

KRISTY JACOBS

- REALTY -

WWW.KRISTYJACOBS.COM



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SELLER'S GUIDE

ABOUT ME



I AM KRISTY JACOBS



HELLO

Real estate has been a passion of mine for as long as I can remember. Rather than reading the back of the cereal box when I was younger, I was reading the real estate section in the newspaper. My enthusiasm for real estate has only grown over the years.

kristyj@royalpage.ca

www.kristyjacobs.com

I AM HERE TO HELP YOU

Driven, dedicated and determined; I believe that the foundation of great long lasting business relationships are based on honesty, integrity and trust. There is nothing I enjoy more than helping others. Buying and selling is a huge investment and it's important that you have all the tools to make educated and knowledgeable decisions when doing so. Your home is more than a place to live. It is where you experience many of life's magical moments. I am here to not only assist you in finding your dream home but to make the process seamless and exciting!

HOME SELLER'S ROADMAP

Navigate through this road map to sell your home with ease and confidence!



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HOME...
IS WHERE
YOUR STORY
BEGINS

KRISTY JACOBS



TEN STEPS TO SELLING A HOME

- 01 FIND A GREAT AGENT
- 02 ESTABLISH A PRICE
- 03 PREPARE YOUR HOME
- 04 MARKETING
- 05 LISTING
- 06 SHOWINGS
- 07 OFFERS & NEGOTIATIONS
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PREPARING TO SELL



— @kristyjacobsrealty

FINDING A GREAT AGENT

01

INDUSTRY KNOWLEDGE

Working as a realtor with Royal LePage Wolstencroft I have access to a wide variety of resources that is not readily available to the public. I pride myself on staying ahead of market trends and changes and am here to help you determine the best price and time to sell.

SMART NEGOTIATING

Having navigated the intricacies of various transactions, I've honed my negotiation skills and developed a keen understanding of the local real estate landscape. With my experience and expertise I can help you negotiate the best price for your home.

PROFESSIONAL EXPERIENCE

I am dedicated to a continuous journey of learning and growing within the dynamic field of real estate. Each year, I actively pursue opportunities to educate myself and stay updated on the latest market trends. My ongoing learning is a proactive approach to staying at the forefront of industry innovations, equipping me with the latest tools and strategies to provide exceptional service to my clients.

CUSTOMER SERVICE

As a realtor with Royal LePage Wolstencroft, I leverage the strength of this reputable brand, utilizing cutting-edge technology and a vast network to provide top-notch service. My client-centric approach ensures that each transaction is not just a deal but a tailored experience. I'm passionate about real estate, dedicated to my clients' success, and eager to continue contributing to the dynamic and evolving world of real estate.

Finding a real estate agent that you trust and feel comfortable with is as hard as finding the right house to call home. A purchase of this magnitude is a huge life decision and you want to make sure that your real estate agent is as invested in this sale as you are.

ESTABLISH A PRICE

02

LISTING A PRICE

Setting a reasonable listing price is one of the most important aspects in the entire home selling process.

If you list too high, you might not get any offers and it can take you a while to sell your home.

Alternatively, if you price too low, you might be missing out on a greater return on your investment.



WHAT DETERMINES THE PRICE?



The price is determined by looking at factors like the property's feature, location, market conditions and recent sales of similar properties in the area.

PREPARE YOUR HOME

03



Be sure to put away any personal photographs, memorabilia, and artifacts as it will look like clutter to a potential buyer.

You can replace photos with wall art.

HOME STAGING TIPS

- The way you style your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decor to help stage your home.
- Professional photos determine the first impression the potential buyer will have of your house.

PREPARING CHECKLIST



INSIDE THE HOME

- **Declutter:** Remove any personal items and clutter to create a clean and spacious feel.
- **Deep Clean:** Clean all surfaces, carpets and windows to present a well-maintained home.
- **Repair and Replace:** Fix any issues like leaky faucets, chipped paint, burnt out bulbs or broken fixtures.
- **Address Odours:** Eliminate any unpleasant smells and consider using air fresheners or diffusers with subtle scents.

OUTSIDE THE HOME

- **Curb Appeal:** Enhance the exterior with well-maintained landscaping, freshly mowed lawn, and trimmed bushes.
- **Front Door:** Ensure entryway is clean and inviting.
- **Repair:** Fix any exterior damage such as chipped paint, damaged siding or broken shingles.
- **Windows:** Clean inside and out for a polished look.
- **Declutter:** Store personal items like toys, gardening tools and excessive outdoor decor to create a clean outdoor space.
- **Lighting:** Ensure all lighting fixtures and motion sensors are in working order.

@kristyjacobsrealty



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FIND A BUYER

MARKETING 04

I employ a strategic and results driven to ensure your property stands out in today's competitive real estate market.



MARKETING SERVICES

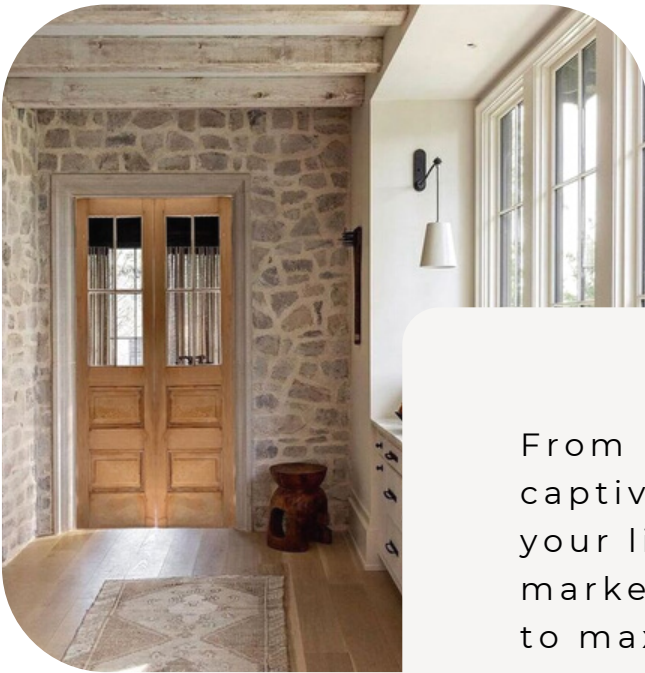
With meticulous attention to detail, my services include

- Professional photography and videography to showcase your home in the best light.
- Ensure maximum exposure by listing your property on MLS, featuring it primarily on my website, and leveraging the power of social media platforms such as Facebook and Instagram.
- To streamline the showing process, I can install a secure lockbox, facilitating convenient access for potential buyers. Additionally, I enhance on-the-ground visibility with a distinctive for sale sign and strategically placed open house signs. Your convenience is our priority, and our comprehensive marketing services are designed to make your selling experience seamless and successful.

LISTING

05

As your realtor, I will craft a compelling listing that highlights the unique features and selling points of your home.



From professional photography to captivating property description, your listing will be strategically marketed across various platforms to maximize exposure. This comprehensive exposure ensures that your property stands out in the competitive real estate market, attracting qualified buyers and ultimately leading to a successful sale.

SHOWINGS

06

Showings are the exciting moments when potential buyers experience the unique charm of your home firsthand.

As part of my comprehensive service, I will coordinate and conduct showings and open houses.

From arranging appointments that suit your schedule to ensuring your property is presented in the best light, I'm committed to creating a positive and impactful impression. During each showing, I'll

highlight the key features and answer any questions, guiding prospective buyers through the journey of envisioning your home as their own. My goal is to make every showing a memorable and compelling experience, ultimately leading to a successful sale for you.



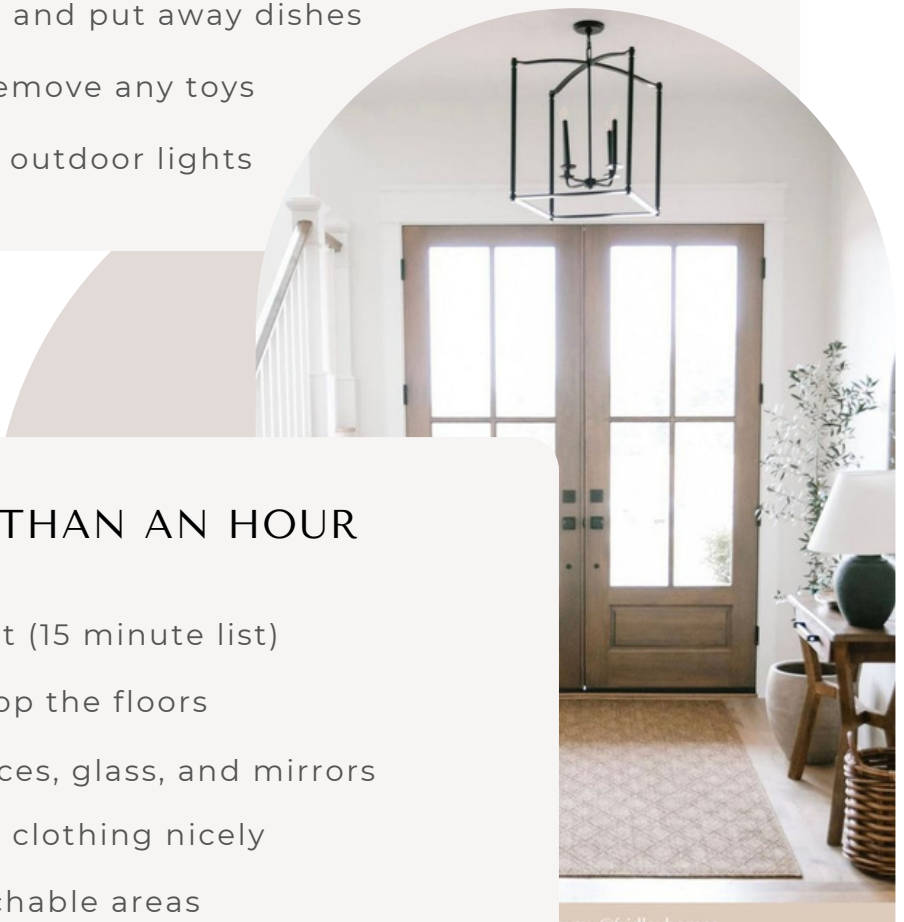
SHOWING CHECKLIST

IF YOU ONLY HAVE FIFTEEN MINUTES

- Make the beds and fluff pillows
- Throw away any garbage
- Empty out garbage cans and take out the trash
- Clean the countertops and put away dishes
- Declutter the home, remove any toys
- Turn on all indoor and outdoor lights

IF YOU HAVE MORE THAN AN HOUR

- Complete the above list (15 minute list)
- Vacuum, sweep and mop the floors
- Wipe all major appliances, glass, and mirrors
- Fold or hang up visible clothing nicely
- Dust any visible or reachable areas





FINAL STEPS

OFFERS

07



& NEGOTIATIONS

The negotiation process is a critical phase where my expertise as your dedicated Realtor comes into play. Once we receive offers on your property, I will negotiate to secure the best terms and price on your behalf. From assessing buyer qualifications to strategically responding to offers, my goal is to maximize the value of your investment while ensuring a smooth and favourable transaction. I'll keep you informed at every step, providing guidance and insights to empower you in making well-informed decisions. Trust me to advocate for your best interests during negotiations, bringing us closer to a successful and satisfying deal.

UNDER CONTRACT

08

This is the phase where the seller and buyer have reached a preliminary agreement on the terms of the real estate deal such as price, dates and conditions.

During this period, the buyer must satisfy all their conditions, such as inspections and financing before they are able to finalize the deal.



FINAL DETAILS

09

Throughout this exciting journey I promise exceptional service in maintaining open lines of communication. I commit to regular updates on the progress of my marketing efforts, promptly sharing feedback from showings, and ensuring transparent discussions on any offers received. Throughout negotiations and the closing process, I prioritize clear and timely communication, keeping you informed at every crucial step. I offer flexibility in communication, whether through phone, email, or in-person meetings, to suit their preferences.



CLOSING

10

Closing is the final step in your home selling process. During the closing phase of the sale, you can expect the following:

- Both buyer and seller review and sign legal documents, including the settlement statement and deed.
- Settlement of closing costs, covering various fees and taxes.
- Buyer conducts a final walkthrough to ensure the property is in the agreed-upon condition.
- A lawyer or notary oversees the exchange of funds, facilitating the transfer of ownership from seller to buyer. Once all steps are completed, the buyer officially takes possession of the property.

Congratulations! You've sold your home!



CUSTOMER TESTIMONIALS

Kristy was professional and personable with helping us search and ultimately find our home! She was able to be in contact with us every step of the way and was always on the ball going to bat for us when we needed someone to step up and speak up about issues! She helped guide us through the process as first time home buyers answering all our questions day in and day out. I cannot say enough good about her!

After more than a year of Kristy and I discussing real estate trends and pricing, we found a home that fit my needs and wants. Throughout the entire process to completion date and well after, Kristy's professionalism and attentiveness proved how invaluable she was.

Thanks for your wonderful and very professional help in selling our condo. We never felt pressured; we knew you were looking after our best interests. We had been following the market, before and after we sold, and think we got the best possible outcome. Your timing and pricing were perfect! It was so enjoyable to work with you.

RESOURCES

MORTGAGE BROKER

Thrive Mortgage 604.763.8928

NOTARY

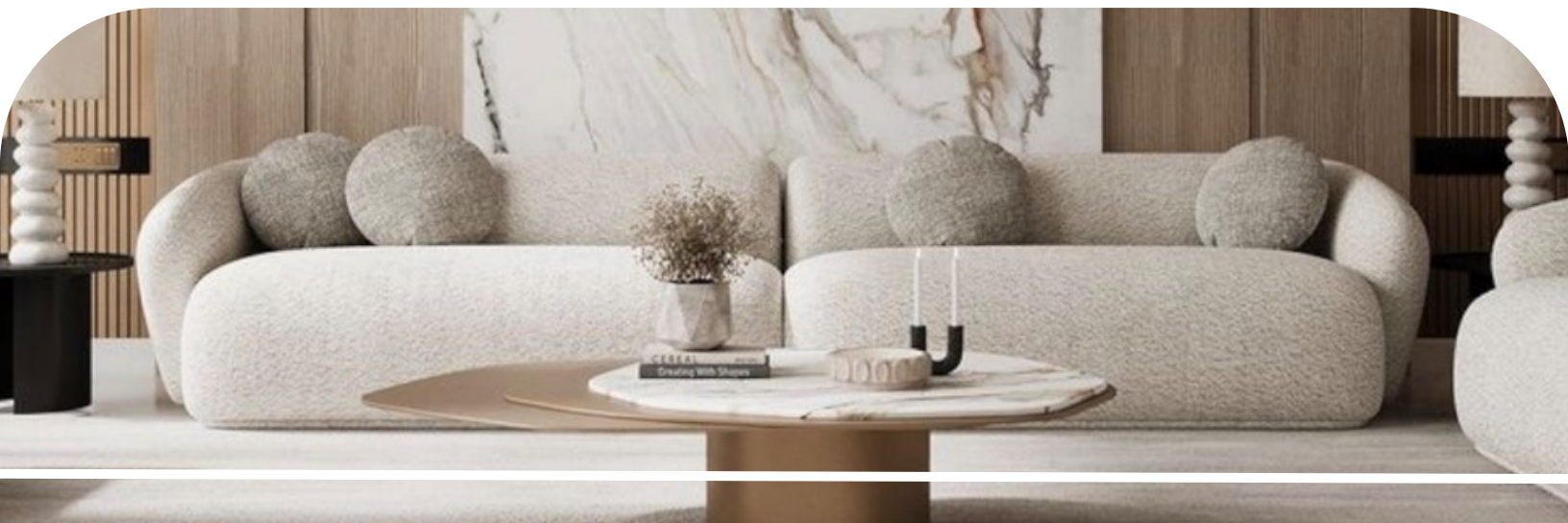
Fedewich & Witt 604.576.94

HOME INSPECTOR

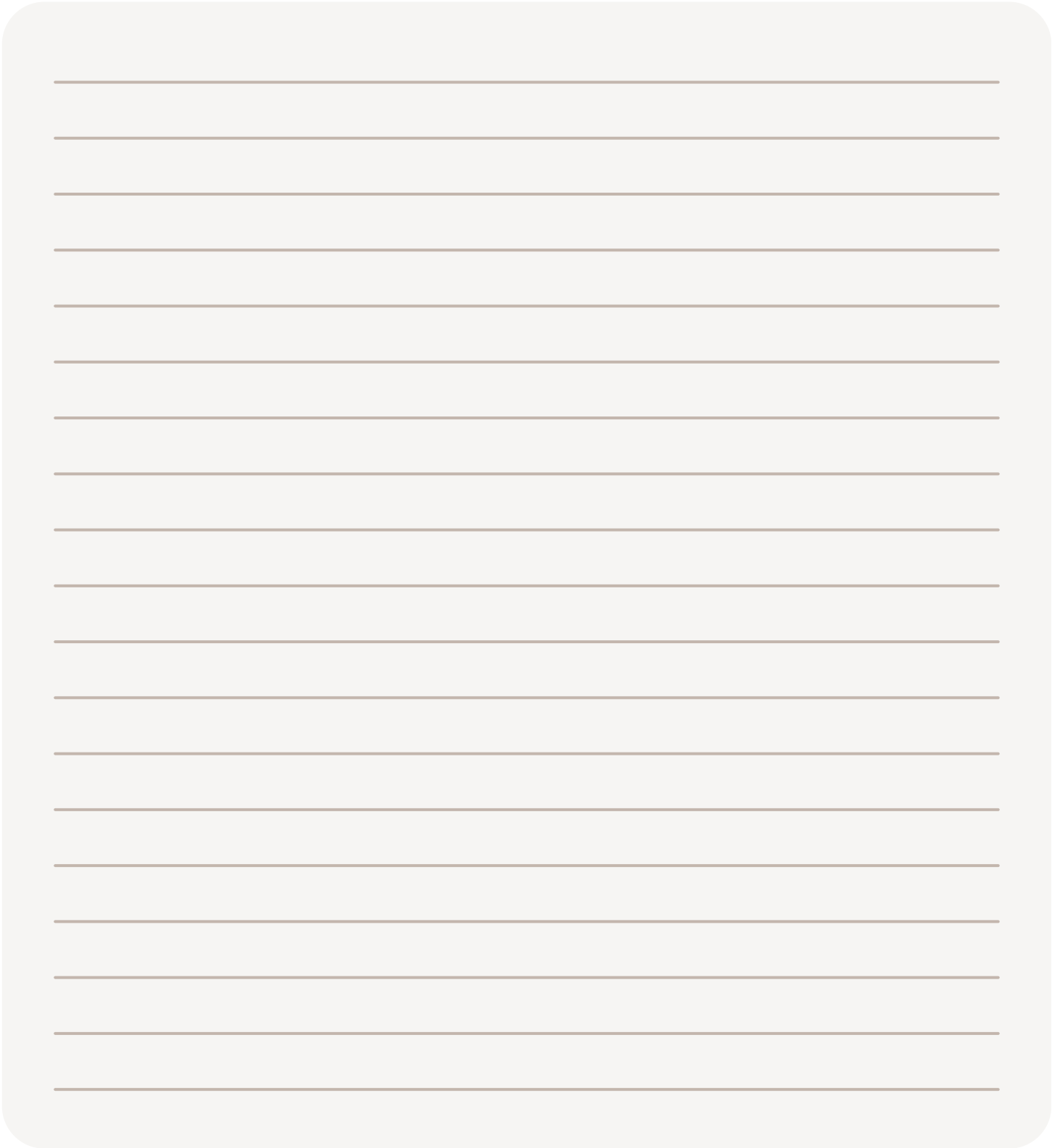
360 Home Inspections 604.531.5627

PROFESSIONAL MOVERS

Xpress Movers 778.918.3935



Notes



A large, light gray rounded rectangle containing 20 horizontal lines for writing notes. The lines are evenly spaced and extend across the width of the rectangle.

REALTY

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