

Graham Bavington

*Your Guide to Selling and
Buying Real Estate*



Century 21 Queenswood Ltd. 2558 Sinclair Road Victoria, BC
Phone: 250.477.1100 Cell: 250.415.1931 graham@gobavington.com

Key Factors to Selling Your Home

Location

The mantra in real estate is location, location, location. If the home you're selling is in a fantastic spot it will sell more easily, otherwise - focus on the positive aspects of your home to draw buyers closer. After location there are 3 main factors under your control which will contribute directly to the sale .

Price

You are the owner, you want the best price. Before arriving at a final figure though review what's presently for sale and what recently sold in your neighbourhood. I will do a Comparative Market Analysis, focusing on the listings that are most comparable to your home and make sure you know the final sales price of each property. I will provide this information to you along with my expert analysis to provide the information needed to make your pricing decision.

Condition

Buyers will not look at your home in the same light as you see it. To attract potential buyers it is imperative that your home be welcoming, uncluttered and in good repair. I will do a walk-through and yard inspection with you to list areas that require improvement. If your home is not quite in the condition needed to command the price you want, consider waiting and taking the time to prepare it completely. You'll be glad you did.

Agent Selection and Marketing

Effective selling includes more than just sticking a sign in the ground, your home needs a marketing plan with a web presence including it's very own web page to reach and impress today's savvy buyers. Well placed print ads and handout materials for agents and buyers must be tailored specifically for your home. To accomplish this your agent must be experienced, driven and personally involved in every step of the process to get your home sold for the best price in the shortest period of time.

I am that agent. Between 2003 and 2008 I successfully marketed, negotiated and sold \$40,000,000+ of non-MLS properties directly for developers in Victoria and abroad. Today I apply the marketing and sales skills honed in that very competitive world of company real estate to the successful representation and MLS sale of properties just like yours.

I believe that buying or selling a home is one of the most important decisions in life and I will strive to make your experience the best it can be.

Graham Bavington

Century21 Queenswood Realty

Cell: 250.415.1931

Email: graham@gobavington.com

Pager: 250.477.1100

Website: www.GoBavington.com



Your Marketing Plan

The marketing and sales system I've developed is multi-faceted. I write a compelling description of your home, create a marketing plan and initiate, maintain and oversee the process of successfully bringing your home to market. Key components include:

- **Comparative Market Analysis**
The foundation of any good marketing plan.
- **Photography, Virtual Tours and Floorplans**
Professional photography, virtual tours and electronic floor plans are created when appropriate for use in a variety of materials.
- **Custom Web Page**
Custom made web page created expressly to showcase your home.
- **Just Listed Cards**
Distributed to your neighbourhood.
- **Century21.ca**
Your home is listed prominently on the most visited real estate company website in the world.
- **Google**
Your home's listing and customized address driven website will be 'ad-worded' with Google.
- **www.GoBavington.com**
My personal website that lists every home I market with links to buyer resources.
- **MLS and Realtor.ca**
The Multiple Listing Service and Realtor.ca are key selling tools and online resources for buyers. Your property title, disclosure statement and floor plans will be included right in the listing making researching your property easy and convenient for other realtors.
- **OpenHousesVictoria**
A one stop website for any home buyer in Victoria to find out where and when open houses are being scheduled.
- **REV (Real Estate Victoria)**
One of the best print-based advertising tools available in the city today.
- **Times Colonist**
All new listings will appear in New Homes or the Business Section for widest city coverage.
- **Feature Sheet**
Covering the unique features and specific details of your property.
- **Air Miles**
As a Century 21 agent I am pleased to offer you Air Miles with every MLS home purchase and sale.
- **Yard Sign**
A high profile Century 21 signpost will be placed in your yard.
- **Progress Reports**
You will receive verbal and written reports after all showings.
- **Open House for Realtors**
Holding an open house for realtors in the early stages is a great way to get the word out. Each agent may represent one, two or even a few potential buyers for your house.
- **Open houses**
If desired, will be held on a mutually agreeable schedule.
- **3 Month Listing**
I invite you to list your home with me for just 3 months, not 6, 9 or even 12 as sometimes requested.
- **Satisfaction Guarantee**
You may cancel your listing with me at anytime for any reason or none at all. I simply request reimbursement for listing and marketing expenses of your home to that point.



Selling Process

Conducting the Comparative Market Analysis (CMA)

The purpose of a CMA is to estimate the value of your property under current market conditions and is by definition, the highest price your property will bring if it is put on the open market today.

Within the CMA you'll be looking at three primary categories for the analysis: Current listings, recent sales, and comparable expired listings.

1. **Current competitive listings.** It's all about supply and demand. More houses for sale means it's a buyer's market, fewer houses means it's a seller's market. The market is considered balanced if the number of homes available is somewhere in between. I will help you evaluate all of this information to get you and your home out in front.
2. **Comparable listings that have recently sold.** The strength of the market can be found by looking at homes that have sold. What were they listed for and what did they sell for? These details help you determine what value buyers are applying to homes in your area.
3. **Comparable listings that have expired.** Properties on the market that did not sell were often times priced too high, were not presented well, were not marketed well or suffered from a poor location. Analyzing these factors can help you price your property competitively from the onset and avoid disappointment.



Setting the Price - Graham's Advice -Your Decision

I will provide you with all the relevant and necessary market information and sales insight but at the end of the day it's your decision. After carefully reviewing your home's CMA you will have a much better idea what your home could sell for and where you should start pricing at.

When it comes to pricing, keep in mind:

1. If a home is priced too low you won't benefit from the optimal profit.
2. If a home is priced too high it can extend the length of time your home will be up for sale and this helps sell the competition.
3. When pricing your home also consider other 'terms and conditions' such as timing of possession for the buyer. Flexibility here can really count.

Preparing your Home for Sale - First Impressions Count

When the buyer enters your home you want the buyer to imagine owning the home. To set the stage for ownership start with a good cleaning. Put away all clutter and anything you won't need until after you've moved. Add a fresh coat of paint where necessary and tidy up the yard. I will help you prepare a task list to prepare your home inside and out to impress that sophisticated buyer. For additional tips please visit my website -GoBavington.com

Receiving Offers and Negotiating the Sale

When a buyer is ready to make you an offer their agent will contact me. Buyers should always present their offer formally with a contract to purchase.

Successful negotiating encompasses the ability to use specific skills and techniques to achieve win-win results. I have successfully negotiated and sold over 100 non-MLS private property transactions for two high profile Victoria developers and will bring this refined technique to the sale of your home.

1. Start with a fair price and a fair offer

There's no question that significantly overpricing your home will turn off potential buyers. Likewise, on the buying side, making an offer that's far lower than the asking price is practically guaranteed to alienate the sellers. Choosing the correct listing price and initial offer is perhaps the most significant aspect of a successful sale.

2. Respect other's priorities

Knowing what's most important to the person on the other side of the negotiating table can help you avoid pushing too hard on hot or sensitive issues. For example, a seller who won't budge on the sales price might be flexible on completion and possession dates or make more repairs to the home. A buyer with an urgent move-in date might be willing to pay a higher price. I am able to help you through this sensitive area.

3. Be prepared to compromise (even a little)

Unfortunately "win-win" doesn't mean both the buyer and the seller will get everything they want. It means both sides will win some and give some. Decide where you're willing to compromise before the beginning of negotiations and it will make them go smoothly.

Rather than approaching negotiations from an adversarial winner-take-all perspective, I will help you focus on your top priorities and guide you through the whole decision making process to ensure a great outcome.

Once you've received an offer (or offers) and I have negotiated a sale you're still not quite home free, so to speak. There are a number of steps to go through before the title of your home can be exchanged for the agreed purchase price with your buyer. They include:



Accepting the offer

Arranging for inspections

Arranging for roofing, plumbing, well, septic certificates, if necessary

Mortgage approval

Title search

Arranging a closing date

Pre-closing inspection

Closing

Possession

Shopping For a Home

Not only first-time buyers need a buyer's agent. When you sell your home I can also help you find a new one.

Selecting a buyer's agent to help you find your dream home is important. Not only will I track the market and show you any and all new listings that match your criteria, I will represent your interests in purchasing your new home.

I will work with you to find a home that meets your specific requirements. Families need to be close to good schools, parks and transportation. Everyone wants to be close to work yet in a quiet neighbourhood. For some, guest accommodation or a mortgage helper suite is important. Whatever your desires are, I will strive to find you the perfect home.



How Much Can You Afford?

The first step is figuring out what type of home you can afford. A review of your income, savings, monthly expenses, and debt will be necessary. Early on in the process you will want to get pre-qualified for a mortgage loan. This enables you to move swiftly when you find the right home, especially when there are other interested buyers. If you are not already dealing with a lending institution I can assist you in finding one.

When you're ready to visit houses, I will help you: arrange showings, track the properties you've seen, identify if the home meets your criteria, suggest notes to make on the listing sheet that will help with recall later on.

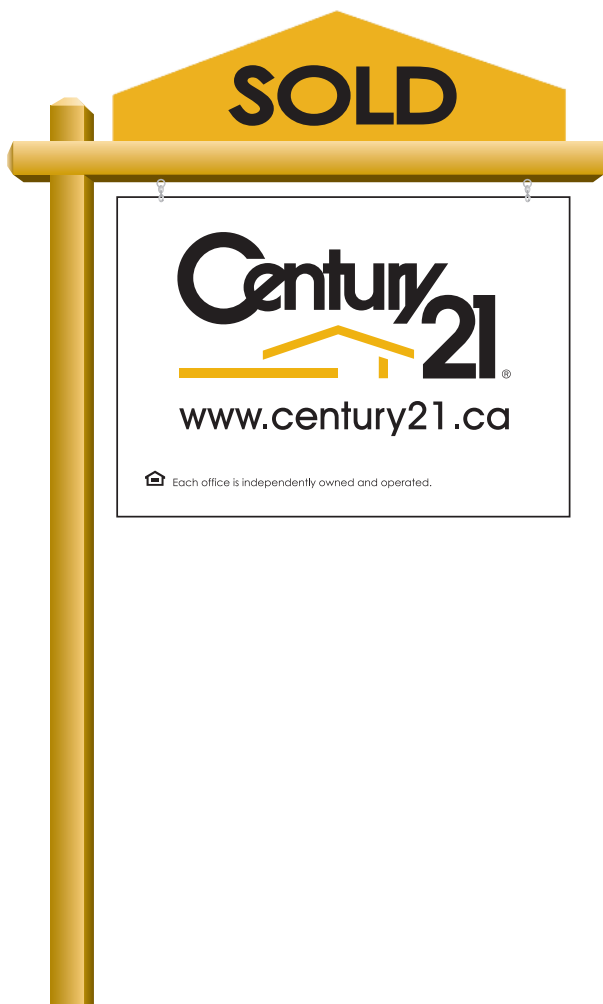
One of the best ways to track the homes you see and rank them in order of preference is to develop a rating system that will help narrow the field. For example, pick the house you like best on day one and compare all other houses to it. When you find a better one, use the new favourite as the standard.

Making an Offer

Once you've found your dream house, it's time to get started with the financial and contractual side of the purchase. My experience and expertise will guide you as you and the seller might have different goals. I will bring order and calm to the process and will know what questions you may not know to ask to help you reach a favourable outcome.

Multiple offers on the same home are not uncommon, so you may only get one chance to make an offer that the seller will consider.

It's important to think carefully about your strategy. If you have any personal interaction with the homeowner, don't give any information about your move, your current housing status, financial status or your feelings about their property - positive or negative. This could hurt your future negotiations, which are essential in capturing that home you've worked so hard to find!



A Little About Myself

A brief history

- Pam and I married in 2001, we now have two kids - Sara and Matthew.
- I was born in Victoria and went to Monterey, Oak Bay High, Camosun College and U.Vic.
- I graduated from U.Vic. with an English / Psychology major / minor BA degree in 1997.
- CSO with Canada Trust in Hamilton Ontario.
- Options / equity / fixed income trader with TD Waterhouse in Toronto.
- Options / equity trader with Charles Schwab Canada, Toronto.
- Business Development Officer with Charles Schwab Canada, Vancouver.
- Financial Planner for Investment and Retirement Planning, Bank of Montreal, Victoria Head Office.
- Regional Sales Manager, TSD Baja Mexico (Loreto Bay) a real estate development firm based in Victoria, Arizona and Loreto Mexico. 4 years private real estate sales.
- Sales Manager, Three Point Properties with additional 2 years private real estate sales.
- Residential Realtor, Century21 Queenswood, Victoria. Present.



What I offer my clients

- **Two ears and one mouth.** Your goals become my goal. Tell me what you want and need, together we'll make it happen.
- **Timeliness.** When an opportunity arises we are ready to strike or take advantage of it because we're prepared.
- **Custom-made marketing plan** to get your home noticed, appreciated and sold for the most money in the shortest period of time.
- **Negotiations.** Highly effective. Proven track record of delighted clients.
- **Attentiveness.** I work alone, no partners, no personal assistants. When you call you get me on the phone, when you email you get an answer, immediately.
- **Not your typical sales guy.** I hear that one a lot!

Some kind words from clients:

"We really felt like we were his number one priority and his assessment and advice about selling our property was right on the mark, resulting in a quick sale at a price beyond what we expected"

Clea, Mike and Family

"We highly recommend Graham to anyone who needs the services of an outstanding realtor"

David and Norma

"We were impressed with Graham's knowledge of the current real estate market, superb negotiation skills and prompt responses to our many questions"

Jon and Jenna



Graham Bavington



The CENTURY 21® Brand is the most recognized name in real estate today.*

Made up of approximately 8,500 independently owned and operated franchised broker offices in 64 countries and territories worldwide and

represented by 135,000 real estate professionals, the CENTURY 21 Brand has a global reach. But the real story is beyond numbers. It's about shared values, beliefs, and hard work from everyone who is a part of the CENTURY 21 organization.

Our clients have come to expect only the best from our team. We deliver this by understanding their goals and then adopting them as our own. We've maintained our high standards by attracting some of the finest real estate professionals in the world, then helping them offer excellent service to customers.

As the most recognized consumer brand name in the real estate industry, the CENTURY 21 System has a heritage of professionalism, dependability, and customer understanding which have become synonymous with the CENTURY 21 gold standard.

Century21 Queenswood Realty

Cell: 250.415.1931

Email: graham@gobavington.com

Pager: 250.477.1100

Website: www.GoBavington.com