



ROB VISNJAK
personal real estate corporation

SELL WITH CONFIDENCE. WE'LL SHOW YOU HOW

SELLER GUIDE BOOK



**HELPING OUR CLIENTS CREATE WEALTH
THROUGH REAL ESTATE SINCE 2007**



MORE THAN JUST A HOME

Choosing a realtor is one of the most important decisions you will make when it comes to the well being of your finances and your family. This process can have an everlasting effect your life. You need to partner with someone who knows the market, has an unparalleled understanding of process, and has the tools and resources to effectively market your greatest asset.

We know what it takes and how to get buyers in your door, but more importantly, how to get them to stay.

Our Seller's Guide Book is designed to help you understand the selling process before you put your home on the market, and it will help you make smart decisions every step of the way.

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Rob Visnjak PREC* and the Team

Our progressive approach to real estate means that we are constantly evolving. We are always in search of ways to stay ahead of the competition by reinventing ourselves as well as our sales and marketing strategies. With a modern approach to real estate, we are routinely implementing new technologies and tools into our business to help our clients achieve success.

Since 2007, Rob Visnjak has been one of the top producing agents in the Fraser Valley. Consistently a member of the Medallion Club at the Fraser Valley Real Estate Board that represents the top 10% of realtors based on the number of homes sold. We produce results.

We love real estate and we believe it is a great way to create wealth. That's where our true value, lies. Our goal is combine to our passion, knowledge, and skills to consistently exceed every clients expectation. We genuinely care about each one of our clients, and demonstrate that with our service. We plan to be with you for years to come and intend to show you that with our first class experience.

“Try not to become a man of success. Rather become a man of value.”

-Albert Einstein



Trust. We're here to earn it.

Whoever you choose to represent you will greatly affect the outcome of the sale of your home. We have created our Seller Guide to help you to make the right choice in a Realtor and educate you about the home selling process.

Our philosophy is to create life-long relationships, not customers. In order to earn your trust we work hard and show you that we have your best interest at heart. Cultivating a lasting relationship by putting your needs and interests at the forefront is paramount to our business model.

While many agents will strive to achieve customer satisfaction, our aim is to go well beyond that. We are constantly improving our systems, techniques, and processes, so that we can far exceed industry norms. Nothing is more rewarding to us than hearing our clients say that we exceeded their expectations.

**We are here
to help create
wealth through
real estate.**

We have systems, expertise, and a marketing plan that allows us to consistently replicate our results, time after time.

Our mission, when we list your home is to:

1. Sell your home for the most amount of money possible
2. Sell your home in the shortest period of time possible
3. Sell your home with no hassles, problems or issues



THE HOME OWNERS GOALS

When you decide to put your home up for sale, you need to ask yourself what goals do I have and how is the agent that I hire going to help me achieve them.

TOP 5 GOALS:

1. Sell my home
2. Sell my home for the most amount of money the market will bear
3. Sell my home in a reasonable time frame
4. Sell my home without any problems or hassles
5. Regular communication from my agent

THE KEYS TO ACHIEVING YOUR GOALS:

1. Aggressive, well coordinated marketing plan
2. Appropriate pricing strategy
3. Collaborating with a knowledgeable, experienced agent to guide you through the process

There are hundreds of tasks involved in the sales process. However, these three keys are the true backbone to each successful sale. Without ensuring you have clearly defined goals, and creating a plan on how to achieve them, you stand very little chance of success.

One of a Kind

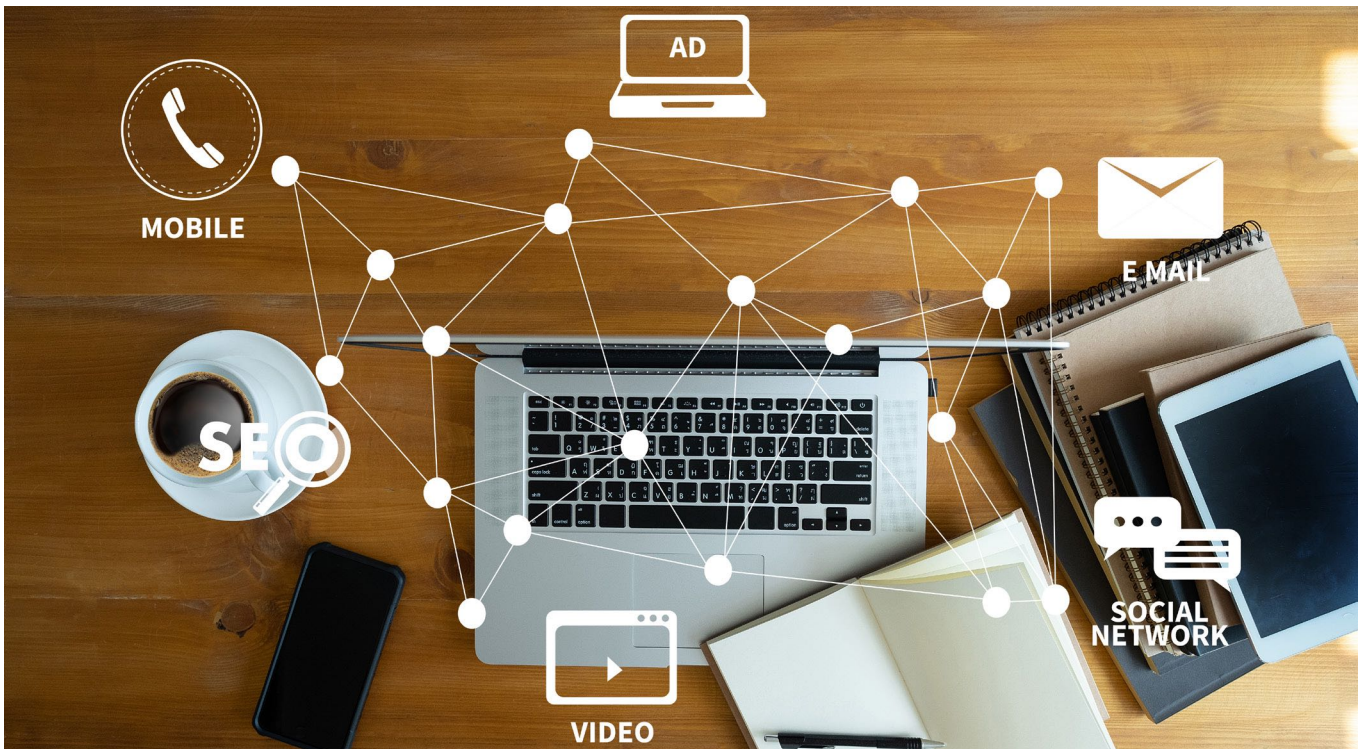
Each property is unique. Our job is to make your property stand out and showcase its unique features and qualities. By making your property look and feel different from other homes, it will draw more attention and interest.

HOW DO WE DO THIS?

We have a number of tools at our disposal that will customize the look of your home. Everything from staging, decor, targeted ads, photography and video direction all help your home stand out from the rest. Your property is unique and deserves to be marketed as such.

OUR SYSTEMS AND TOOLS WERE CREATED TO SELL YOUR HOME FOR TOP DOLLAR

There are some things about your home we can not easily change, like its location. But, we can take measures to make sure we get the most out of your home:



Expertly stage your home with our team of consultants

Guide you on how to ensure your home shows in its best possible condition

Properly price your home using current market data, statistics, and industry knowledge

Provide you with our 20+ years of marketing experience

Use technology not used by other agents to capture more buyers for your home



INTERVIEW YOUR REALTOR

Before you hand over the keys to your castle, it's important to know who you're handing them over to. Ask another Realtor these questions and see how they measure up!

1	How many years of experience do you have?	in business since 2007
	What is your list price to sales price ratio? How close to list price do you sell your homes?	98%
in	What percent of your listings sell?	94%
4	How much do you spend on marketing each month?	\$4,500+ (avg agent \$417)
5	Do you hold open houses?	Yes, every weekend
6	Do you have a project management system?	Yes, one of the best in the industry
7	Are you able to help me with financing?	Yes, we have an amazing network of brokers
8	Do you provide a complimentary staging consult from a top staging company?	Yes
9	How many days a week are you available?	7 days a week
10	Are you and expert negotiator?	Yes

WHY HOMEOWNERS DON'T USE THE SAME AGENT FOR FUTURE TRANSACTIONS

The National Association of Realtors recently did a study and found that over 70% of homeowners didn't go back to the same Realtor. Why you ask?



1. Lack of communication
2. Too many promises, nothing delivered
3. Little or no marketing of my home
4. Priced my home unrealistically
5. Hard to get in contact with
6. No advice on how to stage my home
7. Less experienced than what they appeared
8. Most buyers they brought weren't qualified
9. Lack of professionalism
10. Failed to keep me up to date on the market
11. Didn't show my home
12. Too busy for me
13. Didn't listen to what I wanted
14. Poor negotiating skills
15. Sold my home for too low a price
16. Left out important details
17. Lack of representation
18. Too pushy
19. My home never sold
20. Didn't do anything I couldn't have done

What have we done for you lately

LET OUR NUMBERS SPEAK FOR THEMSELVES

Over
\$250M
in Closed
Transactions

99%
Customer
satisfaction
rating

500+
Happy Clients

Top
10%
of all Realtors in the
Fraser Valley

98%
Sales to Listing
Ratio



LISTING AGREEMENT GUARANTEE

One of the biggest concerns we often hear from home owners is the fear of being locked into a lengthy listing contract with an agent who they feel is less than competent.

Our Commitment to both our Sellers and Buyers is to pursue the absolute best experience for each Customer.

If you are not completely satisfied with our service, you can cancel our arrangement at any time...No questions asked.

SYSTEMS THAT WORK

Our systematic approach to preparing and marketing your home for sale has enabled us to sell hundreds of homes quickly, and for more money. Not only do we employ a specific strategy, but we utilize proprietary technology tools that give us a unique advantage over the competition. We have over 168 steps from start to close that ensure we do everything possible to sell your home that include...



- In depth marketing analysis
- Staging consultation by a Nationally Ranked Home Stager
- Professional BOMA certified measurements and floor plans of your home
- Professional HD Photographs and Cinematic Video
- Virtual Tour of your home that is syndicated across hundreds of websites
- Custom magazine quality listing brochure
- Highly visible yard signage with text lead capture technology. Amazing and innovative tool to get even more buyers to your home
- 24/7 Availability through our various technology tools that allow us to provide instant information and schedule showings immediately
- Advertising your property on realtor.ca, Google, Active Rain, Twitter, Facebook, Instagram, plus many more, giving your home exposure to thousands of buyers daily
- Keeping you informed with our efforts and feedback from the market

PRICING YOUR HOME FOR MAXIMUM VALUE

BUT I'VE ALREADY DONE LOTS OF UPDATES

Apart from a complete top-to-bottom renovation, it is rare to recover the entire cost of any home improvement. Questions to ask yourself to help you consider the current value of your improvement:

- When were the improvements made?
- At that time, were you planning to move or stay?
- Are the improvements current, or dated based on when they were done?
- Were the improvements done as a plan to help sell the home, or as a personal improvement while planning to stay?
- Would you still make the same improvement today?
- If the improvements were removed, what percentage of home buyers would choose to put them back in?



PRICING YOUR HOME FOR MAXIMUM VALUE

WHAT HOME IMPROVEMENTS WILL GET ME THE BEST RETURN?

When considering a home renovation project, it is always a good idea to ask whether you would like to increase the value of your home, or enjoy the renovation for personal use. These two perspectives can sometimes call for a very different type of renovation. It's also a good idea to consult with your agent before you pour thousands of dollars into your home.

According to the Appraisal Institute of Canada these are the top 5 renovations with the highest return on your investment:

- **Kitchen** - Full renovation or update with quality materials consistent with the area
- **Bathroom** - Full renovation or addition with quality materials consistent with the area
- **Paint** - Both interior & exterior with tones consistent in the area and for maximum appeal
- **Updated Decor** - This includes lighting, plumbing fixtures, and flooring
- **Decluttering** - Removing excess items to showcase the space and features of your home



Top 5 Renovations with Highest enjoyment Value

- Basement finishing
- Decks/Fences
- Garages
- Landscaping
- Sun room/additions

PRICING YOUR HOME FOR MAXIMUM VALUE

HOW DOES MY NEIGHBOURHOOD AFFECT VALUE?

Being the best or biggest home on the block doesn't necessarily translate to an equally inflated property value.

When a property is significantly oversized or over built for the area, the surrounding homes and their property values can actually reduce the value of that bigger, better home. The value is adversely affected by the less expensive homes in the area.

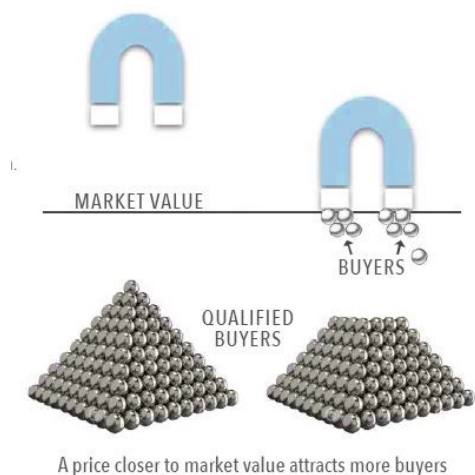
In contrast, owning a smaller home in area of larger, more valuable properties will actually increase that property's value.



HOW DOES PRICING AFFECT BUYERS?

The following illustration shows us how pricing your home closer to market value attracts more buyers. As we move closer to market value, which is determined by what buyers are willing to pay, we are able to attract more buyers.

As you move your price closer to market, it will reach the point at which it attracts buyers and produces a sale.



PRICING YOUR HOME FOR MAXIMUM VALUE

WHAT EXTERNAL EVENTS AFFECT THE VALUE OF MY HOME?

There are a number of external and internal factors that play a large factor in determining market value. Most of these are completely out of our control, and it's important to recognize these and not focus solely on your home.

Over the last few decades, we have seen numerous global events that have caused dramatic changes in interest rates and financial markets. Any number of events can have a positive or negative effect on your home's value.

External Factors:

- Interest Rates
- Local Economy
- Global Economy
- Unemployment Rate
- Neighbour's price
- Recent Sales
- New Laws or Rules for acquiring Real Estate
- New Taxes
- Restrictions on Land use
- Mortgage Qualification Rules

WHAT INTERNAL EVENTS AFFECT THE VALUE OF MY HOME?

We've all heard the old cliché about the L's of real estate. Location, location, location. There is definitely some truth to that old adage. However, Lot, Location, Layout, might be a better use of the three L's.

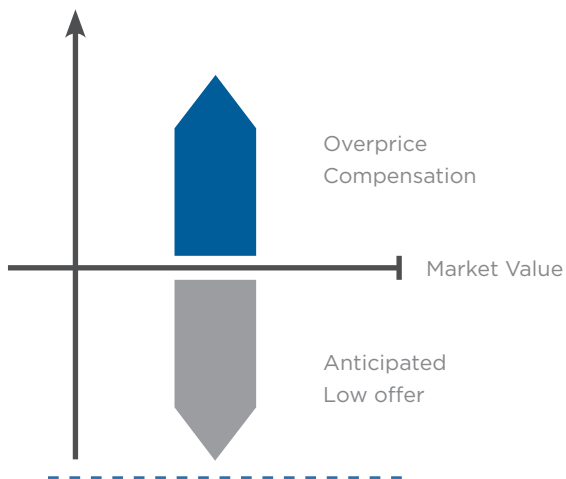
Though some components of your home may be easily changed, these internal factors play some of the largest roles in influencing value.

Internal Factors:

- Location
- Lot - Size, shape, usability
- Layout
- Amenities
- Condition

PRICING YOUR HOME FOR MAXIMUM VALUE

Overpricing your home in anticipation of a low offer.



CODEPENDENT PRICING.

Codependency is a behavior in which a party engaging in dysfunctional behavior stays the same, while the codependent “enabler” changes their behavior to compensate. In this case, the buyers are the dysfunctional party making low offers, but the seller overprices to compensate. Sellers say, “But I know the buyers offer low. I’m just going to raise the price so we end up at market value.”

By doing this, sellers end up with an overpriced home that doesn’t sell, while buyers continue on with their lives. Price properly and you’ll get the buyers to change their behavior

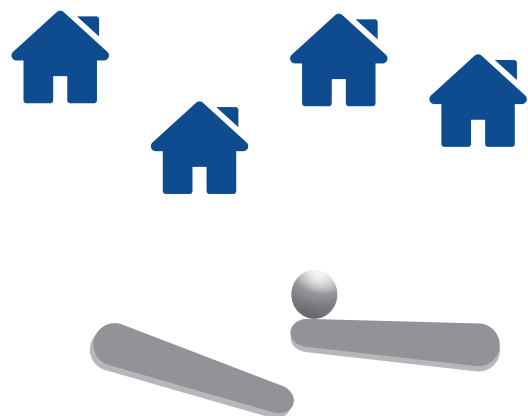
HOW DO BUYERS REACT TO HOMES THAT ARE OVERPRICED?

You don’t want to become a ‘Pinball Listing’. In a pinball game, the ball bounces off bumpers (overpriced homes) to scoring positions (properly priced homes)

Buyers ‘bounce’ off an overpriced listing into properly priced homes instead.

If your home is overpriced, it makes the others look better, and may help the competing homes sell first.

You don’t want to be a pinball listing



Buyers bounce off overpriced homes making other homes appear more attractive.

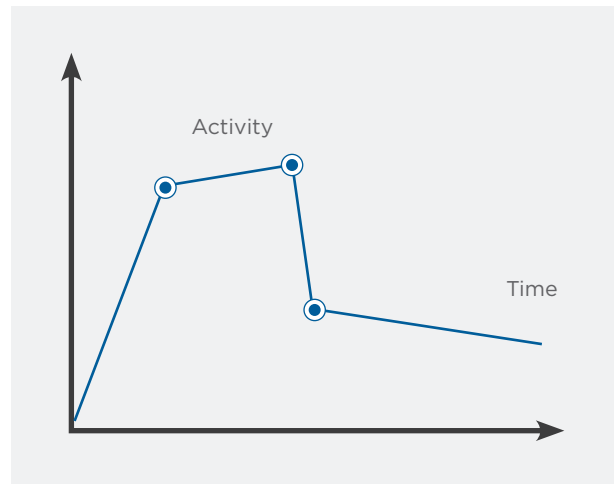
PRICING YOUR HOME FOR MAXIMUM VALUE

LETS LIST THE PROPERTY HIGHER FOR A FEW WEEKS

It's no secret that a home that is new to the market captures the views. Those first few weeks of exposure capture the looks of all the best buyers for your property

If you knowingly overprice your home during this initial exposure period, you're going to lose the interest of those motivated and qualified buyers who are well aware of fair market value. In order to recapture their attention, you will need to reduce the price of your home after they had already crossed it off their list.

Over pricing your home will only deter buyers during the period of highest activity, forcing you to lower the price once they are gone.



THE BENEFIT OF PRICING YOUR HOUSE TO SELL.

Selling your home is a lot of work. Ask someone who has recently gone through the process. Keeping your home in show ready condition is a tireless job, so the quicker we can get your home sold, the less of an inconvenience and the sooner you can start packing.

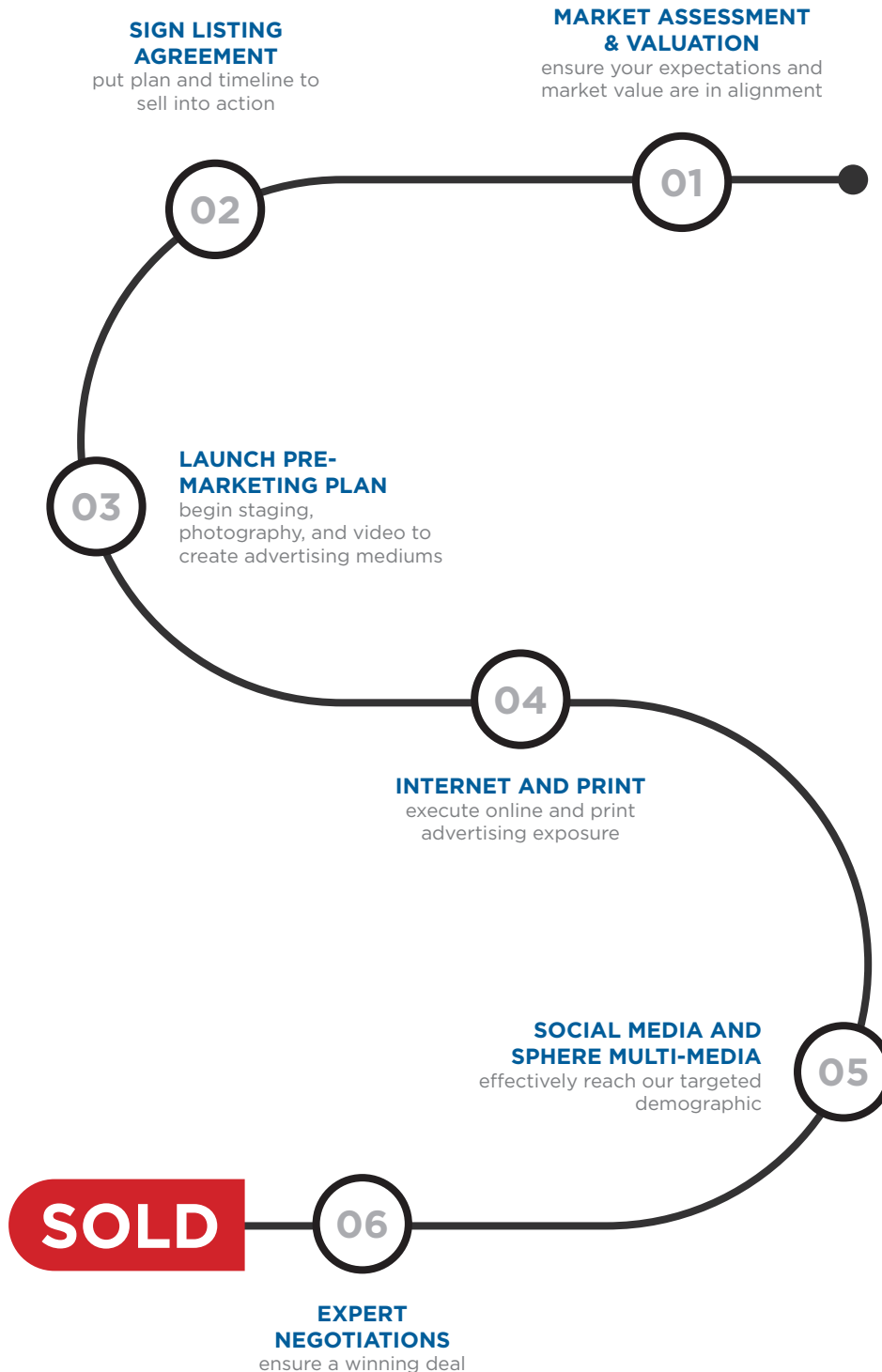
Agents are very educated in their respective markets, and do a great job educating their buyers when searching for a home. Cooperating agents simply won't show overpriced homes to their clients and will move on to homes that are properly priced and their clients are excited about.

Advantaged of Proper Pricing

- More buyer interest
- A faster Sale
- Excited buyers often willing to pay more
- More on-line activity and response
- Increased Realtor activity and interest to bring buyers

MARKETING PLAN THAT GUARANTEES RESULTS

We live in a world where results matter. All the high-tech tools, marketing, and salesmanship don't mean a thing if they don't produce a sale. Therefore, we handle every client's property with a strategic marketing approach that produces results.





The Rob Visnjak Team

NETWORK

When you choose to work with us, you will be working with the the industry's leading experts in their respective fields. We work with THE BEST ad agencies, photographers, videographers, stagers, landscapers, inspectors, lenders, and lawyers, plus many more, so we have you covered from start to finish. Working with us gives you access to our complete concierge list of preferred vendors.

SALES

Whether you choose us to represent you for the sale of your condo, home, holding property, or commercial investment, we are here for you 24/7. We are full-time and immersed in real estate daily. We have a strong track record in sales, negotiations, and marketing, ensuring that we build a platform customized to each client.

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