

LEAH BACH  
& THE / ABODWELL  
TEAM



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SELLERS GUIDE

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# I have great memories of home...

...of growing up, of summer barbecues, mom's laundry on the line, washing the car with my dad, my favourite place to sit in the sun (our front window ledge), playing badminton with my brother. Later, my homes held even more memories. My husband and I moving in, bringing our new daughter home, sitting at our dining table teaching my kids to sew, the renovation we started, then stopped, then started, and then called in a professional to finish. How I feel in my kitchen, what it's like to have the sun on my face on our back deck. Emotional waves of memory wash over me when I think about home.

## And this is why I am in real estate.

From moving in, to work that's made your home your own, how your friends felt when they first came over to visit. Your favourite place to sit in your favourite room, the memories you've created in your home are

the most important thing we can have, keep, cherish and hold. Your home is the very place your memories were created and stored and that is something I don't take for granted. The people I work with entrust me to help keep those memories in a good place, and help them find a new place to create their next memories. It is incredibly important and something I never lose sight of, and something I take great pride in being a part of.

Helping my clients take care of those memories and assisting them as they move into their new home, where they can create more memories is why I am in the business of real estate.

I'm passionate about the memories we create and store at our homes and I'm passionate about helping my clients create more memories.

**I'm Leah Bach. My goal is to help you in real estate, to help you have the perfect home for you to create new memories.**

- Top 100 AGENTS - RE/MAX Canada 2021
- RE/MAX Diamond Agent 2021
- #1 Listing Agent in North Delta
  - \*Based on 2021 MLS Data (Listings Sold)
- 1 of the Top 3 Best Real Estate Agents in Delta
  - \*As per [threebestated.ca/real-estate-agents-in-delta-bc](https://threebestated.ca/real-estate-agents-in-delta-bc)
- Top 100 AGENTS - RE/MAX Western Canada 2021
- Top 1% of Fraser Valley Realtors
  - \*As per FVREB Medallion Sales Report of 2021
- Specializing in Quality Homes
- 14 Years Experience, focused in Delta, Surrey, and South Surrey
- Over 145+ ★★★★★ Google/Facebook Reviews
- PRES Certified Stager, JIBC Trained Negotiator, Certified Risk Manager

FEATURED ON:

 **REW**  
**BCBUSINESS**

**THE GLOBE AND MAIL** 



# Pricing Strategy

## the three market conditions

1

### SELLER'S MARKET

Inventory is low. Properly priced homes generally sell **within the first month of listing**. If you have not received an offer within this time period, it is priced too high.

2

### NORMAL MARKET

Inventory is meeting demand. There is no perceived advantage to either buyers or the sellers. Properly priced homes should sell **within 1-2 months**.

3

### BUYER'S MARKET

There are plenty of homes for sale in every price range and area. Homes priced just below other, similar homes will usually sell **within 2-3 months**.

Usually, in a Buyer's Market, home values are declining so the sooner you sell, the better it is for you.

## there are three other major factors to selling a property:

1. THE LISTING PRICE
2. THE LEVEL OF MOTIVATION OF BOTH THE SELLERS AND BUYERS
3. THE MARKETING PLAN OF THE REALTOR®

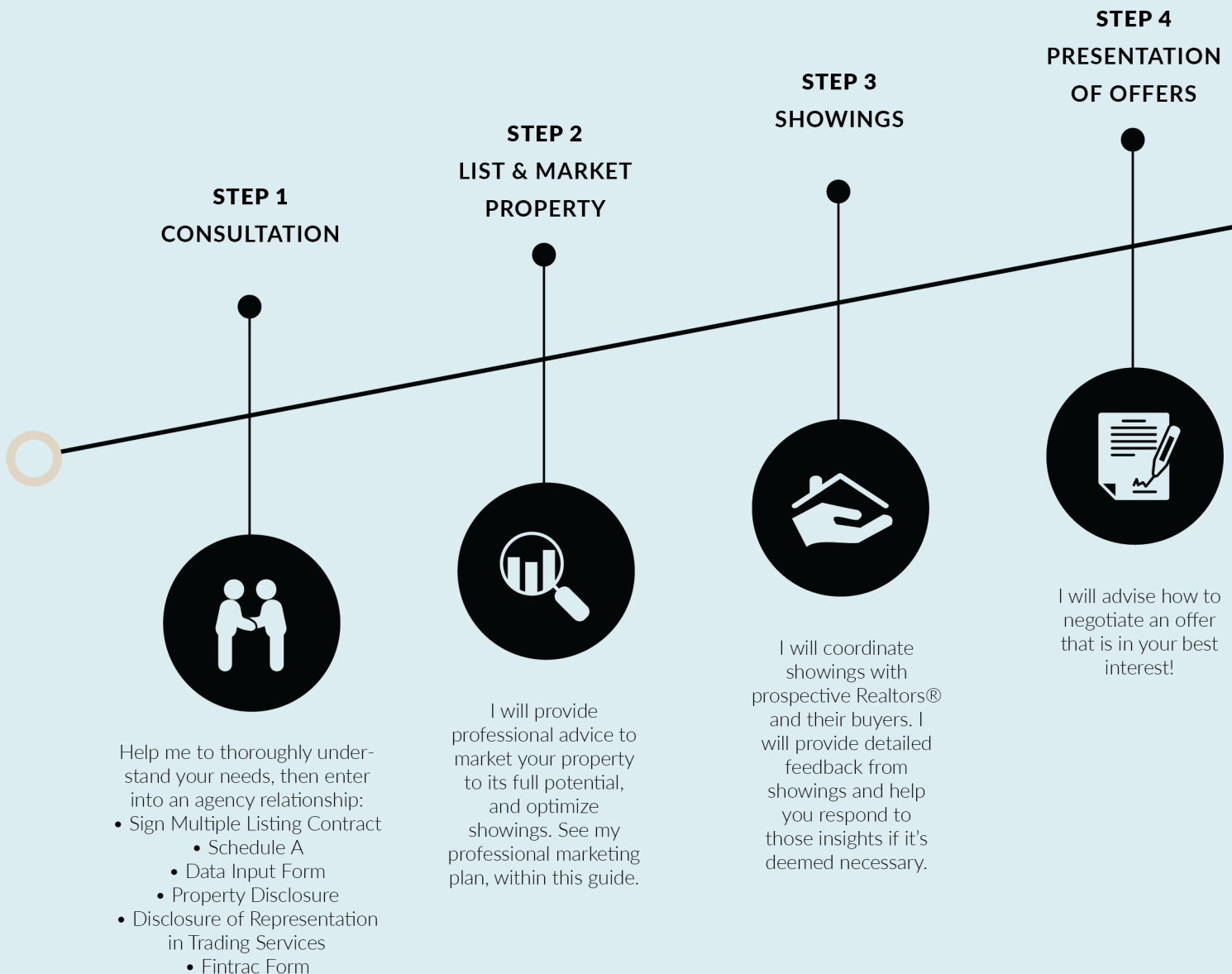
The things you can control are the initial listing price and your own personal motivation for selling the property. The Realtor® is responsible for implementing an effective marketing plan.



## Take the time to honestly answer the following questions:

1. Are the benefits of moving important enough to you to price your property at market value?
2. Is your understanding of the current market value of your home based on statistical data?
3. Does it make sense for you to stay in the property any longer than you have to?
4. Are you willing to consider pricing your home just below similar homes currently for sale?
5. How long are you willing to wait for a sale?

THE SELLING PROCESS WITH  
THE / **ABODWELL**  
TEAM



**STEP 5  
OFFER  
ACCEPTED**



Once an offer is accepted it will likely come with Conditions /Subject Clauses I will liase with the Buyer's Realtor® to help ensure that Conditions/ Subject Clauses are satisfied.

**STEP 6  
REMOVE  
SUBJECTS**



Your property is SOLD! Now it's time to arrange for movers, transfer utilities, insurance, forward mail, etc. You will need to visit your Lawyer or Notary to sign closing documents.

**STEP 7  
COMPLETION**



This is the official date that you receive the funds from the sale of your home.

**STEP 7  
POSSESSION**



I will deliver your keys to the Buyer's Realtor®

# THE / ABODWELL TEAM

PROFESSIONAL MARKETING STRATEGY



Signage



Home Staging



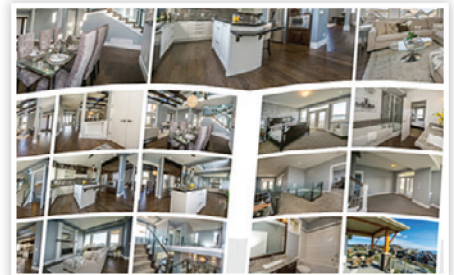
Professional Photography



Virtual Tour / Video



New to Market Mail-out



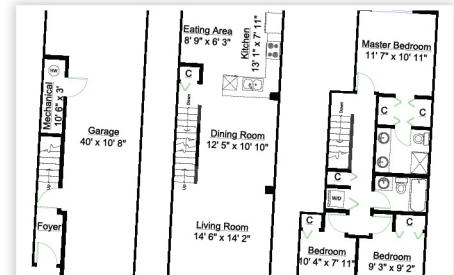
Property Brochures



Aerial Photos / Video



Realtor® and Personal Network



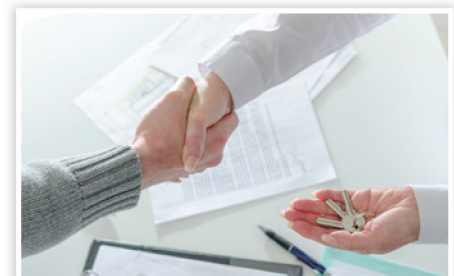
Floorplans



Internet Saturation



Market Expertise



Negotiation Expertise

Not all properties will require the use of every marketing tool available to achieve the top sale price. I will position your property using a combination of tools that are customized to your unique needs.



# Tips for Best Showings

Buyers are excited to see your home. They have high hopes that this will be THE ONE! Everything you do to help bring that vision to a reality will benefit you in the long run.

- 1 Ensure easy access - provide a key
- 2 Remove parked cars from the driveway
- 3 Prune overgrown trees that impede line of sight from the street
- 4 Ensure walkways and entrance are clear and swept
- 5 Keep your lawn mowed and edged
- 6 Remove debris from landscaping
- 7 Keep your home clean - people will notice and remember
- 8 Keep all lights on and replace bulbs that need replacing
- 9 Keep all drapes and shutters open
- 10 Keep all doors unlocked
- 11 Leave soft music playing
- 12 Leave the premises - take a short walk with children / pets
- 13 Let the buyer be at ease and let the agents do their job



# Costs to Consider as a Seller.

## LAWYER OR NOTARY FEES AND EXPENSES.

Attending to execution documents.

Approximately \$1000 - \$1200.

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## COSTS OF CLEARING TITLE, INCLUDING:

- Investigating title
  - Discharge fees charged by encumbrance holders
  - Mortgage prepayment penalties
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## REAL ESTATE COMMISSION (PLUS GST)

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## GOODS AND SERVICES TAX (IF APPLICABLE)



# Real People, Real Reviews

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Leah went that extra mile to ensure that we were happy with everything when we were selling our home. She always presented a completely professional approach to the details, and her warm personality and caring manner made all the difference to my husband and me. We enjoyed her expertise and felt unfailingly comfortable with all the changes as they came along. Leah was really and truly there for us throughout. She is not only a "Grade A" wonderful and knowledgeable real estate agent, she is truly a great example of professionalism carried out in an always kind, warm and genuine way. I would recommend Leah to my children, my friends and really to anyone who might require someone of her calibre to spearhead a sale or purchase of property. You can't go wrong with Leah.

A. JACQUES

”

I interviewed three Realtors before hiring Leah Bach. Her friendly, professional, honest approach to selling and buying real estate is refreshing. Leah's knowledge of the local, ever-changing market made the plan she set out for my hard to sell home work. She took the time to walk me through the entire process, offered ideas to maximize results and easily had a list of contractors she could refer with confidence. The videography and staging she offered was impeccable and helped immensely in selling a tough property. Leah is a true real estate professional with a great team back at the office. Leah communicates quickly and negotiates with smarts, vigour and true professionalism. I highly recommend Leah Bach and will most definitely use her services again.

L. LILJE



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**RE/MAX**<sup>®</sup>  
PERFORMANCE REALTY.

Each office is independently owned and operated.