



# SOLD!

## Your Comprehensive Guide to Selling a Home in Vancouver



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# The Benefits of Working with Me to Sell Your Home

Selling your home is a complex process that can be stressful and time-consuming. I am a passionate and professional Realtor with knowledge, skills and connections you need to make the process a smooth and enjoyable experience.

Here are a few of the things I bring to the table when I am working for you:

## **Professional Experience:**

With extensive knowledge and training in marketing strategy, negotiation tactics and the workings of the current real estate market, I have all the tools you would expect from the person who is going to guide you through the steps of the home-selling process. I will make you aware of your rights and responsibilities, work with you to strategize the best moves according to your own goals, discuss financing options, and point you in the direction of other specialized professionals who will aid you in different stages of the process.

## **Pricing Guidance:**

I always have my finger on the pulse of the local market and what comparable properties in your area are selling for. I have access to all the resources and knowledge required to effectively establish the best asking price and to attract the highest selling price. Most importantly, I will work with you to agree on an asking price that meets your needs.

## **“Showcasing” Experience:**

You just can't say enough about the importance of a property's first impression. I will work diligently with you to help prepare your home to “wow” prospective purchasers. It starts with the “curb appeal” from the street and ends with the details such as decor and lighting that best highlight your home. I have a wealth of information and tips on how to get your home in the best selling shape possible, in order to sell your property quickly and for top dollar.



## **Innovative Marketing Plan:**

With professional marketing resources and strong local social and professional networks, I will ensure potential buyers are immediately made aware of your home and market the property to sell as quickly as possible and for the most money. I am continuously searching for new and effective ways to market your home. Some examples of this include working with the many RE/MAX realtors in my office, posting on my website and a variety of local and international high-traffic websites, creating a video tour, blogging and much more. Rest assured your property will get the exposure it deserves.

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## Benefits continued ...

### Access to Qualified Buyers:

I save you time and effort by dealing only with qualified buyers. Through my marketing, high-traffic website and local networking, I have access to a pool of pre-screened and pre-qualified buyers who are serious about buying a home in your neighbourhood. I work hard to develop this base of qualified buyers which becomes an invaluable resource for you.

### Negotiation Skills:

While I will serve many functions for you, perhaps the most important is my role as the primary negotiator on your behalf. I realize that your goal is to sell your home as quickly as possible and for the most money possible, and will work closely with you during the negotiation process to facilitate this goal. I possess the knowledge and experience to draft complete and legally binding contracts, to assist in negotiating offers and counter-offers, and to offer counsel and perspective as we work toward your selling goals.

### Dedicated Representation:

When you employ me to sell your home, I will be available when you need me. I have an excellent support team at my office and the use of cutting-edge technology so you are never more than a phone call away. My focus is on your needs.

### The RE/MAX Brand:

RE/MAX professionals lead the industry in terms of experience, education and sales, and possess one of the most widely recognized trademarks (the hot air balloon) in North America. Along with the recognition comes a dominating market share - on average RE/MAX outsells the competition 3 to 1 across Canada. More importantly, approximately 70% of RE/MAX business comes from repeat and referral clients, a testimonial to the high calibre of service RE/MAX customers have come to expect.

### Charitable Donations:

RE/MAX is the front-runner in giving back to a major contributor to the Children's Miracle Network behalf of 11 Canadian children's hospital a percent of my commission to this charity. It's



the community. Since 1992 RE/MAX has been Network, raising over \$3 million annually on foundations. With every transaction, I donate my way of giving back to such a great cause!!!

### Service Guarantee:

When your home is sold for the price you want and on terms you agree to, then and ONLY then do we get paid. If you are not happy with my service, I do not get paid. It's as simple as that.

### My Performance:

- ◆ Coveted Medallion Club status for top 5% of realtors in Vancouver 2006 - 2009
- ◆ RE/MAX Platinum Club 2007 - 2009
- ◆ RE/MAX Hall of Fame Member 2007 - 2008
- ◆ Sold over 100 homes in the past 2 years.

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# About Bonnie Hastings

Born and raised in Edmonton, I moved out to Vancouver in 1996 and absolutely love living in this wonderful city. Since I have been here, I have lived and worked in the Westside of Vancouver and cannot think of anywhere else in the world I would rather be. In my spare time I enjoy all this city has to offer including golf, tennis, running, and anything outdoors that involves my beautiful yellow lab, Hana.



As a realtor I am committed to helping you list your home and getting the best price possible in the shortest amount of time. I believe in the personal touch and work with my clients to showcase their home to maximize its appeal. If you are buying I am dedicated to helping you find your dream home! I want you to be excited about coming home at the end of every day. The quality, location, and functionality of a home will contribute to enhancing these feelings on a day to day basis.

Buying or selling a home can be very stressful. It is a life decision that affects everything - where you live, where your kids go to school, your savings and your future. My job is to be your friendly and knowledgeable guide through the process of buying or selling your home. I can be counted on to give you sound advice, making the process simple and fun (buying a house should be fun).

Those who have worked with me appreciate the personal and thorough service I provide. Most of my business comes from previous clients and/or referrals - proof that I am committed to my clients. Honesty, integrity and old fashioned hard work have enabled me to build and maintain relationships with each and every one of my clients.

## **MISSION:**

My mission is to provide the highest possible service available to my buyers and sellers by guiding them through the complexities of buying and selling their home.

## **GOAL:**

My goal is to be the best REALTOR® that I can be and always maintain the highest degree of integrity, honesty, and trust.

## **OBJECTIVES:**

- ◆ Be in constant communication with with my clients and always be accessible.
- ◆ Be knowledgeable in all the changes in real estate disclosures and laws that affect my clients.
- ◆ Constantly improve my sales and marketing skills through REALTOR® training, seminars, and workshops.
- ◆ To utilize the latest technology available to me as a powerful competitive edge.
- ◆ To always maintain the highest level of business ethics and honesty in everything I do.

## **My Commitment Statement:**

I am committed to my clients' best interest, to be with you every step of the way and to meeting your objectives in a timely manner.

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## “Why I Refer Bonnie”

### *Let my past clients tell you what it is like to work with me:*

“We first met Bonnie several years ago when we were selling a property with another agent. We were so impressed with Bonnie’s professionalism, knowledge, and expertise in handling the purchase for her client that we called her the next time that we needed a realtor. Since that time we have had the opportunity to work with Bonnie for both buying and selling property. She has great enthusiasm and truly enjoys working with her clients in order to meet their needs. Bonnie has been an advisor, counsellor, and negotiator on our real estate projects and we do not hesitate to recommend her to family and friends.”  
*Heather McQueen - Vancouver*

“I have developed a very close business relationship with Bonnie over the past 3 years. It is a relationship built on trust, communication and dedication. I am particularly impressed with her sharp negotiation skills which have proved successful in each of the three purchases where we were facing multiple offers. Bonnie demonstrates professionalism, integrity and good humour in her dealings with clients. I give her my highest recommendation to family and friends and look forward to working with her on future transactions.”  
*Raymond Douville - Vancouver*

“I have worked with Bonnie for the purchase and sale of two apartments in Vancouver and wouldn’t consider anyone else for my next move. She is professional, thorough, honest and accountable and these are traits not often found in the field of real estate. She really understood that I was looking for places that felt like a “home” and felt right; not just short term investments. I have referred her to friends and family and they have nothing but rave reviews for her services. I really feel like she is respected in the industry and that puts trust in me that the negotiation process will go smoothly.”  
*Christina Granger - Vancouver*

“We just bought our first home! What a pleasure it was to work with Bonnie. She helped our search by being thorough and fast. She presented us with many options and helped narrow down our choices. The negotiations went smoothly, due to her professionalism. Being new to the real estate market, Bonnie explained the ‘ins and outs’ of various procedures with patience and a smile. Bonnie is a wonderful agent and we’re very pleased to have her representing us. She made us and the seller feel comfortable and confident in the information provided. In the future we would not hesitate to work with Bonnie again. We’ve recommended her to all our friends with great success to all.”  
*Suzanne and Craig Brodziak - Delta, BC*

“Bonnie Hastings was our realtor in 2007 when we bought our first property in Canada. As new immigrants from the UK we did not know the process of buying a house in Canada, and Bonnie explained everything to us clearly and took us through all the steps we needed to ensure completion of the sale. She was always extremely helpful and the purchase of our house went really smoothly. She was always ready with a smile and made us feel like valued customers and took a personal interest in us. If we decide to move again, we will not hesitate to use Bonnie’s services again.”  
*Carolyn and Phil Davies - Vancouver*

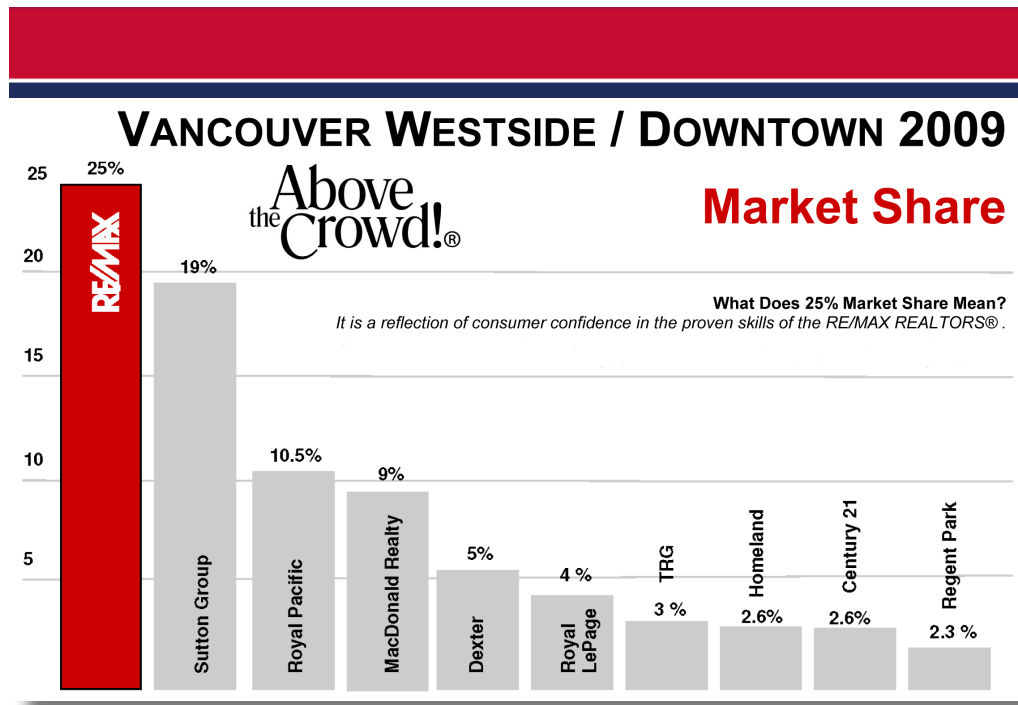
*I look forward to adding you to our ever growing list of happy clients.*

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# RE/MAX Market Share



The numbers speak for themselves!

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# My Comprehensive Marketing Strategy

To ensure that your property receives maximum exposure and is marketed to sell for top dollar, here are some of the things that we will do for you:



Prepare a detailed Market Analysis to outline current market trends, show recent comparable listings and sales in your neighbourhood and help establish proper pricing for your home. In our current market, proper pricing is ESSENTIAL to driving traffic through the property and getting you the price you want. The public is sceptical of listings that are priced out of the market or properties that undergo multiple price reductions.

Conduct a Home Staging Consultation designed to accentuate your home's potential for showings. This will include suggestions for changing furniture layout, selecting colour schemes, adding decorative touches, removing clutter and identifying any repairs that should be completed prior to putting your home on the market.



Have Professional Photographs and a Virtual Video Tour specifically designed to market your home. These photographs will be used in all marketing. The video will be available to all prospective Buyers and will be posted on our website, MLS.ca, RealtyLink.org, HouseHunting.ca, Craigslist.org and more.

Advertise in Highly Visible Local Publications such as the *Real Estate Weekly*, the *Georgia Straight*, the *Westender*, the *Vancouver Sun* and the *Vancouver Province*.



Develop a Strong Internet Presence through association with HouseHunting.ca, Craigslist.org and, of course, MLS.ca. This web presence helps to direct both local and international Buyers to our listings when they are searching the internet for unique Vancouver real estate.

Direct Mailing to the area surrounding your property informing them that your property is for sale and advertising Open House times.

Create an attractive and informative Buyers Package to distribute to potential purchasers with each showing. This information package will include all necessary documents pertaining to the property to help prepare the Buyers to write an offer and to help your property stand out above other comparable properties listed for sale.



Schedule Open Houses to allow for maximum exposure to all prospective purchasers and help overcome any potential objections that they may have to help best sell your property.

Communicate the feedback after all showings and Open Houses, and also communicate Progress Reports that will detail the activity on your home to keep you in the loop. With me, you will always get prompt and honest feedback.

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# Properly Pricing Your Home

Setting a realistic price for your home that reflects current market values will help sell your home quickly and for top dollar. When you price your home properly, you increase the chances that your property will sell quickly and for the most money. The first 6 weeks on the market is an extremely important time for your home, as this is when the bulk of the marketing materials and consumer traffic will be present.

While pricing your home on the “high-side” and “testing the market” may seem tempting, it is important to note that the longer a property stays on the market, the less it will ultimately sell for. A property priced 10% higher than current market value suggests is significantly less likely to sell within the 6 week window than a property priced close to its actual market value. Sellers will usually over-price their homes by this 5-10% margin if either they firmly believe the home is worth more than what the market indicates or, if they want to leave room for negotiation. Either way, if you choose to over-price your home, you run the risk of increasing the amount of time your home spends on the market and decreasing the amount of money you’ll ultimately receive.



At the other end of the selling spectrum are Sellers who price their homes below fair market value. Under-pricing often occurs when the owner is interested in a quick sell. You may find that this strategy attracts quick or multiple offers and sells at - or above - the asking price. However, if multiple offers are not attracted, you do run the risk of Buyers coming in and trying to negotiate off your already low price.

The market will always influence a property’s value, regardless of the state of a home, or its desirability. Pricing strategies are different for Seller’s markets, Buyer’s markets and balanced markets.

*Other factors that will affect the pricing strategy include:*

1. Location
2. Property
3. Condition of the home
4. Comparable properties

Based on a variety of market conditions, recent sales and your needs, we will discuss the various pricing options available to you, discuss the pros and cons of each, and help you decide which will be the right fit for you.

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## Some Home Staging Tips to get Started

“You never get a second chance at a first impression.” We’ve all heard this expression before. And now, while you are preparing your house to sell, it should not be far from your mind.

While logical factors such as price and location narrow the pool of houses a potential buyer will look at, the ultimate decision to buy a particular house is fueled by a mixture of logic and emotion. And emotion often wins out. Buyers are searching for a “home” - a place in which they will feel comfortable, secure, and happy, a place in which they can imagine settling down and raising their family. Our goal is to cultivate these feelings through the property you’re selling. A buyer’s emotional response is triggered early, so we want to ensure we have done everything we can to encourage a positive response to your house from the outset. Keep in mind, this impression will not only influence whether or not they make an offer, but also what they consider to be the value of the property.

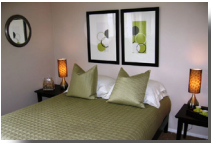


When homes create this immediate type of emotional appeal, they tend to sell quickly and for more money. Use the following tips as a starting point to get your house into selling shape before you put the property on the market, and you’ll be well on your way to a successful sale!



◆ **De-clutter:** It seems obvious, but it is amazing how often we take clients into cluttered homes. You want the potential buyer to feel like the space is open and ready for their design ideas. Remove extra furniture, minimize your closets, and clear your counters, tables, and shelves. Rent a storage locker if you need to - the return is worth it.

◆ **De-personalize:** Although those wedding pictures or shots of the kids are meaningful to you, for potential buyers it creates the feeling of being in someone else’s home. You want them to be able to visualize their own personal belongings in your space and imagine that this could soon be their home.



◆ **Clean:** Again, it sounds obvious, but when we say clean, we mean SPOTLESS! The cleaner the home, the less work it feels like the buyer will have to do to move in. Again, when it comes to first impressions, you don’t want any negative thoughts to stick in the Buyer’s mind.

◆ **Repair:** Anything that will cause the buyer to wonder “What else is wrong in here?” needs to be fixed. Leaky faucets, loose knobs, cracked tiles, etc. Even if something seems minor, we don’t raise any alarms for prospective Buyers.

◆ **Modernize:** If you live in an older home, find little ways to make it more modern. Update electrical plugs, light switches and thermostats. Replace old light fixtures. Change door knobs and cabinet handles. Re-paint in the season’s trendy colours. You get the idea ...

◆ **Add some ‘WOW’:** Fresh flowers, new towels, a well - set dining room table ... Make your home feel good to walk into. The little things make a BIG difference.

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# Websites of Interest

**My Website:** <http://www.bonniehastings.com>

Here you will find a wealth of real estate information. From advanced property searches to mortgage calculators, neighbourhood information and buyer resources, you can find it all here.



**Canadian Mortgage and Housing Corporation:** <http://www.cmhc-schl.gc.ca/en/co/>

This is a fabulous resource with practical tips, step-by-step information, cost calculators, market statistics, mortgage info and much, much more. A great place to get started.



**Canadian Real Estate Association:** <http://www.realtor.ca>

This is your standard MLS search site. Though you will not be able to get as much information on an individual property here as you will through our website, it will allow you to search on upcoming open houses and will also post related real estate news and statistics.



**City of Vancouver:** <http://www.vancouver.ca>

This is your place for information on zoning, development applications, permits, licensing, maps, etc.



**Translink:** <http://www.translink.ca>

Everything you need to know to find out what your transit options are in and around Vancouver.



**The Vancouver School Board:** <http://www.vsb.bc.ca>

Here you can find school district information throughout Vancouver.



**Tourism Vancouver:** <http://www.tourismvancouver.com>

Here you will find a wealth of information on local restaurants, activities and events.



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# Recommended Professional Service Providers

## Mortgage Brokers

**Dave Lacusta** *Dominion Lending*  
phone: 604-614-9500  
e-mail: [dave@davelacusta.com](mailto:dave@davelacusta.com)

**Chris Harley** *Mortgage Intelligence*  
phone: 604-612-8080  
e-mail: [chris\\_mi@telus.net](mailto:chris_mi@telus.net)

**Alma Pasic** *Verico Wealth Wizard Financial*  
phone: 604-729-4611  
e-mail: [alma\\_pasic@telus.net](mailto:alma_pasic@telus.net)

## Conveyancing - Notaries

**Carolynne Maguire**  
8528 Granville Street  
phone: 604-266-8970  
e-mail: [cmaguire@notaries.bc.ca](mailto:cmaguire@notaries.bc.ca)

**Wanda Wong Wilson**  
#16 - 5763 Oak Street  
phone: 604-267-2215  
e-mail: [wwilson@notaries.bc.ca](mailto:wwilson@notaries.bc.ca)

## Conveyancing - Lawyers

**Richard Bell** *Bell Alliance*  
#201 - 1367 West Broadway  
phone: 604-873-8723  
e-mail: [rbell@bellalliance.ca](mailto:rbell@bellalliance.ca)

**Mark Braeder** *Stewart, Aulinger & Company*  
#1200 - 805 West Broadway  
phone: 604-879-0291  
e-mail: [mbraeder@stewart-aulinger.ca](mailto:mbraeder@stewart-aulinger.ca)

## Building Inspectors

**Raymond Douville** *Douville & Co*  
phone: 604-626-4887

**John Schiffer** *Quality Home Inspections*  
phone: 604-271-7177



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# Comparative Market Analysis Explained

One of the many benefits of working with a professional Realtor to sell your home is our ability to provide you with a 'Comparative Market Analysis', or CMA. A CMA allows us to ensure that we are pricing your home competitively and at the highest price that the market will bear.

The CMA is made up of 3 areas with homes comparable to yours. Homes that are for sale right now, homes that recently sold and homes that did not sell. When we review homes in these categories, we see trends that help us to properly price your home.

Homes that are similar to yours and are currently for sale give us a good idea of the homes serious buyers will be seeing.

Homes that recently sold give us a good indication of what the market will bear, and allow us to see trends in increases or decreases of sale prices.

Lastly, looking at homes that failed to sell tells us what price is too high for buyers to pay.

I've prepared the attached CMA specifically for you. With this information I can provide you with the best potential to sell your home for the highest possible price in the shortest amount of time.



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