



SELLERS GUIDE

Market Analysis

Marketing Strategy

Negotiations

Results

Our Team



SHORELINE
REAL ESTATE TEAM

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SHORELINE
REAL ESTATE TEAM

A TEAM APPROACH SUPPORTING YOU, FROM START TO FINISH

Combined we have over 50 years of experience in varying markets. We are a team of professionals who are dedicated to selling your home. You will have access to three full-time Realtors® and the support of three unlicensed assistants, a Marketing Coordinator, Social Media Manager and Nicole our Office Manager.

Throughout the listing, you will have a primary agent, who will be your main point of contact, however, we will all be informed on what is happening with your listing and be able to assist you any time.

One of the many benefits of working with a team is the cross-over coverage, so no matter when you need us, there is always someone available.

Planning or considering to sell?

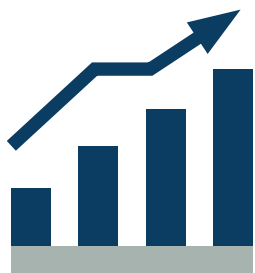
If you're like most soon to be homeowners, you have questions. After all, you're about to sell the single biggest asset of you've ever bought.

The best way to start answering those questions is to be informed. If we've done our job right, this guide should;

- A) Provide you answers to the many questions you may have and;
- B) Make you feel confident about the process as a whole.

Our job is to make things easier for you, ask us anything, at any point. That's what we're here for. You will learn more about us and the services we provide throughout this guide.

WHY SHORELINE TEAM?



OUR STATISTICS

We average over 85 sales per year
(industry average 12 homes/agent/year)

Our average time on market is less than 20 days
(industry average is just over 30 days)

WHAT MAKES US DIFFERENT?

- Fast response time – we always have someone available
- Positive reputation among colleagues means smoother negotiations
- 50+ years of combined real estate experience
- We leverage our area experts to serve you better
- We have a network of trusted professionals for you to use
- We have a full time Office Manager
- Highly systemized processes so nothing is missed
- Strong communication throughout the entire process

WHY ROYAL LEPAGE?



NATIONALLY

- Canadian Company with over 16,000 agents across Canada in 600 locations. We have a huge referral network of agents.
- Up to date listings and connections within the industry to help us find you the right home.
- Only real estate company with its own charitable organization: The Royal LePage Shelter Foundation, which has raised 20 million to date for women's shelters and violence prevention programs.

LOCALLY

- Number one brokerage on Vancouver Island for market share and Campbell River's #1 Real Estate company.
- Listings featured on www.islandbesthomes.ca
- RLP in Campbell River consistently holds over 50% of the market share in sales volume.
- Shoppers Row office location has full kiosk set up on main floor.

STEP #1

PRICE RIGHT & GET IN FRONT OF THE RIGHT BUYER

“Setting the price for your home can be challenging. Too low and you leave money on the table, too high and you scare buyers away, driving them to other properties. Pricing requires strategic thinking and knowledge of the local and national market.”

- Mark Ranniger

We put together a Competitive Market Analysis to find the optimal price, one that maximizes the sale price and minimizes the time it takes to sell. This is a critical component, pricing your home right the first time results in more exposure, more showings, more offers, and ultimately the highest price for your home. Studying local trends, recent sales and an analysis of past sales to come up with the optimal listing price. We then combine this information with your unique needs to pick a price that fits *you*.



IDEAL BUYER PROFILE

According to the Nation Association of Realtors®

- 90% of home buyers searched online during the home buying process.
- Over 50% of these buyers used a mobile device to search for listing.
- It is critical for your home to be featured on a website that is mobile friendly and responsive.

“Every listing has an ideal buyer and we base our marketing plan around this client profile. We take into consideration demographics and generational factors to determine where and how we should market.”

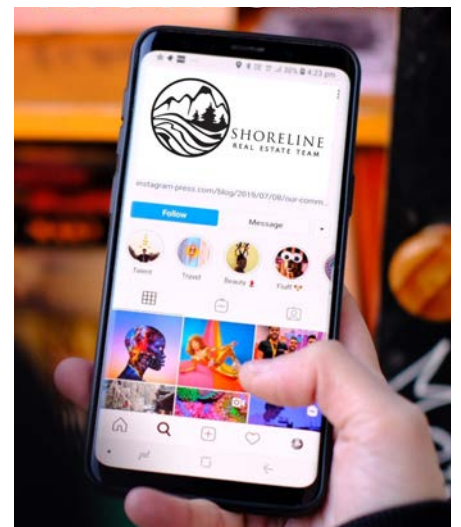
- Deanna Collins

MARKETING

We use social media and national websites to get in front of the right buyers by using targeted advertising based on our experience and the ideal buyer profile. We track our progress and make changes according to who responds to our marketing efforts and how quickly.



www.crshoreline.com



STEP #2

MAKE THEM FALL IN LOVE WITH IT



We start with compelling written marketing, highlighting all the features and benefits important to the ideal buyer for your home. Our goal is to sell the lifestyle that comes with your home and we use our marketing skills to bring out the best features and sell those benefits to qualified prospective buyers.

1251 Lance Road \$487,000

Just Listed

4-bedroom home perfectly suited for your family

1251 Lance Road \$487,000
MLS# 422223
Shoreline Real Estate Team
P: 258.830.4262

Spectacular ocean view home, with all the amenities and updates you could ever want.
4Beds / 2 Bath / Ensuite / Walking closet / Wrap around deck, the list goes on.

www.cdbshoreline.com info@shoreline.com


BEAUTIFUL PRINT


We appreciate the importance of print marketing as part of a comprehensive marketing package. We design high quality print feature sheets for every listing. We have several publications where we may feature your listing depending on the demographic of buyer.


How the house is marketed is key, but how the house is presented in showings is a huge part of marketing your home to sell quickly.

VISUALLY PREPARE YOUR HOME

Follow these quick steps and your property is ready to shine.

- 

Clean — Inside and out as thoroughly as possible.
- 

De-clutter — Give away, throw away, store properly. Do not let clutter overtake valuable space.
- 

Consider staging — According to National Association of Realtors®, staged homes sell 49% faster and for 7 - 11% more money.

STAGING



No matter what market you are in, you need to stand out against the competition. A beautifully staged home not only sells faster, but for more money.

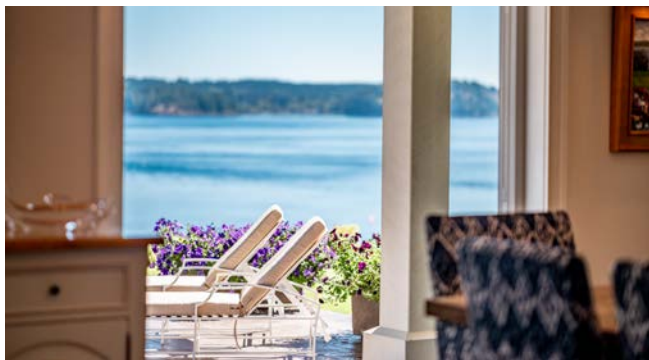
We provide a comprehensive pre-listing checklist for you to prepare your home for sale. Staging your home can be done with the furniture and fixtures you have, sometimes it's as simple as creating more space by moving items around, de-cluttering and de-personalizing.

We can always assist in finding you a professional home stager who can guide you through the process of de-personalizing your home and making it show ready, if you so choose.



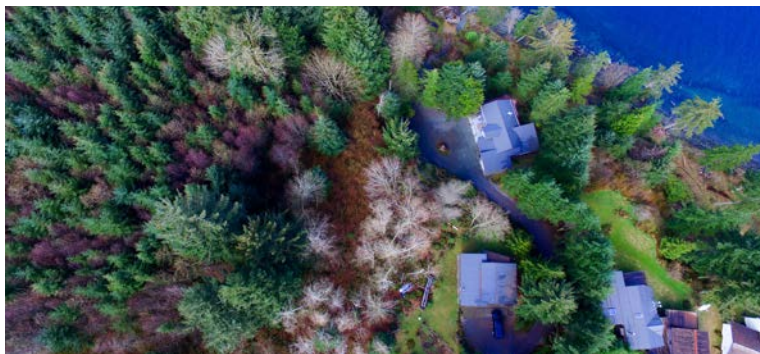
PHOTOGRAPHY

Photographs are a buyers first impression online. We hire professionals to take images that showcase the best features of your home. The images share a lifestyle story that capture the right buyers attention.



VIRTUAL TOURS, DRONE VIDEOS, FLOOR PLANS

Buyers are so busy, they want to experience your home before they commit the time to view it. We offer these optional marketing materials to better showcase your home to prospective buyers if we feel this is the right approach for your home.



NEGOTIATIONS

It's very important to work with a skilled and experienced Realtor® throughout the negotiation process. We work hard at negotiating the best terms and conditions for your sale while standing on high moral and ethical grounds.

We have experience in handling every type of offer situation: multiple offers, bully offers, delayed offers and referential offers.

We will be with you every step of the way to guide you through the process and offer advice on how to best deal with any offer (or multiple offers) that come our way.

COMPREHENSIVE TRANSACTION MANAGEMENT

We pride ourselves on our professional and reliable check point systems as they are the cornerstone to a smooth transaction.

CHECKLISTS:

We have created extensive checklists so that nothing is missed. We also provide our clients with moving checklists and reminders so that they stay on top of what they need to do in order to have a smooth move

PURCHASE FOLLOW UP:

We keep in touch and follow up with you as the purchase goes through, reminding you of key dates, what you need for closing and connect you with service providers if needed.

COMMUNICATION:

We stay in touch with you every step of the way.



SHORELINE
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CONCIERGE SERVICE



Whether you're in town or not, we can assist you. We understand how stressful it can be to list and sell a home, especially when you are not around every step of the way. We have services and service providers that will make it easy for you.

TEAM OF PROFESSIONALS – We work with trusted local professionals, who can help when you are away. Whether you need a landscaper, house cleaner, painter, packing and moving services or a lawyer, we can make arrangements if you are not here to.

DOCUSIGN & AUTHENISIGN – Both secure and great programs that allows you to sign on your computer or smart phone, on the go, without having to print or scan anything.

ELECTRONIC FILING – We keep all of your transactions documents in a secure online server, which means we can access them anywhere at anytime.



YOUR NET PROCEEDS

You want to know exactly what you'll have to invest into a new home once this one has sold. Here are some closing cost considerations.

LEGAL FEES

Lawyer's fees vary, but often have structured fees for purchase and sale of homes. Sellers pay in the area of \$1,000.00 for closing costs.

MORTGAGE FEES

Confirm with your lender to determine costs that can occur when transferring or releasing your mortgage. Sometimes there can be a discharge fee to remove the mortgage from title that can range from \$100 - 250.

ADJUSTMENTS

Calculations on utilities and 'other', for closing day; Your lawyer will ensure that any overpayments and deficiencies on rents, mortgage interest, property tax and utility charges will be corrected, and the buyer and seller will be credited or charged accordingly.

To estimate you net proceeds we can provide you with a Net Proceeds sheet when we do an analysis on your home.

ABOUT US



SHORELINE
REAL ESTATE TEAM

Over 80% of our business comes from repeat clients and referrals

Mark and Deanna formed Shoreline Real Estate Team in 2017, and we welcomed Neil Cameron in 2020. As a team we provide our clients with an unprecedented level of service. Our sellers can be assured that one of us, will always be available and up to date on all client files.

Together with our proven marketing systems, and with the support from our full time Client Care Manager, nothing is left to chance.

In co-operation of our office brokerage we raised over \$165,000 from 2016 - 2018 benefiting the Campbell River Salmon Foundation. Annually we donate a percentage of our commission to the Shelter Foundation, benefiting our very own Ann Elmore house. We strive to be a part of our community, and to support important local causes.

- Mark Ranniger, Deanna Collins & Neil Cameron

A recent client had this to say,

“They helped us get into a home that fit our budget and fits our family. They worked hard to get us looking at houses that would fit our needs. We love how involved they are in the community and continue to build relationships with their clients well beyond the sale. Keep up the good work!”

- Mark Miles



MEET THE TEAM



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I have been with Royal LePage Advance (formerly Realty World) in the Campbell River office for over 25 years and a resident of this great city for over 30 years. In my opinion, there is no better place to live, work and play than Campbell River.

In my personal life, I am an avid sports & outdoorsman; Fishing, hunting, hockey and baseball are all a part of my life. As an active member of my community, I have participated in and supported many different programs and organizations including service clubs and coaching children's sports.

During my career, I have maintained a very high level of production including, Lifetime Master Associate with Realty World Canada which is a 5-year designation that demands commitment, perseverance, production & education as well as community involvement. I take great pride in being one of the only two Realtors in BC to have achieved this designation. I have also maintained the Directors Platinum Level of Production with Royal Le Page since 2001 and a multiple Medallion Club Winner.

- Mark Ranniger



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I have been working as a full time Licensed Realtor since 1999. Born and raised in Campbell River, I know and love my community. In my spare time, I enjoy the outdoors boating, fishing, camping, kayaking, paddle boarding. I am my happiest spending time with my husband and daughter, enjoying all that Campbell River has to offer.

Giving back to the community and promoting the city of Campbell River is something I am passionate about. I have been an active member of the Young Professionals of Campbell River (YPCR) since it's inception in 2012 and have sat on the board since 2014. I am also a proud supporter of the Royal LePage Shelter Foundation; Canadas largest public foundation dedicated exclusively to funding women's shelters.

I was honoured to have received the Vancouver Island Realtors Choice award in 2016 and the Vancouver Island Realtors Care Award as nominated by my peers. I am also proud that our Shoreline team has won the Mirrors Readers Choice award two years in a row.

- Deanna Collins



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I joined the Shoreline Team in early 2020, being born and raised in Campbell River I know the area well and enjoy being a part of the community. I started my working career at 13 years old as a fishing guide at my family's locally owned resort, (Dolphins Resort). I have spent four winter seasons in Alberta and last winter assisted in building my first home. I got into real estate because I love helping people invest wisely. The housing market is always changing, and that's an atmosphere I enjoy.

- Neil Cameron



Nicole Gagnon
Office Manager



Carly Pereboom
Marketing Manager



Tyrah Hofer
Photography
& Social Media



SHORELINE
REAL ESTATE TEAM

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Thank you

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