

# SELLERS GUIDE

Expert Guidance from  
Preview to Possession  
and Beyond



## RESIDENT EXPERTS

ENGEL & VÖLKERS®



## WE'RE KNOWN BY THE COMPANY WE KEEP

### **Our Competitive Advantage: Engel & Völkers**

Resident Experts are proud members of the Engel & Völkers team. Engel & Völkers are a globally recognized real estate brand with four decades of experience in the brokerage and marketing of top-quality properties. Our strategic partnership with Engel & Völkers provide Resident Experts with access to the web's most popular property search sites, advertising in influential publications, and a host of exclusive marketing tools and technologies that empower us to reach potential buyers locally and around the world. No one can do more to market your property than a Resident Expert advisor backed by Engel & Völkers.



# THE SELLING PROCESS

1.

## Preview Your Home

Each property is unique. Allow us to walk through your home noting improvements, outlook, orientation, unique features and factors affecting the value of your home.



3.

## Preparing Your Home For Sale

We will advise you about staging and prepping your home to attract the most qualified buyers.

## Marketing Measures

Access to the web's most effective property search sites; produces high quality publications and offers cutting edge exclusive marketing tools and technologies that empower us to reach potential buyers everywhere.

5.



4.



## Determining Your Pricing Strategy

Pricing is everything. If you miss the right price range, the chances are fewer buyers will find your home. We have a reputation for pricing wisely in order to get your best price.



## Presenting Your Home Valuation

The home valuation is the most accurate assessment of your home's value based on current and historical real estate activity in your neighborhood.

## Showings & Open House Representation

To optimize the value of your home in the eyes of potential buyers and investors, it's important to ensure that your home is presented in the best possible light.

6.



## Offer Negotiations

We are known to be strong negotiators who will help you get the best price for your property.

8.



## Beyond the Transaction

Even though the transaction is complete, our service continues. We remain dedicated to our client relationships and will promptly respond to any requests or questions you might have at any time following the sale.

9.

## Possession

The day we transfer the keys to its new owner.

7.



## Reviewing Offers

We will help you evaluate and negotiate offers from potential buyers in order to protect your legal interests and to ensure you are optimizing the price and conditions surrounding the sale of your home.

# COMPLIMENTARY HOME VALUATION



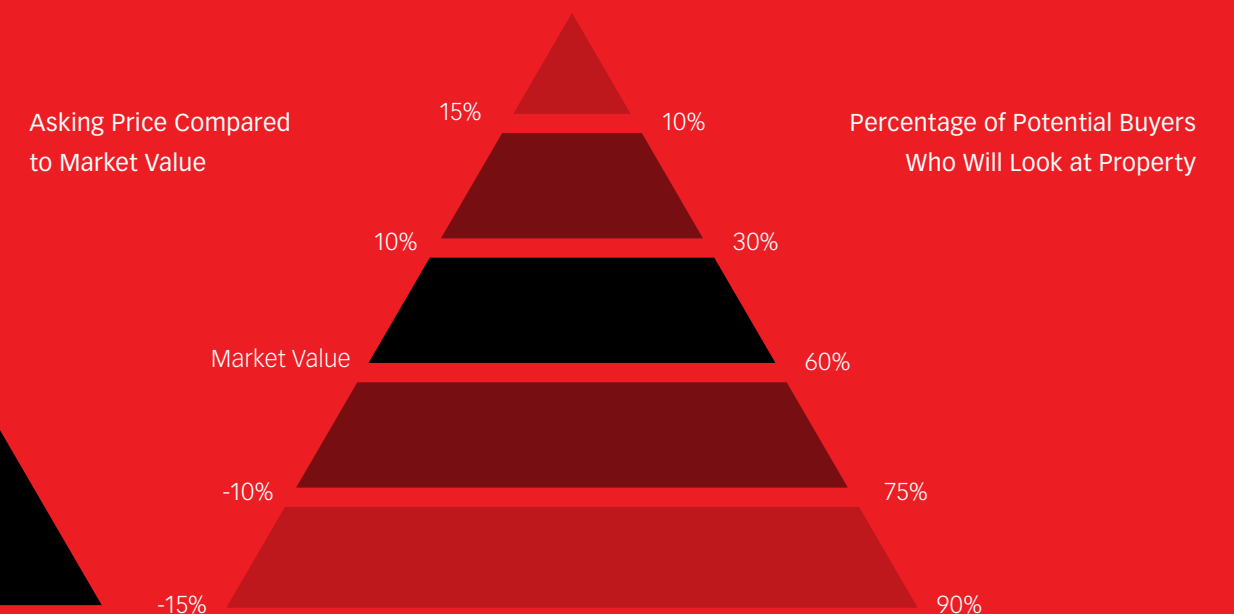
The three most important factors in selling your home:

- Expert representation
- Effective marketing strategy
- The right price

A home valuation is performed by one of our Resident Experts and is an essential part of the services we provide. It is the most accurate assessment of your home's value based on data and information that includes current and historical real estate activity in your market. With a full understanding of your home's place in the market and a pricing strategy to meet your goals within an acceptable time frame, we will develop and execute a customized strategy to promote your home to the targeted audiences we have identified.

## AN EFFECTIVE PRICING STRATEGY

Determining your home's listing price is one of the most critical decisions you will make in the strategy of selling your home.



### Pricing is Everything

Pricing above market value will get the attention of fewer potential buyers. Pricing at or below market value will attract more buyers. If you miss the right price range, chances are fewer buyers will find your home.

### The Risk of Overpricing

If you price your home above its fair market value, potential buyers and real estate investors will compare it unfavourably against recent comparable sales and listings. The risk is that your property will linger on the market for longer than what is typical for similar listings, stigmatizing it as an undesirable or blatantly over-priced property as a result.

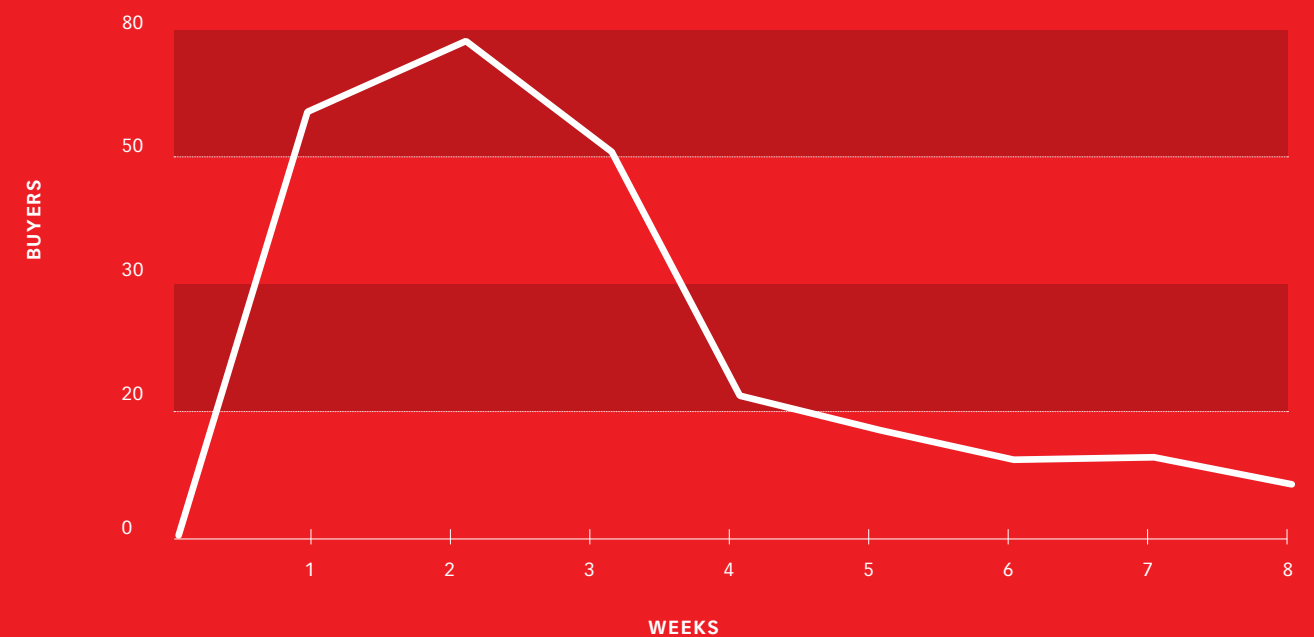


# TIME & EXPOSURE

## Charting the Optimum Moment

This chart represents the amount of interest among potential home buyers once a property is listed. Statistics show that interest and excitement are highest within the first four weeks on the market. With the higher level of interest comes the best opportunity to communicate the value of the property and to ultimately sell it.

Buyers Compared to Weeks on the Market



Preparation and pricing, especially pricing, are crucial in capitalizing on this initial exposure. As weeks pass and recognition as a “new listing” diminishes, interest falls. Reintroducing the home at an adjusted price does not typically receive the same attention as the first four weeks.





Access to the web's most popular property search sites, advertising in influential publications, and more.

## MARKETING MEASURES

- Professional Photography
- Property Expos
- Email Marketing
- Signage
- Videos
- Virtual Reality

Though Engel & Völkers is best known for representing historical castles and mansions across the globe, we pride ourselves on selling homes at every price point and providing the same standard of premium service and personal attention for every property we represent.

Engel & Völkers provides Resident Experts with access to the web's most popular property search sites, advertising in influential publications, and a host of exclusive marketing tools and technologies that empower us to reach potential buyers locally and around the world.

### Virtual Reality

Engel & Völkers high quality Virtual Reality Tours position properties in the best light from every angle.

### Property Expos

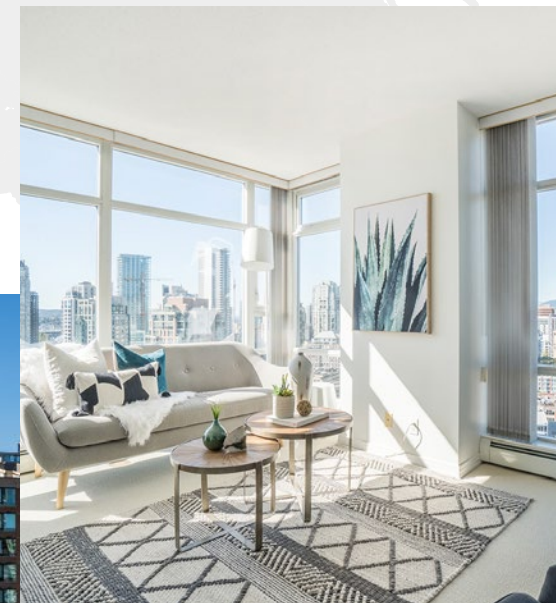
Our high-end property brochures are displayed in shop windows, open houses and available online throughout our network.

### Professional Photography and Video

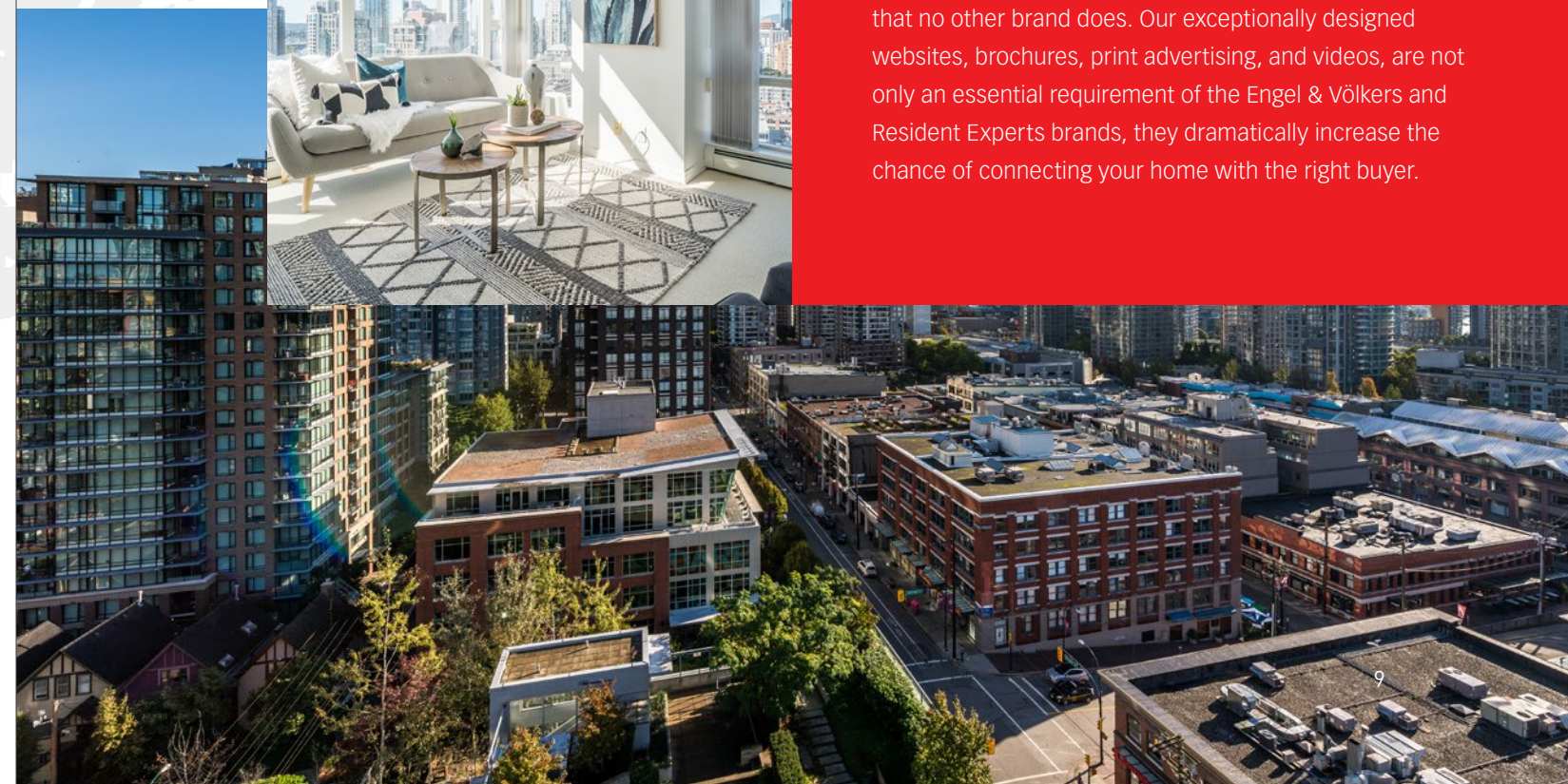
We use eye catching high resolution professional photography and video in all marketing collateral. Exceptional presentation is not only an essential requirement of the Engel & Völkers and Resident Experts brands, but it greatly increases the opportunity of connecting your home to the right buyer.

### Global Guide Magazine

Our own luxury publication, printed in six languages, mailed directly to our own private list of buyers, sold on newsstands throughout Europe, and distributed globally.



Whether online or in print, your home has only one chance to make a great first impression. Engel & Völkers provides world-class marketing tools and technology that no other brand does. Our exceptionally designed websites, brochures, print advertising, and videos, are not only an essential requirement of the Engel & Völkers and Resident Experts brands, they dramatically increase the chance of connecting your home with the right buyer.





# GLOBAL & LOCAL ONLINE EXPOSURE

We use social media to bring greater awareness to the properties we represent.

## Social Media

Our strategy is to be where our clients are and where potential buyers want to be. We provide valuable content in order to drive traffic to our properties. Your property will be featured in all of our social media accounts.

- Facebook
- Facebook Ad Campaigns
- Twitter
- Google Ad Campaigns
- Google +
- Instagram
- Youtube Channel
- Pinterest

  
@resexperts

  
Resident Experts

  
residentexperts

  
residentexperts

To find the ideal buyer, we expose your home to the largest, most relevant audience of potential buyers. Because Engel & Völkers has shops and advisors spanning the globe, there are no boundaries to the exposure we provide for your property.





Our Extensive Domestic and Global Exposure (EDGE) platform provides unprecedented online exposure in major markets where a potential buyer for your property may exist.

# LEADING E.D.G.E. THINKING

- **EV:** 2 million views a month
- **James Edition:** 1 million visits per month
- **Juwai:** 2 million visits per month
- **ListHub:** 20 million visits per month
- **ListHub Global:** 243 million visits per month
- **Mansion Global:** 2.3 million visits per month
- **Wall Street Journal:** 42.4 million visits per month





# OUR CONNECTIONS

## LAWYERS

Bell Alliance . . . . . 604.873.8723

Adrian & Co . . . . . 604.266.7811

## NOTARIES

Patricia Wright . . . . . 604.682.8988

Carolynne Maguire . . . . . 604.266.8970

## HOME INSPECTORS

Douville and Co . . . . . 604.626.4887

Pillar to Post . . . . . 604.250.9263

The Inspector . . . . . 778.788.5301

## HOME STAGERS

Urban Presentations . . . 604.831.4160

Flow . . . . . 604.674.8884

Marilee Congo,  
Upscale Downsizing . . . . . 778.837.8685

## MORTGAGE BROKERS

Tony Rossander,  
4Front Mortgages . . . . . 604.612.6252

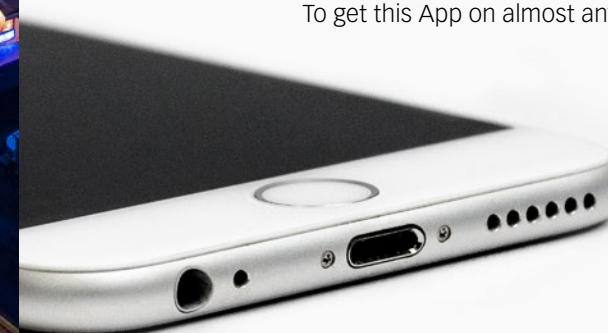
Laura Gudewill,  
Primaria Mortgages . . . . . 778.316.9584

Nishka & Paul Riley,  
Verico . . . . . 604.763.3056

### Need more connections? We have an App for that.

To ensure you have all the connections you need throughout the process we offer an App with a full list of our recommended services.

To get this App on almost any device you own, ask an Expert.





# EXPERTS AT YOUR SERVICE

## Scott Regamble

Vancouver is one of the most livable and well loved cities in the world. I am passionate about doing every thing I can to ensure that my clients have all the information and support they need to make the best possible real estate decision. I take pride in always doing what I say I am going to do, and, in getting the job done right every time. Some words people use to describe me include: knowledgeable, tenacious, endlessly patient, detailed, quick to respond, hard worker, personable and a good hugger. I look forward to connecting with you, earning your respect, and successfully guiding you through the process of buying and selling a home in Vancouver. For those curious about my educational background, I hold a Bachelors of Business Administration in Entrepreneurial Leadership and a Business Management diploma from Kwantlen Polytechnic University.



Scott

Amanda

Carla

## Amanda Crosby Regamble

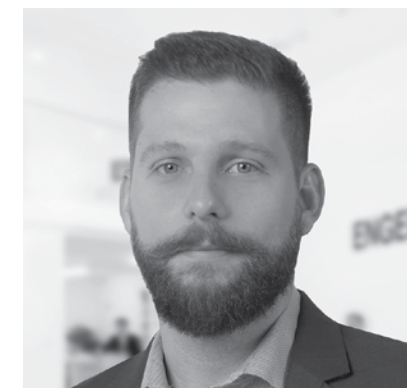
Having grown up on the Westside of Vancouver and being a part of a real estate family, this city and industry have a special place in my heart. I love what I do, and after spending nearly a decade working with The Kavanagh Group, one of the top real estate teams in Canada, I have gained invaluable experience into what it takes to be able to successfully match the client with the perfect home that suits their needs. I genuinely care about my clients and continuously have their best intentions at heart. Some words people use to describe me: tenacious, knowledgeable, hardworking, optimistic, authentic, strategic and negotiator extraordinaire. I look forward to putting my experience to work for you and making your housing goals come to life. For those curious about my educational background, I spent 12 years at Crofton House School and earned a Bachelors of Business Administration from Trinity Western University.

## Carla Craig

I feel very fortunate to call the beautiful city of Vancouver home. I have always believed that the home plays a central role in all of our lives, so I feel privileged to help people through the journey of buying or selling their home. I grew up with a love for design and have worked in the home design/décor industry in both Vancouver and Toronto. I love creating real connections and experiences with my clients through the lens of design. Having worked with international corporations in addition to other successful real estate teams, I truly believe that it is important to be part of a team of like-minded professionals who place high value on customer service, client relationships and integrity. It's exciting to be part of a team that exemplifies these values. Some words people use to describe me: thoughtful, detailed, warm, service oriented, hard working. For those curious about my educational background, I graduated with honours with a Bachelors of Business Administration from Trinity Western University.

## Enrique Jahn, Marketing Manager & Graphic Designer

A native of Venezuela, Enrique joined the Engel & Völkers team in 2014 as our marketing expert. Enrique oversees all things creative and brings a well rounded wealth of experience. When it comes to communicating our clients' stories, Enrique always makes it better.



## Michaela Stachova,

Marketing & Social Media Specialist

Michaela's interior design background and social media skills are invaluable in helping us engage with our clients on a daily basis about design, architecture, sustainable living, interior design and travel. She feels very lucky to be working with individuals with a shared passion for helping others, local charities within Vancouver and being involved in each of their stories.





### **An Ongoing Relationship**

Even though the transaction is done, our service continues.

## BEYOND THE TRANSACTION



We are dedicated to client relationships and take a long-term view. Our commitment to provide excellent service continues long after the sale is complete. Do not hesitate to contact us either for questions in regard to your present property or future real estate needs. Having been in the business for many years we see that our clients come back to us year after year and we hope you will too.



# OUR REFERRAL PROGRAM

Please continue to keep us in mind should you know of anyone thinking about buying or selling a home in Vancouver. Our business depends on client referrals.

Our referral program is simple: pass along a referral that leads to a successful purchase or sale of a home, and we will be delighted to gift you with one of the following experiences – your choice!

## DELUXE DINNER FOR FOUR

Dinner for 4 at Chamber Restaurant & Lounge



## SPA PACKAGE FOR TWO

Spa treatment for 2 at CHI Spa at the Vancouver Shangri-La



## A FAIRMONT NIGHT STAY

1 Night Stay for 2 at the Vancouver Fairmont Pacific Rim



## COOKING CLASS FOR TWO

Hands-on 4 Hour Cooking Class for 2 at The Dirty Apron





# A FEW RECENT SALES

SOLD



Exclusive Waterfront Location West of Denman  
**\$3,398,000**  
 402-2015 Beach Ave, Vancouver

SOLD



Welcome To The Freesia  
**\$549,000**  
 1703-1082 Seymour Street, Vancouver

SOLD



Unbelievable Yaletown Location  
**\$949,000**  
 2901-198 Aquarius Mews, Vancouver

SOLD



Townhouse at the Works  
**\$729,000**  
 129-1863 Stainsbury Ave, Vancouver

SOLD



Private & Tranquil North of 4th  
**\$3,698,000**  
 1720 Trafalgar Street, Vancouver

SOLD



Mid-century Inspired Rancher  
**\$3,998,000**  
 4922 Queensland Road, Vancouver

SOLD



Coveted Location West of Fraser  
**\$2,098,000**  
 645 E. 30th Avenue, Vancouver

SOLD



Stunning 1/2 Duplex  
**\$1,659,000**  
 2668 West 6th Ave, Vancouver



# EXPERT OPINIONS

Nobody knows more about the experience of working with Resident Experts than the people who already have.



Although her reputation was excellent, Amanda exceeded our expectations when we worked with her on two real estate transactions. She was knowledgeable and gave clear instructions on every step of the process. She was available and always ready to listen to concerns and answer questions, strong and confident but never overbearing. She is passionate about achieving the best for her clients and worked very hard to reach a positive outcome. Amanda is a superb negotiator and we were very grateful that we had her expertise throughout the process.

— Gordon & Lydele



Selling our place was stressful but Scott helped us through every step with ease! I was so impressed to see how much research he did and how hard he worked for us. I will be forever grateful for his help!

– Chris & Shereen

Scott and Amanda worked tirelessly to assist us in purchasing a property. Scott was eternally patient in supporting us as a couple when my husband and I had different visions & budgets. His attention to detail was the key to getting us our dream home during a highly competitive time in the market. Amanda complimented his strengths with her respectfully assertive nature which provided much-needed direction for us. The Regamble team bring integrity and honesty to the challenging Vancouver market. Thank you for your commitment to our family and our home.

– Ryan, Tracy, Henry & Silas

Scott helped my wife and I make a sale that, frankly, we didn't think was possible. We had a complex situation with our strata and a number of other factors that we couldn't see past, but through his connections and expertise he helped us stick-handle through the complexity and it resulted in a very successful sale. He is very accessible and skilled and we highly recommend him.

— David & Lindsay

Amanda was the difference maker in getting what we believe was the maximum value on the sale of our house. Her level of strategic thinking combined with tactical execution of the perfect listing, the perfect showing and everything in between is unmatched. Working with Amanda not only meant capitalizing on our greatest asset but, equally important, making us feel supported, confident and trusted throughout the entire process.

– Tyrell & Natasha





**Vancouver is our home.**

That's why at Resident Experts  
we donate 10% of every commission  
we earn to local charities.

CHARITY  
BEGINS AT  
HOME.  
THIS IS  
OUR HOME.





1.604.802.5917

Real Estate isn't just about buying and selling a home. It's about relationships. We'd love to chat over a coffee and see how we can help you sell your home.



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Personal Real Estate Corporation  
Residential Real Estate Expert

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Residential Real Estate Expert

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## NOTES

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