

# LIST

# WITH IWA





PRESENTED BY





## IWA LEE

REAL ESTATE ADVISOR

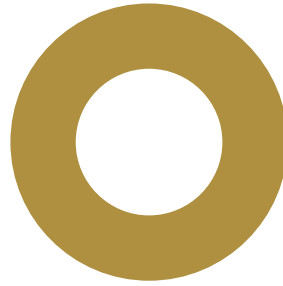
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OAKWYN REALTY  
ENCORE

Thank for the opportunity to provide you with a Comparative Market Analysis on your home. Selling your home can be overwhelming. At OAKWYN Realty, our focus is to maximize your wealth and to ensure the process is as smooth as possible.

Let's begin...



# THE LISTING PROCESS



Listing & Paperwork



Staging



Photograph & Virtual Tour



Marketing



Showings & Open Houses



Review Offers & Negotiations  
Enter Conditional Offer  
Inspection & Remove Subjects



# ABOUT REALTOR® & MLS®

## MLS MULTIPLE LISTING SERVICE®

- A residential and commercial property listing service where the majority of property transactions result from and where Realtor® find comparable sales data and market statistics
- A regulatory framework that provides public-protection and assurance
- A professional framework that involves professional standards, business practices, government relations, and education to achieve knowledgeable and trained professionals

## The MLS® Rules of Cooperation include:

- Standards dealing with data, forms, contracts, rules and education
- Quality control to ensure accurate, reliable, trusted and authoritative data and dispute resolution mechanisms that ensure fair procedures for handling all queries

## We as a REALTOR® are committed to:

- Professional competent service
- Absolute honesty and integrity in business dealings
- Co-operation with and fairness to all
- Personal accountability through compliance with CREA's Standard Business Practice



# WHAT WE **STRIVE** TO DO

## MAXIMUM EXPOSURE FOR FINEST RESULTS

Maximize your home's market exposure to generate the most and best offers

## AUTHENTICITY

## MAXIMIZE YOUR WEALTH

Whether you're a homeowner or investor, your best interest is our best interest. Our goal is to ensure you receive the best price for your home.

## HONESTY

## POSITIVE EXPERIENCE

Our goal is to minimize the stress while ensuring your experience is positive one.

## LEADERSHIP

# VALUE OF A REAL ESTATE PROFESSIONAL

The process of selling your home is complicated. Hiring the right real estate professional with the industry experience and resources can ensure the process is a smooth one and your real estate goals are achieved.

## PRICING STRATEGY

It is important to price your home correctly from the start while the buyer interest is high. A professional's insight is crucial in determining the right pricing strategy for your property.

## MARKETING EXPERTISE AND EXPERIENCE

### RECOMMENDATION AND PREPARATION:

Your agent has the experience and expertise needed to help you get your home ready to market! From recommending minor repairs to de-cluttering advice and staging suggestions, all proven strategies to minimize time on market and maximize sales price.

### EXPOSURE TO THE PUBLIC:

Your agent knows best how to use today's technology to guarantee your property's maximum exposure in the market place. The National Association of REALTORS® studies show that a large percentage of real estate sales are the result not of advertising, but of agent contacts through previous clients, referrals, friends and family and personal network.

### MARKETING TO OTHER INDUSTRY PROFESSIONALS:

Your agent will utilize a Multiple Listing Service® or other cooperative marketing networks. Once your property is listed, it is statistically likely the buyer will be the client of another agent associated with yours.

# VALUE OF A REAL ESTATE PROFESSIONAL

## SAFETY AND SECURITY:

For your security and safety, ALL private showings and open houses will be chaperoned by your REALTOR® unless otherwise specified.

## NEGOTIATING

Most buyers prefer to negotiate with someone they perceive as unbiased, and professionally trained. They are more likely to express objections to Agents with the hope of resolution, when they otherwise might move on to another property rather than talking to you directly.

Your Agent will evaluate proposals privately without compromising your marketing position.

## MONITORING, RENEGOTIATING AND CLOSING:

The process of appraisals, inspections, and financing involves a lot of possible pitfalls. There are many required legal forms and processes.

Your Agent has experience reading and following escrow instructions. Instructions must be clear and complete. Your Agent is the best person to objectively help you communicate these issues and move the transaction to closing (or settlement).

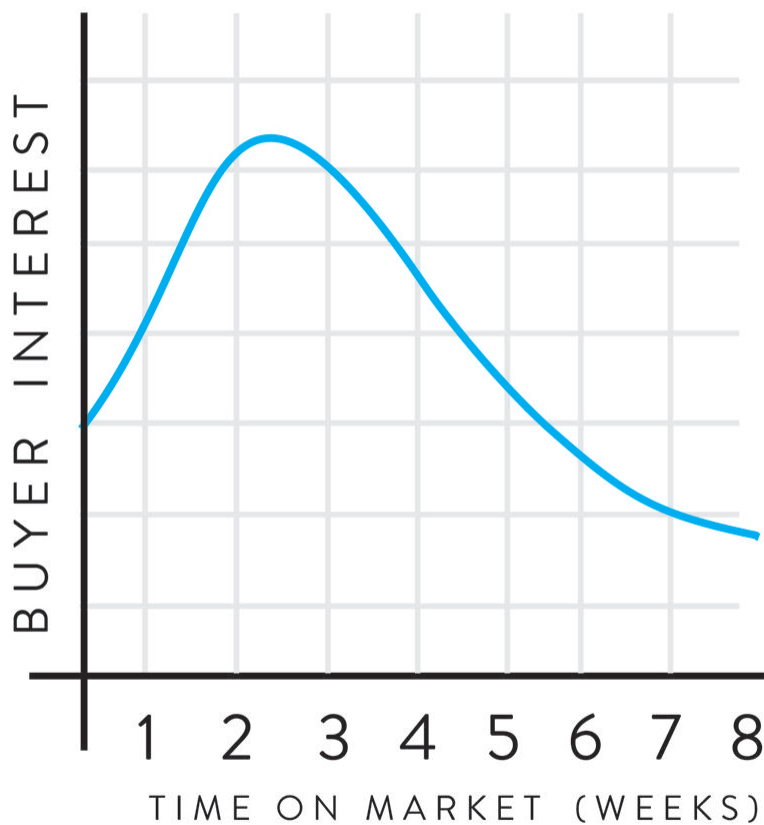
Your Agent can meet specialists and negotiate regarding repairs needed to complete your contract. Industry contacts provide resources for specialists in many areas with knowledge as to their historical skill reliability.



# PRICING VS TIMING

IT IS IMPORTANT WE PRICE YOUR HOME PROPERLY FROM THE START, WHILE BUYER INTEREST IS HIGH.

Timing is key in the market. The following graph illustrates the importance of pricing your home realistically from the beginning. A property attracts the most interest when it first hits the market.

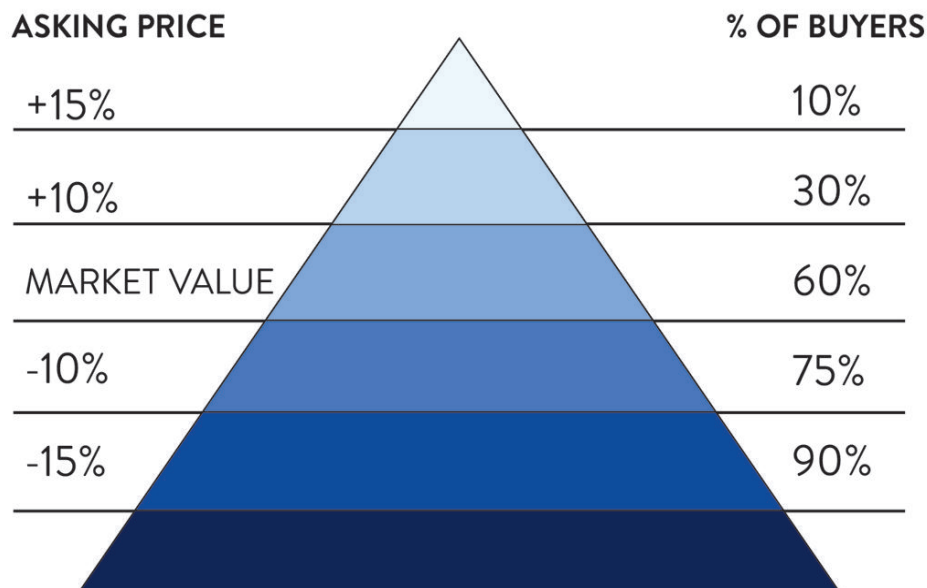




# IMPORTANCE *of* INTELLIGENT *PRICING*

A COMPETITIVE PRICE WILL ATTRACT MORE PROSPECTIVE BUYERS.

Pricing your home at or below market value will expose you to a greater number of prospective buyers and increase your chances of a timely sale. A significantly lower percentage of buyers purchase above market value. Pricing your home at or below market value will expose you to a greater number of prospective buyers and increase your chances of a timely sale.



# MARKETING AND SALES PLAN

## FACTORS THAT AFFECT YOUR HOME IN TODAY'S MARKET:

### Location:

Location is one of the most important factors in determining the value of your home.

### Competition:

Prospective buyers compare your property against competing properties. Buyers will perceive value based upon the properties that have sold or are available in the area.

### Timing:

Property values are affected by the current real estate market conditions. A flexible marketing plan should be developed to reflect the current market conditions and the features of your home.

### Condition:

The condition of the property affects the price and momentum of the sale. Purchases are based on emotion so first impressions are vital. Optimizing the physical appearance of your home will maximize the buyer's perception of value

### Price:

Pricing your home properly from the very beginning is an important factor in determining the length of time it will take to sell your home.

*L I V E*  
*and*  
*G R O W*  
*with*  
*K O R E*  
*R E A L T Y*

# MARKETING AND SALES PLAN

Determine value of your home, full study and analysis on market comparable.

## FACTORS THAT AFFECT YOUR HOME IN TODAY'S MARKET:

### Superior communication:

Our job is to keep you informed. We pride ourselves in keeping the communication lines open and frequent. Feedback from showings, status updates of competing listings, any information relevant to the marketability and sale of your property.

### Negotiating etc:

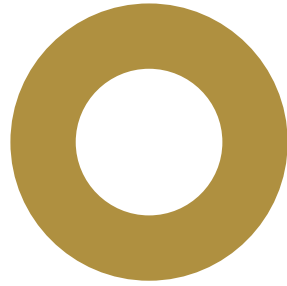
We present and review all contracts of purchase and sale offered

- Assist the seller with assessing all facets of the contract

- Connect the seller with other parties (i.e. home inspection, bank appraisers, insurers, contractors and lawyers) during the subject removal period

- Ensure that all documents relevant to closing are processed, completed and forwarded to the seller's lawyer to complete transaction (transfer of title and funds)
- Meet the buyer's Realtor® on possession date to pass over all keys

*EXPERIENCE  
the  
NEW  
STANDARD  
of  
EXCELLENCE*



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thank you!