

buyers & sellers guide



emma &
alastair

REAL ESTATE GROUP

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seller's guide

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The Sellers Guide

Starting your journey with us.

staging TIPS

First impressions count!

When it comes to selling your home, here are some inexpensive ways to improve your home's value.

DECLUTTER

Then...declutter some more! Leave the kitchen tops almost bare and stage with just a nice cookbook and a simplistic jar.

APPEAL TO BOTH BUYERS

A home should appeal to both sexes. Guys: It's time to level it out and soften up that bachelor pad.

SCRUB A DUB DUB

All bathrooms should get the best scrubbing they've ever had. Don't forget to wipe down the shower doors and glass. You want it to feel like you just stepped into a hotel bathroom.

GET PACKING

Wardrobes look much smaller when they are jam packed full. Get a head-start on packing and box up all non-essential clothes and other items.

A SPLASH OF PAINT

One of the most inexpensive way to make your home feel fresh to a potential buyer. Stick to neutral colours to ensure it is appealing to all buyers.

MAKE A GRAND ENTRANCE

Clean the front entryway, and get your gardening gloves out to weed the garden and cut the lawn. Throw a friendly welcome mat down and make your home as inviting as possible.



PETS

We're pet lovers but unfortunately, not all buyers are. Give your furry friend's bedroom an extra thorough cleaning and plug in an air freshener. Consider taking your pup out for a walk during showings, as remember some people are terrified of dogs, big and small.

SCALE BACK ON YOUR FURNITURE

A packed room makes it look smaller and less valuable.

LIGHTING


Turn every light in your house on, even in the middle of the day. Trust us on this; you want your home to look as bright as possible! Don't forget to open the curtains.

SET THE SCENE

Logs in the fireplace? Check. Dining room table set with dishes? Check. Centrepiece full of fresh fruit or flowers? Check. Make the bathrooms feel luxurious by adding a new shower curtain, towels, and fancy guest soaps (after you put all of your personal toiletry items out of sight).



MARKETING



instagram.com/p/CZ5Nq2Pzs7/

emma_alastair_realestate
Vancouver, British Columbia

emma_alastair_realestate LISTED 🏡 Waterfront community!
The owners have really utilised the space in this condo at Olympic village. Large communal roof deck with views of the city and the unit includes private balcony. In walking distance to restaurants, the brewery district, sky train, and the sea wall. Come check it out at the Open House Sat 1-4pm & Sun 2-4pm.

📍 306 1788 Columbia Street, Vancouver
💰 Offered at \$699,000
📞 Call me for a showing: 604-341-8759

- ☑️ 1 bed+den, 1 bath, 589 sqft.
- ☑️ Fuglor Milano & Bloomberg appliances
- ☑️ Gym, vibrant area
- ☑️ Private balcony & communal roof deck
- ☑️ Date/ST rentals allowed

View Insights

📍 🗨️ 📌


👤 Liked by natalie.aaaaa and 19 others

FEBRUARY 12

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Open House
604-341-8759
Oakwyn Realty Ltd

e&a



emma_alastair_realestate
Loell • Delta-Omicron


emma_alastair_realestate LISTED 🏡 Community: the places we share within steps of home – acres of waterfront Rocky Point Park; Elementary, Middle and Secondary Schools; Moody Inlet SkyTrain and WCE stops; Kilarne & Newport villages; The Hard Bean and Gabi & Jules; Brewer's Row. It means a special home for YOUR community – family - a 2021 Aragon-built 3-bed quiet yet central townhome with rooftop patio, 2 terraces, gated & private entrance and a chic reclaimed-brick feature wall. Flawless interior decor with main-floor powder room, Bosch & Fisher Paykel SS appliances w/ gas range, wide-plank hardwood, matte cabinets & waterfall-edge quartz, Kohler fixtures. 2 S/Bs parking, locker, 2-5-10 warranty. What does community mean to you? OPEN HOUSE SUNDAY 2:30-4:30pm.

📍 4 83 Moody Street, Port Moody
💰 Offered at \$1,195,000
📞 Call us for a showing: 604-341-8759

- 🏠 3 bed, 3 bath, 1299 sqft
- 🏡 Open concept living & dining area
- 🌳 Roof Deck and balcony 🌳
- 🎓 Schools, restaurants & breweries
- 🐾 Pets & Rentals allowed
- 🚗 Parking, Storage & in-suite laundry 🚗

@laskoassociates
@carriethecity.realtor

Boost Post



instagram.com/ree/CZ72BCASR0I

emma_alastair_realestate
The Avenir - Fast Out Lines

emma_alastair_realestate LISTED 🏡 Waterfront community!
The owners have really utilised the space in this condo at Olympic village, Vancouver!


📍 306 1788 Columbia Street, Vancouver
💰 Offered at \$699,000
📞 Call me for a showing: 604-341-8759

#justlisted #vancouverrealestate #realestate #olympicvillage #vancouver #vancouver #vancouverrealestate #realtor #listing #investment #oakwyn #yrre #yrreestate #oakwynites #oakwynrealestate #gym #seawall #waterfront #restaurants #community #community #listed #dailyhive #vancity #olympics

👤 Liked by natalie.aaaaa and 29 others

FEBRUARY 13

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emma_alastair_realestate

emma_alastair_realestate LISTED 🏡 OPEN HOUSE TODAY
Come view this beautiful townhome with outdoor patio that opens onto a secure inner building courtyard in the heart of Moody Forest & 2

This bright and modern townhome features an open concept main floor with large laminated kitchen and living area perfect for entertaining, complete with east-facing patio w/ gas fireplace. Spacious primary bedroom with walk-in closet, lockers that leads to the ensuite bathroom. Insulate, visitor parking, and bike room, all located in a family central area. Close to all the breweries, bars, restaurants, parks and shopping that Moody Forest has to offer. It's walking distance to all amenities on Main St. Open House Thursday: 6-7pm.

📍 3723 Prince Edwards St, Vancouver
💰 Offered at \$888,000
📞 Call me for a showing: 604-341-8759

- 🏠 2 bed, 2 bath, 983 sqft
- 🏡 Open concept living & dining
- 🌳 Private garden patio w/ 🌳
- 🎓 Brewery district, Main St shops & restaurants
- 🐾 Pets & Rentals allowed
- 🚗 Gym, storage & in-suite laundry 🚗

Boost Post

👤 Liked by tennessee_ and 15 others

😊 Add a comment... Post





the pre-listing process

Let's get your home ready.

Step 1: Discuss and determine pricing strategy and timing. Discuss Agency and what it means to you, the client.

Step 2: Home pre-walk through: declutter, paint touch ups, staging if applicable.

Step 3: Schedule a photographer to take photos of your home.

Step 4: Install a listing sign.

Step 5: Identify various buyer profiles and develop a marketing campaign for your house.

Step 6: Develop and produce marketing collateral (brochures, 10 Things I Love About My Home, social media content, etc.)

Step 7: Review the Marketing Plan with clients.

Step 8: Complete all listing paperwork including pulling Title, PDS and order all strata docs. Confirm communication process and expectations.

"Am I getting my money's worth?"



first week on the market

And we're live.

*"Let's get this show on the road!
Advertising is a go go. The public start
showing up. Let those offers roll in."*

Step 1: Your MLS listing goes live!

Step 2: Your listing gets promoted among various Agents and Offices

Step 3: All of the print materials are delivered.

Step 4: We roll out the social media blitz to market your home far and wide.

Step 5: We begin advertising digitally on REW.CA, MLS, REALTOR.CA, and, of course, our website.

Step 6: We start scheduling showings by appointment, including public open houses.

*"How soon can we organise an
open house?"*

the offer & sale

Step 1: Offer, Negotiation, Inspection

Step 2: Subject Removal

Step 3: All amendments and addendums

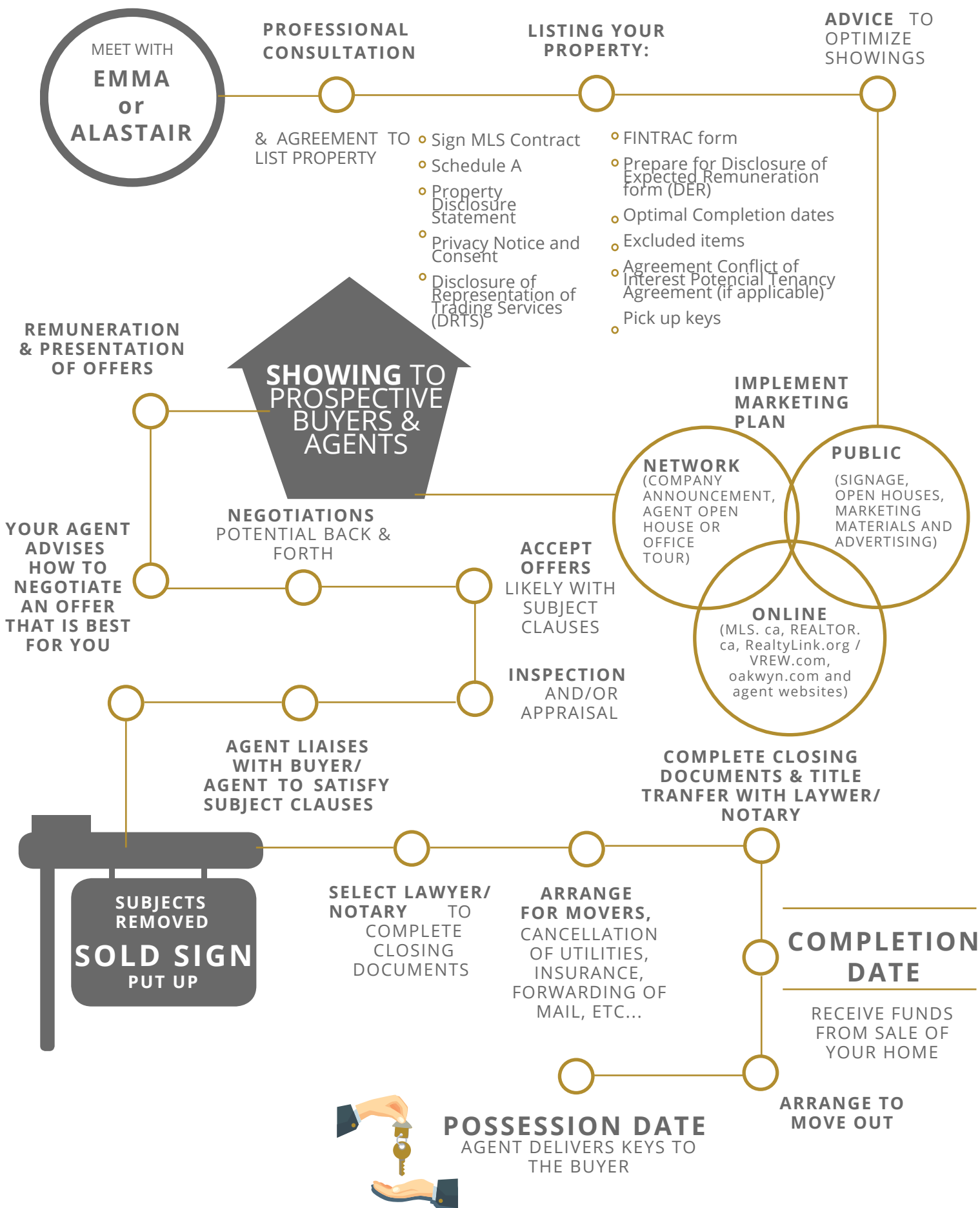
Step 4: Package up documentation for
Conveyancing

Step 5: Completion and Adjustment Key
Handover

*"How soon can we organise an
open house?"*



home selling process



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