

# INFORMED HOME SELLERS PROGRAM



*Louise Levesque*

LOUISE LEVESQUE  
REAL ESTATE PROFESSIONAL

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Thank you for calling me regarding the potential sale of your property. This book is designed to provide background on my experience and qualifications to market your property. It will also outline the process I will undertake to prepare for your appointment, what you can expect during the appointment and after.



# ABOUT ME

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Louise Levesque is a discreet full-service residential real estate expert; she strives to service the entire spectrum of clients that Kelowna has to offer. She leads the selling process by putting the best interest of her buyers or sellers at the forefront. Louise truly cares about what is in the best interests of her clients. She is a Kelowna Real Estate Advisor with extensive experience representing home/property sellers and buyers, has exceptional knowledge of Kelowna neighbourhoods, as well as a keen ability to foster solid relationships.

She is enthusiastic, diplomatic, self-motivated, and a fluently bilingual (French and English) professional who prides herself on integrity and Award winning service.

Louise lives in Kelowna's Lower Mission with her family. She enjoys world traveling, fashion and fitness.



## LOUISE'S COMMITMENT

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Buying or selling a home is a big decision that requires knowledge, insight and purpose-driven determination. You need a professional to guide you through the process. When you work with Louise, you can count on personal, honest, attentive, patient service, excellent knowledge of the area and community, as well as great negotiation skills and expert selling strategies.

Most REALTORS® prefer spending most of their time and resources prospecting for new business - things like: cold calling, door knocking, advertising, direct mail, etc... Instead Louise devotes herself to serving the needs of her clients before, during and after you buy or sell a home. Because, you see as long as you and her other clients keep referring her, she can totally focus on doing an even better job for you and the people you refer.

All she asks is that while she is working for you, that you refer her to your friends and family that are thinking of buying or selling a home and would appreciate the level of service she provides.

## TRUST

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Louise's real estate business isn't solely based on selling houses, it's about helping people get what they want. She is there to listen to your needs, give you sound professional advice, and hopefully build a lasting relationship - one built on honesty, integrity and mutual trust. It's about helping people find happiness.

# TESTIMONIALS

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"I have worked with a lot of REALTORS®, both residential and commercial, over many years. Louise takes customer service to an entirely different level. I was very impressed with her diligence, integrity, and professionalism. She gets the job done."  
-Joe Higgins

"You are a woman of action! You have a PROVEN sales records. You help fight crime (like superwoman...). You volunteer with women in need. You are current and relevant and out there in the field of real estate..... and approachable. Especially, an awesome friend. Keep it up!!!! Hugs".  
-Maria Winn

"Louise is such a wonderful person and REALTOR®, she is warm, smart, professional, and full of integrity. We couldn't be happier!"  
-Victoria Herbert

"Louise's heart-centered yet professional approach took all the stress out of buying my new home in Kelowna. I was living in Calgary at the time of my purchase and she went above and beyond my expectations in terms of accessibility and assistance. Even though I didn't know a soul in Kelowna, I always felt I had a friend in Louise. Still do. I couldn't recommend Louise enough!"  
-Deborah McDonald

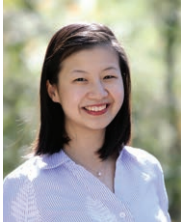
"Thank you sooo much for the time, effort, diligence and I could go on and on. You really are an exceptional REALTOR®, thank you. We will be in touch for future properties maybe sooner than later XO."  
-Jan Udala

"You're an Awesome real estate agent and an even better human being. It was a blessing to meet you. You're just fantastic! I couldn't have been happier and better taken care of. I'm super glad I met you! Thanks again Louise – you're the BEST!"  
-Francis Phillips

"Hey Louise! Just wanted to take the time, again, to thank you for your amazing service for my condo sale. As I'm doing part one of my taxes, it made me realize how easy a transaction you made it for me. As a bumbling clown, that's amazing. Thanks again and best success for you."  
-S. Lowe

# MY TEAM

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## **LAWYER**

Montgomery Miles & Stone Law Firm  
Allisa Wu  
(250) 980-3360  
allisa@mmslawfirm.ca  
www.mmslawfirm.ca



## **INTERIOR DESIGNER / STAGER**

Center Stage  
Tammy Cunningham  
(250) 807-1102  
info@centerstagebc.com



## **LAWYER**

Bailey Morrison Murray LLP  
Michael Hansen  
(250) 979-4441  
mhansen@bmklaw.com  
www.bmklaw.com



## **PHOTOGRAPHER**

Dunsmoor Creative  
Steve Dunsmoor  
(250) 575-7300  
info@dunsmoorcreative.com  
www.dunsmoorcreative.com



## **PROPERTY MANAGER**

Associated Property Management  
Curtis Baszucki  
(250) 869-8833  
curtis@associatedpm.ca  
www.propertymanagerskelowna.com



## **MORTGAGE BROKER**

Lazare Mortgage Group  
Ric Lazare  
(250) 317-3882  
ric@lazarefinancial.com  
www.iKnowAGuy.Ca



## **HOME INSPECTOR**

Pillar to Post  
Craig Hostland  
(250) 765-4134  
kelowna.pillartopost.com

## **SHARED ASSISTANT**

Christina Gray

## **MARKETING**

Cyrus Gandevia, BFA



# PRIOR TO OUR APPOINTMENT

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Before meeting any potential seller client, I will do some basic research on your property, including but not limited to:

- Consulting with municipality building department.
- Building permit, final occupancy and house plan.
- B.C. Assessment Authority data.
- Determine Zoning of the property and other aspects of the property.
- Check on available documentation for property such as strata, rules, reports, farmland / acreage etc.
- Lot Plan, Easements, Right of ways.
- Utilities including water, electricity and natural gas.
- Reviewing neighborhood statistics.
- Review a title search for the property including legal ownership and charges.
- Begin process of drafting a Competitive Market Analysis for your property.



# FOR OUR FIRST APPOINTMENT

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Our first meeting is an opportunity to meet in person and get to know each other a little bit. We'll discuss the details about your home as we take a full tour and you can show me any special or unique features you feel would stand out. This will really help me in finding prospective buyers for your property. We will discuss what your expectations are of me, as your potential real estate representative. I will take you through my marketing plan and show you why it is in your best interest to choose myself as your REALTOR® and Royal LePage to represent you and your home. I will answer any questions you may have for me, then we can set up our next meeting.

What I will need you to prepare for our first meeting:

- Your most recent Tax Assessment
- Recent Utility Bills
- A Survey Certificate (if you have it)
- Any septic / well information
- Any other pertinent information on the property



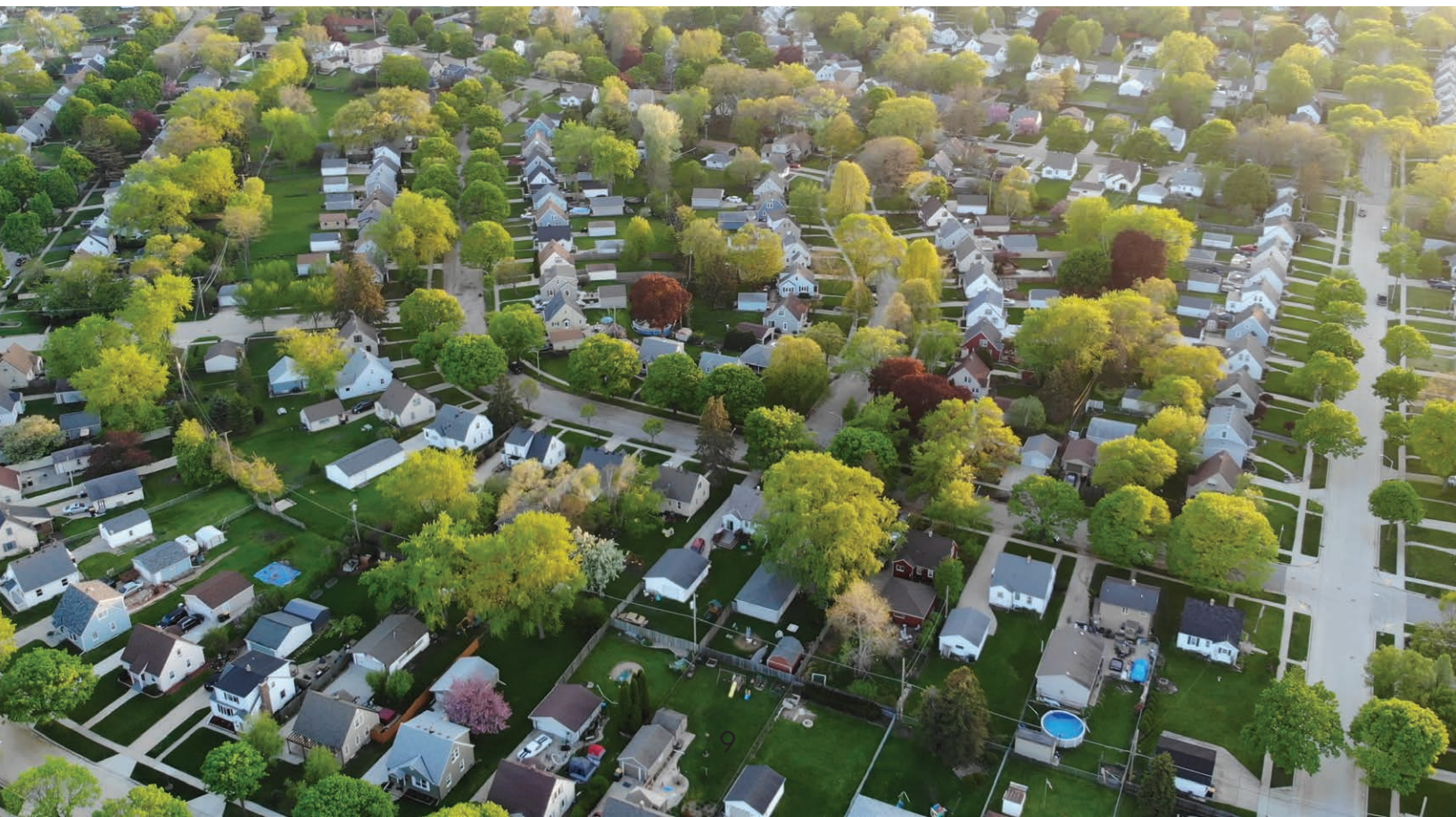


# AFTER THE FIRST MEETING AND PRIOR TO THE SECOND APPOINTMENT

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The draft of the Competitive Market Analysis will be completed and the field of comparable sales and competing offerings will be narrowed to include those most similar to your property based on my inspection.

Certain properties will require detailed percentage adjustments to account for differences between your property and the recent sales. In that case, I will illustrate the percentage adjustments of the important elements of comparison between your property and those of recent sales. This will allow us to arrive at sales prices for the comparables that are more meaningful in the prediction of the selling price for your property.



# FOR OUR SECOND APPOINTMENT

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I will present a Personalized Marketing Plan to expose your property to potential buyers 24/7 and my price opinion.

Keep in mind that the price suggested in the Competitive Market Analysis is only the first step in deciding on the initial offering price of your property.

We will discuss the marketing process in detail and any questions you have will be answered.

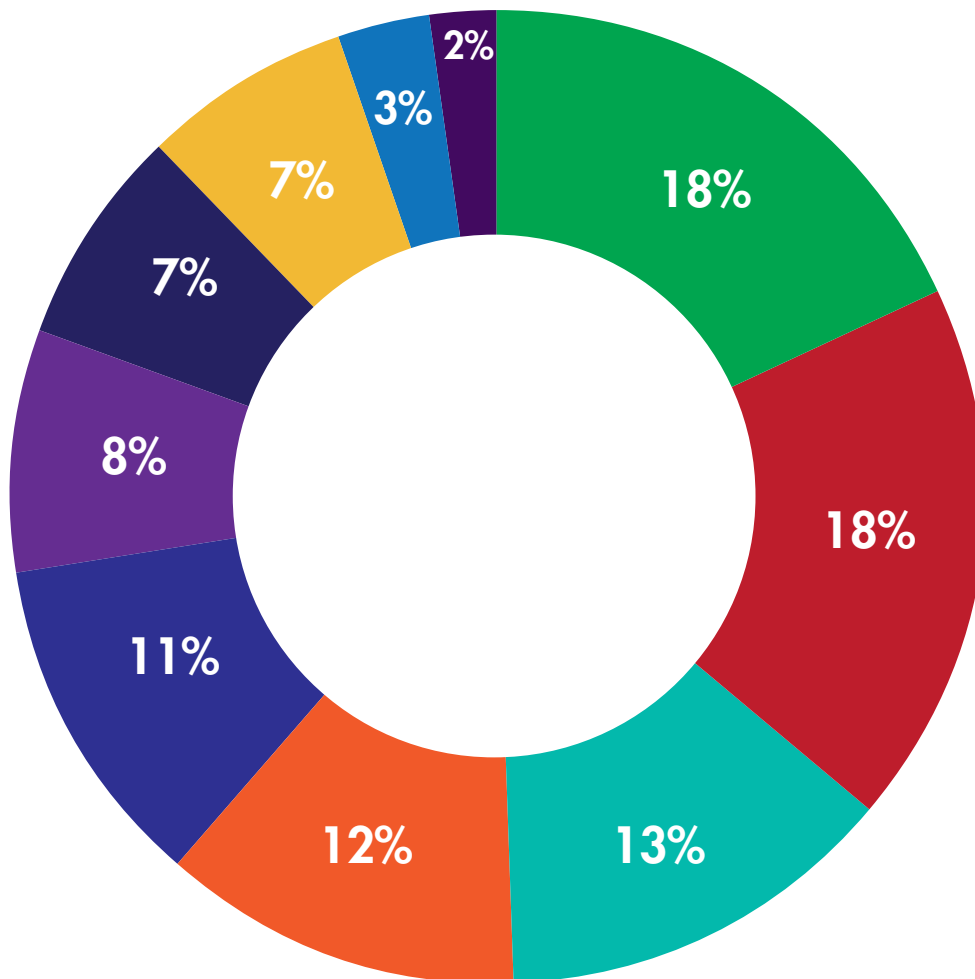
At that time I will provide a checklist that will help you prepare your home for photography and some other useful information to help you get the best value for your home.





# WHAT SELLERS WANT FROM US

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1. Marketing
2. Communication
3. Sell for Top Dollar
4. Staging
5. Area Knowledge/Sales
6. Sell it Fast
7. Honesty
8. Experience
9. Improvement Needs
10. Advice on Vendors

WHAT DOES THIS MEAN FOR YOU?

# STEPS TO SELLING YOUR HOME

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## 1. Prepare Your Home

- Make repairs, improvements & simplify decor
  - Obtain a pre home inspection
- 



## 2. Interview & Select A Professional Real Estate Agent

- Sign a listing agreement
  - Determine your home's listing price
  - List your home on MLS®
- 



## 3. Launch Marketing Campaign

- Develop advertisements, direct mail, feature sheets, internet ads
  - Listings, virtual tours and e-mails
- 



## 4. Show Your Home

- Have open houses
  - Organize Real Estate Caravans
- 



## 5. Receive Offers

- Negotiate with the buyer
  - Home inspection
- 



## 6. Sign Purchase & Sales Agreement

- Obtain a home appraisal
  - Buyer receives the mortgage
- 



## 7. Closing

- Solicitor completes paperwork
  - Register title
- 



## 8. Sold

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# LISTING YOUR HOME FOR SALE

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## 1. Complete all documents

- Disclosure of Representation
- Privacy Consent
- Agency Disclosure (my responsibilities to you)
- Fintrac Identification Form (government requirement)
- Listing Contract
- MLS® Data Input Form

## 2. Cleaning and preparing your home

## 3. Arrange photo shoot

## 4. Measure your home

## 5. Complete MLS® listing

- Write a compelling description of your home aimed at our target market

## 6. Place sign and lockbox on the property

## 7. Launch listing on MLS® within the context of our Marketing Plan



# HOW WE MARKET YOUR HOME

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## CREATE A BUZZ

1. Notify all agents Royal LePage Kelowna/ West Kelowna/ Lake Country of the upcoming listing.
2. Post your upcoming listing to social media sites before it is listed on MLS®
3. Review and contact my own database of active buyers.
  - All of this is done to maximize the interest in your property when we go live on MLS®.

## GO LIVE

4. Having identified a target market and completed a compelling listing, we're ready to launch the finished product on MLS® for all agents to view and share with their clients.
5. Reverse prospecting
  - Conduct a search of our MLS® to identify agents searching for a home like yours for their buyers and directly contact these agents as soon as the listing is available to show.

## BE EVERYWHERE

6. Cast a wide net online
  - realtor.ca, royallepage.ca, royallepagekelowna.com, and all real estate websites that feature Kelowna MLS® listings (Castanet & Kijiji)
7. Social media postings and targeted Facebook ads

## OLD SCHOOL

8. Lawn sign
9. Provide "Just Listed" postcards to everyone on your street
10. Host Open Houses
11. Feature sheets delivered to your home



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