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LUANNE LABRECHE
"List with LU... & call to VIEW!"
Sales Representative

905-574-4600

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*"Oh by the way,
I'm never too busy
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LU's Guide to Selling Your Home



List with LU!



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Thank you for contacting me!

I know you have lots of questions! My goal as your REALTOR® is to get your home **SOLD!** This is information about my experience & services; including my background & marketing. I am available to answer all of your questions. Please contact me anytime. When you are ready to take the next steps, I am ready!

LU's Mission

Building clients for life, by assisting them in the sale of their home for the highest price, in the shortest period of time, with the least amount of inconvenience.

LU's Background

I have over a decade of combined experience in all aspects of the real estate industry. My passion began while working administration in Real Estate. I am very dedicated, organized, motivated with determination & I am committed to the service of excellence. What more insight can you ask for? This unique combination gives me a much higher level of understanding the importance of Selling & Buying.

My referral base is strong & steadily growing... whether you are starting out, upgrading or downsizing, I will help you feel assured & confident throughout the entire process!

LU's Objectives

- | | |
|---|--|
| 1. Explain the home selling process thoroughly | 5. Generate & follow-up on prospects |
| 2. Discuss agency representation | 6. Guidance with staging your home for sale (if desired) |
| 3. a) Price your home correctly | 7. Diligently track the closing process |
| b) Communicate consistently | |
| 4. Make every effort to sell your home promptly | |

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*How to sell your home for the... **Best Price**, in the **Shortest Time**,
with the **Most Favourable Terms And Conditions?**
By pricing it right ... **Initially!***

🏠 If you have had a little buyer activity and no offers after 30 days, it may be time to lower the price in order to appeal to active buyers in your area.

🏠 Don't wait too long to make an adjustment if it becomes clear that price in your neighbourhood have fallen since your home came on the market. If a competing property is reduced first, your higher price could make your property less attractive to buyers.

🏠 The longer a home sits on the market the more likely it is to be perceived as undesirable. Buyers may start to assume there is something wrong, even if it was simple overpriced compared to the competition.

🏠 Delaying a price reduction could end up costing you -if your property takes several months longer to sell, you still have to pay the mortgage, property taxes, insurance, maintenance, etc.

Average price reduction: **11%**

10 months inventory of available listings = diminished sense of urgency for buyers

56% of sellers said they lowered their asking price atleast once

44% of sellers offered incentives such as home warranties or closing costs

- 🏠 Location, Location, Location
- 🏠 Conditions
- 🏠 Supply And Demand

- 🏠 Seasonal Markets
- 🏠 Mortgage Market
- 🏠 Political Actions

Let's do it right! My Comparative Market Analysis will consider the factors above and lead us to listing your property right...*from the beginning.*

Information subject to change without notice. Not intended to solicit properties currently listed for sale. Sources: National Association of Realtors, Profile of Home Buyers and Sellers, Trulia.com, Price Reduction Report: Money Smart Magazine

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LU's Marketing Program

Specific marketing activities to sell your home begins the moment the Listing Agreement is signed. Once your home is for sale, your property will be professionally marketed & promoted to bring those buyers to your door! I will be constantly working to get it **SOLD!** My proven marketing plan is designed to expose your home to as many potential buyers as possible!

In order to receive Top Dollar, you need Top Exposure!

My plan provides you with that & much more... including:

- Listen carefully to your objectives
- Carefully evaluate your home & its competition with current market conditions
- Professional pictures & virtual tour
- List your home on the Multiple Listing Service
- Place lock box on property, accordingly
- Internet exposure across a variety of top Traffic websites
- For Sale sign on your lawn
- Pre-qualifying potential buyers
- Advertising in a variety publications
- Many behind the scene activities

I will provide you with the best service possible!

- Negotiating the Sale
- Review all offers & represent your best interests
- Extensive knowledge of Contract Law for your protection!
- Following up after the sale
- Provide guidance for other services to assist you in your transition
- Forward all relevant documents to appropriate parties involved (i.e. lawyer, mortgage lender, etc.)
- Refer you to another salesperson in your new community (if applies)



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LU's Partnerships

Administration

Keeps everything organized, tracks all necessary paperwork and supervise all steps to make everything as smooth as possible.

Marketing

Preparing all promotional materials needed for the sale of your home.

Broker

Assisting in any additional contractual advise needed.

Mortgage Brokers

Organizing all sales proceeds & closing costs with clients, qualifying all possible financial options.

Home Inspectors

Providing information and guidance on completed and upcoming projects.

Lawyers

Investigate the legal history of the property, any liens, title searches and deed details. Finalizing the change of ownership.



*Just a few of the many
people on board to help **you**
have a successful,
smooth move!*

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LU's Tips For Showing Preparation

- Tidy up the grounds, porches & garage. Keep the lawn trimmed & edged.
- Make sure that your yard is clean. **First impressions count!**
- Your front door adds to that first impression - be sure it is scrubbed or repainted if necessary.
- Wash windows & clean window coverings.
- If any decorating or painting is needed (especially in the kitchen), do it now! Twenty dollars worth of paint can make a much larger difference in the sales price.
- Bathrooms help sell homes. Make it *sparkle*!!
- Illumination is like a welcome sign. Replace bulbs & turn on the lights.
- Wash dishes, make beds, put away clothes & 'straighten up'.
- Keep pets out of the way during showings; many people are allergic.
- Leave the showing to the salesperson. They know the buyer's requirements & can best emphasize the features of your home. Preferably, leave the house during a showing.
- Don't discuss anything about the sale with a potential customer. Discussing price, terms, possession & any other items concerning the sale, needs to be in the salesperson's control. I am qualified to bring negotiations to a favorable conclusion!
- Never apologize for appearance, it accentuates the problem.
- Pack away valuables & jewelry, store extra furniture, knick-knacks, & medicines.



(Look at your home objectively. Pretend you are seeing it for the first time, through a buyer's eyes. Contact me for recommendations. I will be happy to guide you further for any home preparation.)

Remember, my goal is to help you sell your home for the most amount of money, in the shortest period of time, with the least amount of inconvenience to you. We only have one chance to make that first impression!

LU's Showings

- You will be called & informed of viewings
- Short notice is possible...it could be 'the one'!
- If someone knocks at the door who does NOT have an appointment, or who is not a salesperson (should always have a business card), stress to them the need to set up an appointment. **Your security is priority!**
- Open drapes and/or blinds
- Turn on lights, even in the daytime
- Turn on soft music, create aroma... set the atmosphere!
- Put pets away / outside
- Cool in summer. Warm in winter.
- **Stay out of the way - preferably out of the house. Try not to converse too much with Buyers - this can be influential!**

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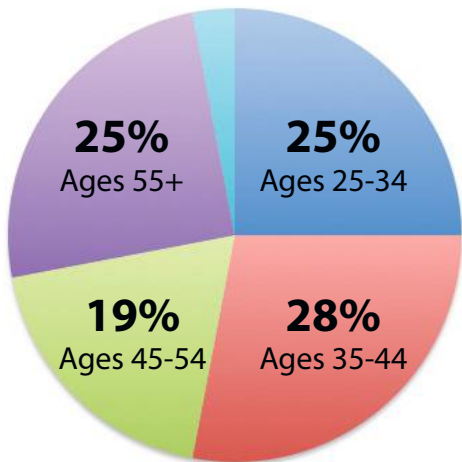
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Where do Buyers come from?

Home buyers by age:



LU listens to the numbers... with exposure through our extensive REALTOR® Network, both with the agents here at Royal LePage State Realty, and the REALTORS® Association of Hamilton-Burlington, along with my personal website, and the variety of additional websites that your property will appear on, I aim to cover all the bases for optimal exposure of your property!

Why homebuyers are deciding to move:

- 50%** wanting a change
- 62%** change in family size
- 37%** job related
- 18%** retirement
- 14%** came into money
- 14%** home needed renovating

Most families move within the same province, however **13%** move to another province and **4%** move outside the country

Top reasons for a move:

- Work-related
- Upgrading their home
- Family



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