



2020
HOME
SELLER'S
GUIDE

QUICK TESTIMONIAL

Chris is the most organized realtor that I've met in the Lower Mainland and I would consider him a top notch negotiator when it comes to real estate sales/purchases. I've used half a dozen other Vancouver realtors in the past and the reason I keep going back to Chris is because he's extremely organized, holds himself and his clients to the highest level of integrity and executes promptly, every single time. He's got a huge network of professionals, trades people and connections and made the sale of my home extremely enjoyable. I look forward to referring my friends, family and colleagues to Chris. I know that in a buyer's market, he'll get you the best price possible for the sale of your home. I trust Chris because he treated me like family, and that's where it all started for my husband and I, over a simple cup of coffee where Chris showed how seamless the real estate deal can be.

- Sherman Shiu (2017)



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IN GREATER VANCOUVER



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WHO WE ARE WHAT WE DO

OUR MISSION | PURPOSE | HOW WE DO THINGS DIFFERENTLY

We assist the families we serve achieve the highest possible sale price or purchase price for their home in the least amount of time, and most importantly, we create an inspiring and stress-free real estate experience.

OUR CORE VALUES | WHO WE ARE

- Integrity Powered
- Fun Loving
- Fast Response Service
- Grateful
- Easy to Do Business With
- Professional
- Long lasting
- Passionate about helping the people we serve

WHAT WE DO

- We strive to create an inspiring, stress-free real estate experience.
- We work together with top realtors
- We build lifetime relationships with everyone involved
- We have a passion for excellence and an extraordinary attention for detail

WHAT WE KNOW

- Communication is key in any type of business
- Clients are held at the highest
- Honestly, integrity and knowledge goes a long way
- Challenges are our greatest opportunity for learning, growth, and strength
- The work we do and our actions in life are a reflection of who we are
- Never taking anything for granted



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CHRIS TIOSECO

REAL ESTATE

Chris has been incredibly proud to call Vancouver his home ever since he moved here when he was 3 years old. Born into a family that was deeply involved in the construction of residential homes in the Vancouver Westside, he was raised with an intimate knowledge and close connection to Vancouver real estate. Chris' family was instrumental in raising him with all the values needed to succeed in the real estate industry: integrity, determination, customer respect, and communication.



As a realtor, Chris draws on his 10 years of professional experience to bring an exceptional level of passionate service and satisfaction to the Vancouver community. For him, the client always comes first, and he is committed to helping you obtain your goals in this city's competitive market. Building and maintaining a mutual respect with clients through honesty, communication, and hard work motivates Chris and he is only satisfied once he has guided you through the process of purchasing or selling your home. By working closely with you, Chris will ensure that your real estate experience is enjoyable, efficient, and stress free.

Working as a realtor in Vancouver, Chris has achieved 6 consecutive years in the prestigious MLS Medallion Club (2011-present), ranking him among the top 10% of Vancouver realtors. As one of the highest performers in the company, Chris is also a 3-time winner of the Sutton Diamond Club award (2014-2016). Chris attributes the enduring and rewarding relationships with his exceptional clients as the key to his success.

Chris is heavily invested in charities that benefit people's lives and add value to the community. He has made contributions to BC Children's Hospital, Doctors Without Borders, BCSPCA, and the BC Lung Association. He is proud to serve the community and help in any way he can.

For assistance or inquiries, call, text, or email Chris and he will get back to you immediately. He will also be happy to connect with you in person for any personal assessments or questions. Your satisfaction is always a top priority and Chris will work hard to fulfill all your needs.

MEET THE TEAM



MICHELLE WONG

- Administrative Assistant
- Marketing Coordinator
- Social Media Manager



TRINA QUAN

- Realtor
- Tri-cities Specialist



CASEY REYNOLDS

- Realtor
- Downtown/East Van Specialist



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PROVEN RESULTS

AVERAGE OF LISTINGS TAKEN THAT SELL

CT REAL ESTATE SERVICES Properties	98%
Vancouver Average	57%

What does this mean?

If nothing more, you have nearly a 40% better chance of selling with us vs. other agents. Why roll the dice with your largest asset?

AVERAGE DAYS ON MARKET BEFORE SELLING

CT REAL ESTATE SERVICES Properties	20 days
Vancouver Average	58 days

What does this mean?

Our listings are selling faster which translates into less stress for you (we understand how much effort goes into keeping your home show ready). Also the longer a listing takes to sell, will typically lead to a lower sale price.

AVERAGE SALE PRICE TO LISTING PRICE

CT REAL ESTATE SERVICES Properties	98% of list price
Vancouver Average	94% of list price

What does this mean?

Simply put, we net you more money! We negotiate higher sales prices vs. the board average. We are happy to do the math with you - it adds up!

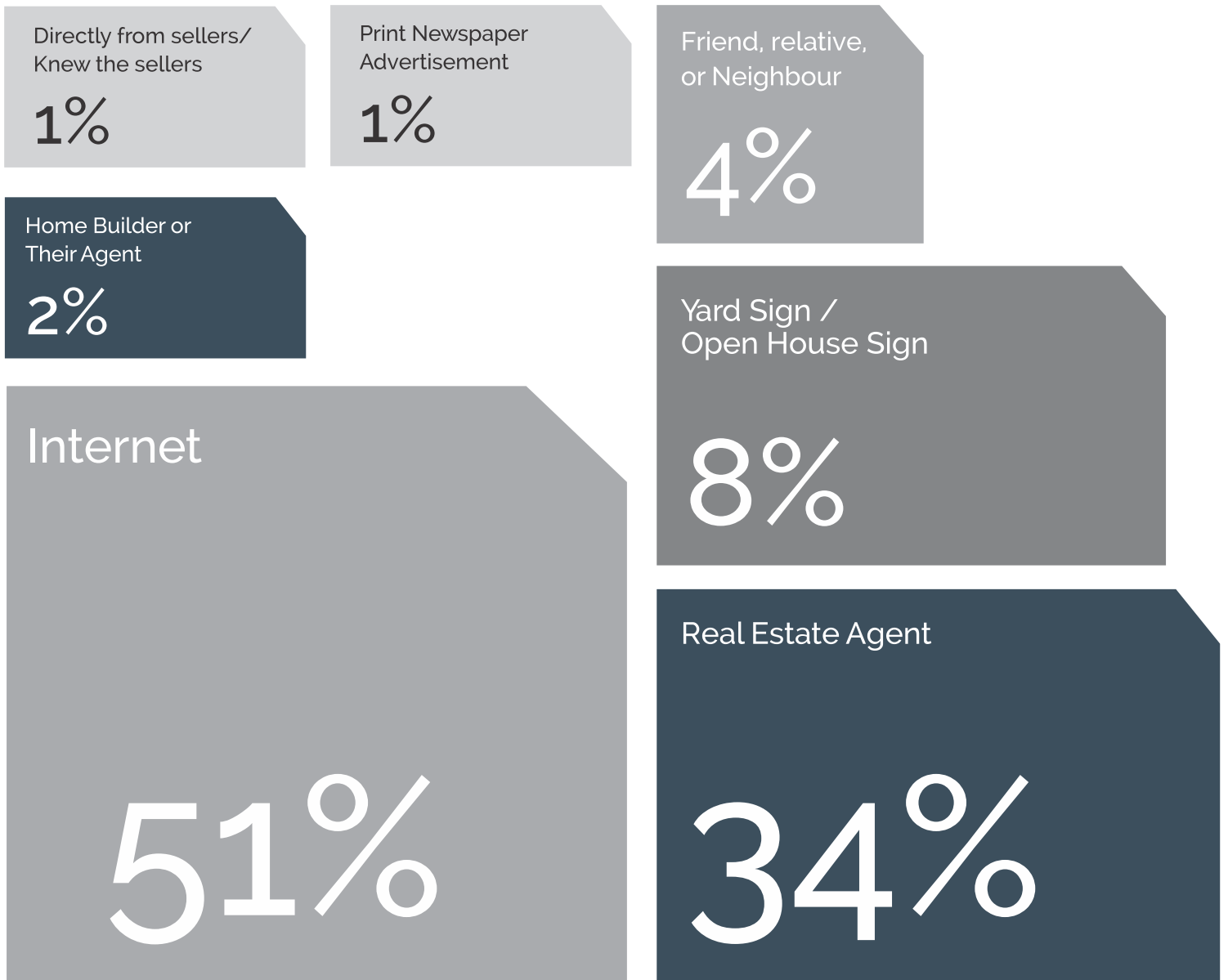
HOMES SOLD YEARLY

CT REAL ESTATE SERVICES Properties	30 homes sold
Vancouver Average	Less than 5 homes per year

What does this mean?

This means that the average realtor is starving and is likely putting themselves and the commission before you. We don't say this to impress you, but rather to impress upon you that, yes we want to earn our fees, but we don't put ourselves before you. Ever.

WHERE DO BUYERS COME FROM?



IMPORTANCE OF A GOOD LIST PRICE

Tips to consider before we discuss the list price

1. A correct list price is probably the most important thing a homeowner and a listing agent can agree on to produce a sale.

2. Picking a listing agent because he or she suggests the highest listing price is probably the worst thing you can do.

3. Pick a listing agent because that person knows how to price a property correctly (and can justify it to you using market comparisons).

4. Since no two houses are ever identical in terms of location, decoration, and timing (when offered for sale), then pricing becomes an important aspect, and indeed, almost an art!

5. A house offered for sale generates the most interest in the first few days it is listed. Buyers agent size it up. If there is good value, that is, the house is worth the asking price, then agents and buyers will keep track of it - isn't. It's human nature. In many instances, a seller receives less money for his house than if he and/or she listed it properly at

the right price from day one.comparisons). even if there are loads of listings available.

6. Listing a house too high to start with and then reducing the price systematically every 30 days through list price reductions just doesn't get the same results.

Research indicates, on average, properties which experience a listing price change take longer to sell and suffer a price discount greater than similar properties. (Ken Johnson, Florida International University, 2011)

7. Buyers agents don't spend as much time analyzing reductions as they do in looking at new listings.

8. The longer a house is on the market, the more people think there is something fundamentally wrong with it even if there

9. Why add the extra anxiety that comes from taking months to sell a house that should only have taken a few weeks to sell because too high a list price was chosen?

PRICING STRATEGIES

THINGS TO CONSIDER

The truth is, it doesn't really matter what you think your home is worth, it matters what the buyers think your home is worth. Properly pricing your home is the single most important thing when selling.

Regardless of all the marketing you do, if your home is overpriced it won't sell. Pricing is part art part science. It involves comparing similar properties, making adjustments for the differences, tracking market movements and taking stock of present inventory. This is the same way an appraiser evaluates a home and no two appraisals are ever the same. As opposed to determining a hard price we are trying to establish a range.

COMPARABLE LISTINGS AND SALES

- Look at all the similar homes that are or were listed in the same neighbourhood over the past six months
- Pay attention to neighbourhood dividing lines and physical barriers such as major streets, railroads as well as school catchments. Perception and desirability have value.
- Try to compare similar square footage of home and lot within 10% of the subject property

SOLDS

- Pull history for expired and terminated listings to determine whether any were taken off the market and relisted. If so then we have to add those days to the cumulative days on market.

- Compare original list price to sale price to determine list to sale price ratio
- Adjust pricing for lot size variances, configurations and amenities/upgrades

EXPIRED LISTINGS

- Look for patterns as to why these homes did not sell and the common factors they share.
- Which brokerage had the listing; a company that ordinarily sells everything they list or was it a discount brokerage that might not have been offering a competitive cooperating commission or didn't invest in their marketing efforts?

ACTIVE LISTINGS

- These matter only as they compare to your listing but keep in mind sellers can ask whatever they want.
- To see what buyers will see, tour these homes. Make note of what you like and dislike, the general feeling you get upon entering these homes. If possible, recreate those feelings of reception in your own home.
- These homes are your competition. Ask yourself why a buyer would prefer your home over any of these and adjust your price accordingly.



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10 STEP STRATEGIC MARKETING

1. WEBSITES

Lawyer's fees vary, but often have structured fees for the purchase and sale of homes posted on their websites. Sellers pay in the area of \$1000.00 for a lawyer to look after the legal details necessary to close their home.

2. PHOTOGRAPHY & VIRTUAL TOUR

Part of my marketing package include having your home professionally photographed with a 360 Virtual Tour. (Valued at 199.00)

3. LISTING SHEETS

For every showing and open house, we will have printed and ready high quality colour listing sheets with the floor plan on the back and full colour photos on the front. This allows the potential buyer to leave with a listing sheet that helps further their interest. Floor plans may be ordered if necessary.

4. FLYERING

Flyering your building and your neighbourhood is one of the keys to getting the word out to people who live in and love the area.

5. E-MAIL MARKETING

(TO BUYERS & INVESTORS DISTRIBUTION LISTS)
Our marketing plan includes access to my own buyer and investor's distribution list where I send out an e-mail html flyer (e-flyer) that contain high quality photos and links to floor plan and virtual tours.

6. E-MAIL MARKETING

(REALTOR DISTRIBUTION LISTS)

Nothing sells your home faster than putting a well-formatted e-mail into the hands of a realtor with the right buyer. It is these realtors who can introduce your home to their own buyers and show them how this property can be the right property for them. Our distribution lists consists of over 2500 realtors.

7. OPEN HOUSES

Open houses are a vital part of the success of the sale of your home. We will advertise the open house on my website, realtylink.org, craigslist.org and as well as on some print advertisements to ensure maximum traffic.

8. SCHEDULE SHOWINGS

We will make ourselves available to do showings at your unit at the convenience of the potential buyer.

Following an open house and after showings, we like to call the realtors or potential buyers and hear feedback on the property. If you would like, we can relay this information to you and keep you updated daily on status of the sale of your home.

10. AVAILABILITY

Like we mentioned earlier, we always answer my phone and if we don't answer we'll call you back as soon as possible. You, potential buyers or realtors can call me anytime even late into the evening.

TIMELINE FOR SELLING YOUR HOME



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TIPS ON SHOWING YOUR HOME

These may seem obvious but following these simple tips can be the extra edge your home needs to sell quicker and for more money.

- First and foremost, clean. It sounds simple, but a clean house always sells better. Keep lawns and hedges neatly trimmed, weed flower beds and maximize your curb appeal.
- Clean out your garage or car port to show its full size.
- Next, remove the clutter. You might like that 'lived in' feel, but the more potential buyers focus on your collection of Van Halen memorabilia, the less they notice the property. So put your stuff away or consider a storage unit.
- Make minor repairs. Replace crocked tiles, touch up places that need pointing, re-caulk bathrooms, fix door knobs, squeaky doors and cupboards and leaky faucets.
- Consider a professional home stager. If your place is empty, or lacks a bit in the decorating department, home stagers can make your place look like a spread House & Home in no time. Statistics tell us that the homes that show the best sell faster and for more money.
- Prepare for photographs. Good pictures get people interested and professional photos are the way to ensure your place looks it's best. It's also important to have accurate measurements and floor plans because for most buyers it's never too early to start thinking about which way the couch is going to face. We will take care of all of this, don't worry. We will however need your help to make sure your home is showroom ready.
- Clean again. Really. Keep doing it. It's that important.

SELLERS CHECKLIST

A few things to gather to prepare your home to list.

CT Real Estate Services kindly asks you to gather the following items:

- A copy of your survey
- A copy of your front door key
- Your most recent annual property tax assessment
- The average cost of utilities (electricity, hydro, water)
- The age of your home
- A list of items you would like to exclude from the sale
- Pictures of seasonal features (i.e. gardens in bloom)
- A list of any easements or right-of-ways
- Receipts and warranties for recent home improvements
- A completed "10 Best Features of Your Home" sheet
- Any other relevant information (a list of upgrades, copy of floor plans, builder and model name, etc.

For condominium owners:

- Maintenance fees and a list of maintenance/fee inclusions
- Parking and locker numbers
- Pass key to the building
- Status certificate (if available)
- A list of bylaws and restrictions

THE 10 BEST FEATURES OF MY HOME

We want potential buyers to know what makes your home unique and no one knows your home better than you. Please share with us what do you LOVE most about your home and your neighborhood

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CLOSING COST WORKSHEET

Although your lawyer will provide you with a detailed outline of expenses incurred at the time of closing, it's best to understand what expenses you may incur when your home closes. We work with you to create an estimate of what costs will be associated with selling your home to avoid any surprises. Some of these costs may include, but are not limited to, the following:

Estimated Selling Price: \$ _____

LESS:

Mortgage Balance: \$ _____

Mortgage Penalty (if applicable): \$ _____

Interest Per Diem (if applicable): \$ _____

Legal Fees/Disbursements \$ _____

Property Tax Adjustment: \$ _____

Utilities Adjustment: \$ _____

Real Estate Commission: \$ _____

7% on the first 100,000 and 3% on the balance
(split between the listing agent and the buyers agent)

GST on Commission: _____ % \$ _____

Moving Costs: \$ _____

Other: \$ _____

Approximate Net Proceeds of Sale: \$ _____

CLOSING COST EXPLAINED

Legal Fees

Lawyer's fees vary, but often have structured fees for the purchase and sale of homes posted on their websites. Sellers pay in the area of \$1000.00 for a lawyer to look after the legal details necessary to close their home.

Mortgage Fees

Check with your mortgage lender to determine if any costs will occur when transferring or releasing your mortgage. There is sometimes what is referred to as a discharge fee to remove the mortgage from title that can range from \$100 to \$250.

Disbursements

These fees cover additional legal expenses such as travel, copies, couriers, registration fees and preparing document transfers. Disbursements can range upwards up \$500 but can sometimes be built into your legal fees.

Adjustments

It's difficult for a home seller to calculate exactly how much money is owed to which utilities on closing day. Your lawyer will ensure that any overpayments or deficiencies on rents, mortgage interest, property tax, and utility charges will be corrected, and the buyer and seller will be credited or charged accordingly.

Moving Costs

Moving costs vary based on location and the amount of possessions being moved. If you're moving yourself, you should factor gas, rental vehicles, and moving supplies.



WHAT I NEED FROM YOU

Please prepare these documents in advanced of our meeting.

GENERAL

- A copy of your survey (if you have one)
- The average costs of your utilities (electricity, water, hydro)
- Receipts, permits and/or warranties for any recent home improvements (roof, windows, furnace, kitchen appliances, etc.)
- A completed "10 best features of your home" sheet
- Any other relevant information (copy of floor plans, builder info, permits)
- 2 copies of your front door key
- Any alarm codes

FOR CONDOMINIUM OWNERS

- Maintenance fees and a list of maintenance fee inclusions (gas, hot water, etc.)
- Parking and locker numbers
- Fob key to the building and any common areas and unit buzzer number
- Strata plan
- A list of bylaws and restrictions
- Strata minutes from the last 2 years
- Details of any building updates (roof, balconies, boiler etc)
- Details of any pending building improvements and/or pending levies (vote on or proposed)
- What is approximate value of the contingency reserve fund?

A NEW WAY TO INVEST A NEW WAY TO SHOP A NEW WAY TO SELL HOMES

A PERSONAL REPRESENTATIVE ON YOUR TEAM COMPLIMENTS
OF THE NEXT GENERATION'S INSIGHT AND VAST EXPERIENCE



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