

# 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.



## 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.



4.

## 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.



2.

## 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.



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.

## Offer Negotiations

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



8.



9.

## Possession

The day we transfer the keys to its new owner.



## 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.

# COMPLIMENTARY HOME VALUATION



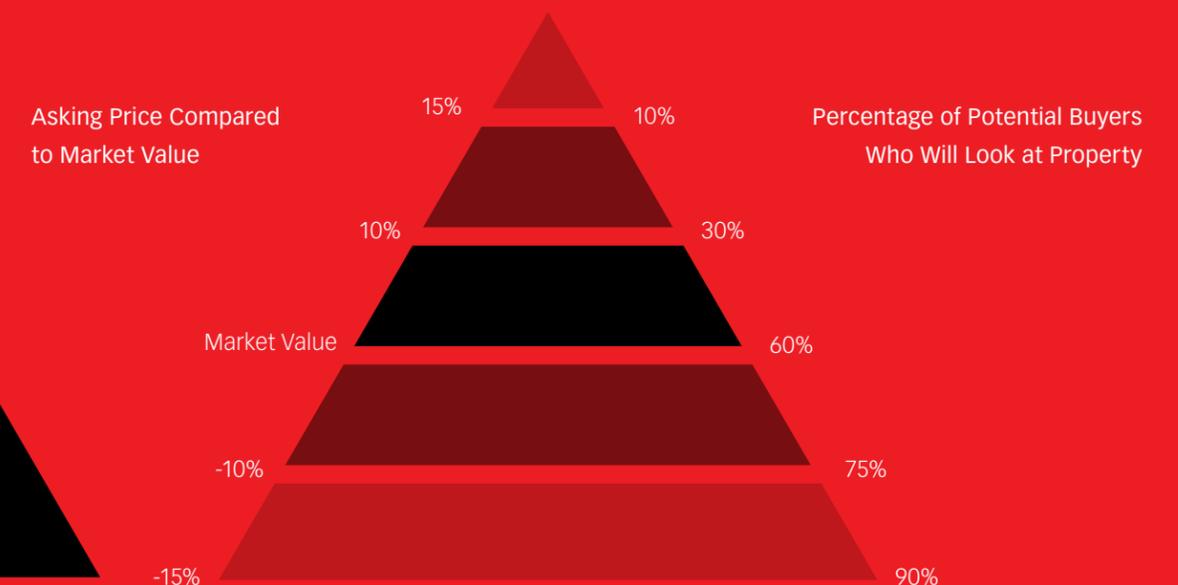
The three most important factors in selling your home:

- 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

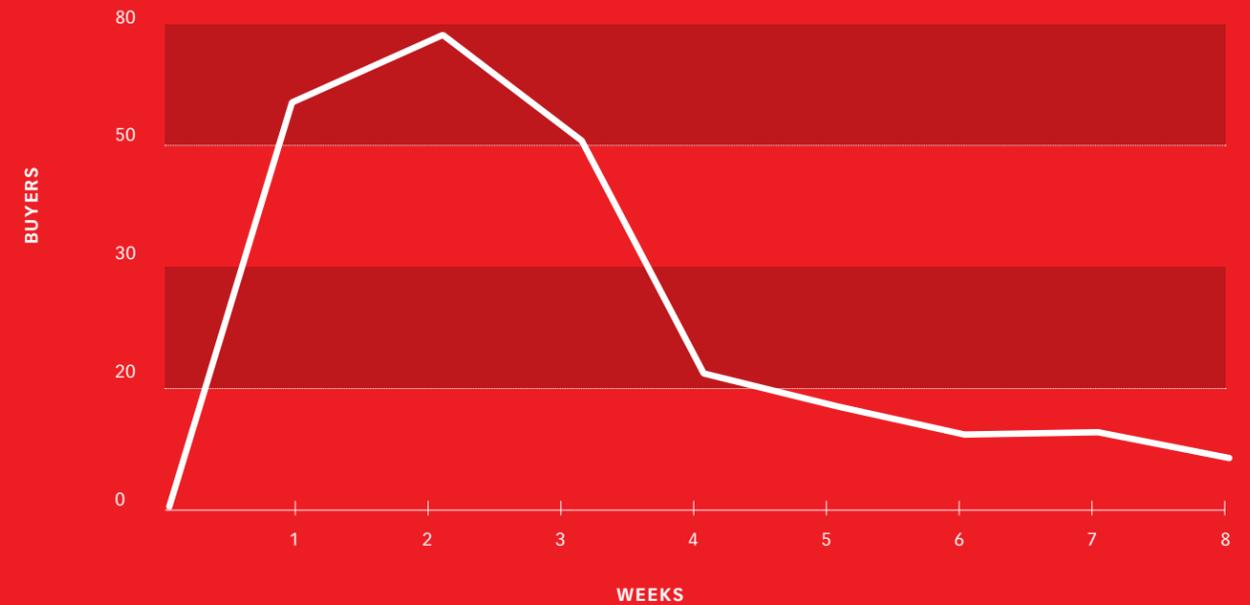
If you price your home above its fair market value, potential buyers and real estate investors will compare it unfavourably against recent comparable sales and listings. The risk is that your property will linger on the market for longer than what is typical for similar listings, stigmatizing it as an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

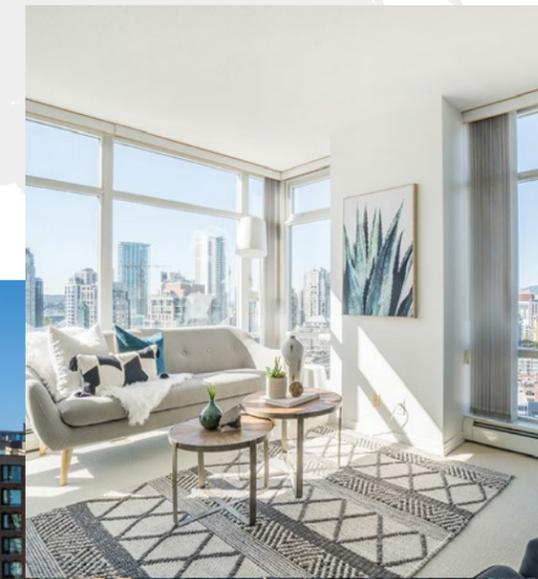
Our high-end property brochures are displayed in shop windows, open houses and available online throughout our network.

### Professional Photography and Video

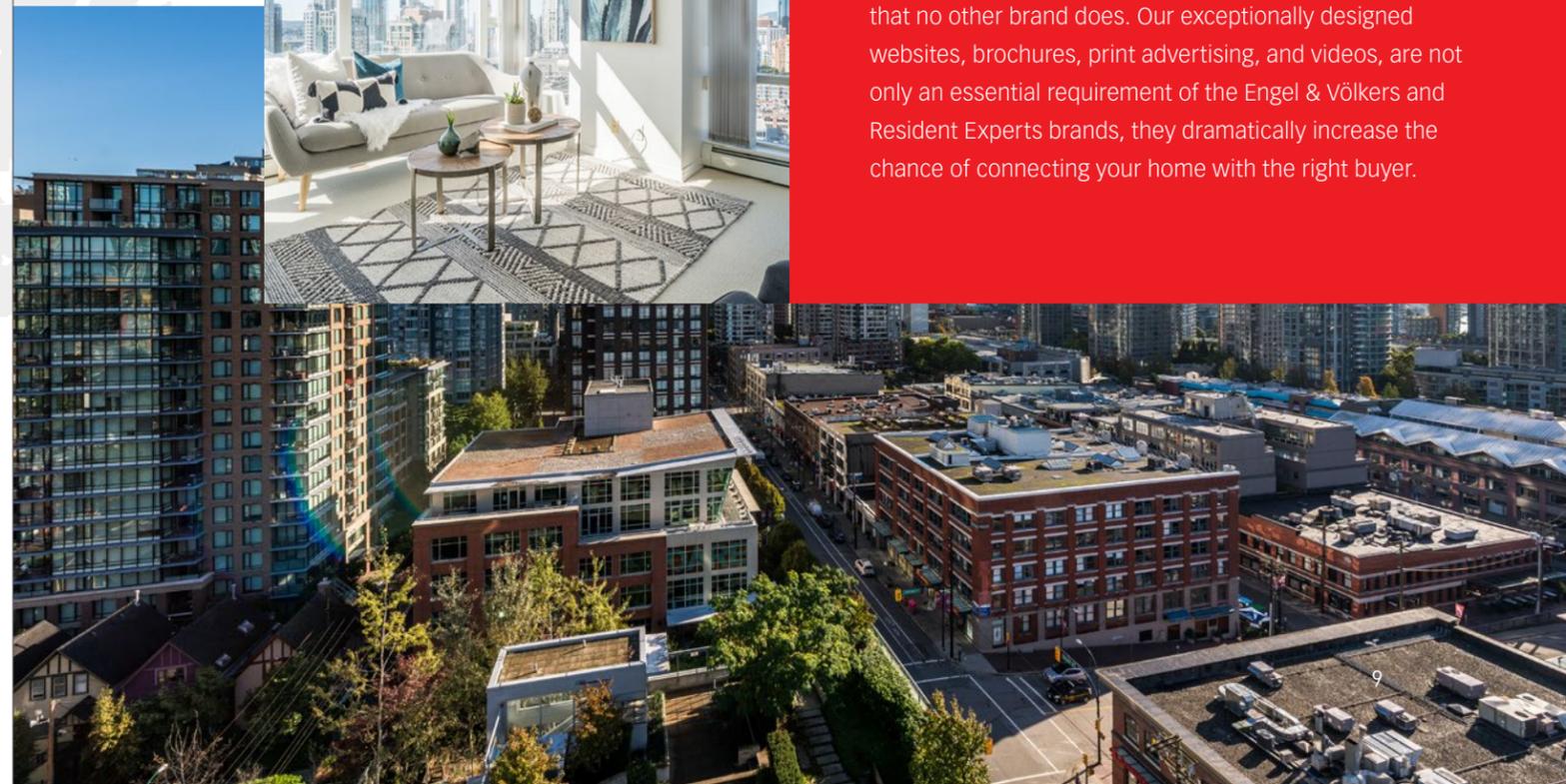
We use eye catching high resolution professional photography and video in all marketing collateral. Exceptional presentation is not only an essential requirement of the Engel & Völkers and Resident Experts brands, but it greatly increases the opportunity of connecting your home to the right buyer.

### 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



 residentexperts



 Resident Experts



 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

- **Engel & Volkers:**  
2.9 million views a month
- **James Edition:**  
1.1 million views per month
- **Juwai:**  
3.1 million views per month
- **ListHub Global:**  
175.25 million visits per month
- **Mansion Global:**  
2.3 million views per month
- **New York Times:**  
78.1 million views per month
- **Wall Street Journal:**  
45.2 million visits per month
- **Zillow Group:**  
160 million views per month





# OUR CONNECTIONS

## LAWYERS

### Veronica Manski

Bell Alliance . . . . . 604.873.8723

### Gail Davies

Landmark Law Group . . . . . 604.629.2150

## NOTARIES

Patricia Wright . . . . . 604.682.8988

Carolynne Maguire . . . . . 604.266.8970

## HOME INSPECTORS

Auscan Inspections . . . . . 604.671.5528

The Inspector . . . . . 778.788.5301

Pillar to Post . . . . . 604.250.9263

## HOME STAGERS

Urban Presentations . . . . . 604.875.0566

Revamp Home Staging . . . 604.738.2675

## MORTGAGE BROKERS

Faisal Virani . . . . . 604.825.2440

Laura Gudewill . . . . . 778.316.9584

Niki Cuthbert . . . . . 604.992.3492

# 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

Adrienne

## 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.

## Adrienne Kenny

Quite simply, I'm passionate about this city. Not just about its market, but the communities and the people who make Vancouver such an incredible place to live. Having gained invaluable experience since starting my international career in sales and marketing over a dozen years ago, I have come to truly understand how to work well with people. This all begins with paying attention and really listening. When we work together, we'll rely on an approach that seeks to understand your needs. Then, we'll partner to find your perfect home and make it yours. I'm here to act as your professional guide, your confidant, and the person to encourage you into the right choices, so that you feel great, not just good, about the decisions you make. I thrive on helping people find their dream home, and nothing gives me more satisfaction than a happy client. And, often times, a new friend. Some of the words people use to describe me: a listener, honest, moral, having integrity, knowledgeable, empathetic, calm, understanding, kind, and caring. For those curious about my educational background, I was top of the class in the Sales and Marketing Program at BCIT.



## Paige Taylor, Client Experience & Marketing Manager

Born and raised in Vancouver, I joined the Resident Expert team in 2020. My marketing & residential development background brings a fresh perspective and marketing eye to the team. I value honest connections, and love to help leave a positive impact on those I'm around. Providing the best experience for our clients is what brings me joy!



### **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

Deluxe Dinner for 4 at one of Vancouver's Hot Spots

★  
Chambar

SAVIO VOLPE

blue water cafe

Anna Lena

## ELEVATE YOUR WINE COLLECTION

\$500 to Kits Wine Cellar

*Kitsilano*  
WINE  
CELLAR

## A FAIRMONT NIGHT STAY

1 Night Stay for 2 at the Vancouver Fairmont Pacific Rim

*Fairmont*  
HOTELS & RESORTS

## COOKING CLASS FOR TWO

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

 THE DIRTY APRON  
COOKING SCHOOL

## EXPERT OPINIONS

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



It was a pleasure working with Adrienne for the sale of my condo. She made the entire process super easy and uncomplicated. Adrienne helped with the finishing touches for staging the place and made it look wonderful in the photos which generated a lot of interest. I thought it would take longer to sell in a slower market but Adrienne got multiple offers and it sold in under a month. I look forward to working with her again when the opportunity arises. Thanks a bunch!

– Oscar



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

We highly recommend Amanda Regamble and her team. Excellence in service was beyond our expectations at every step in the sales process—pre and post. Her expertise and wisdom was valued and worth every penny of commission. The advise to professionally stage our home made all the difference. We live across the country—Amanda and her team’s prompt replies, touch base calls, and market place analysis was always appreciated. The marketing of our home into the New York Times, and on the Engel & Völkers web site gave our home maximum exposure internationally. This was the best experience ever in selling our home.

– Deborah & Charlie

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 a percentage of every commission we earn to local charities.

CHARITY  
BEGINS AT  
HOME.  
THIS IS  
OUR HOME.



[www.residentexperts.ca](http://www.residentexperts.ca)



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