

A modern dining room with a round table, chairs, and three wireframe pendant lights. The room features a dark wood wall, a white kitchen counter, and a vase of pink roses on the table. The lighting is warm and ambient, highlighting the textures of the furniture and the overall design.

The Informed *Home Seller's Guide*

ROYAL LEPAGE
K E L O W N A

01.



KAILA KLASSEN
REAL ESTATE

ABOUT ME:

I have one simple philosophy:

To do the absolute best for each client.
We rely on our market expertise and tailor our services to your needs to ensure your home sale has the optimal outcome.



KAILA KLASSEN
REALTOR®

250.460.1840 kaila@kailaklassen.com

Meet Kaila



"I am excited about helping my clients, be it marketing and advertising your current home or facilitating the purchase of a new property hearing your vision is my top priority!"

I have found tremendous success within my Real Estate Career since becoming Licensed in 2010.

I proudly grew up in Penticton B.C. and I am fortunate to call Kelowna my home. I love the Okanagan and feel grateful for the opportunity to be a part of an exciting industry helping clients make their Real Estate dreams come true.

After receiving my Real Estate License from the UBC Sauder School of Business I was awarded rookie of the year my first year and I was also included in the 100% club.

My passion is all things real estate and I love becoming immersed in the property details and nuances of each property I represent.

I pride myself in bringing a wealth of local market knowledge, negotiation skills and white glove service to every unique transaction as well as ensuring my loyal and unwavering integrity shines through with each client.

I have experience representing a wide range of clientele including first time buyers, home owners, savvy real estate investors, developers and high net-worth personnel.

When I am not engaged in Real Estate you can find me cooking for family and friends, hiking with my french bulldog Mylo, e-biking and enjoying local farmers markets.

Please feel free to call me anytime to chat about your next Real Estate transaction!

Our Clients

CLIENT TESTIMONIALS



Kaila was so truly amazing! She is my Angel! It's been a very long time since I've purchased a home so I felt rather overwhelmed. She immediately took care of all my concerns whenever they arose! She also got me set up with all the right people who were great! I'll definitely be sharing her with anyone I know who's purchasing or selling a home. Thank you so very much Kaila!

- Dana Kelly

Kaila, was there every step of the way. Being out of town buyers she kept us apprised of everything, and contacted us frequently. She went out of her way to make sure things ran smoothly. I would highly recommend Kaila as agent, she is thorough, and goes out of her way to get the job done.

- MaryAnne Cumming

I am happy to have used Kaila as my Realtor with the purchase of my home. She was involved every step of the way and she made sure to negotiate an excellent price. We looked at multiple homes and Kaila never made me feel rushed. I will be using her going forward for any real estate dealings, great experience.

- S. Lewis

We are so grateful, Kaila showed us so many homes and didn't push us at all. She never made us feel pressured or uncomfortable and when it was time to put in an offer Kaila got us an incredible deal! We are so happy and highly recommend Kaila for any real estate purchase.

- Palakpreet and Lovepreet

It was great working with Kaila and Geoff. They know the market, they understood our needs, and they were on top of all of the details of the home-hunting, offer and completion. We recommend them heartily!

- Nathalie Magel

Pricing



Pricing your home correctly can be the single **MOST** important factor when selling your house.

Biggest Myths

Myth#1: Price your home higher to make more money.

One of the biggest mistakes you can make is to overprice your home. A higher list price will not translate to more money in your lap. Listing your home above market value will cause it to sit on the market longer...and time is not your friend when selling.

Myth#2: Let's start higher, and we can always come down in price later

If we had a penny for every time we hear this! This backfires almost every time. Your listing will be old and stale by the time it's priced right...and now buyers think something is wrong with it (or someone else would've bought it).

Myth#3: Include the cost of renovations or updates you've made in your home's list price, dollar for dollar.

Unfortunately not all home renovations have a positive ROI. Some upgrades will recoup more than others -so talk to us about what should be done (or not done). There are many projects that will make your home more "sellable", but not necessarily more "valuable".

Pricing Misconceptions:





Myth#4: If you accept the first offer that comes your way, you priced your house too low.

With an effective marketing plan in place, a correctly-priced home will immediately draw the attention of potential home buyers and depending on the market inventory available, offers can potentially be forthcoming within hours! Don't hesitate to accept the first offer. It could be the best one you get. Plus, full price offers are a sign that you priced your house right.

Myth#5: Overpricing a property leaves extra room for negotiation.

By actually believing this home selling myth that overpricing a property is meant to give an extra cushion during negotiations, you will have willingly pushed away any serious buyers. Why would any home buyer in their right mind be offering anything on a clearly overpriced property, knowing they can put in offers on comparable homes which are already lower in asking price to begin with?! Home buyers are more read up and researched than ever before!

Myth#6: It's worth more because another agent gave us a higher price.

Here's a dirty little secret. Some agents need the business so will tell you what you want to hear. Although this may be tempting to work with them...you have one chance to make a first impression...and the market doesn't lie. Only a full market comparative analysis will give you an accurate price range.

02 DETERMINING PRICE

REMEMBER: The **BEST** marketing will **NOT** sell an overpriced home.

- 1** *Equivalent comparables*
Check similar properties that have sold in the last 1-3 months. Also know your competition and current active listings. Keep in mind listings that are priced too high (if their days on market are over 30)
- 2** *Check market history*
Asking price vs final sales price, days on market
- 3** *Consider upgrades & remodelling*
- 4** *Supply & Demand*
BUYER'S MARKET -Plenty of supply and low demand means consider asking less to attract more buyers
SELLER'S MARKET -Less supply and high buyer demand means you can ask a bit more and maximize your profit.

Pricing it Right!

 **The FIRST 30 days are critical**

Time on market works **AGAINST** you

- A property generates the **MOST** amount of interest when it first hits the market
- Pricing your home right the **FIRST** time is key
- Starting too high, and dropping the price later **MISSES** the excitement and fails to generate strong activity
- Many homes that start too high, end up selling **BELOW** market value
- The number of showings is **GREATEST** during this time if it is priced at a realistic market value



The 3 Pillars to a successful sale

Price Price it right the 1st time and you'll attract the most amount of buyers.

Product How well does your home show? You don't get a second chance to make a first impression.

Promotion Our effective marketing plan will contribute to a successful sale every time.

Recognize your challenges

There may be hurdles you need to overcome. Location -is it on a busy road, what neighborhood is it in?...you know what they say -location, location, location! Also supply and demand -how much inventory is there? There are many factors will all affect selling a property...but it always comes back to our three PILLARS to SUCCESS! (above)





03 Staging

Staging your home will drive up perceived value and sell **FASTER** and for **MORE** money than comparable non staged homes.

Rule #1 CLEAR THE CLUTTER

If you are serious about staging your home, all clutter must go, end of story. It's not easy, and it may even require utilizing offsite storage (or a nice relative's garage) temporarily, but it is well worth the trouble.

STAGING TIPS

first impressions are crucial!

1 *living room*

- Remove unnecessary furniture
- Pull furniture away from the wall
- Replace dark curtains with lighter colors
- Remove or tuck away wires and cords. Pack away family pictures

2 *dining room*

- Properly set dining table.
- Hang light colored, floor to ceiling curtains.
- Open blinds to add in natural light.
- Use 100W light bulbs to add in more light.
- Add plants to add more light and color.

3 *kitchen*

- Remove most items off the counters.
- Add a bowl of fruit to add color.
- Stain or replace dated cabinets.
- Replace old knobs and hardware.
- Add a new backsplash to add personality.

4 *bedrooms*

- Remove TV & other entertainment items.
- Use fresh white textured linens on bed.
- Add fun pillows and throw pillows.
- Bed should not be pushed in a corner.
- Pack away 50% of things in closet.

5 *bathrooms*

- Put away toothbrush and toiletry items.
- Hang new white towels (in thirds).
- Put away waste basket
- Hang a new shower curtain.
- Use neutral colors.

MARKETING

what you should expect

- 1** *Professional photography*
Once the home is prepared, we bring in our professional photographer to ensure that your home STANDS out.
- 2** *3D virtual tour, and floor plans*
With more people searching for homes from the comfort of their couch, 3D tours create a connection with your home as if you were really there.
- 3** *Videography & Lifestyle Videos*
Video creates feeling, and allow buyers to imagine themselves in a home. Nowadays buyers want to be visually blown away by a property
- 4** *Aerial Photography*
This allows a buyer to get a better feel for the location, or capture breathtaking views. Properties with aerial imagery are 68% more likely to sell than those without it (according to MLS statistics)
- 5** *MLS & Realtor.ca*
Still ranked as the #1 resource that buyers use to research homes for sale.
- 6** *DDF (data distribution facility)*
We provide widespread distribution of your listing through hundreds of participating members and third party websites (including RE/MAX, C21, Coldwell Banker, Royal LePage, Sutton, Zolo and more).
- 7** *Social media marketing*
Facebook, Instagram, YouTube, Twitter...Social media has become the most influential and important virtual space for advertising. We make sure to hit all these platforms
- 8** *Local Platforms and the Power of Royal LePage*
Royal LePage is the largest resource and networking pool for all brokerages across Canada, and has the largest market share in OMREB with nearly 1 in 3 homes are sold by Royal LePage Realtors®. We also advertise on Castanet, Kelowna Now, and a the Orchard Park Mall Kiosk


"We are so happy with the high level of standard's Kaila had! Everything went so smoothly throughout our transaction process. She was professional, kind and great to work with, we will be recommending her to our friends and family members in the future!"



5 THE TIMELINE

your home is 'live'...now what?

- 1** *showings*
Interested parties will ask to see your home with their realtors. It's best to accommodate showings whenever possible, and make sure your home looks just like it does in the photos. Turn the lights on, make sure your home smells good, and soft music playing can help.
- 2** *offer time*
Interested parties will submit offers, you can choose to accept, counter, or reject. You are in complete control.
- 3** *the negotiations*
We will fight for every penny as though it was our own money.
- 4** *accepted offer*
The subject removal period is typically 7-14 days where buyers satisfy their conditions on the offer (financing, home inspection, strata doc review etc). We continue to show your home during this time and leverage a back up offer.
- 5** *managing the details*
We manage all the details necessary to get you to close.
- 6** *subject removal*
Once the buyers have removed their conditions the contract is firm and binding. They pay the deposit which is held in their realtors' brokerage trust account.
- 7** *closing*
You will get paid and we hand the keys over to the buyers' agent.
- 8** *after closing*
We pride ourselves on maintaining life-long relationships with our clients and continuing to add value.

A photograph of a bedroom. In the foreground, there is a round wooden nightstand with a lamp and an alarm clock. In the background, there is a bed with white linens and several pillows. The room is brightly lit, likely from a window with sheer curtains.

CRUSH IT: We are committed to excellence and embrace change
COMMUNICATION: We seek to understand and communicate clearly
RESPECT: We respect the thoughts and time of those around us
INTEGRITY: We always choose to do the right thing and operate professionally
LEADERSHIP: We seek to edify, motivate and inspire others
HUMBLE: We are grateful and check our ego's at the door
OWN IT: We are accountable and are accountable for our actions
WELL BALANCED: With our commitments and our temperaments
PROACTIVE: We innovate and constantly improve
UNITY: We have fun, encourage and celebrate the journey TOGETHER!

OUR COMMITMENT

to YOU

Communication is KEY

We understand this is one of the biggest factors in creating a smooth and successful sale. Our goal is to never have you wonder about any details or what happens next.

Creating a 5 star experience

Our goal is to turn you into an advocate for life, where you refer us to your friends and family.





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