

REAL PASSION | REAL EXPERIENCE | REAL RESULTS

Dominique Cañedo
Real Estate

SELLER'S GUIDE

A COMPLETE GUIDE FOR YOUR HOME SELLING PROCESS

Cañedo
Homes
.com

exp[®]
REALTY



Table of Contents

Welcome to Selling a Home	3
Meet Dominique	4
Meet the Team & Trusted Services	5
Why Work With Us?	7
Client Testimonials	8
Important Considerations	9
10 Steps for Selling a Home	10
Step 1: Define Your Goals	11
Step 2: Select a REALTOR®	12
Step 3: Price Your Property	13
Step 4: Prepare the Home	14
Step 5: Marketing the Home	15
Step 6: Show the Home	16
Step 7: Ask for Feedback	17
Step 8: Prepare for Offers	18
Step 9: Remove Subjects	19
Step 10: Close the Deal	20
Common Mistakes by Home Sellers	21
Exp Realty	22
Contact Information	23

Welcome to Selling a Home



Your home or investment property is usually one of your most valuable assets and I recognize that the decision to sell is a big one with many factors to consider, both logically and emotionally. I appreciate you considering entrusting this important task to me, and thank you for your time.



This booklet is designed to help answer some of the more common questions that may come up, and help prepare you for the journey.



Hello, I'm Dominique!



Since visiting Vancouver for the first time in 2014, I fell in love with the wonderful nature and the growing city. The beautiful homes, mountain views and fast pace of the real estate market caught my attention from the start. I knew this is where I wanted to be and what I wanted to be involved with.

I have bought, sold & invested in more than 11 different projects first hand across Vancouver. My personal success and experience with renovations, flips & investments has shown me that I have the necessary insight and proven results to excel in this industry.

When working with clients I speak not only as a licensed realtor but as an experienced investor, homeowner & family person as well. I treat every purchase & sale as if it were my own.

I speak English, Spanish, Polish & German. I can communicate well with various communities bringing my passion & experience to achieve the results you need. Let me be your guide to a better home or a new investment.

Meet the TEAM



Louise

Admin



Dominique

Local Expert
REALTOR®



Amanda

Marketing



Jan

Photographer



Maria

Interior Stylist



Michael

Videographer

Trusted SERVICES

Notary Public

- ☎ 778-984-5320
- 🌐 johnsonnotary.ca
- 👤 Andrea D.

Insurance

- ☎ 604-929-3494
- 🌐 fawcettinsurance.com
- 👤 Spencer

House Appeal Pro

- ☎ 604-398-8863
- 🌐 houseappealpro.com
- 👤 Luis

Inspector

- ☎ 604-330-1704
- 🌐 licensedhomeinspector.ca
- 👤 Ken

North Van Mover

- ☎ 778-340-6678
- 🌐 northvanmover.com
- 👤 Daniel

North Shore Law

- ☎ 604-980-8571
- 🌐 northshorelaw.com
- 👤 Johnathan



Why Work With Us?



I do not take on more than I can handle.

This means truly dedicated service to you and your home everyday.



My team and I deliver trustworthy service.

We have had zero complaints filed with the Superintendent of Real Estate.



I use advanced technology to optimize our process.

I will make use of the latest and greatest marketing strategies, all while keeping you updated as often as you want.



Ninety-five percent of my business comes from referrals.

I want to do such an amazing job for you that you walk away thinking how great the experience was that you'll tell all your friends!



I have great relationships with my clients and fellow agents.

I make my transactions as seamless as possible to ensure that not only my clients, but other agents want to work with me again and again, giving your offer the best chance at being successful.



I am active in our communities.

I am proficient in English, Spanish, Polish, and German, and am active in all of those communities!

My team and I...

- Work collaboratively to provide you with the best possible service
- Provide you with the highest level of support and guidance
- Quickly respond to your inquiries, questions or concerns
- Work hard to stay on top of changing trends and legal issues in the business to keep you protected through the entire home buying process



HAPPY CLIENTS

Client Testimonials



AK Schreiber

15 reviews · 19 photos

★★★★★ a year ago

From the moment my husband and I met Dominique we instantly felt she had a genuine heart! She is an action taker, she won't waste anytime and is always in your corner. We would highly recommend her to anyone needing a hard working and ... [More](#)



Tarun Maitra

15 reviews

★★★★★ a month ago

Dominique is a wonderful person and an even better realtor, if it's even possible! She knows the market inside out and helped us every step of the way, even when the market was looking bleak. It's intimidating buying your first home and Dominique made it so easy for us. Would highly recommend!



Shannon

12 reviews

★★★★★ 6 months ago

Dominique made everything from start to finish easy and stress free, she was very patient and didn't make us feel rushed at all. She worked days and night to help us find what was perfect for us and in the end we found exactly what we were looking for! Thank you Dominique! We could not rate you enough



Dave Vass

2 reviews

★★★★★ a year ago

With Dominique's keen business mind, depth of knowledge and connections from years in the residential industry, and disarming relational skills, you know you can rest easy with her advocating on your behalf.



Peter Jones

4 reviews

★★★★★ 5 months ago

Works hard to get what you want. Amazing Realtor!



Watch some video testimonials here!



Important Considerations



Good Photos Matter.

Navigate the home buying process and paperwork from start to finish, ensuring everything flows smoothly without any surprises.



An MLS listing isn't enough.

Your home needs to be effectively marketed to the right home buyers - whether that is through advertising, social media, the Internet, or direct mail. It is important that your home is viewed by as many potential buyers as possible in order to maximize the revenue return.



Is your price right?

A home is likely to attract the most interest within the first two weeks it is listed. If the home is overpriced, buyers will move on. Be realistic when you set a sale price. Check out the competition and see what recent sales have occurred in the area.



Access and availability.

You never know when a potential buyer will want to see your home. Having a comprehensive schedule of available viewing times can make all the difference.



Understand the possible downfalls.

It's never easy hearing negative remarks about your home, but knowing is half the battle. Feedback will be provided from potential buyers who have seen your home. This could be helpful in the next showing.



Choosing the right agent.

Never forget the agent you choose is there for you. They are your number one ally. The right agent will guide you through the selling process and answer any questions you have. They have just as much invested in the sale of your home as you do. If they can demonstrate why they are the perfect agent for you, then hire them. Always trust your instincts.



10 Steps For Selling a Home

- 1 Define your Goals
- 2 Select a REALTOR®
- 3 Price Your Property
- 4 Prepare the Home
- 5 Market the Home
- 6 Show the Home
- 7 Ask for Feedback
- 8 Prepare for offers
- 9 Remove Subjects
- 10 Close the Deal



STEP 1

DEFINE YOUR GOALS

Determine why you are selling your home.

Before you start to think about all the things that need to be done, take some time to reflect on why you are selling and clearly define your goals. Everyone has different reasons. As you start to go through this process of discovery, focus on what is important to you and your family, this will help streamline the process.

These are six important questions to ask yourself:

- Is there a timeline?
- Are you relocating?
- Are you looking for a bigger home or to downsize?
- Are you looking for a different neighbourhood? More city, more suburban?
- Are you looking for different amenities?
- Are financial considerations relevant?

Five Important Considerations

- Do you understand the associated costs?
- Is this the right time for you to sell?
- What are the present market conditions and the implications to your sale?
- Does your home's equity give you an advantage?
- What are the current mortgage interest rate options compared to your rate and commitment?

Recognize that every market is different and the selling process can be a sprint or a marathon - be prepared for both

STEP 2

THE SALE STEPS THAT MATTER

Consider the benefits of having a professional on your side.

Deciding who represents you is the most important decision you will make in the home selling process. If you are reading this I'm certain I can help you make right decisions & guide you through this process.

I will:

- Help you determine a correct price point depending on your situation & goals.
- Advise & hire professionals to help you to showcase your home and highlight its best features.
- Develop a professional and personalized marketing strategy.
- Communicate with you regularly, and provide feedback on influences that may impact the market value of your home.

Introduce Qualified Buyers:

- Work with the industry's most productive Buyer's Agents.
- Confirm each buyer has been pre-qualified prior to viewing your home.

Serve as Your Experienced Negotiator:

- Advise you on the merits of the offers submitted.
- Represent your best interests at all times and keep your goals in full view.

STEP 3

Price Your Property

The first thing buyers want to know is the price. With that in mind, we need to ensure that your property is on the market for a price that will attract buyers while still ensuring your goals are met.

WHAT IS MARKET VALUE?

Deciding on the true market value is where my expertise will come into play. Regardless of its original price, or even the improvements you've made over the years, the market value is based on what buyers are paying at the time your home is on the market.

OVERPRICING YOUR HOME

The rule of thumb is that buyers look at about twelve properties before they make an offer. This will give them a great idea of whether or not your property is well priced. If it's priced too high, you've just lost a potential buyer. If the home has been priced too high and later you lower the price they may wonder what is wrong with your home. Pricing your home well the first time is critical to attracting the right buyer at the right time.

STEP 4

PREPARE THE HOME

Begin this process with one simple idea: “This is not my home; it is a house.” For this Seller’s Guide, I have broken down this process into three levels. We can discuss what level is required to get the most value for your home

Level 1: The Basics

- De-clutter
- De-personalize
- Deep clean

Level 2: Beyond the Basics

- Paint the walls neutral colours
- Update Decor
- Make minor repairs

Level 3: Elevate to Excellence

- Embrace Upgrades
- Refine the Basement
- Style Professionally
- Essential Touch-ups

Helpful Tips:

- Think of this process as a head start to packing.
- Even though some repairs seem minor, they can become a major factor in determining whether the buyer will actually buy.
- Pay particular attention to rooms that smell - odors are completely disenchanting.
- Don't forget about the outside - this is the first impression.
- Scrutinize the home. If you were a buyer, would you want to buy this home? You have lived here and you know all the pros and cons. Highlight the pros and help eliminate the cons.





STEP 5

Marketing the Home

A sophisticated and professionally prepared marketing plan is essential to maximizing exposure; it needs to be carefully prepared and strategically implemented.

- Yard Signs and Directionals
- Marketing Collateral For Your Home
- Public and Private Showings
- Local Advertisements
- Networking and Referrals
- Virtual Tours through Online Video Marketing
- Web Exposure

Our Direct Approach

Professional promotional materials that are directly mailed are one of the most powerful ways to spread the message that your home is for sale. Your neighbours will be first to tell their friends and family about your home – they already love their community and are your biggest advocates!

STEP 6

SHOW THE HOME

Sellers place a lot of pressure on themselves when showing their property. Here are a few things to keep in mind to generate the best first impression and increase your chances of receiving those all-important offers.

- Let Your Agent Handle It
- Be Flexible • Quick Clean
- Climate Control
- Animal Care
- Light the Way
- Communicate with your REALTOR®

TIP: keep a box for personal items. When these are not in use, keep them in a closet or drawer.

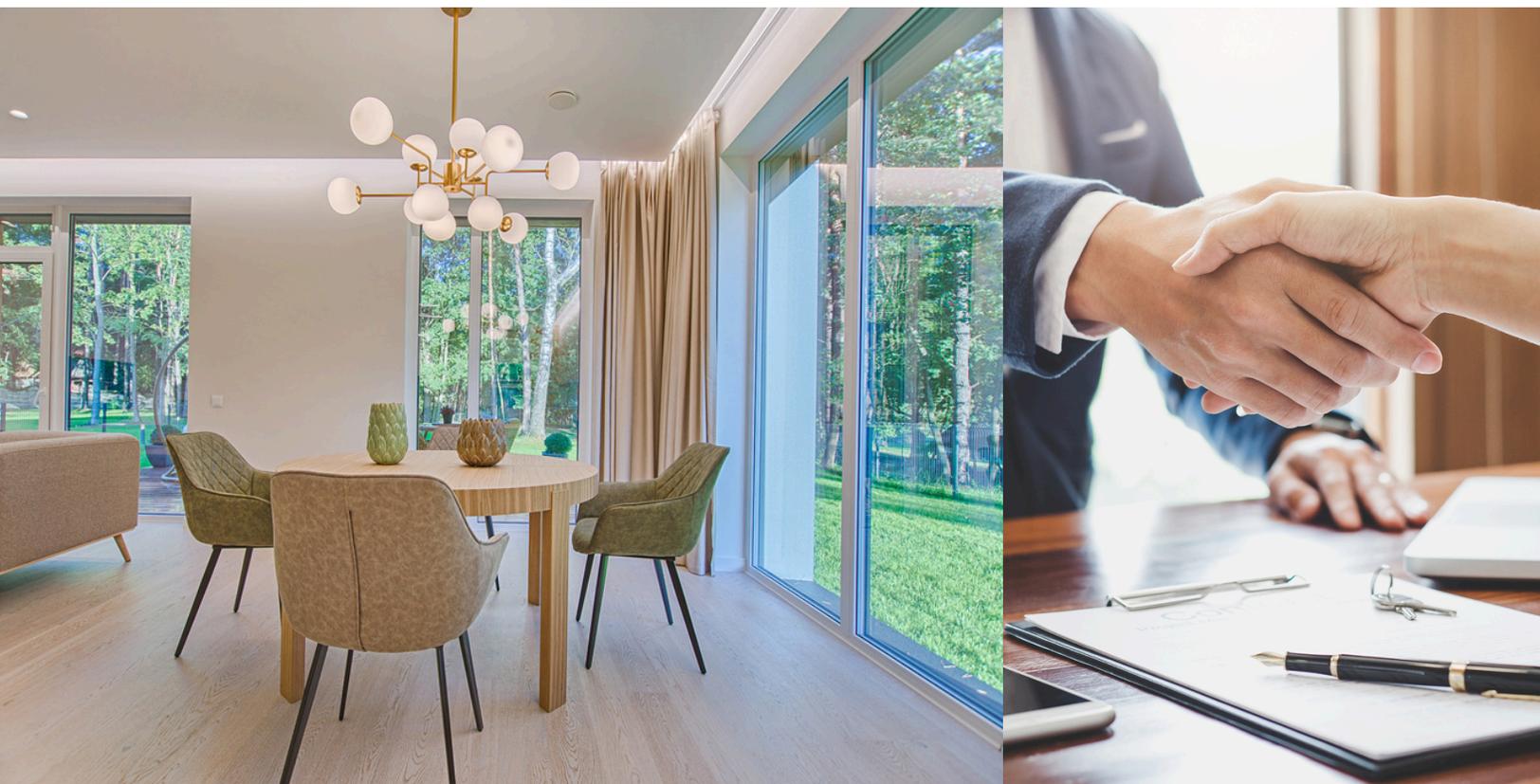
The “Show Home” Ready Checklist

You Have 10 Minutes:

- Make the beds
- Grab a basket/box and throw all personal items of clutter and put it in the back of your car
- Empty all the garbage
- Make sure the bathroom towels are clean, straightened, and match
- Put down all the lids to the toilet
- Wipe down all counter tops and sinks
- Turn on all the lights in the house
- Make sure the house temperature is comfortable
- Make sure the home smells good

You Have 1 Hour:

- Do everything on the ten minute list, PLUS
- Vacuum all carpeted areas
- Sweep all surfaces
- Clean all mirrors
- Give the toilets a good clean and wipe down
- Clear kitchen counters and wipe down
- Laundry should be clean and put away
- Sweep the front doorway and shake out the mat



STEP 7

Ask for Feedback

It is important to hear feedback on your property, whether it's good, bad or ugly. The information provided could be helpful in the next showing. Following an open house or buyer showing, talk with your REALTOR® to measure your home's reception & consider recommendations.

- Are you getting a steady stream of people to open houses and brokers opens? What is the typical number for comparable homes?
- Find out what feedback was given to your REALTOR®. Use this feedback to enhance your home's presentation for future showings. Your REALTOR® may have some ideas on how to spruce up your home's presentation factor.

- Could your home use an incentive to entice more buyers to come for a look? What other marketing strategies does your REALTOR® suggest to attract more buyers?
- It is important to keep things in perspective following an open house or a buyer showing. Remember that home shoppers need time to process what they have seen and maybe time to look around at other homes before making such a big decision.
- Be patient. Be open to feedback and continue to maintain an open dialogue with your REALTOR®.

STEP 8

Prepare for Offers

The most complex moment in the sales process is when you get an offer on the home. There are many components to an offer and your REALTOR® will explain the entire process so you are comfortable with all the steps involved. There are two types of offers. An offer with or without conditions: an offer without conditions is known as a firm or subject-free offer, and one with conditions is known as a conditional or subject offer. You can reject or accept the initial offer. If you agree to some points of the offer but not others then you can submit a counter offer. Offers can be countered back and forth between the parties until one of you accepts or rejects, ending the negotiations altogether.

Counter Offers

Counter offers are generated by the seller after a buyer has submitted an offer to purchase. Typically, counter offers will state that the seller has accepted the buyer's offer subject to particulars such as:

- Higher price (if buyer's offer doesn't match sale price) • Increase the amount of the deposit
- Refusal to pay for certain reports or fees
- Altering closing and/or possession dates
- Modifying the contingency time frames
- Excluding personal property

STEP 9

REMOVE SUBJECTS

Once both parties accept the sales contract and its subjects, they will start to work towards removing these conditions within a specific time frame. Your REALTOR® will advise you on what subjects can be removed based on the results once the appropriate due diligence has been completed. Ideally, both parties should have been able to negotiate a reasonable time to remove these conditions. Your REALTOR® will be able to advise you on the right course of action should the subjects not be removed by its due date.



STEP 10

Close the Deal



As Your Closing Coordinator, I will:

- Send all documents out on time.
- Deliver the keys to the buyers after title has transferred and funds are ready to be issued by your lawyer or notary.
- Follow-up with any loose ends prior to and after moving day.
- Provide you with helpful tips on moving that can make the day go smoother.

Once all subjects have been removed the sale is considered final. The final documents will be sent to your lawyer/notary to prepare the necessary documentation pertaining to the sale of your home. Your lawyer/notary will forward these important documents to the buyer's lawyer/notary for final execution. Your lawyer/notary will arrange with the buyer's lawyer/notary to pick up funds and then you will be notified when the sale is complete. Your REALTOR® will contact you to handle any further requirements, such as transferring the keys to the new owner.



Common Mistakes

by Home Sellers

1. **Not Hiring a Professional** – You need the expertise of a REALTOR®. Sellers who try to sell their home themselves take longer to sell and for far less.
2. **Not Pricing The Home Correctly** – Overpricing or underpricing can be a costly mistake. It's critical to know the market and review comparables to know what price your home needs to be set at to sell.
3. **Neglecting Necessary Repairs** – It will always cost you less out of pocket to fix things ahead of time rather than having buyers request that you fix it through their vendor of choice.
4. **Not De-cluttering** – One of the least expensive improvements you can make to your home is to declutter and create a sense of space throughout your home.
5. **Getting in the Way of Negotiating** – Too many sellers take negotiating personally and lose out on creating a win-win deal.
6. **Failing to Complete a Full Set of Disclosures Prior to Closing** – Be upfront about any of your home's issues; this will save you money and time.
7. **Overlooking Fees and Extra Expenses** – Request a list of fees and expenses before closing. Review these with your REALTOR® and discuss them ahead of time.
8. **Not Hiring a Professional Photographer** – 95% of all buyers start their home search online so make sure you leave a great first impression.
9. **Not Trusting or Communicating with Your REALTOR®** – They are your biggest ally. Trust them to guide you through this process. Be open and honest as you can and allow them to do their job.



Exp Realty

The Difference...



Contact Information

I'm excited about your home journey, let's talk about your next steps.



604-704-4848



dominique@canedohomes.com



canedohomes.com



1109 Lonsdale Ave, North Vancouver,
BC V7M 2E7



Book a meeting
with me [here!](#)



Top Rated
North Vancouver Real Estate Agent
Dominique Cañedo

Learn more about
why I was ranked
#1 in North
Vancouver!



@northvanagent



Dominique
Cañedo

Dominique Cañedo
Real Estate

Cañedo
Homes
.com

exp
REALTY