

Seller's Prelist Presentation



Prepared Exclusively
for
Client's of Dan McCarthy
RE/MAX Central

**Committed to assisting you during
your real estate transaction...**
"Every Step of the Way"



Consumer's Guide To Selecting a REALTOR®



What REALTOR® Networking and Internet Marketing do you do?

I want an agent who knows how to find me a buyer. Can you show me in writing the different marketing strategies that you'll use to sell my home? What personal networking and nationwide marketing systems do you use? What target marketing programs have you established? What is the address of your World Wide Web home page? What information is on your Web Site?

Can you guarantee that you'll personally answer all calls on my home?

Please confirm that you'll personally answer all calls about my home.

Tell me about your For Sale signs.

Are your For Sale signs anything special, or what most brokerages use?
How long will it take to have the sign installed on my property?

What type of Feature Sheet/Brochure will you use?

Do you do your own desk top publishing or hire a print shop? How long will it take to get a finished copy in my home? Will it be in color with pictures?

How will you protect me?

I want to make sure I'm protected in my sale. Will there be thorough documentation of all transaction details? Do you have your own personal dedicated FAX machine to make sure all communications are kept confidential? How about your own direct line so I can call you and not get the run around from the office secretary? Do you have a cellular phone that I can call you on in emergency if I need you? Do you have an E-Mail address so I can communicate with you instantaneously?

REALTOR® of Choice Questionnaire: Does your REALTOR® of choice ...

Browse the following page and ask yourself these questions.

Visit www.danmccarthy.ca for all your real estate needs!

www.danmccarthy.ca

Consumer's Guide To Selecting a REALTOR®



The following questions will help you decide what is important to consider when hiring a real estate professional:

- 1) Does your REALTOR® of choice have at least ten years of real estate experience to help you sell you home quickly and for more money and ensure the smoothest transaction possible?
I have been in the business for over 15 years!
- 2) Do they guarantee that they personally answer all sign, ad, internet, brochure and flyer calls...*NOT* a part time agent or receptionist who hasn't seen your home and knows nothing about it?
I have a private cell phone to keep in touch at all times.
- 3) Does your REALTOR® of choice use their personal URL on their "**For Sale**" sign so potential buyers can get information on your home 24 hours a day, 7 days a week!
I do for all my listings!
- 4) Does your REALTOR® of choice use the "**Client Connection System**" that keeps you informed throughout the duration your home is listed for sale with me, so nothing is forgotten and you're informed in writing.
I do for all my listings!
- 5) Does your REALTOR® of choice use for sale signs that have a high level of brand recognition in the community and can easily be seen in your neighborhood and yard?
#1 Brand Recognition World Wide
- 6) Does your REALTOR® of choice use a follow-up system with all the agents who have shown your home so you know what the buyers and agents thought of your home?
I keep you informed after all showings.
- 7) Does your REALTOR® of choice have a network/database of buyers actively looking for property through an automated internet software system on their web site? Do they understand how to attract a buyer for your home through the web?
I have a large network of buyers!
- 8) Does your REALTOR® of choice have a local and **International Network of Professionals** to tap into to find you a buyer? Does their business circle of influence reach locally, nationally and beyond?
RE/MAX is global!
- 9) Does your REALTOR® of choice invest his/her own money in an **Exclusive Marketing Plan** for you home? Do they have over ten years of real estate marketing experience?
I am personally invested in every home I sell!

When Selling Your Home...

Put Your Trust In An Experienced Professional...

As a RE/MAX Associate, I am committed to helping you get your home sold at the best possible price in the least amount of time. My experience offers a sophisticated approach to analyzing your needs. After years of observation, interaction and training in the real estate industry, I am able to help you through every aspect of the transaction. This translates into a smooth move with a seasoned professional.

Market Analysis

As your RE/MAX agent, I will do the home work before suggesting a possible list price. I will perform a comprehensive market analysis based on homes sold in your area and homes currently on the market. Information about homes that failed to sell will also be provided, indicating prices that buyers were not willing to pay.

Property Condition

The condition of your property will have a lot to do with the selling price and how quickly your home will sell. If there are minor repairs that you could perform easily, or perhaps some cosmetic upgrades that will make your home more appealing, I will discuss those enhancements with you.



The goal is to make your house more appealing than the competing houses on the market and this is where my experience as a RE/MAX agent begins to pay off.

My Role As Your Listing Agent



Dan McCarthy

604.649.1541

Deciding who to represent you is the most important decision you will make in the home selling process. As your RE/MAX Central real estate agent, I will help you in the following areas:

Act as your Marketing Manager

- ◆ Guiding you in setting a competitive market price.
- ◆ Advising you on how to showcase your home and highlight its best features.
- ◆ Developing a professional marketing strategy to expose your property to the widest possible audience, from a yard sign to the Internet.

Bring you Qualified Buyers

- ◆ Informing buyers of financing options and help buyers get pre-qualified and pre-approved with a lender before making an offer.

Serve as your Experienced Negotiator

- ◆ Advising you on the merits of the offers submitted.
- ◆ Representing your best interests in all negotiations.

Act as your Transaction Coordinator

- ◆ Overseeing the entire closing process.
- ◆ Keeping you informed of the status of the closing.
- ◆ Reviewing all documents for accuracy.
- ◆ Assisting you with calculating your proceeds after the sale.



www.danmccarthy.ca

Unparalleled Service



You can expect a RE/MAX Realtor to go the extra mile in delivering you extraordinary service in marketing your home.

We work with integrity, in a spirit of cooperation, and always with the clear vision of providing you with a rewarding and satisfying real estate experience that is convenient, comfortable and exceeds your expectations.

What you can expect when you work with me, a RE/MAX Realtor:

- ◆ Dependable, continual, timely communication.
- ◆ Active listening to your needs and concerns.
- ◆ Clear, understandable explanations of each step of the process.
- ◆ Personal attention in which you and your goals are the priority.
- ◆ Confidence that you are being fully informed and advised with integrity.
- ◆ Superior problem resolving skills based on proven experience and knowledge.
- ◆ A real estate professional you can trust for all your real estate needs throughout the stages of your life.

Experienced Agents



Experience, Knowledge and Trust

When you choose a RE/MAX Associate to sell your home or help you purchase a new one, you'll experience an exceptional level of service and the utmost in discretion. Talented, productive and well-connected agents align themselves with RE/MAX because of its reputation of quality service, powerful marketing resources, and wide-reaching global network.

RE/MAX Associates average more real estate experience than other agents and lead the real estate industry in advanced education and production.

Across the network, RE/MAX Associates hold a higher number of professional designations, which denote specialized training and education, than any other real estate organization.



International Network



Tapping a Powerful International Network

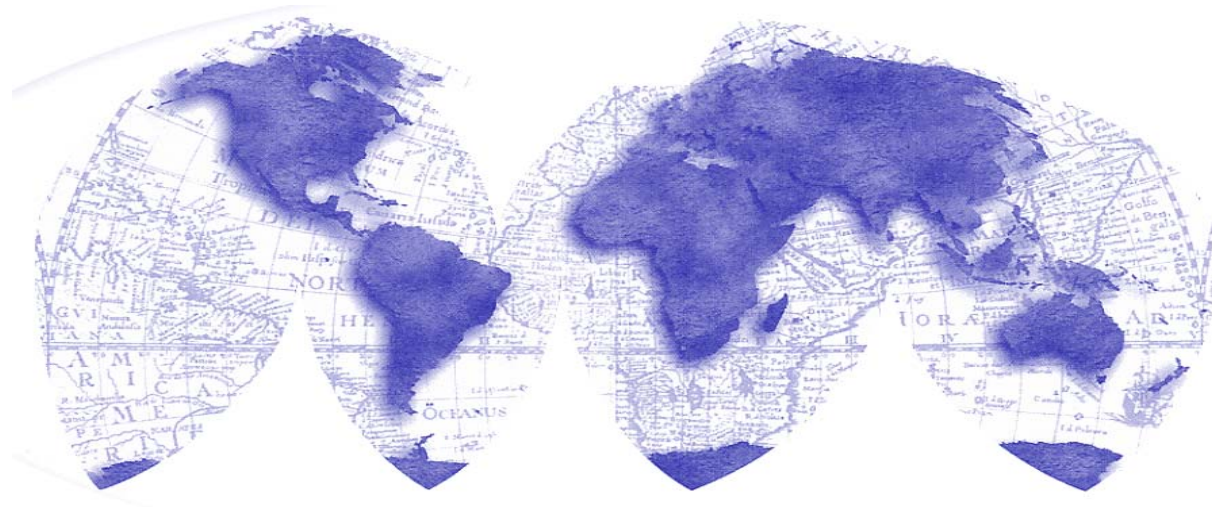
Tapping the global scope and phenomenal presence of the RE/MAX international network is a unique and powerful advantage our real estate professionals have over any other real estate organization.

Our Associates have access to thousands of international referral sources, which is key to finding qualified buyers and sellers. Through a network of more than 102,946 Associates in 54 countries, we have the inside track on buyers and sellers around the globe.

Already number one in many major markets across North America, including the Lower Mainland, RE/MAX continues to gain market share around the world.

RE/MAX Associates helped more than one million families with home sales and purchases in 2004 establishing an industry record that RE/MAX has continued to build on every single year since, prompting the proclamation:

“Nobody in the world sells more real estate than RE/MAX.”





Did you know?

- ◆ 71% of Canadians think of RE/MAX when they think of Real Estate. As surveyed by the Angus Reid Group.
- ◆ In a business environment of mergers and acquisitions, RE/MAX is the only major real estate network still owned and directed by its founders, Dave and Gail Liniger.
- ◆ The RE/MAX balloon is the most widely recognized symbol in real estate, and one of the most widely recognized trademarks in North American business.
- ◆ RE/MAX has a National and International advertising campaigns, including TV, radio and print ads.
- ◆ Team RE/MAX racing participates and sponsors ARCA and NASCAR events coast to coast.
- ◆ The RE/MAX network has grown every year since its beginning in 1973.
- ◆ There are now more than 102,946 RE/MAX Associates in more than 5439 offices in 54 countries and eight territories, on six continents.
- ◆ RE/MAX Associates were the first to be involved in more than one million transaction sides. An industry record. Nobody else was even close.
- ◆ Collectively, RE/MAX Associates hold a higher number of professional designations than any other company.
- ◆ RE/MAX has raised more than \$56 million for the Children's Miracle Network.

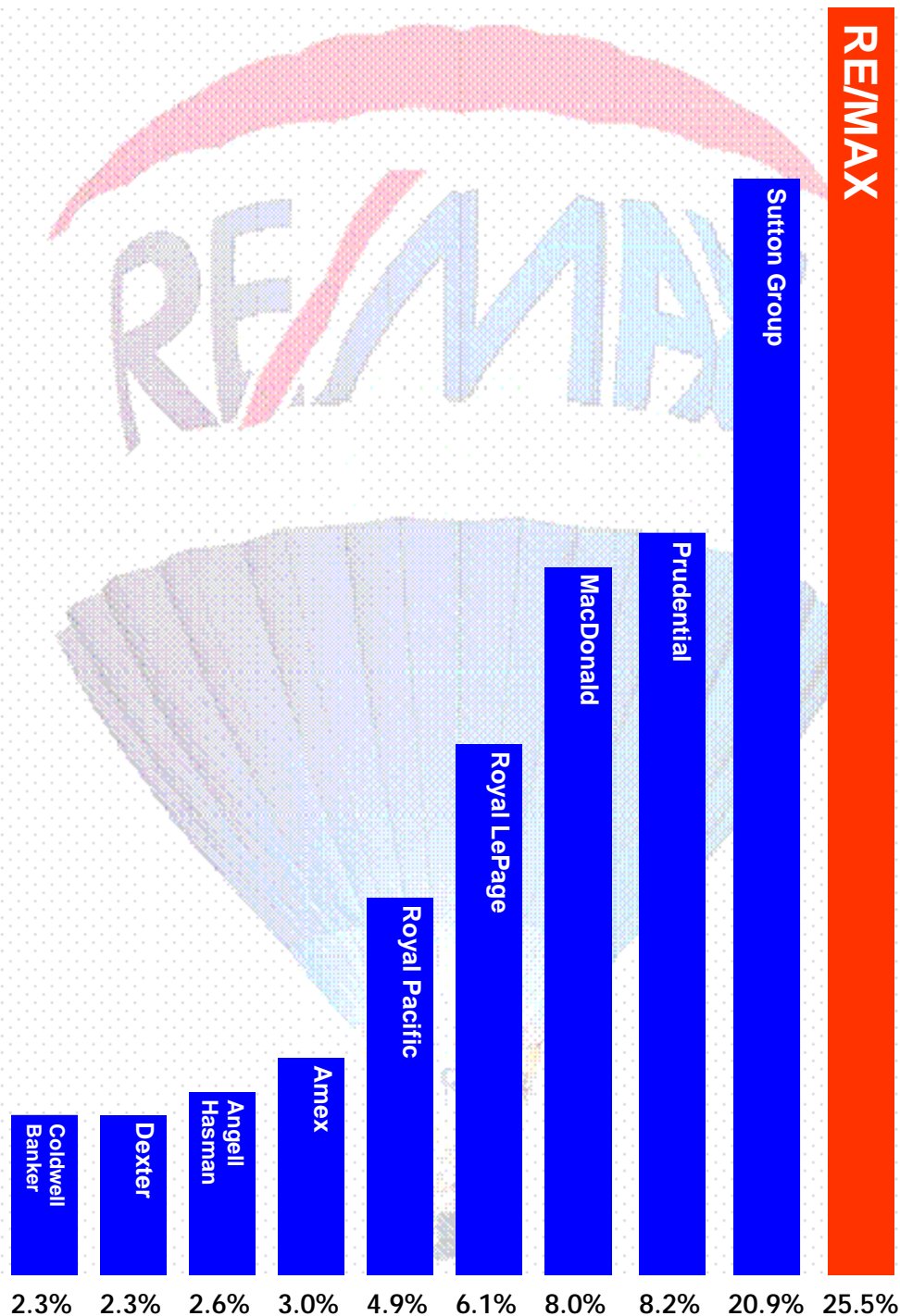
What does this mean for you?

- ◆ By choosing to work with a RE/MAX Affiliate, you are choosing to work with real estate's best.
- ◆ You will be working with a company recognized as the industry leader which is dedicated to providing our agents the finest resources and education available.
- ◆ That experience and education means RE/MAX Associates are better qualified to help you with all of your needs during your real estate transaction.
- ◆ Not only will you receive maximum exposure through the powerful network that RE/MAX has created, you will also be affiliated with a company that chooses to consistently give back to our communities.
- ◆ Making you: **Ahead of the game**, and **"Above the Crowd"**.

"Our people make a difference, one move at a time."

www.danmccarthy.ca

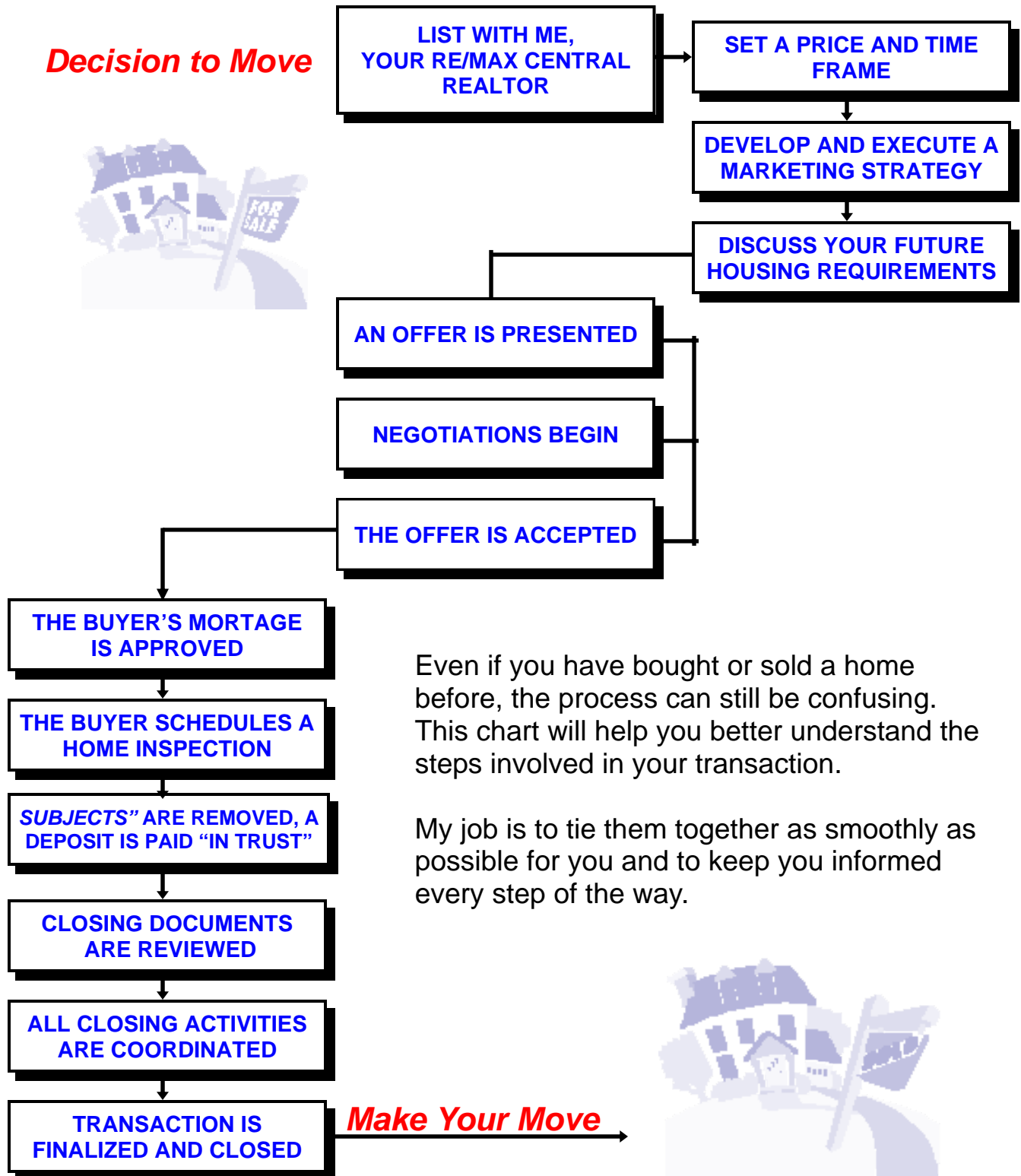
Greater Vancouver Market Share



RE/MAX Central has been voted as the best Real Estate Brokerage in Burnaby for the past 8 years by the readers of the Burnaby Now.

The Process of Selling a Home

Decision to Move



Even if you have bought or sold a home before, the process can still be confusing. This chart will help you better understand the steps involved in your transaction.

My job is to tie them together as smoothly as possible for you and to keep you informed every step of the way.



The 9 Point Marketing Plan That Gets Your Home Sold!



1) Market 24 hours a day with a high visibility "For Sale" sign and phone number

My RE/MAX sign is unique; unlike other companies, it displays my private business phone number and has sign riders that provide instant web access. When buyers call, they reach me directly. Because I know your home, I immediately use the opportunity to sell your home's great features. I promote and market your home 24 hours a day.

2) Excite buyers about your home

I emphasize the benefits of your home and community, and each feature sheet/brochure includes the kind of detailed, specific information buyers want and need. Not just a picture and the MLS print outs about how many bedrooms and bathrooms that most agents use.

3) Aggressive marketing for your home

Rather than just waiting for the phone to ring, I reach buyers with aggressive prospecting methods that can include the following activities ... Calls, e-mails to top producers and my database of buyers...Marketing on the Internet....Networking with my Financial Representatives...I don't miss an opportunity to market your home!

4) Determine the right price to make your home a "hot property"

This is the most critical step. I'll review market demand, nearby competition, recent sales, and many other variables that can affect your home's value. You'll get a detailed look at what's going on in your local home sales market and my input on the best pricing strategy to get you the most money in the shortest possible time.

5) Make simple, low cost changes to increase the salability of your home

Rely on me to be direct when advising you on what should be done prior to putting your home on the market. I'll let you know how your home looks from a buyer's point of view, and what cost effective repairs will make your home "show ready" by *Staging* it properly!



The 9 Point Marketing Plan That Gets Your Home Sold!



6) Negotiate only with qualified buyers

I make a point of interviewing buyers to be sure they're ready, willing and able purchasers so you don't wind up wasting time and money. Buyers need answers to countless technical questions — financing, payment, insurance, title clearance, and how to improve or repair our home to suit their needs. I consult and work with our Mortgage Managers to provide real estate counsel and a Lender who have the professional know-how and technical expertise to make it easy for qualified buyers to purchase your home!

7) Excite other REALTORS® about showing your home

Through my association, I know which agents have clients interested in your home. I've also developed a network of the best agents in the area with an automatic E-mail announcement when I list a NEW home. So the top agents get the listing first, HOT off the press so I promote your home to them! I'll give your home the widest market exposure possible with the most powerful real estate marketing tools available today. With your authorization, I'll also install a MLS approved lockbox to increase showings by cooperating agents. *"Easy 2 show... Easy 2 Sell"*

8) Protect you by documenting all calls and letters

I am organized and computerized, which means that I anticipate and handle the hundreds of details needing special care to successfully sell your home. My careful record keeping means a smooth transaction with as much legal protection as possible for you.

9) Let you know exactly what's going on

I like to keep clients up to date through regular contact, phone calls and letters. I routinely follow up on all showings. Most importantly, I'll negotiate forcefully on your behalf to get you the highest possible price, not try to make you take the first offer that comes to the table. When you decide to accept an offer, I'll counsel you through the contracts and their meaning, plus show you how much money you'll get. Upon acceptance, I'll coordinate with the cooperating agents, the lender, appraiser, inspectors, and of course, handle any complications that can occur through the closing process.



The Power of The Internet



85% of house buyers in Canada used the internet to help buy a home, 78% say it played a significant role in the purchase process. According to an Ipsos-Reid study

Your home will be advertised on six (6) websites reaching

www.danmccarthy.ca

This is my personal website where your home will be presented on the "Featured Listings" section of the website.

Dan McCarthy
RE/MAX Central

Home Properties Buying Selling Testimonials Commercial More...

Featured Listings

[My Listings](#) > Listing Details MLS® No.: V679885

511 2988 Silver Springs Boulevard, Westwood Plateau, Coquitlam

Measurements: Imperial Status: ACTIVE

Mouse over icons to see labels

Listing Price: \$359,900

Description
Trillium" Just finished renovated over \$20K spent in this gorgeous 2 bdrm, 2 baths suite, top floor, balcony, fireplace, hardwood floors, granite countertops, new carpeting, designer paint, new hardwares, tiles and much more. Shows like a dream. Close to school, transit & Coquitlam Centre Mall..

Listing Info
Listed Date: Nov 29, 2007
Original Price: \$359,900

Amenities
Storage, In Suite Laundry, Exercise Centre, Elevator, Recreation Center, Pool, Outdoor, Club House

Properties
Properties
Featured Listings
Search All Listings
Member Access

Member Access
Username:
Password:
 Remember Me
[Forgot your password?](#)
Not a member? [Sign up now!](#) [Login](#)

Quick Search
Search in:
Greater Vancouver
Search for:
Houses (Detached)
Priced from:
Any
Priced to:
Unlimited
[Search](#)

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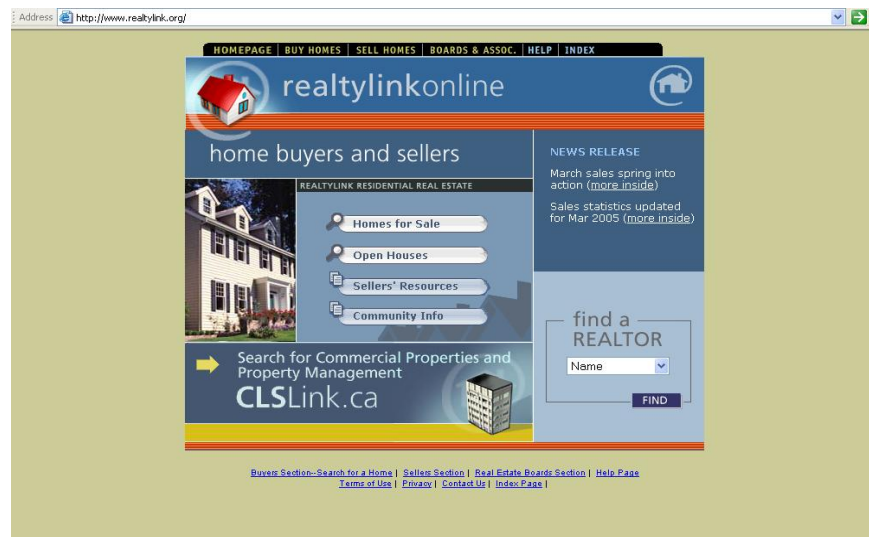
The Power of The Internet

Your home will also be advertised on these five (5) websites reaching millions of home buyers 24/7.



www.realtylink.org

This is the Real Estate Board of Greater Vancouver's public website, where your home will also be featured.



YOUR HOME WILL ALSO BE FEATURED ON:

www.remax.ca

www.remax.com

www.6044332211.com

www.Realtor.ca

www.craigslist.org

www.danmccarthy.ca

Important – Please Read This Before We Meet

Please spend about 15 - 20 minutes to review the following 3 pages before we meet.

Your Expectations of your REALTOR®:

It is extremely important you share your expectations with your REALTOR® so they can serve you better. Open communication is key throughout the selling and buying process. Make sure you express your concerns and ask lots of questions. Prepare a list of your concerns for our prior to our first meeting.



What's Important To You?

All your questions will be answered!



Let's Get Buyers Excited About Your Home:

What makes your home a great place to live?



Expanded Marketing Program:

Your friends and relatives just might know someone who'd love to live in your home! We'll take the extra step to let them know of your home's availability and it's best features.

***Please complete the enclosed 2 page
"working copy" of this form before our
appointment for us to review together.***

What's Most Important To You?

Not Important

Very Important

Buyer's Qualifications	0	1	2	3	4	5
Showing Schedule	0	1	2	3	4	5
Broker's Commission	0	1	2	3	4	5
Advertising	0	1	2	3	4	5
Open Houses	0	1	2	3	4	5
Personal Inconvenience	0	1	2	3	4	5
Staging of Home	0	1	2	3	4	5
Closing/Possession/Relocation Date	0	1	2	3	4	5
Marketing	0	1	2	3	4	5
Pricing of Your Home	0	1	2	3	4	5
Closing Costs	0	1	2	3	4	5
Lock boxes and Security	0	1	2	3	4	5
Salability In Today's Market	0	1	2	3	4	5
Financing	0	1	2	3	4	5
Concerned about finding next home	0	1	2	3	4	5
Client/Agent communication	0	1	2	3	4	5
Property Brochures	0	1	2	3	4	5
Buyers & Agents showing feedback	0	1	2	3	4	5

This is the most important page to have completed in the package. It is very helpful to have ready when we meet.

Let's Get Buyers Excited About Your Home!



Our marketing is designed to show buyers what makes your home unique.

What makes your home a special place to live? What would you tell a potential buyer?

Why did you decide to buy this home yourself...schools, amenities, views, convenience?

Why do you love living here? What are the things your family has enjoyed most? What could you tell buyers about the neighborhood?

Which features of your home would excite buyers? What "hidden features" of your home might a buyer overlook if they saw it quickly? How did they make your life easier?

Why will it be hard for you to leave your home?

Seller's Checklist



In order to make the selling process run as smoothly as possible, please provide your RE/MAX Central Realtor® Dan McCarthy, with the following items as soon as possible:

- ◆ Copies of the house keys and instructions for the alarm (*you may want to add a temporary alarm code for REALTORS® use only*) garage door opener, etc.
- ◆ The work or cellular telephone numbers of all parties involved or on title.
- ◆ Your person's phone number to contact in case of an emergency.
- ◆ Compile a preferred showing schedule for your family.
- ◆ The average cost of utility bills (electric, gas, water).
- ◆ A copy of your most recent property tax bill.
- ◆ A copy of the property survey and floor plans.
- ◆ Supply copies of any easements or right-of-ways on your property.
- ◆ Any attractive exterior photos of your home such as the view or the garden in full bloom etc.
- ◆ A list of fixtures such as appliances, drapes lighting fixtures etc. that are **NOT** included in the sale.
- ◆ All receipts and warranties on all recent home improvements (roof, furnace, hot water tank, appliances, etc.) and the date when the work was done.
- ◆ Mortgage information - Lender's name, address, phone, contact person, mortgage account number and the present outstanding balance. Also if there are other loans/mortgages against the property, please provide the relevant information.
- ◆ Please provide your lawyer or notary's name, address and contact information.

If you are selling a property that is rented in whole or in part, the following information will be required:

- ◆ Full names and telephone numbers of the existing tenants, date of the last rental increase and the amount of the damage deposit being held.
- ◆ Please detail when the rental period began and a copy of the rental contract or lease and any other information regarding the tenancy.
- ◆ What is the current monthly rental payment is, when the payment is due and what services are included (i.e. utilities, cable, property taxes, etc.).

Seller's Checklist



In order to make the selling process run as smoothly as possible, please provide your RE/MAX Central Realtor® Dan McCarthy, with the following items as soon as possible:

Strata Properties

Strata properties such as Condominiums and Townhouses have their own set of documents specific to this form of home ownership. The following documents will have to be obtained from the homeowner or the strata management company.

Some of the documents that are specific to Strata properties are:

- ◆ Strata Corporation Bylaws and Rules and Regulations.
- ◆ A current Form "B" Information Certificate.
- ◆ Financial statements of the strata corporation and the current budget.
- ◆ The minutes of any meeting between a specified period of time by the strata council, the annual, extraordinary or special general meetings, and by the members or the executive of any section to which the strata lot belongs.
- ◆ A copy of the building's Strata Plan.
- ◆ Copies of any reports regarding any: special levy, judgment or other liability, whether actual or potential.
- ◆ Copies of any engineer's reports.
- ◆ Information about any additional fees charged by the strata corporation, over and above the monthly strata fee, for parking, storage or other features.
- ◆ Information regarding any building warranty that may be applicable.
- ◆ Property Disclosure Statement: Strata Properties.
- ◆ Title Search.

These abovementioned mentioned will be required upon the listing of your home for sale.

The Real Estate Leaders



Client Testimonials

The process of selling or purchasing a home is typically the largest purchase and investment that most people will make in their lifetime. That's why it is very important that you be assisted in this process by an experienced professional Realtor such as Dan McCarthy of RE/MAX Central.

The greatest compliment that a Realtor can receive is the recommendation of their services by a satisfied past client.

CHANGING NEEDS...

Thanks for your hard work in selling my condo and finding me a townhouse. It's great to move into a place that met all my needs and is in a great location. You have now helped me buy and sell 3 homes as my needs have changed over the years. Thanks for your help.

M. Prenter

SOLD...

I am dropping off this note to thank you for selling my condo. Sold in 3 days for full asking price, great job!!

D. Lowe

TROUBLE FREE...

I wanted to drop you a note to thank you for your work on the sale. From your suggestions to preparing the property for sale to working around the tenant's schedule to show buyers the property, the entire process of selling the property was a trouble free experience.

M. Kennedy

RECOMMENDED to FRIENDS and FAMILY...

Chris and I would like to thank you for the great job you did in selling our house and finding us a great new home in Port Coquitlam. We were thrilled it only took two days to sell our old place. We've already recommended you to friends and family.

M. and C. Doodson

QUALITY SERVICE...

A copy of a letter from your clients was forwarded to me recently. I wanted to take this opportunity to commend you for the quality service you are proving your clients, while adding to our image and giving meaning to our trademark "RE/MAX. Outstanding Agents. Outstanding Results".

E. Ash, RE/MAX Regional Executive Vice President



Supporting Our Community

Children's Miracle Network

At RE/MAX, we believe that serving the communities in which we live and work allows us to not only contribute to the well-being of our society but to also be concerned about the outcome of that contribution. This dedication we call Premiere Community Citizenship. Our commitment as the exclusive real estate corporate sponsor for the Children's Miracle Network allows us the opportunity to expand the universal cause of caring for sick children.

In 1992, RE/MAX International adopted the Children's Miracle Network as its official corporate charity. Raising funds for hospitalized children, to date RE/MAX professionals have collectively contributed over \$85 million to the cause.

With funds contributed by national sponsors like RE/MAX, the affiliated hospitals are able to provide needed medical care and equipment for more than two million Canadian children every year.

The cornerstone of our involvement is the Miracle Home Program whereby a portion of the sales associate's personal funds from every commission received are donated to Children's Miracle Network. 100% of their contribution helps sick children from their community.

As a supporter of this program, I will make a donation to the Children's Miracle Network upon the sale of each home I make. The British Columbia Children's Hospital is the Children's Miracle Network associated hospital for B.C.



Dan McCarthy, RI, FRI

Your RE/MAX REALTOR®



Born and raised in South Burnaby, BC, I have resided in Coquitlam since 1986. I am a knowledgeable real estate professional, with professional designations in Urban Land Economics (appraisal option) *RI*, and Fellow of the Real Estate Institute (*FRI*).

A REALTOR® since 1990, I look forward to meeting the needs of my past and future clients.

When it comes to real estate you need to only remember two things:
Dan McCarthy and *RE/MAX*.

Contact Dan McCarthy at:

Direct: (604) 649-1541

Office: (604) 433-2211 ext. 223

email: dan@danmccarthy.ca

web site: www.danmccarthy.ca



The Real Estate Leaders®



Dan McCarthy

604.649.1541

www.danmccarthy.ca