

A GUIDE TO SELLING YOUR HOME IN GREATER VANCOUVER IN 2016

COMPLIMENTS OF THE:



MEDALLION CLUB MEMBERS





Ackerman Real Estate Team's Mission Statement:

It is our mission to help you achieve your goals and exceed your expectations so that you will never hesitate to refer your family, friends and co-workers.

Keller Williams Philosophy:

kw. | WI4C2TS[®] 

THE KELLER WILLIAMS REALTY

— *Belief System* —

Win-Win: or no deal

Integrity: do the right thing

Customers: always come first

Commitment: in all things

Communication: seek first to understand

Creativity: ideas before results

Teamwork: together everyone achieves more

Trust: starts with honesty

Success: results through people

Ackerman Real Estate Team • (604)468-0010



The Ackerman Real Estate Team are constantly designing better systems for their business and developing leadership abilities in order to grow their team to help serve you better.



Chris Ackerman
Personal Real Estate Corporation

Chris was born in Bellingham, Washington and moved to Canada as a child. He graduated from Terry Fox Secondary and decided to travel the world working in customer service. After returning to Canada he attended Douglas College studying Business and Psychology. Chris moved to Miami, Florida and worked as a Financial Advisor until the US economy changed in 2007. He decided to move back to BC and start a Construction Company. With a goal of flipping homes, he got into Real Estate and has loved it ever since. Chris really enjoys meeting new people and creating lasting relationships through strong communication and giving impeccable service.

His knowledge of homes and construction give him an excellent insight into the makings of a quality home and his financial background allows him to provide another level of advice and service ensuring his clients make the right move.



Ackerman Real Estate Team of professionals:



Bonnie Brunke
Real Estate Consultant

An experienced realtor with Keller Williams Elite Realty, I have over 30 years of business experience in the Tri-Cities and Ridge-Meadows areas, and I know that it takes a lot of hard work and many hours to obtain success. My clients' interests and concerns always come first, and I believe in maintaining continual communication throughout the home selling / buying process.

I have a passion for golf and my favourite course is Westwood Plateau. I walk every morning at various local trails with my beautiful Golden Retriever. I also like to read novels and my favourite TV show is all the shows on HGTV.



**KELLER WILLIAMS IS #1 IN THE WORLD FOR:
AGENT COUNT &
BEST TRAINING COMPANY IN ALL INDUSTRIES**

We're #1
& just begun

WORLD'S LARGEST REAL ESTATE FRANCHISE
by agent count

The world's largest real estate franchise by agent count is officially the

**WORLDWIDE LEADER
IN TRAINING!**



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What We Deliver:

1. Communication

Your needs always come first. We provide the service level we agree to, in the ways that work for you. Whether once a week or once a day, by phone, email or text message. You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, feedback from showings, offers on the table and the steps leading to a successful closing once an offer is accepted.

2. Pricing Strategy

Your home will be priced right, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local neighbourhood data, the information you need is at our fingertips.

3. Marketing and Promotion

Your home will get the exposure it need to effect a timely sale. Our marketing systems maximize your property's exposure to buyers and their realtors.

4. Perfect Presentation

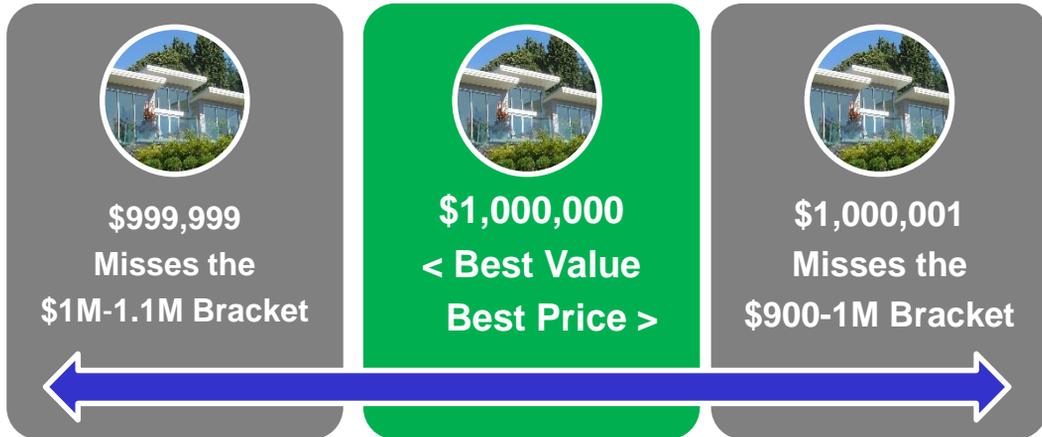
Our complimentary staging, photography & virtual tour will be sure your home appeals to the masses. We use all 5 senses to invoke emotional decisions . A terrific first impression is a must to get your home sold. Your property will shine before we present it to buyers!

5. Satisfaction

We'll **GUARANTEE** your satisfaction. Our **SUCCESS** is dependent on meeting and exceeding your needs. We identify those needs together, and our cancellation guarantee protects your right to end our relationship anytime.

OUR BLUEPRINTS FOR A SUCCESSFUL SALE

1. STRATEGICALLY PRICE your home so you're competitive within the current market & pricing trends. We showcase your home to be the **BEST VALUE** in one price bracket & the **BEST PRICE** in the next.



2. Provide COMPLIMENTARY STAGING for your home and property to cast a positive light on the features most important to buyers: uncluttered rooms and closets, fresh paint, and terrific curb appeal.





3. COMPLIMENTARY PROFESSIONAL PHOTOGRAPHY with quality HD photographs showcasing your property's best qualities.

- BUYERS SAID: MOST IMPORTANT - #1



4. Write a detailed description of your home's finest features and benefits. Paint a picture of a lifestyle which allows buyers to envision themselves enjoying all it has to offer.

- BUYERS SAID: MOST IMPORTANT - #2

5. Design a VIRTUAL TOUR to allow buyers the experience of walking through your home, creating an emotional attachment.

- BUYERS SAID: MOST IMPORTANT - #3



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6. We optimize your home's SOCIAL MEDIA Internet presence.
Create an online marketing strategy for your home.



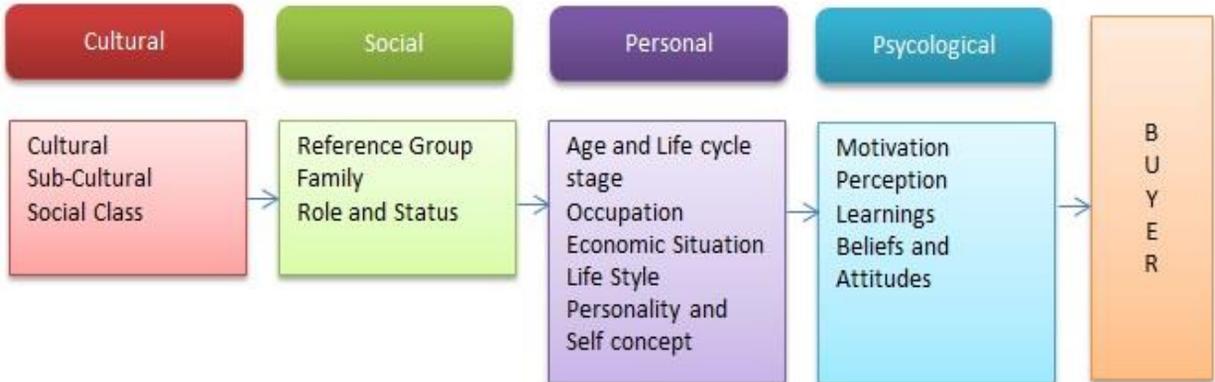
7. Place “for sale” signage, & directional signage where necessary.
20% OF HOMES SOLD BY SIGN CALLS.

8. Target our marketing to active real estate agents who specialize
in selling homes in your neighborhood.

9. Include your home in KW and MLS Realtor Tours, allowing other
agents to preview your home for their buyers. Average Realtors on
tour each week is about 40-50 combined tours.
38% OF HOMES SOLD BY OTHER REALTORS.



15. Create a BUYER PROFILE of the most likely types to purchase your home and strategically market to that audience.



16. Submit your Property to the MLS System, Realtor.ca and Realtylink.ca Actively Marketing to all Buyers and other Realtors.



17. Pre-Qualify All Buyers with our Mortgage Broker.

18. Execute Showings and Follow Up For Feedback. Communicate any needed proactive critique in a timely manner to you.

19. Receive offers, Alert All Buyers and Agents that have Shown Your Home as Soon as an Offer is Received.



20. Present and Discuss All Offers. Negotiate Best Price, Terms and Conditions along with you.

21. Coordinate all Documents, Inspections, Appraisals, Financing and Finalize Subject Removal.



22. Organize Pre-Closing Paperwork and Arrange Legal Council.

23. Arrange Keys and Access for Buyer's Possession. Assist with Relocation and Moving Companies.



**24. Refer our extensive network of Local Businesses, Professionals, Trades and Services Beyond the Sale.
Please Ask!**

25. Ensure a Smooth, Stress-Free Transaction that Nets you the Most Money Possible, in the Least Amount of Time.

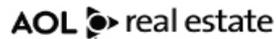




INTERNATIONAL MARKETING

EXTENDED REACH WITH KW LISTING SYSTEM

When you list with us, your home will have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed internationally online 24/7 through more than 350 of the most popular search Websites. Here's a few...



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HOW TO SELL YOUR HOME IN 8 DAYS WITH THE PERFECT LAUNCH STRATEGY:

Upon Listing Agreement:

Next Day – For Sale Sign Installed

1 Week Prior to Live on MLS – Complimentary Staging Consultation and Time to Arrange Home

Weekend Prior to Live – Complimentary Photos & Virtual Tour

Monday – Listing Hits MLS. Realtors & Qualified Buyers

Tuesday – MLS Realtor Tour

Wednesday – Listing Hits Public Search Engines

Thursday – VIP “Sneak Peak” Open House. **Optional

Friday – Your Day Off. We Call & Knock for Opens

Saturday – First Public Showings at Open House

Sunday – Open House & Showings

Monday – Final Showings, Receive and Negotiate Offers

Arriving at the list price

We give you examples of the competition, both active and recently sold.



We explain the pros and cons of listing over, under and at the suggested sale price.

+ **over suggested sale price**

Use if you must have a certain dollar amount.	Very few lookers, if any. Won't appraise for buyers lender. Will stay on the market a very long time.
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+ **at suggested sale price**

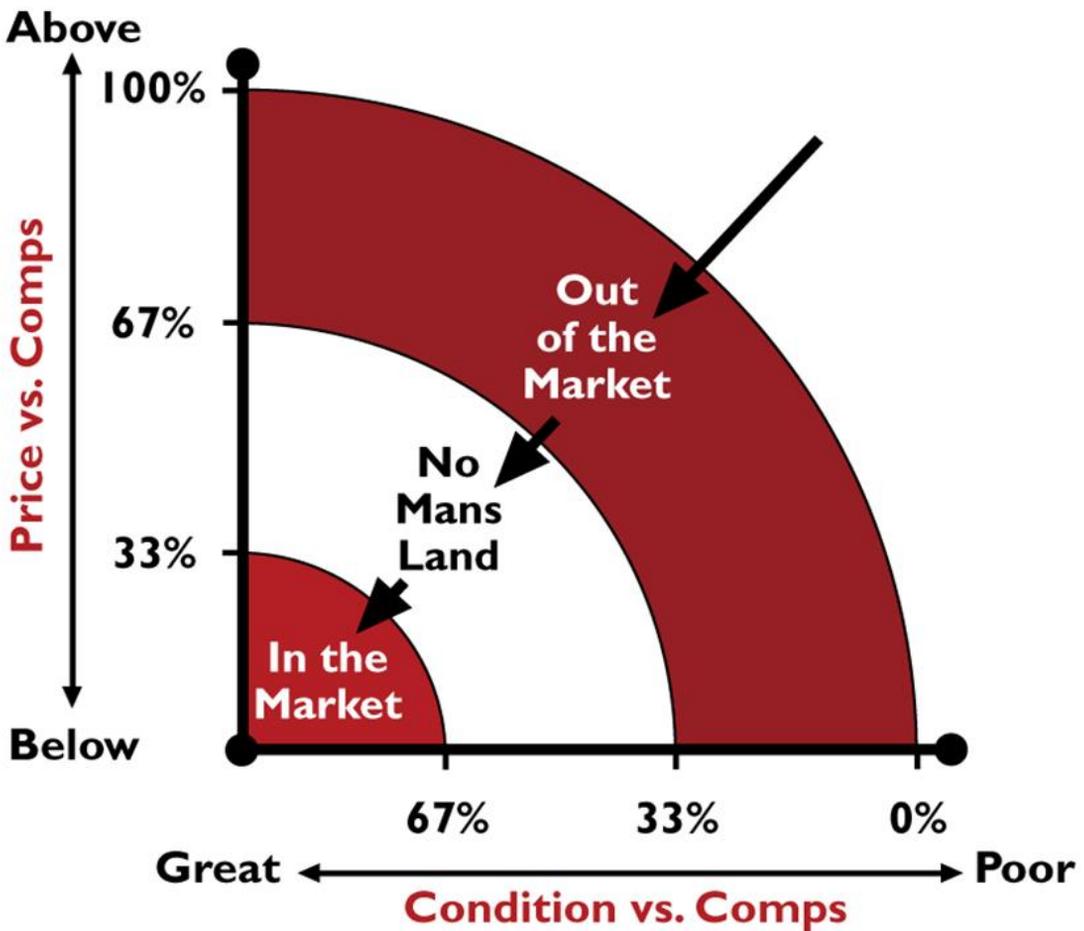
Buyers recognize well priced home. No issues with buyers appraisals. Found easier in buyer searches. Usually brings in buyers.	May not bring multiple offers.
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+ **under suggested sale price**

Quick sale. May produce multiple offers. May produce higher than asking price offers. Should generate lots of interest.	May not produce multiple offers. Risk having to sell at lower price if market is not robust enough.
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To get your home sold for the most money in the least amount of time, we have to price it “in the market.”

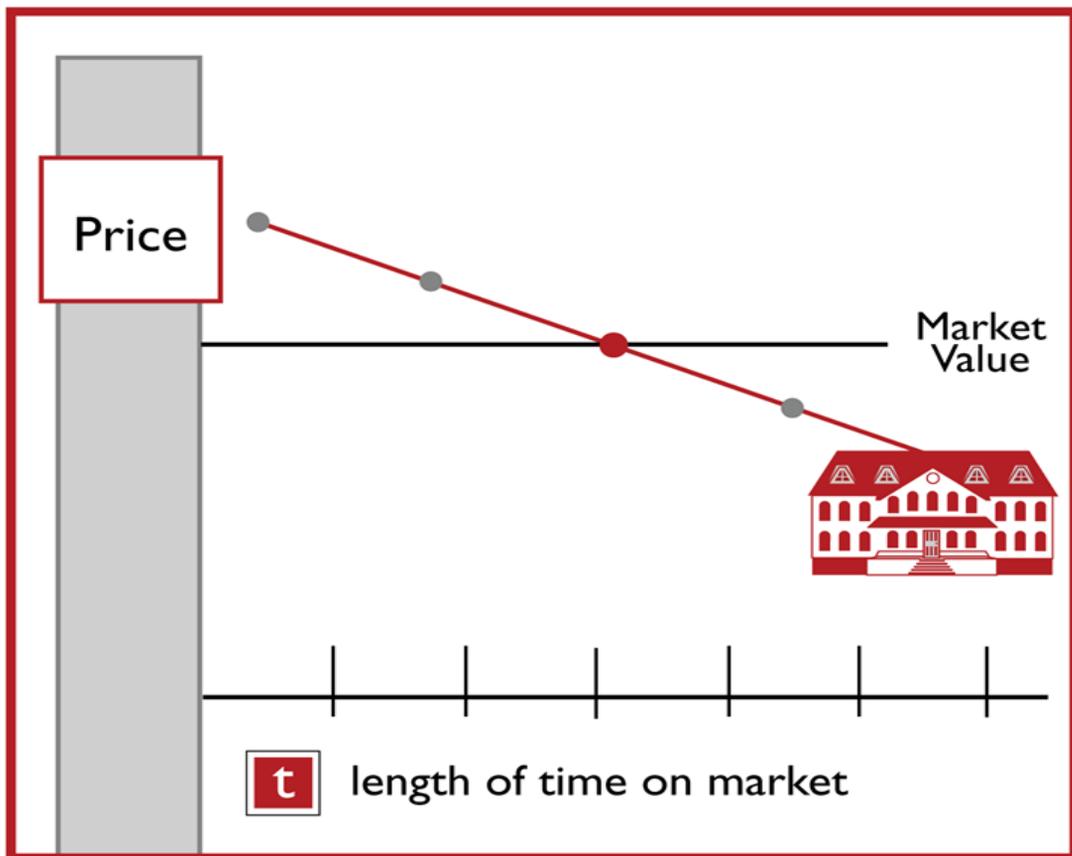
Best Price + Best Condition = SOLD FIRST



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WINDOW OF OPPORTUNITY:
The first time that buyers see your home and price may be the only time.

- The buying market has a short attention span.
- Proper pricing attracts the most buyers.
- We want to generate offers before the market moves on to newer listings.



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PROFESSIONAL FEES

Our 3 tiered commission structures are as follows:

7% on the First \$100,000 and 2.5% on the balance.

Pricing Strategy

Property positioning statement - Identify target prospecting groups.

Place property on Multiple Listing Service (MLS.ca)

International Online marketing

Install lockbox if appropriate.

Negotiate all offers

7% on the First \$100,000 and 3% on the balance.

Includes all of the above

Professional Staging Consultation

Professional Photos

Virtual Tour

Create a full color property brochure

7% on the First \$100,000 and 3.5% on the balance.

Includes all of the above

Professional video featurette

Measurements & Floor plan

Aerial Photos

There is no Standard Commission.

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Upgrades and Presentation

Your Best Bets:

1. De-Cluttering, Staging & Decorating your home & property appropriately.
2. A fresh coat of paint in a neutral tone that will appeal to the most buyers.
3. A clean yard, fresh cut lawn & nice landscaping for great curb appeal.

Best Returns on Investment

Project	Average Cost	Average Resale Value 1 Year	% Return
Minor kitchen remodel	\$14,773	\$13,039	87%
Two-storey addition	\$67,743	\$56,770	83%
Bathroom Remodel	\$14,216	\$11,704	81%
Major kitchen remodel	\$38,769	\$31,344	80%
Family room addition	\$46,738	\$37,217	78%
Deck	\$5,865	\$4,498	75%
Master Suite	\$63,275	\$47,699	74%
Attic Bedroom	\$31,366	\$23,232	73%
Home office	\$10,526	\$5,723	54%



Preparing Your Home for Showings

First impressions really count with home buyers. A small investment in time and effort can provide a big advantage. The Ackerman Team will guide you to ensure that all of the best possible techniques are used to enhance your home's appearance, when listing it for sale. Here are some suggestions for preparing your home for showing.

First Impressions/General

- House exterior in good repair
- House number easy to see
- Eaves trough, down spouts and soffits painted and in good repair
- Garage/carport clean and tidy
- Cracked or broken window panes replaced
- All seasonal outdoor lighting removed if no longer in season
- Lawns cut and raked; hedges and shrubs trimmed; gardens weeded and edged.
- Leaves raked; walks swept; decks and patios cleared of leaves and debris
- Snow and ice cleared; walkways sanded or salted

At The Front Door

- Door bell works
- Door hardware in good repair
- Porch and foyer clean and tidy
- Front door in clean condition and in good repair

Interior Maintenance

- Cracked plaster repaired
- Chipped paint touched up
- Door knobs and cupboard latches tight
- Furnace wiped down and cleaned
- Burned out light bulbs replaced
- Squeaky doors oiled
- Light switches wiped down-no dirt or residue

Pets

- Pets contained or absent during the showing.



Preparing Your Home for Showings...Continued

Bathroom

- ___ Mirror, fixtures and taps cleaned and polished
- ___ Leaky taps and toilet repaired
- ___ Inside of cupboards and cabinets clean and neat
- ___ Towels clean and matching
- ___ Clutter put away

Kitchen

- ___ Sinks and taps cleaned and polished
- ___ Appliances cleaned
- ___ Countertops clear and polished
- ___ Inside of cupboards and cabinets clean and neat
- ___ Small Appliances Put away
- ___ Clutter put away

Creating A Buying Atmosphere

- ___ All lights turned on
- ___ Air conditioner turned on in warm weather
- ___ Fireplace lit in cooler weather
- ___ Closets neat and tidy
- ___ Halls and stairs cleared of clutter
- ___ Drapes opened during daylight
- ___ Background music playing quietly
- ___ Carpets freshly vacuumed
- ___ Fresh flowers in various rooms
- ___ Fresh air in the home

Valuables

- ___ Jewelry and valuables locked safely away or taken with you
- ___ Valuable property (such as objects of art, vases, figurines, momentos) are safely situated, out of reach or locked away
- ___ Medication hidden



It Would be Very Helpful if You Could Please Provide the Following Items for our Meeting:

- 1. Tax Receipt or Notice for the Current Year.**
- 2. Survey Certificate (if available) for detached homes only.**
- 3. Separate set of keys and a FOB (for appointment access).**
- 4. Contact numbers for arranging showings, cell phone and email.**
- 5. A list of items you feel are important features in your home and neighborhood that will help in marketing your listing.**
- 6. A list of items in your home you wish to be excluded from sale.**
- 7. Name of Property Management Company (Strata/Rentals).**
- 8. Current Statements: Fortis BC, BC Hydro etc.**
- 9. Any questions or concerns you may have...**



Testimonials: What Our Past Clients Say About Us

“Our names are Trish and Russ we first met Chris Ackerman from the Ackerman Team June 2, 2013. My wife talked me into going to an open house in 1850 Argue St Port Coquitlam. It was a nice Sunday morning. We met Chris at the front door to the condo and were invited in. OMG what a place! I told Chris we would buy it on the spot.

As we looked around I discussed with him about sale of our house on Westlake Drive Coquitlam. I told him he could sell our house but I wanted someone who would be serious. Tuesday Chris came by to list and we discussed what needed to be done to have a successful sale. His home stager showed up on Thursday to tell us what needed to be done for the open house on the weekend.

Let me say these people are a power team, when they walk in there is a presence about them. Chris is young and very aggressive. If you listen to what he says you will sell your home. The sign went up on Thursday, we had open house Saturday and Sunday with 80 groups through and 10-12 appointments. Their marketing skills are beyond anything I could imagine. On Sunday night we had multiple offers. Our house sold in five days OMG they are an incredible team.

I would tell anyone if you are serious and want to sell your home then listing with the ACKERMAN TEAM of Keller Williams Elite Realty will only give you one thing... a SOLD SIGN in your yard! We are the proof! Just drive around Coquitlam there are a lot of homes for sale that are not sold. BUT OURS IS SOLD.”

-Russell and Patrica Briggs, Owners of Austin Animal Hospital in Coquitlam

"We chose the Ackerman Team to be our agents through both the sale of our previous home as well as for the purchase of our new home. They handled every detail and made the process so much smoother than we had anticipated it being! From our first meeting to list with them until our final closing, they kept guiding us through each step, being careful to listen to our ideas and educating of us along the way. Their knowledge of the market helped us make informed decisions that led to a timely sale and an above asking sale price on our home! Because of that, we had a higher than expected amount to spend on our new home, which made shopping for it even more fun! We love our new home, its perfect for our family and I recommend the Ackerman Team to anyone I hear even speak about real estate!"

-Betina Gregersen, North Vancouver



Testimonials: What Our Past Clients Say About Us

"After trying to sell our house with a previous agent for 6 months, we hired Chris Ackerman. With their expert advice and guidance, we sold our home within two weeks of listing with them! They are hard working, positive and professional. They are a delight to work with and we would recommend them without reservation".

-The Munro Family, New Westminster

"Chris and his team worked so hard for us, finding us properties in our price range and in the location we wanted. It is evident that they take great pride in what they do and that they were both professional and a pleasure to work with. Even when our schedule was a challenge, they went out of their way to work things out for us. When anyone asks what realtor we went with, my wife and I are quick to tell people what a great experience we had working with Chris and The Ackerman Real Estate Team."

-Felix Hayes, Vancouver

"Chris and his team were excellent to work with. Our home sale was a testament to their diligence. They made it happen and were relentless in their efforts to get our home sold! They are very personable and knowledgeable and they made buying our new home a breeze. I would recommend this team to anyone looking for a realtor."

-Jennifer Bertram, Coquitlam



BUSINESS PARTNERS

As a Contractor, Financial Advisor and now Realtors...
We have an amazing network of Local Businesses,
Professionals, Trades, Services and Suppliers.

Who do you need?

Please ask us for our FULL list of trusted providers.



Do you have a local business?

Want to be a part of our program?

You can be a Business Partner...Just ask how...

Who do you know that should be on our list?



BUSINESS PARTNERS

Lawyers & Notaries:

Rick Payne & Associates, Barrister & Solicitor - 604-944-4115

Gaye Simms, Notary Public - 604-941-6221

Rose Miller, Notary Public – 604-420-6671

Cleaning:

One Call Does it All- Laurie Banford - 604-446-4793 - laurie.z@hotmail.com

Fresh Scent Cleaning - Michelle Kunc - 604-817-8076

Movers:

Rain Forest Moving & Storage – James Warner – 604-833-8174 –

rainforestmoving@gmail.com

MW Greenwood Movers – Mark Ma – 604-512-5180

Organization, Packing Assistance, Estate Liquidation & Junk Removal:

Everything Organized – Kathleen Boland - 604-314-3604

Just Junk - 604-678-5766

Rid of It - 604-659-6670

Storage:

Maple Leaf Storage - 604- 944-6101

Imperial Self Storage – Sandy - 604-464-5090

Budget Mini Storage – 604-521-3636

Portable Storage:

Mobile Mini Storage – 604-585-9666

P.O.D.S. - 604-434-6005

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OUR BUSINESS SUCCESS IS BASED ON REPUTATION.

People remember how we made them feel.



GET



When you send us people who successfully work with us... **YOU GET REWARDED. REFERRALS PAY!**

When you hear people speak about Real Estate, you'll want to tell people about **The Ackerman Real Estate Team!**



THE ACKERMAN REAL ESTATE TEAM GUARANTEE'S



RISK-FREE LISTING

IF YOU ARE NOT 100% SATISFIED WITH THE LEVEL OF SERVICE PROVIDED, WE WILL SIGN THE PAPERWORK AND PROVIDE YOU WITH AN EASY EXIT FROM OUR LISTING CONTRACT.

We look forward to working together to get your home sold smoothly for the highest possible price in the least amount of time and having some fun in the process!

Best Wishes,

Chris Ackerman

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Ackerman Real Estate Team
Keller Williams Elite Realty



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