer further as buyers may decide to rescind their offer and make another one elsewhere.

#### **PRICE ISN'T THE ONLY THING.**

You can negotiate on conditions, closing dates, items included with the property. Don't get stuck on one thing. Once you agree, the buyer will have their due diligence period to work through their conditions. This will have a set time for removal, and usually include items like a home inspection and financing. Once the conditions are met, the buyer signs a waiver to remove their subjects and the deal is done! Congratulations. You have sold your home!

# STEP SEVEN

# WRAPPING UP THE DETAILS

Once the deal is made, your journey isn't over. There is still paperwork to be done and calculations to be made. I will handle all these details for you, and ensure everything is done properly, including coordinating with your real estate lawyer. What a load off your shoulders!

**HOW MUCH DO YOU KEEP?** Once the sale is made, you will want to know how much you get to keep. There are a number of closing costs to consider. Legal fees and Disbursements. Lawyer's fees vary, but often have structured fees for the sale of homes. On average, you can expect to pay approximately \$2,000 for a lawyer to look after the legal details necessary to close your home. These fees cover additional legal expenses such as travel, copies, couriers, registration fees and preparing document transfers.

**MORTGAGE FEES.** Check with your lender to determine if any costs will occur when transferring or releasing your mortgage. There could be penalties for discharging your mortgage earlier than its structured term and there may be a discharge fee to remove a mortgage from title.

**ADJUSTMENTS.** It is difficult for a homeowner to calculate exactly how much money is owed to which utilities on closing day. Your lawyer will ensure that overpayments or deficiencies on rents, mortgage interest, property tax and utility charges will be corrected, and the buyer and seller will be credited or charged accordingly.

**MOVING COSTS.** These vary depending on location, distance, and amount of possessions to be moved. If you are moving yourself, you should factor gas, rental vehicles and moving supplies.

# STEP EIGHT



# BONUS 1: PREPARING FOR PHOTOS/VIDEO

## • THROUGHOUT THE HOME •

De-clutter rooms, removing excess furniture if necessary • Too much stuff does not photograph well • Rugs and runners in entryways, kitchen and bathrooms should be removed • Turn on every light fixture and lamp in the home. Replace any burned out bulbs with fresh ones (avoid the hard “daylight” style of bulbs” • Turn off all ceiling fans and TVs

## • BEDROOMS •

Beds should be made and arranged with pillows and good linens • Clear all personal items from counters, dressers and shelves • Closets should be neatly organized

## • LIVING AND FAMILY ROOMS •

Hide all TV and Stereo Remotes • Remove personal photos and other knickknacks from shelves • Hide any visible trash cans and pet food bowls or beds

## • EXTERIOR •

Move all Vehicles (Including RV’s and boats) off the driveway and away from the front of the house • Hide garbage and recycling bins from view • Remove all garden tools, hoses, sprinklers and lawnmowers • Hide all bikes, motorbikes, and other toys from view • Freshly mow the lawn, rake any leaves that may have fallen or shovel any and all snow

## • KITCHEN •

Counters should be cleaned and clutter free • Hide any phones, notepads, or other incidentals • Remove all magnets and photos from the fridge and freezer • Fresh flowers and a full bowl of bright fruit on the counter will make a great impression in photos

## • BATHROOMS •

Counters should be free from all personal items • Products like shampoo and body wash should be removed from the bathtubs and showers • Hang fresh matching towels neatly on the towel racks • Ensure garbage’s are emptied and the toilet seats are closed.



## BONUS 2: WHAT TO EXPECT FROM A HOME INSPECTION

**PREPARATION** The home inspection will generally take about 3-4 hours on a regular single family home (approximately 2500 sq/ft) The inspector will usually request the property to be left vacant by you for the duration of the inspection. I will make the arrangements for the home inspector to gain access. Buyers often attend the home inspection towards the end of it, but upon request, may be there for its entirety. We always recommend that you do not return to the property until all parties have departed. While your accepted offer is in place, it is important to remember that your home is NOT sold until the final conditions have been removed, so it is recommended that your home still shows well, particularly if the Buyers attend any or all of the inspection. You can expect widely varying results and the requests from Buyers may also vary significantly. It is important to know that until the Buyers are satisfied with the findings and the possible remedies, final conditions will not be removed and your home is not yet sold.

**1-10 YEARS OLD** Generally (but not always) straightforward. Issues tend to be more wear and tear and minor items that can usually (but not always) be an easy fix.

**10-20 YEARS OLD** More maintenance type issues (furnaces, hot water tanks, fireplaces, appliances, etc.) Inspectors may suggest servicing or advise on estimated life expectancy of any given item. Buyers may request these to be remedied or addressed in one of several ways, prior to subject removal.

**20-30 YEARS OLD** More likely to yield challenging findings. Electrical, plumbing, heating and cooling, roofs, and windows often become points of discussion. The Buyers may request that all or some of these be remedied prior to final subject removal.

**30-40+ YEARS OLD** Be prepared for surprises. Wiring, plumbing, foundations, roofs, additions, etc. are often topics of discussion. Be prepared for whatever results arise from these homes.

# WHAT OTHERS ARE SAYING



Aaron was recommended to me by my close friends. The second I met Aaron I could see how genuine and honest he was. I knew I was in good hands. Aaron was very patient with my situation and answered the phone every time I called with questions. Aaron has great market knowledge and negotiating skills to put fair and respectful offers together to keep both parties at the table! My house sold very quickly even though the first offer fell through due to subjects he had a second deal done within days! Thank you Aaron. It was a pleasure working with you and look forward to working with you again in the future!

– **CORY J**



Pleasure working with Aaron and giving him my business. Aaron made the transaction to sell go smoothly without any issues. A true professional experience.

– **JAMIE T**



My experience with Aaron was exceptional in every respect. He was very knowledgeable about the market and the reputations of those in the market, including builders and other realtors. He conversely is obviously well-respected by his colleagues and those in related professions which is very helpful. I found his advice very useful and resulting in excellent decision-making with a wide range of reliable input. In a trust environment wise, ethical advice is all you can ask for. Aaron is also a very hard working professional. He goes beyond your expectations and is at the top of what I have ever encountered. Punctual, always ready with whatever he promises to deliver which is always the highest quality, he is the ideal professional. Polite and well-liked by everyone I encountered, a reputation obviously well-earned, can't really think of any way that Aaron could possibly improve. Top drawer.

– **LAUREN N**



I have been working with Aaron over the last 6 months and he is always professional and very knowledgeable. I will definitely use Aaron when purchasing my next home and highly recommend him if you are in the market to buy or sell a home.

– **MARK T**



We had the pleasure of working with Aaron to sell our townhome. Throughout the entire process, Aaron was available to our family. No question was too big or too small, and I was able to feel comfortable and relaxed as we moved through the process. Any bumps in the road were quickly explained and navigated through. We couldn't have asked for a better or more knowledgeable realtor!

Thank you!!

– **VANESSA K**



Aaron Parker helped me and my wife find our first home and we couldn't be more thrilled. As new home buyers and being new to BC we had a million questions and he was right there the whole time to show us the way! He prides himself on helping you find the nitty gritty details so you can make an educated purchase not just an emotional purchase. He truly cares for his clients and setting them up for a happy future. Looking for a realtor??


Your search is done!!

– **KENT & EMILY R**

## BONUS 4: WHAT SERVICES DO YOU GET WITH MY DIAMOND MARKETING PLAN?

- Professional photography • 3D Virtual Tour • Custom Floor Plans • Brochures designed by a professional Graphic Designer • Complimentary Professional Staging Consultation and/or virtual staging of key rooms where deemed appropriate • Access to my inner circle of professionals in all fields to get your property show ready, and to help facilitate a smooth sale • Targeted ads on Facebook and Instagram • Other online advertising on Castanet, REW, RE/MAX local and global websites, my personal website with SEO • Accurate, in depth market analysis. Revisited every two weeks so we always stay on top of the market and competing inventory • Documentation of property tax and zoning • Full records pulled on property from governing authorities. • Title search to ensure there are no charges that could impact the sale • Prompt response to messages or phone calls from potential purchasers to capture them and sell them on the property • Visibly appealing yard signs/ strata signs with high visibility print • Added sign toppers and danglers expressing unique features of your home and property (when possible) • Regular updates on marketing activity and number of views across the various platforms, to allocate the marketing budget accordingly • Active follow up on past showings and thorough explanations of property to colleagues prior to showings. • Drone photography (when applicable and within legal fly zones) • Hosting of REALTOR® Exclusive Access event • Public open houses (if desired) results arise from these homes.

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