

Love where you live

Leslee COOPER

Personal Real Estate Advisor



Hello!

Great to meet you! I'm Leslee Cooper, a top RE/MAX Crest REALTOR®, selling homes on the Sunshine Coast. Why, you might ask do I hang my license in Vancouver when I sell so many properties on the Sunshine Coast? Well, for those of you who do not know, I live in Vancouver and do the reverse commute. I resided in Roberts Creek for 20 years and then moved to Vancouver to live with my husband.

One day soon I shall return, but, in the meantime, let me tell you how I can sell your house!



INTRODUCTION



SELLING PLAN



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Sharing a group of offices with over 550 agents who work in Vancouver gives me a heads up and an insider's edge upon what the market is doing. What happens in Vancouver, happens on the Sunshine Coast, only later. I receive daily emails listing market activity, new listings, sales and open houses. I am diligent about networking with other realtors across Canada and the USA, obtaining firsthand news about their market activity. I also engage the services of a private business coach from San Diego who works for the largest real estate coaching firm in the world – it is in their best interests to keep their clients informed regarding news, forecasts and all factors that may affect the worldwide real estate stage.

As a result of coaching, I have developed a method of working by referral, ensuring my clients are so happy with the service I provide to them that they refer me to all of their family and friends. The business of real estate is constantly evolving and anything I can learn to help my clients have a positive outcome makes my job worthwhile and satisfying.

My perfect day is made by meeting new people and discussing real estate. I love the selling process, and also finding my clients the right property, whether it be for investment or for themselves. Advising on the pros and cons of each property, discussing renovations and how to save energy, and contemplating financial strategies and goals are also part of what I do.

Results Matter

AWARDS AND ACHIEVEMENTS ARE NOT MY MAIN FOCUS OR MY MAIN MOTIVATION FOR SELLING REAL ESTATE BUT THEY ARE IMPORTANT BECAUSE THEY PROVE THAT MY PROCESS WORKS.

I have a balanced Real Estate practise. Approximately 50% of Buyers and 50% Sellers, which keeps me in touch with both sides of the Real Estate experience.



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(Top 10% REALTORS® in Greater Vancouver)



Children's
Miracle Network

Canadian
Breast Cancer
Foundation



Contribute to both Children's Miracle Network and the Canadian Breast Cancer Foundation (from every deal a portion goes to the Cure)

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Client Reviews

If it weren't for Leslee's love and knowledge for the Sunshine Coast we would have ended up in the wrong house for us. Coming from the city we needed someone we felt comfortable with and felt we could trust. We are so thankful to this day that she guided us through the process. We live in the best house in the greatest neighbourhood! Thanks Les! – Shelley O.

I have used Leslee on several Real Estate transactions, both residential and commercial. Leslee's knowledge of the market trends and value has always been second to none. Combined with a her diligent work ethic makes Leslee an easy choice whether buying or selling. – Brad J.

Leslee Cooper's knowledge of both the Sunshine Coast and Vancouver market allowed us to buy and sell at the best time. We couldn't be more pleased! Her amazing client service, advice and patience cannot be overstated. Thank you, Leslee! – Nicole & Andrew

Leslee is an extremely knowledgeable and competent agent. She got professional photos and video footage taken of my house and arranged for home staging. Leslee knows the market and went the extra mile. I would definitely use Leslee again! – Oona T.

We have worked with Leslee for the purchase of our home and the sale of an investment property. She was professional, very knowledgeable and responsive. I highly recommend her and will certainly retain her services in the future. – Kelly F.

Leslee is by far the best agent I have ever used (and I've used quite a few!). I will always go to Leslee now. She is professional, knowledgeable and incredibly positive and fun. I feel like I've made a friend in Leslee. – Jackie K.

Leslee gave me wonderful service for the sale of my duplex building. She couldn't have done more! She was very professional and all the showings went smoothly even though they needed to be arranged to accommodate tenants. The house sold quickly with a good price and I'm very happy with her service. We had a good working relationship and I will use her again. Kudos Leslee and thank you. – Joan C.

Leslee Cooper is one of the best REALTORS® that we know in all Canada. She has sold a lot of homes in the Sunshine coast area. Her expertise, courtesy professional service and knowledge and friendly approach has been what we have always experience. My wife and I do recommend her for anyone that is thinking on buying or selling a home. Leslee always goes the extra mile to succeed on her tasks. After we call her for advice on selling our home she took the proactive steps to stage the house, took photos and also send someone to measure our property. We sold our home 3 days after she posted the "for sale sign"!!! Incredible results she also sold our neighbors house on the same time, we are looking for another place and she is on the search for the best location and offer that is available in the market. Any time that we call or text her she is always available to help. We do recommend her services highly for all your Real Estate services. Thank you very much! – Maureen & Javier M.

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Why we win

Real Estate is changing. It is easier than ever to list a house on the market but it's not so easy to know how to price for the market and what needs to be done to make a sale. Terrible photos, lack of staging and incorrect pricing costs buyers their time and can cause undue stress and decreased motivation.

Smart sellers who hire smart agents can fly through the process and win, while everyone else is wondering why other listings do not sell. The Market is fluid. I can never predict what is going to happen months from now and often will tell a seller I only know today the market status (seller's or buyer's market) and what we need to do to sell now. Wishing for multiple offers can be a reality if the procedure is approached correctly and cleverly.

DISSATISFIED WITH THE NUMBER OF DAYS ON MARKET, NO SHOWINGS AND NO OFFERS?

My selling plan produces clarity and proven results and my process is simple, effective and efficient.



Economic Forces

- The Sunshine Coast Real Estate market is a SELLER'S MARKET (more buyers than sellers)
- New home construction continues to be strong and is fuelling the B.C. economy
- Mortgage rules are changing and banks are increasing the difficulty in obtaining mortgages. Starting in January 2018, all buyers with 20% down payment must qualify for a 5 year rate
- The high cost of housing in Vancouver is resulting in an outflow of buyers who wish to move to the Sunshine Coast

Social Forces

- Almost all our buyers come from the Lower Mainland
- Buyers are smarter than ever and more educated about property searches
- Buyers are exploring options and different locations before deciding upon the Sunshine Coast

Technological Forces

- There is no room for bad marketing
- The internet continues to play an important role in a Buyer's search for a property
- We are addicted to Social Media
- Social Media loves video (YouTube is a great marketing tool)

25 Point Action Plan

I WILL:

1. Price accurately. One of the most important aspects of selling your home for the most money is pricing your home well. We are marketing experts and have often achieved higher than average pricing, but we need to start in the right place.
2. Stage your home. After seeing hundreds of houses, I know what buyers want. Making a few crucial adjustments to your home can make all the difference in creating a lasting impression, which means fewer showings, a faster sale and MORE MONEY for you.
3. Arrange for professional photographs and video of your home. Over 90% of all buyers search for properties online before calling their agent, and beautiful photos are the first impression of your home.
4. Submit your listing to the Greater Vancouver MLS board, including REALTOR.ca
5. Include accurate descriptions, data and maps, and a four page flyer for distribution to target groups and realtors. Get this information wrong and no one will see your listing.
6. Place your home on my website, www.pacificlifestyles.ca, and feature a video posted both on YouTube and linked to the domain name exclusive to your property.
7. Provide street level exposure through a professional RE/MAX sign and a NEW LISTING sign.
8. Make your listing immediately available to REALTORS® and the public via Social Media, including the Pacific Lifestyles Facebook business page and Instagram.
9. Advertise your property using a customized marketing strategy.
10. Provide seasonal marketing tips for you to ensure the property has the winning edge over the competition.
11. Ensure all marketing for your property is current and appropriate for the season.
12. Incorporate any other marketing methods appropriate for your unique property.
13. Obtain Title search for your property from the Land Title Registry and order any charges on title to facilitate the sale.

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25 Point Action Plan continued...

14. Help make sure we have all necessary documents (i.e. receipts for work done on property, site survey, condominium documents etc.) to facilitate a sale.
15. Be available to co-operating realtors who wish to show you home. I will confirm all appointments with you, answering any questions the buyers have about your property.
16. Provide you with relevant feedback following a showing as soon as I have news.
17. Suggest changes based on the feedback that can be made to the property to maximize marketability and buyer appeal.
18. Monitor the real estate activity in the neighborhood and general area and inform you of all important changes.
19. Keep you updated about any changes in the real estate markets and their potential impact on the sale of your property.
20. Work with an extensive network of agents to promote your home to buyers.
21. Pre-qualify and screen prospective purchasers, referring to lenders when necessary.
22. Regularly communicate my progress in marketing your home.
23. Promote your property to agents at other real estate companies by phone, email, personal meetings, mail, etc.
24. Strategize to get all offers submitted in writing.
25. Professionally represent you upon presentation of contracts by co-operating agents and assist in negotiating the highest price and best terms for you.



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5 Common Mistakes Sellers make (and how to avoid them)

MISTAKE #1 Not Pricing Your Home Correctly. From the start by far, the most serious mistake that sellers make is not pricing their homes correctly. Price your home too high and buyers will not look at it, or your home will sell the better priced homes in your area. The greatest interest in a property usually occurs in the first month that it is on the market. The longer a home is on the market, buyers and agents often wonder what is wrong with the property, and will be looking for ways to get a better deal, often causing the home to be sold for a price lower than market value.

MISTAKE #2 Choosing an Agent Based on the Highest Priced Market Evaluation. Many sellers choose their agent based on who picks the highest price for the property. The true determinant of market value is location, condition of the property, and demand from buyers. The buyers in the market will determine the true market value of a property.

MISTAKE #3 Not Marketing Your Home Correctly. Did you know that 90% of buyers begin their search for a new home on the Internet? The photos of your home on MLS.ca can literally make or break your chances of buyers wanting to see your home, and their agents prioritizing it over competing properties. Along with effective home staging, marketing your home the right way will create interest, generate more showings, and better your chances of selling faster, and for the highest price.

MISTAKE #4 Not Showing the Best Side of Your Property. Buyers not only have to want to visit your home, they need to like it when they arrive in order to want to make it their home, and write an offer. Buyers are increasingly resistant to buying homes that require work. Don't give buyers any reason to offer you less than your home is worth.

MISTAKE #5 Not Hiring the Right Agent. The right agent will be able to guide you through the many important aspects of helping you get the most out of what is likely your biggest financial investment. Hire an agent who works part time, and expect part time results. Hire a discount brokerage, and risk a discount in your selling price. A professional, competent REALTOR® will be able to help you price your home correctly, market your home so it stands out from the rest, help you prepare and stage your home, and get the most money for your home, in the quickest time, with the fewest problems. By going ABOVE and BEYOND the industry standard, I make sure your home STANDS OUT from the competition.

The three Phases of Selling

PREPARATION

#1

- Qualification
- Listing agreement
- Accurate pricing
- Marketing preparation
- Photos and video
- Important document collection

MARKETING

#2

- Targeted marketing plan
- Feedback and follow-up
- Purchase contract negotiations
- Condition satisfaction
- Waiver of conditions

CLOSING

#3

- Meeting with the Lawyer/Notary to sign paperwork pre-completion
- Packing
- Cleaning
- Moving



Logistics

- Research sales comparables
- Research current competing listings
- Consult with agents on recent activity
- Order and review Land Title
- Staging consultation
- Order staging or purchase staging supplies
- Schedule professional photos and video
- Order lawn signage with hangers
- Analyze current competing listing features
- Apply neighbourhood demographics
- Apply ideal marketing strategy
- Analyze and sort photos and video
- Input listing onto MLS
- Add all photos, video and additional details
- Create YouTube page for video
- Promote via personal real estate connections
- Answer all agent listing questions or requests within 2 hours
- Answer all public listing inquiries within 2 hours
- Arrange MLS and online showings
- Obtain feedback from showings
- Report to you with relevant feedback
- Suggest marketing changes
- Analyze market news
- Analyze competing listing data
- Strategize to obtain offers and multiple offers
- Review all offers for accuracy
- Present all offers to you
- Negotiate based on extensive sales training
- Continue to be available for all showing requests when and if deemed necessary
- Notify agents of status of offer
- Monitor deposit
- Consult in preparing for the inspection
- Negotiate through any challenges
- Work with appraisers and financing requests
- Review all additional paperwork
- Send all paperwork to you
- Provide you with next steps throughout the process
- Send paperwork to my office for conveyancing
- Follow up with you 7-14 days before closing
- Be available for questions throughout the process

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Your To-Do list

- PAINT, PAINT, PAINT! (the cheapest and best way to sell a home)
- Co-operate with realtor regarding suggestions to improve curb appeal
- Co-ordinate with realtor for staging and photographs
- Sign all necessary documents in a timely fashion
- Proof read MLS highlight sheet
- Keep the house ready for showings and be flexible with trying to accommodate all requests
- Provide a spare set of (working) keys to agent for lockbox and allow lockbox to be placed on the outside of the house
- Vacate during showings and allow showings when away



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Typical Selling Expenses

- | | |
|---------------------------------------------------------------------|----------------------------------------------------------------------------|
| • Real Estate Fees | 7% of the first \$100,000 and
2.5% of the balance of the purchase price |
| • Legal Fees & Disbursements
(includes title transfer fees etc.) | \$1,000 - \$1,500 + |
| • Property Taxes and Adjustments | up to possession day |
| • Mortgage Payout Penalties | ask your lender/bank |
| • GST (if applicable) | ask your accountant |
| • Interest on interim financing, if any | ask your lender |
| • Staging, painting, carpet | \$\$\$ (let's talk) |



Inspection Tips

WHAT TO EXPECT:

The inspection will be like a long showing of the house - the inspector may show up early (usually about 30 minutes) to inspect the exterior of the house, so don't be surprised if someone is walking around your backyard.

The inspector will turn on all of the appliances so make sure they are empty or whatever is inside can go through a cycle.

Now is the time to do any last-minute touch-ups or fixes: fix leaky taps, replace burned out light-bulbs, furnace filter, dusting off the hot water tank, etc.

The buyer, the buyer's agent and the inspector are all typically there during the inspection.

If you can, try to keep your phone on in case the buyers or inspector have questions while they are there.

AFTER THE INSPECTION:

The inspection report usually takes anywhere from 24+ hours to get to the buyers after the inspection is finished.

If there are safety issues or further investigations are required as a result of the building or septic inspection, (pest inspector, roofer, electrician etc.) these will be requested and scheduled if possible before subject removal.

Should the inspections show up deficiencies that are costly (often over 10% of the purchase price of the house) both parties re-negotiate the contract of Purchase and Sale and either there are monetary adjustments or the Seller will warrant to fix deficiencies before completion.

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Client Resources

PROPERTY INSPECTORS:

Laurie Latcovesky	604-741-7766 accurateinspections@telus.net
Rick Souter	604-989-4439 rsouter@telus.net
Rob Fowler	604-740-1013

SEPTIC INSPECTORS:

Steve Starbuck	604-740-6670 ssstarbuck@dccnet.com
Bonniebrook Industries	604-886-7064 bonniebrook@telus.net

POOL/HOT TUB INSPECTOR:

Shaun Nuttal	604-885-6127 suncoastwaterworks@dccnet.com
Beachcomber Hot Tub	604-885-9417

PEST INSPECTOR:

Sunshine Coast Pest Control	604-885-1976 scpc@dccnet.com
Kendel Pest Services	604-885-3375 info@kendelpestservices.com

MOVERS:

Len Wray Moving and Storage	1-800-775-5404
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OIL TANK SCAN AND REMOVAL:

Quadra Utility Locating	604-897-4616 jesse@quadralocating.com
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KITCHEN COUNTERTOPS:

House of Stone	604-716-4117 (Halfmoon Bay)
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WINDOW COVERINGS:

Ricci-Lee Ainslie	604-727-4223 ricci@coastalinteriors.ca
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UTILITIES:

Telus Internet and Home phone	1-888-811-2323
Coast Cable Internet and TV	604-885-3224
BC Hydro	1-800-224-9376
Fortis Gas	1-888-224-2710
Fortis Electric	1-866-436-7847
BC One Call	1-800-474-6886

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Moving Checklist

Moving into a new home is an exciting time but it can also be stressful. Don't despair. Whether you're doing it yourself, asking friends or hiring professionals, here is our moving checklist to help you.

AS SOON AS POSSIBLE:

- > Start early. Investigate and research moving companies and/or truck rental companies.
- > Hire a moving company or if you're doing it yourself, reserve a moving truck. Be sure to get written confirmation of all your costs and details of your move for your records.

TIP: Weekends and holiday long weekends are busy times for movers and truck rental companies. Book in advance (at least 2 to 3 months) to ensure you get a moving truck.

- > No sense moving what you don't want to keep. Go through your home and determine what you want to keep and what you want to throw out or donate.

TIP: If moving in spring or summer, earn some extra cash and hold a moving sale to help get rid of items you don't need or want for your new space.

- > Make a list of items in your home that need extra attention while moving or special packing instructions (i.e. computers, televisions, fine china, etc.).
- > If you have children and you are moving to a new school district, start arranging the school transferring or application process.
- > Order boxes and moving supplies (packing tape, bubble wrap, tissue paper, stock up on newspaper, etc.) required for your move.

1 MONTH BEFORE MOVING DAY:

- > Time to start packing! Begin with the items in your home you do not use regularly. Be sure to clearly label or number your boxes to make the unpacking easier.
- > As you pack, make note of items of significant value (i.e. stereo systems, flat screen televisions). Depending on your insurance agreement with your moving company, you will need to declare items of value in case items are lost or damaged.
- > Fill out a change of address request at Canada Post: www.smartmoves.ca
- > Inform the following companies and institutions about your new address:
 - Banks
 - Insurance companies
 - Credit card companies
 - Cable and phone providers
 - Hydro and utility companies
 - Doctor and dentist offices

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2 WEEKS BEFORE MOVING DAY:

- > Confirm your reservations with your movers or truck rental company.
- > If required, cancel or transfer your newspaper delivery service.

1 WEEK BEFORE MOVING DAY:

- > Most of your packing should be done one week prior to moving day.
- > Set aside the items of importance you wish to transport to your new home yourself (i.e. jewellery and passports).

A FEW DAYS BEFORE MOVING DAY:

- > Re-confirm arrival time of your moving truck. If moving yourself, re-confirm your reservations with the truck rental company.
- > Prepare a detailed map and directions for your movers including a cell phone number you can be reached at on moving day.
- > Pack a travel bag with the items your family may need on moving day such as tooth brushes, change of clothing, medications, hair brushes, soap, toilet paper, paper plates and cups, aspirin, etc.
- > If you are moving yourself, start dismantling beds and other large furniture.

MOVING DAY:

- > Make a note of all utility metre readings (new and old home).
- > It's important to be present when the truck is being loaded and unloaded just in case your movers have questions.
- > Before the movers leave, check your belongings and note on the inventory paperwork any damaged items.

By: The HGTV.ca Editorial Team



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What's next?

LET'S START BY GETTING YOU THE MOST MONEY!

Thank you for taking the time out to have me sell your property. My approach includes experience, exceptional advertising, personal contact and the use of today's media.

I work by referral and I strive to make my clients very happy with the experience of working with me so that they can refer me to their family and friends.

Negotiation is my top strength and creatively working towards the end result of a firm and legal contract between sellers and buyers is what I do best.

If you need clarification on anything from what I have presented in this presentation package, from staging and updating to pricing and logistics, please reach out to me anytime. I want to do the very BEST job possible for you.

Sincerely,

Leslee Cooper

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