

Vanessa Hird Personal Real Estate Corporation

I have prepared this listing presentation for you to allow you to know more about myself, the company I work for and what you can expect when hiring me as your Realtor.

I have been licensed since 2005 and during these years I have received many awards including Diamond Award top 3% of Realtors for sales in CR, 2016 Business Of The Year nomination, nominated top 3 Realtors for Readers Choice Award, 2018 Award of Excellence for 5 out of the past 7 years above 6% of sales in CR, 2018 in the top 7 Realtors in our office and a Top Tier recipient since 2015 for the top 5% for sales in CR.

Thank you for the opportunity to provide you with my listing presentation. I look forward to working with you.

Sincerely,

Vanessa Hird PREC





Excellent Service...Plain and Simple.

Vanessa Hird PREC
Royal LePage Advance Realty



How I'll help you sell your home

As your Royal LePage REALTOR[®], I'm committed to guiding you every step of the way.

1. Manage all steps, from putting your property on the market to successfully closing
2. Save you time and energy
3. Establish the market value of your property
4. Market your home
5. Minimize risks related to the transaction

Helping you is what I do





“My goal as your
Royal LePage REALTOR®
is to help make the process
easier for you”.

Managing all steps of the transaction

There are many complexities involved in every real estate transaction.

- Preparing the home for its entry on the market
- Gathering and completing all necessary documentation
- Helping you stage your home
- Coordinating the transaction with all parties
- Specifying your terms of agreement surrounding the sale
- Ensuring that your transaction complies with regulations and legal requirements





Saving you time

I will help minimize time on market and maximize your property's availability to prospective buyers.

When listing your home, a lot of time is dedicated to:

- Preparing your house for its entry on the market
- Developing and implementing a customized marketing plan that targets your most-likely buyers
- Managing private showings with buyers
- Responding to questions about your property
- Negotiating with prospective buyers and collaborating agents

Establishing the market value

I will help you optimize your selling price by:

- Performing a professional market evaluation
- Presenting comparable properties sold recently in the neighbourhood
- Reviewing your present home's condition and helping you optimize the qualities and value
- Proposing an honest selling price
- If you choose to list for higher than suggested and that does not result in a timely offer be prepared to lower the price to aid in a sale. This is your investment and I take your opinion into account when selling.



“As a trained and experienced Royal LePage REALTOR[®], I will help you get the best price for your home.”

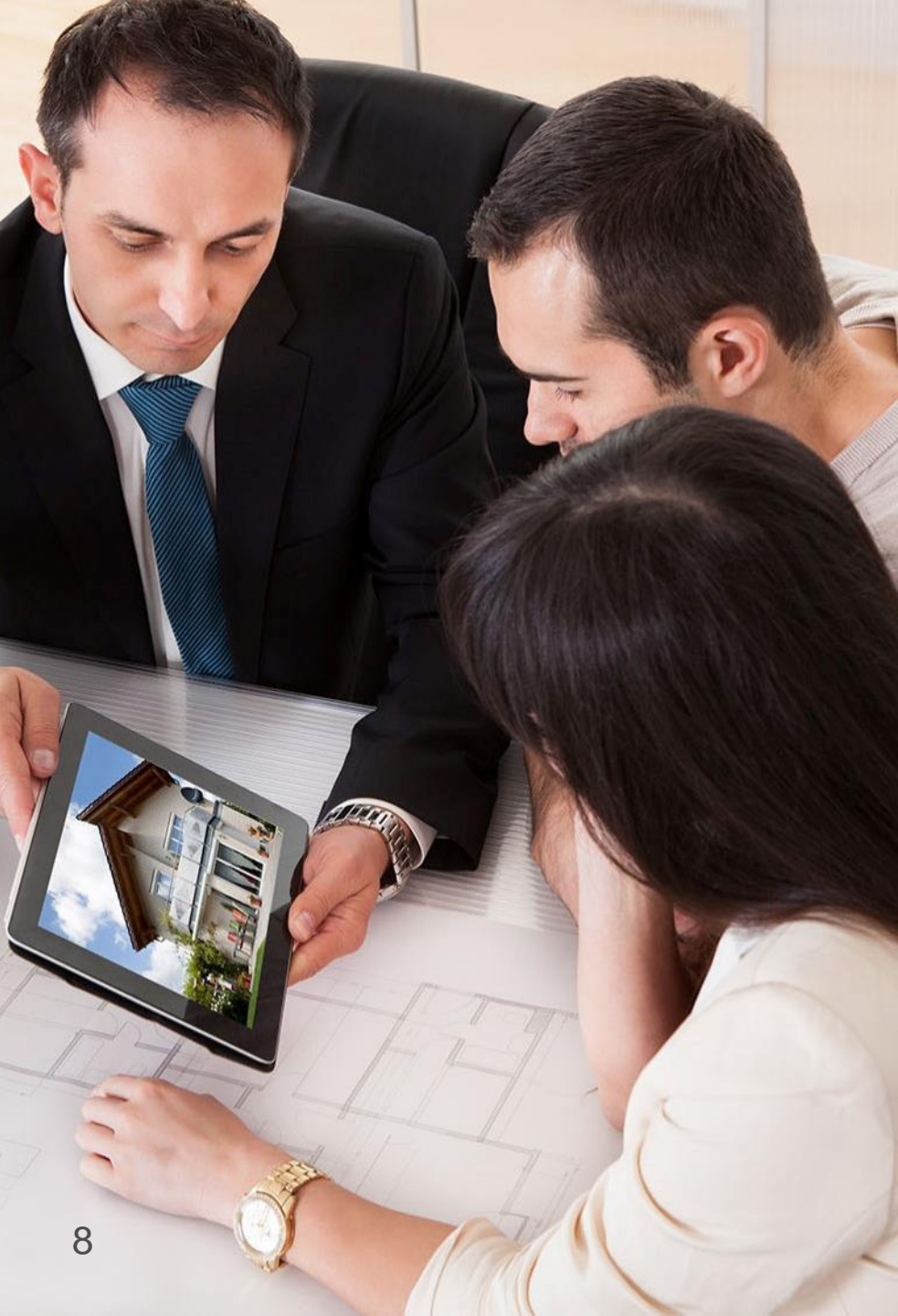


The negotiation

Real estate negotiation is a skill developed through training and experience.

It is my responsibility to do the following:

- Pre-qualify buyers
- Identify motivating factors of the prospective buyer
- Remain collaborative with all agents interested in your property
- Set viable contract terms and conditions associated with your expectations and needs
- Manage counter offers
- Optimize multiple offer situations
- Negotiate a favourable transaction closing



Marketing your home

There are many facets to effectively marketing your home:

- Identifying the target market
- Showcasing your property through high quality professional photography, floor plans and possible 3D virtual tour and or drone photography and video depending on the property
- Creating local marketing campaigns on Facebook, Twitter and Instagram
- Managing the digital presence
- Newspaper print ads in the Homefinder



Marketing your home

Royal LePage marketing services provides you:

- Multiple Listing Services (MLS)[®] listing
- royallepage.ca listing
- VanessaHird.realtor
- Facebook campaign, Instagram and Twitter
- Innovative marketing tools and technology
- I have one of the largest Facebook followings in Campbell River
- Campbell River Realtor Vanessa Hird FB page

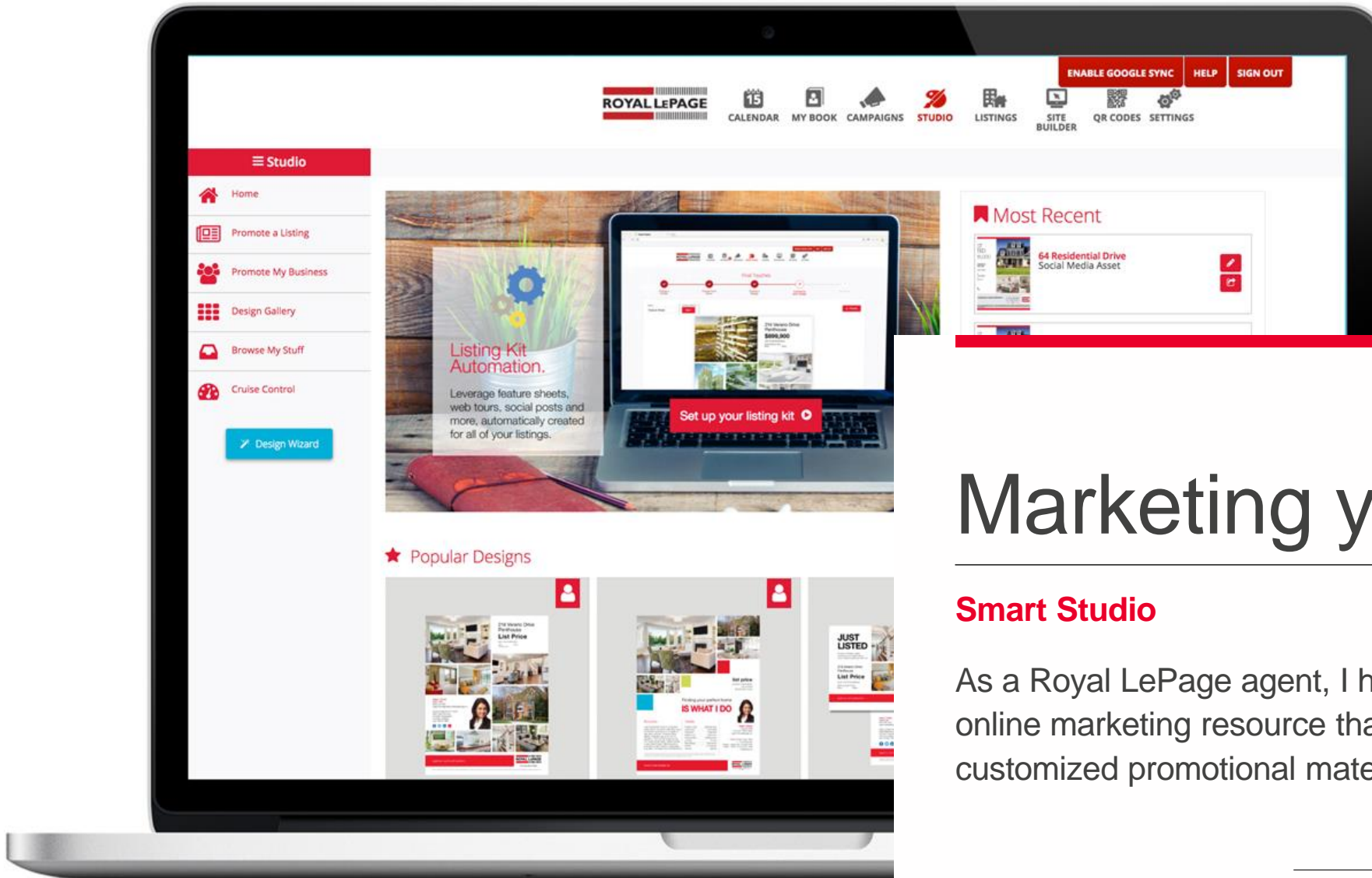


Marketing your home

royallepage.ca

The website is easy to use and equipped with unique features:

- Multiple ways to find your home on the website using Google's search technologies
- Detailed listing page to best market your property
- The most neighborhood and demographic information
- Accurate display across all devices



Marketing your home

Smart Studio

As a Royal LePage agent, I have access to a robust online marketing resource that will allow me to create customized promotional materials for you.



“For the majority of Canadians, their home is their largest investment. Minimizing one’s risk is not only prudent – it’s essential.”



Minimizing risk

As your Royal LePage REALTOR® , I will:

- Manage a lock box to protect the contents of your home
- Act as a buffer between you and third parties
- Advise you every step of the way, ensuring you are fully aware of the potential impacts of the choices available to you
- Ensure to complete all necessary documentation while complying to current laws and standards in order to protect you throughout the transaction



Royal LePage

A proud Canadian real estate company since 1913.

- Royal LePage has a service-based culture and comprehensive suite of services which sets us apart from our competitors.
- Royal LePage continues to be the real estate company of choice with 18,000 agents in over 600 locations across the country.
- Royal LePage Advance in Campbell River sells more homes than ALL the other local Real Estate companies combined



The market

Local market statistics

- Royal LePage Advance sells more homes locally than all other Real Estate companies combined
- Average single family price Dec 31, 2017 \$410000
- Average single family price Dec 31, 2018 \$457500
- Average condo apt price Dec 31, 2017 \$222000
- Average condo apt price Dec 31, 2018 \$250000
- Average single family home DOM Jan 31, 2018 is 35
- Average condo apt DOM Jan 31, 2018 is 37
- 2018 I sold \$15 000 000 in sales volume



Giving back to the community

- Royal LePage real estate professionals and offices have raised more than \$27 million to help support women's shelters and violence prevention programs.
- We are committed to strengthening the communities in which we live and work.
- For several years I have been in the top 10% in Canada for contributions to the Shelter Foundation. All proceeds stay in Campbell River
- I have organized the Kids Zone at the Royal LePage Salmon Derby each year with over \$150000 raised for salmon enhancement and the women's shelter





What's next?

Let's get the process started

- Perform an in-depth analysis of the current market along with an assessment of comparable properties sold recently in the area in order to provide you with a selling price and marketing strategy adapted to your needs
- Market your home
- Negotiate with potential buyers to help you get the best price for your home

Thank You



Vanessa Hird PREC
Royal LePage Advance Realty

T 250-202-4677 call or text

Vanessahird.realtor

Campbell River Realtor Vanessa Hird

