



# THE ULTIMATE GUIDE TO SELLING A HOME



# SOLD!!!

WITH JACQUIE MCCARNAN

[WWW.NORTHVANHOMESALES.COM](http://WWW.NORTHVANHOMESALES.COM) ~ 604-764-0990

**RE/MAX**  
MASTERS REALTY

# SO, YOU'RE THINKING ABOUT SELLING YOUR HOME?

Your home, or investment property, is most likely one of your most valuable assets and I recognise that the decision to sell is a big one with many factors to consider, both financial and emotional.

I appreciate that you are considering entrusting me with this task. As your trusted advisor I am committed to making this experience exceptional.

This guide has been designed to answer most of your questions but please never hesitate to ask me anything. I'm here to guide and advise you through every step of this process.

One thing I always like to make clear is that there are some interesting, not-well-known, aspects about real estate in BC. For example, if you are in a contentious situation (divorce, arguing with siblings about an estate sale etc) you can choose to have your own Realtor® who represents YOUR interests. You DO NOT have to accept the agent the other party has chosen. (this is called "co-listing separate representation" and does not cost you more money. 2 Realtors® for the price of 1) That's just one of the many obscure things to know.

Another such fact is that you "may" qualify as a first time home buyer after a divorce even if you were on title when married. There are qualifications here but it's a possible option and comes with a lot of incentives and savings options.

Real Estate in British Columbia changes often so having an, updated, guide that covers most things is really helpful to have around!

WELCOME



# CHOOSING THE RIGHT REALTOR FOR YOU

NOT ALL REALTORS® ARE CREATED EQUAL AND CHOOSING THE ONE THAT WORKS BEST **FOR YOU** IS AN IMPORTANT STEP IN THE PROCESS OF SUCCESSFULLY SELLING YOUR HOME.

## ABOUT JACQUIE

Jacque has been in British Columbia for over 30 years and moved here from Ontario after realising that the beauty of the west coast of Canada cannot be beat.

She's lived all over the lower mainland and in Whistler finally landing in North Vancouver 15 years ago. She has 1 daughter in Squamish and another in North Van and splits her time among them.

As someone who, truly, appreciates how special BC is, Jacque enjoys getting to know here clients and their real estate goals.

She is committed to the service of others both in her role as real estate advisor and as the Founder and Director of the North Van Cares Foundation.\*

The  
**SELLING PROCESS**



When we meet I will go through this process with your specific timeline in mind. It can be as quick or as calm as you wish and we can discuss the best and least stressful way you'd like to go about moving forward.

**1 CONSULTATION**

Choose your REALTOR®. Meet your agent, define your goals, discuss the current market to determine the right listing price.

Contract signing and schedule of events.



**2 PREPARING FOR SUCCESS**

Jacque provides a checklist of ways to bring out your home's best features but also comes to help...in person!

Decluttering, repairs, staging, etc.

**3 MARKET, LIST & SHOW**

Even before the listing goes live the marketing campaign begins. We discuss what works best for you and work out a strategy.

Marketing has it's own page in this guide!

**4 OFFERS & NEGOTIATION**

Negotiating offers separates the good agent from the great agent!

Managing offers and effectively communicating with buyer's agents is a major key to success!

**5 "UNDER CONTRACT"**

You have an accepted offer and both parties have agreed to the terms.

In many cases an accepted offer will have subjects and will not be "firm" until they are removed.\*

**6 IMPORTANT DETAILS!**

A 3 day rescission period applies to ALL residential sales in BC. Buyer's can "change their mind" during this time but will owe you .25% of the purchase price. Ask for clarification.



**7 COMPLETION & POSSESSION**

The deal is FIRM.

All parties agree and all terms have been met.

I'LL BRING THE CHAMPAGNE!  
(I don't leave you here, I help with the transition too)

Real estate is not cut and dried, there are often questions that can't be anticipated so if you ever have a question that needs clarification, just ask. If I don't know the answer I will, absolutely, know where to find the right information or the right real estate-related professional to help.



# The SELLING PROCESS

## more details



### CONSULTATION

Our first meeting takes place in your home. We sit down and create a strategy for success. I'll ask you several questions to find out what you want to see happen. For example, do you have any concerns about the selling of your home? What are they? In some cases I may offer to pay for a pre-inspection (\$600-\$1200) so we eliminate any surprises. This will give us some great leverage when negotiating with buyers.

I will also bring you some information on recent sales in the area and current market trends so we can discuss strategy. (also known as a Comparative Market Analysis or CMA)

### PREPARE & LIST

This is often the daunting bit particularly if you've been in the home for decades. But, fear not, I have a tried and true strategy for preparing your home for sale and I am never afraid to get my own hands dirty by helping out.

It's a lot, I get it. That's why I have a host of services that can be called upon to help. When we have a clear plan things get much easier.

While we get your home ready I will be pre-marketing it to build interest among buyers. I have a large database of buyers who welcome and share my listings.

### OFFERS ETC

There are a few ways to take offers.

1. "As they come" meaning anyone can offer at any time.
2. "DRPO" Direction for Presenting Offers meaning we set a date, after the open houses, to accept offers and hope we get more than 1 at a time to create some bidding.

The strategy we use will depend on how the current market is moving. We can discuss what would work best when we meet.

All offers in BC are subject to the rescission period so nothing is ever "firm" until those 3 days are up.

Many offers will also have subjects like financing or inspection so an offer does not mean a sale...yet.

### SOLD, COMPLETION & POSSESSION

For a sale to be "firm" the offer has to complete the rescission period and all subjects must be removed. Typically this would be about a week from the offer date.

During this time the financial institution will ask for access to the property for an appraisal (they want to know it's worth the asking price). I would meet the appraiser.

If there is a subject to inspection I would also meet the inspector and wait while they inspect the property.

Once the deal is firm we make sure the home is in perfect condition for the new owners to take possession on their possession date.

# PREP TIPS & CHECKLISTS

## INTERIOR

I'm always available to come through the home to make suggestions that will highlight the best features!

- clear out the clutter, a good rule of thumb is to store or get rid of 1/2 of your belongings.
- out with the old. If you have time there are simple updates that you can do: swap out old light fixtures and handles, paint, replace old carpet.
- put away all personal items like family photos, and knicks knacks.
- remove all appliances from counter tops.
- remove all items from the tops of furniture.
- deep clean the entire home.
- make sure all light fixtures work.
- make sure all appliances work.
- make sure windows and doors work properly.
- gather info: heating type, date of updates (like roof replacement), age of hot water tank and furnace, any recent upgrades and their dates, etc.

## EXTERIOR

The exterior is the first impression, the nicer you can make it, the better potential buyers will view your home.

- clean out gutters and downspouts
- wash the windows, both inside and out.
- make sure all outdoor furniture is clean and staged.
- clear all debris from lawn, driveway, decks, patios.
- keep the lawn cut and tidy.
- paint where necessary.
- look at your property with a critical eye...do you see cobwebs in door corners? have a neighbour (or your Realtor® take a look too)
- plant flowers or plants to improve the curb appeal.
- allow a For Sale sign on the property.
- clean up any evidence of animal use. (don't make me say it ;)

## TO STAGE OR NOT TO STAGE

There is evidence that professional staging can both increase the sale price of a home AND reduce the time that home is on the market. In some cases staged homes fetch up to 20% more than un-staged homes.

In many cases your own furnishings can be used to stage your home but having a professional stager come in and consult is, in my opinion, often worth the investment.





# HOW TO DETERMINE SALE PRICE



## STATS & COMPS

The Real Estate Board of Greater Vancouver publishes monthly stats on the state of the market in each area.

I'm a data-driven agent and I believe that the stats are very important in pricing.

Using stats and comparable (recently sold properties) allows me to price your home right.

### VERY IMPORTANT! SELLING A TENANTED PROPERTY

As of July 18, 2024 selling a tenanted property will pose additional challenges.

- 4 months (previously 2) notice must be given to any tenant of the property for owner occupation\*.
- tenants have longer time to dispute
- landlord must occupy the unit a min of 12 months before re-renting.

Selling your rental unit has just been made more challenging but my expertise in the Residential Tenancy Act rules along with my communication strategy can make this a smoother transaction.

I am here to educate and advise you and I take that role very seriously.

# WHY DIDN'T MY HOME SELL?

There are 6 factors that can affect the saleability of your home.

#### PHOTOS MATTER!

Listing photos can make or break a sale. Bad photos say you don't care.

#### NO SOCIALS

The MLS isn't enough anymore. You need a social media presence. People need to see.

#### WRONG PRICE

Stats and data don't lie. Pricing should be based on facts so you can get the sale done.

#### BUYER'S CAN'T GET IN

Access is everything. If a buyer can't get in to see your home, they're not going to buy it.

#### STIGMATISED

Some buyers really shy away from stigmatised properties. There are strategies to help.

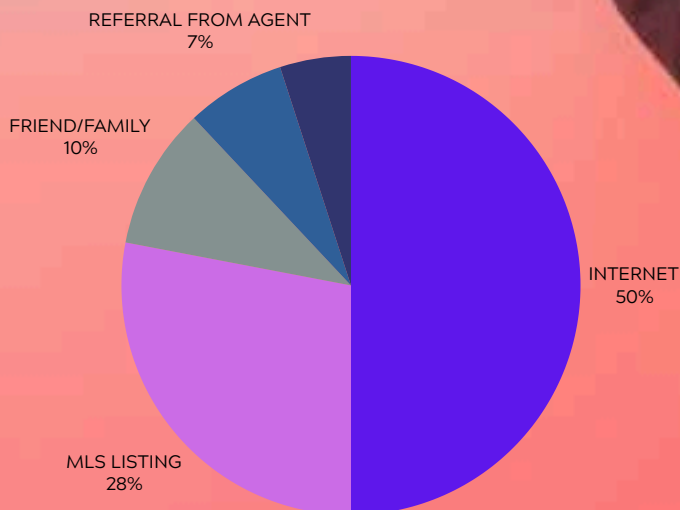
#### WRONG REALTOR®

Make sure your agent knows the market and can answer all of your questions.



# NEXT LEVEL MARKETING

IT'S NOT ENOUGH TO  
KNOW YOUR MARKET,  
YOU HAVE TO KNOW  
WHERE TO FIND THEM!





# MARKETING EXAMPLES

Jacquie's 10 year career as a marketing professional sets her apart from other agents. There are NO cookie-cutter solutions with her marketing strategy. From professional photos and videos to one of the most prolific social media presence in the Lower Mainland, Jacquie gets your home out to a wider market.

On the cutting edge of all new marketing technology Jacquie seamlessly intertwines traditional print with online exposure to create a marketing plan that appeals to and reaches the maximum number of buyers.

## SALES BROCHURE

8 PAGE BROCHURE INCLUDING:

- ALL LISTING DETAILS
- LISTING PHOTOS
- LISTING HIGHLIGHTS
- DEVELOPMENT OR NEIGHBOURHOOD DETAILS
- LIFESTYLE PHOTOS



## SOCIAL MEDIA POSTS



## LISTING VIDEOS



## PRE-SALE POSTCARDS TO NEIGHBOURS





THE

# 7-11-4

RULE FOR CONSUMER BEHAVIOUR

realtors<sup>®</sup>  
have to be  
pro  
marketers

7

**hours of interaction**

11

**touch points**

4

**locations**

Current marketing statistics state that consumers require 7 hours of interaction across 11 touch points in 4 different locations to make a decision to purchase.

That is why my sellers get not only have an MLS listing but also photos, video, a professional brochure design with additional information to engage buyers, a dedicated webpage, targeted Facebook and Instagram ads along with constant networking and promotion. In many cases direct mail post cards announcing open houses are added to the marketing mix along with listings on Realtor.ca and cross marketing with other agents.

I make sure the target market for your home sees your beautiful home...a lot!



# ABOUT JACQUIE

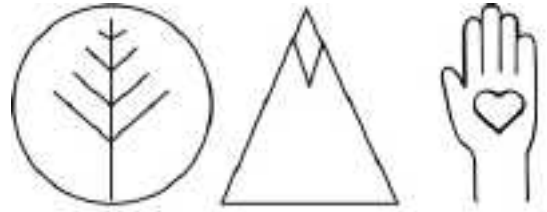


## JACQUIE MCCARNAN

Jacquie is a North Shore and Lower Mainland residential real estate advisor.

She is deeply committed to helping her clients buy and sell real estate and goes the extra km (we're in Canada after all) to see that the process is informative and smooth.

This custom-designed brochure is an example of how she is always striving to provide that EXTRA service to her clients and to the public!



**NORTH VAN CARES FOUNDATION**

## ABOUT THE NORTH VAN CARES FOUNDATION

The North Van Cares Foundation, established in 2020, has become North Vancouver's go-to grassroots fundraising organisation!

Through events like the North Van Cares Gala, the foundation has raised \$100's of thousands for the community and intends to keep doing so for many years to come.

Check out [Northvancares.com](http://Northvancares.com) to see how you can get involved!



## KEEPING IT REAL PODCAST

The weekly residential Real Estate podcast that aims to cut through all the noise and bring you relevant, informative, information on the real estate market in the Lower Mainland.

Tune in every Friday to get the straight scoop on what's happening in OUR MARKET.

Expert guests and well-researched info that you want to hear!

Grab it on [northvanhomesales.com/podcast](http://northvanhomesales.com/podcast) or wherever you get your podcasts!



## FREE HOME EVALUATION TOOL

Click the link to get an instant home evaluation.

This tool was added to the North Van Home Sales website to help make it super quick and easy to find out the value of your home. It's automated so it's not always perfect but the tool is monitored and if your eval isn't correct we'll make sure to let you know and will provide a detailed report.

Try it today! (tell your friends too :)





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# Contact

**Let's Connect**  
*Get in touch with Us!*

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*Use the  
code to  
book a chat*

*~ we could even do so on the golf course :)*

*FREE, TRUSTED ADVICE FROM AN EXPERT*

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