

# The Organized Way to

# SELL YOUR HOME



[PhilippaBerg.ca](http://PhilippaBerg.ca)





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*Hello there*

# I AM PHILIPPA

Philippa is renowned for making the loftiest real estate goals possible - with grace, competence & character - wherever she goes!

She is known for her engaging personality & transparent approach to real estate, making her a trusted collaborator & friend to clients. With a passion for real estate & a deep understanding of the Comox Valley market, Philippa offers confident guidance to buyers & sellers alike. She is a savvy marketer, with a strong presence on social media & a respected reputation in the professional real estate community over the last 17 years.

Philippa honed her impressive real estate "know-how" during her earlier University studies in Urban Planning & Business Development & later wore multiple hats in Executive Marketing, Event Planning & Economic Development. Since moving to the Comox Valley in 2002, she's earned multiple top-producer awards through Royal LePage & has built a revered referral network of past clients, colleagues & friends that continue to refer her each year.



Philippa has a passion for creating beautiful organized spaces, writing & everything waterfront living. As a newer "empty nester", her intrepid wanderlust is on the horizon. New spaces to adorn, new beaches to explore & new people to meet.



# What I bring to the table

## FRONTLINE REAL ESTATE EXPERIENCE

17 years of Real Estate experience with a highly respected reputation among my colleagues in effective, fair negotiations in maximizing profits for my clients

## THE FIVE tiered MARKETING strategy

Comprehensive market analysis, strategized marketing & advertising; multimedia & social medias; strong online presence with 3-D Virtual Tours & professional photography; video & print materials including flyers & signage;

## LUXURY SERVICE

I aim to make every client feel like they're my only client. I believe in proactive communications & taking your Real Estate experience to the next level.

## HOME PRESENTATION & STAGING

Home presentation; assistance with staging & a professional "Sparkle Clean" to optimize visual appeal based on selling & staging techniques proven to maximize appeal.

## NEGOTIATION SKILLS

Assertive negotiations to maximize your profits & your terms.

## PROFESSIONAL NETWORK

You will be connected to my vast network of industry professionals throughout the Comox Valley.

## MARKETING, SALES & BUSINESS BACKGROUND

I worked in Marketing & Business Development for a decade prior to becoming a Realtor.

## LET'S GET SOCIAL

I can be found on Instagram, Facebook, YouTube, LinkedIn & [PhilippaBerg.ca](http://PhilippaBerg.ca)





# What is the Good word?

“

*As a Seller's agent, Philippa does her homework in advance of listing to produce a thorough, fact-based market analysis while providing recommendations to strengthen the listing, like pre-inspection by a qualified provider, documentation details, and superb photography. She believes in transparency, and clear communication is a careful listener and stays engaged, proactive and responsive throughout the sales process. She's also a brilliant marketer, savvy with social media, and is well-connected and respected throughout the professional real estate community.*

Rick Jamison December 2022

“

*Looking for an award-winning realtor you can TRUST? Having worked with her as both buyers and sellers through multiple residential transactions over the past decade, I recommend Philippa with 100% complete confidence in the three domains of TRUST that matter to us the most: competence, character, and communication.*

Kathy Schmidt December 2022

“

*Philippa guided myself & family through the sale of my parent's home of 30 years, with care and professionalism. Truly appreciated her support during an emotional time for us. I highly recommend her as a competent and caring realtor.*

Denise Rempel October 2022





# *Selling your House* 3 phase process





# Phase one: Pre-Listing

In this stage we get to know each other and prepare the ground for launch day. In consultation and discussion with you, I will carry out the mentioned activities below:

## Initial Consult

1

- Tour your home
- Review disclosures
- Meet & Greet- Are we a good fit?
- Review Market conditions
- Review Marketing Plan

## Working Relationship

2

- Perform Market Analysis
- Discuss timeline & expectations
- Discus pricing strategy
- Sign Listing Contract

## Prepare the Home

3

- Staging & sparkle clean
- Professional photography, video & floorplans
- Discuss marketing material

## Prepare to Launch

4

- Review & finalize all marketing materials
- Access lockbox
- Social media pre-launch



*Redefining YOUR Real estate experience*





# Phase two: Listing

In this stage, I work on giving you maximum exposure for your listing. We will execute my 5 tiered marketing strategy so all lines of exposure are engaged for the right buyer to see your home.

## Listing

5

- Listing on online platforms
- Print brochures & takeaways
- Advertise in The Record
- Place For Sale Sign in yard
- Put on lockbox
- Drop off home binder

## Marketing advertising

6

- Multimedia goes live on Facebook, Instagram & Youtube.
- All advertising & websites go live

## Viewings/ OpenHouses

7

- Coordinate viewings & provide feedback
- Do Open House(s) until a Sale is complete

## Market updates

8

- Regular updates on changing market conditions

## Negotiation

9

- Review offers
- Discuss terms & conditions
- Review profit & expenses



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# Phase three: post sale

Accepted  
offer

9

- Advise on terms
- Subject removal
- Coordinate with Lawyer

Firm sale

10

- Offer is now unconditional
- Sold Sign goes up!
- Lock box removed
- Documents to Lawyer

Closing

11

- Coordinate keys
- Walk through house
- Time to celebrate!

Stay  
in touch

12

- Great to stay in touch
- Thank you for your business & your referrals



*Redefining YOUR Real estate experience*



# The Art of pricing strategy

HERE ARE SOME THINGS I TAKE INTO CONSIDERATION  
BEFORE ARRIVING AT THE PERFECT LIST PRICE...

## PAST SALES

I take the time to study past sales for homes in your area & areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

## CONDITION

We put ourselves in the buyer's shoes & ask what they would find most valuable in a home like yours. Updated kitchens? Renovated rooms? These all factor into the final price.

## MARKET STATS

Pricing your home largely depends on what type of market we will be listing in. In a buyer's market, prices are lower, in a seller's market prices are higher.

## LISTINGS

We study active listings to see what homes we'll be competing with. Buyers tend to compare your home to these homes.

### SELLER'S MARKET

Arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.

### BALANCED MARKET

Supply and demand are about the same. Sellers usually accept reasonable offers, while homes tend to sit on the market for an average length of time.

### BUYER'S MARKET

Occurs when supply exceeds demand. Typically, sellers will drop their asking price to gain an advantage in the market.



# Let's get creative marketing

## BROCHURE

Professionally  
designed brochures  
highlight the best of  
your home.

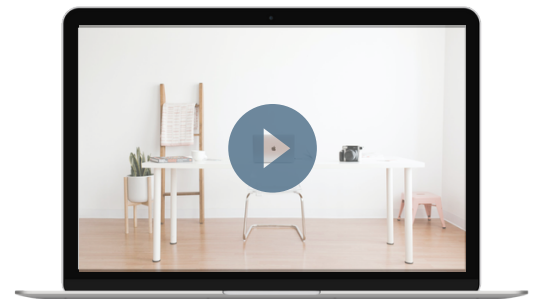


## PHOTOGRAPHY

My photographer knows  
how to shoot your home  
so it looks right out of  
HGTV!

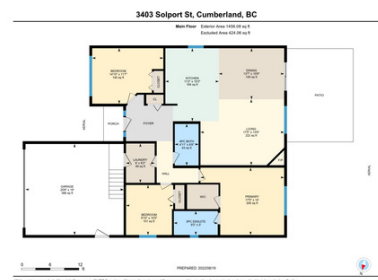
## 360 TOURS

Buyers have complete control  
while they walk through your  
home from the comfort of  
theirs.



## FLOORPLANS

Buyers have complete control  
while they walk through your  
home from the comfort of  
theirs.

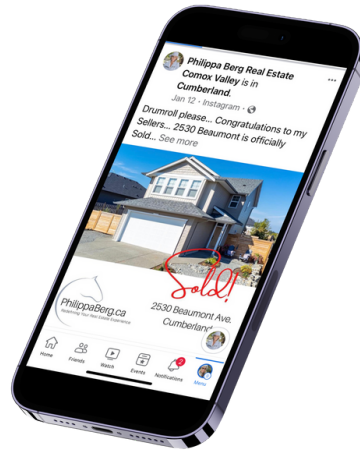




# Let's get creative marketing

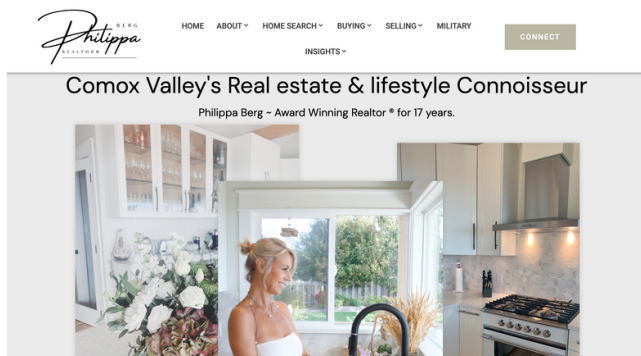
## SOCIAL MEDIA

Our followers LOVE to shop online and that means a lot of interested eyeballs on your home!



## ADVERTISING

I advertise on multiple websites to make sure your home gets the most visibility.



## OPEN HOUSE

If you are interested...  
weekend open houses.



Open House  
Saturday September 24, 2022  
10:30am-noon  
3239 Sutton, Cumberland  
\$798,000 plus GST



# Feeling Motivated?

## roll up sleeves

### GENERAL MAINTENANCE

- Oil anything squeaky
- Tighten doorknobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped paint
- Repair leaking taps and toilets
- Check garage door opener

### CLEANING

- Shampoo carpets
- Clean washer, dryer, and tubs
- Clean furnace filter
- Clean fridge and stove
- Clean and freshen bathrooms
- Organize cupboards

### TIDY + PREP

- Clean and tidy entrance
- Functional doorbell
- Polish door hardware
- Paint doors, railings, etc.  
(as necessary)

### CURB APPEAL

- Cut lawns
- Trim shrubs and lawns
- Weed and edge gardens
- Pick up any litter
- Clear walkway of leaves
- Repair gutters and eaves
- Touch up exterior paint

### FINAL TOUCHES

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes in the daytime
- Play quiet background music
- Keep pets outdoors

### ORGANIZATION

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat





# Royal LePage the brokerage

Royal LePage has over 70 Realtors in the Comox Valley & accounts for almost half of the real estate transactions in the area.

For us it's not just about selling homes we are passionate about our community. We contribute time & resources to run the Royal LePage Petite Fondo which supports the Shelter Foundation & Lilly House, the Royal LePage Snow to Surf Adventure Relay Race & we contribute significantly to the Christmas hamper program.

Royal LePage has been buying and selling homes in Canada since 1913 and we've grown to a network of almost 18,000 real estate agents in over 600 locations from coast to coast. No matter where you want to live, you can count on us for unsurpassed local market knowledge & a vast referral. When you see a Royal LePage sign on a lawn, you know it's a sign you can trust, because Helping You is What We Do™





# Have Questions? the faq's

## HOW LONG DOES IT TAKE TO SELL A HOME?

Complete transparency here, it depends! I know that's not the specific "I'll sell your home in 3 days" type of answer you want to hear, but we want to be truthful and the reality is your home could sell in 3 days or it could take 10 or even a couple of months.

There are so many factors that go into how fast your home will sell and we'll walk you through all of them.

## WHEN IS THE BEST TIME TO SELL MY HOME?

Such a great question! The spring market is always a great time to sell but that doesn't mean you won't be just as profitable in any other month. It also depends on market conditions which, again, we'll walk you through thoroughly.

## WHAT'S THE DEAL WITH THE ASSESSED VALUE ?

The assessed value is not the same as the market value. The assessed value of a home is used for taxes in your local municipality. The assessed value has no impact on how much your home is worth to a potential buyer in the marketplace and is was a snapshot back in July





# Have Questions? the faq's

## HOW MUCH COMMISSION DO YOU CHARGE?

The total commission to sell your home is 7% on the 1st \$100,000 & 3% on the balance. Half (3.5/1.5%) goes to the co-operating brokerage & is advertised on Realtor.ca & the rest is distributed among brokerage fees, marketing your home, Realtor® fees and admin costs. I provide as much value as possible to earn your business.

## WHAT DOES SOLD CONDITIONAL MEAN?

Sold conditional means that the home has conditions that must be met before the sale can be finalized. Common conditions are "Conditional on Financing" & "Conditional on Inspection". In a hot seller's market, these conditions are usually omitted to ensure the offer is desirable. You can now expect conditions.

## WHAT DO I NEED TO DISCLOSE TO BUYERS ?

There are certain things that we **MUST** disclose by law, but we also don't want to scare potential buyers away by pointing out every single little dent & scratch in our home. It's a delicate balance for sure, but I will help guide you **AND** help prep your home for sale to minimize any "defects"







Thank  
you!

## CONTACT



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