A modern interior space featuring a balcony with a glass railing and a stone wall. The balcony has a potted plant. The stone wall is illuminated from below. The floor is light-colored wood. There are steps leading up to the balcony. A white sofa is visible on the left. A potted plant is on the right. The overall design is clean and contemporary.

Sibo Zhang Sellers Services Package



So You're Thinking Of Selling Your Home?

Your home or investment property is usually one of your most valuable assets and I recognize that the decision to sell one of these is a big decision 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 our meeting. I hope you find it helpful and informative.

Four Factors Affecting the Saleability of Your Home.

PricePoint

I will provide you with a range in which I believe your home should be listed based on the current market conditions, and realistic expectations of the kind of market activity you may see for your home at the price you choose. By providing relevant information and helping you analyze and interpret it based on my years of local market knowledge, you will be able to make the decision if now is the right time to sell your home or investment property.

PropertyCondition

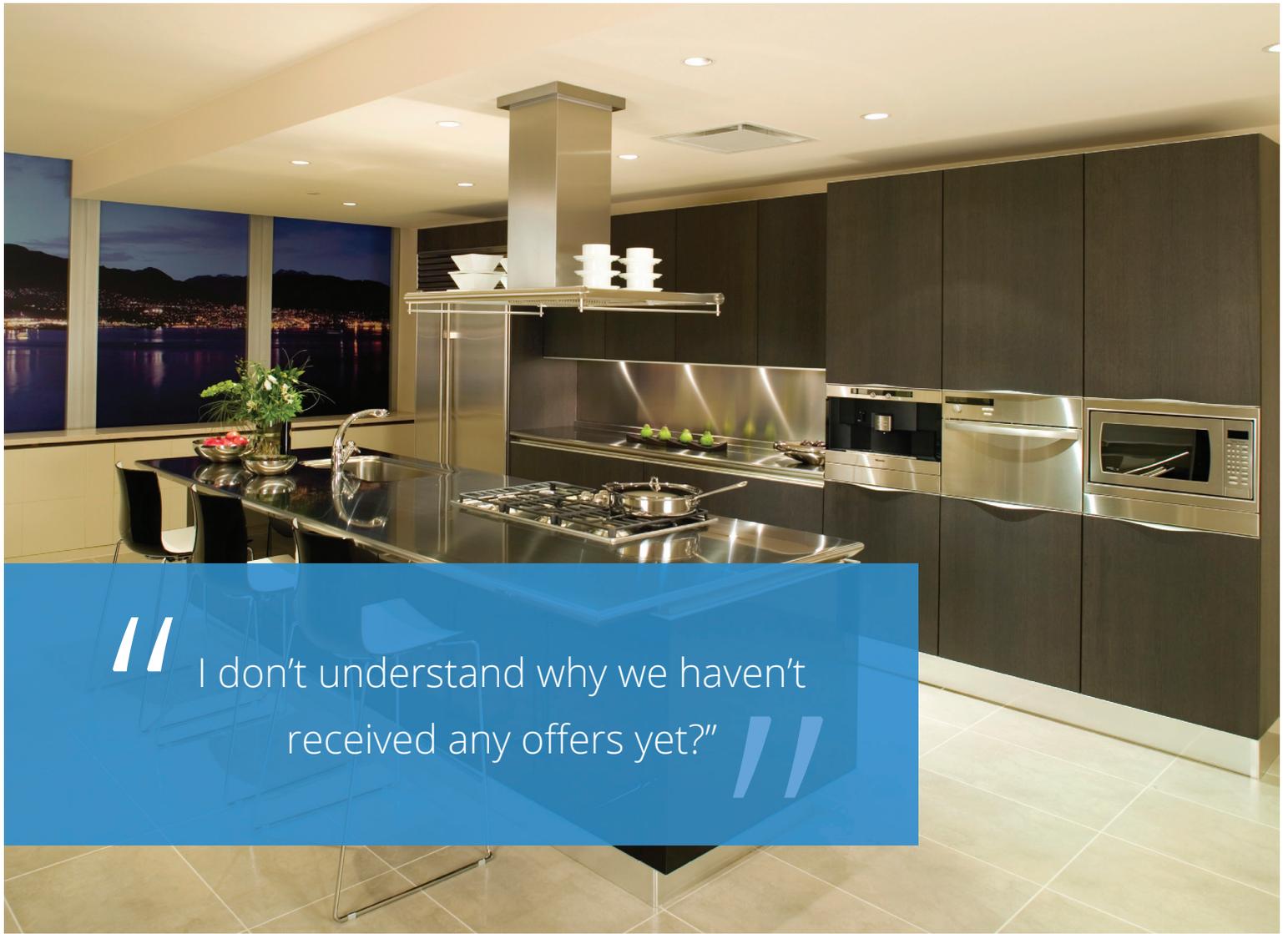
The condition of your property will have a lot to do with the selling price and how quickly your home will sell. If there are minor repairs that you could perform easily, or perhaps some cosmetic upgrades that will make your home more appealing, I will discuss those enhancements with you. I will also provide access to professional staging videos and checklists, free of charge, to help you prepare your home for sale. If professional staging is required, I will provide a list of reputable home staging professionals that can work within your budget to make your home shine.

MarketConditions

When you decide to sell can be as important as any other factor. The real estate market is always fluctuating and is tied to many other economic factors, both locally and abroad. There are also seasonal fluctuations tied to holidays, school schedules, and weather factors. As a RE/MAX Real Estate Professional, I will be able to discuss with you the pros and cons of listing during the various seasons as well as in the current market conditions, which are outside of anyone's control. They will also help you identify the potential costs of delaying a decision to move that you may not be aware of, including the benefits of "Buying Up" in a down market and lifestyle sacrifices associated with delaying the decision to move. By asking the right questions, I may also advise you that now may not be the right time to move after all. My goal is to be your "Trusted Advisor" for all of your real estate needs, now and in the future, not just for this one transaction.

MarketExposure

By now you may have noticed that the first three factors, Price, Property Condition, and Market Conditions, are outside of my control as your Real Estate Advisor. While I will of course offer my expert advice on pricing correctly given the current market conditions and how to properly prepare your home to show its best, our main focus will be on the factors we can control – market exposure and negotiating offers with your goals and interests at heart! I want to get the most qualified buyers into your home with the goal of generating offers that will get you the most amount of money, in the least amount of time, and with minimal inconvenience so you can move on with your plans. No two homes are alike, so why settle for a cookie-cutter marketing plan? My clients enjoy a comprehensive marketing plan, custom designed for their home's special attributes and needs, combining tried and true techniques with new and fresh marketing ideas that will get their home noticed and sold in any market.



“ I don't understand why we haven't received any offers yet? ”

6

Reasons Why
Your Home May
Not Sell



1

Good Photos Matter

More and more, buyers are being introduced to properties online. Pictures and videos matter. Before any photos are taken make sure your home has been properly de-cluttered, inside and out, and consider staging tips that will make the rooms appear larger. Make sure all photographs are taken by professionals.

An MLS Listing Isn't Enough

In addition to the MLS, your home needs to be marketed on social media and should be directly advertised to other real estate agents, here and abroad, who are more likely to bring a buyer to your home. Foreign investors want Canadian real estate, as they view it as a safe investment. You need to reach every potential buyer.

2

3

The Price Isn't Right

A home is likely to attract the most interest within the first two weeks it is listed for sale. 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 been in the area. Remember, the longer a house sits on the market, the more likely that people will start asking whether something is wrong with it.

Buyers Can't Get in to Have a Look

You never know when a potential buyer will want to see it. It might be late in the evening or at other times that are not convenient for you. Is your agent using new technology to get buyers "inside" your home 24 hours a day?

4

5

The House has a Stigma

Sometimes two homes look similar, but one backs on to a ravine and the other to a hydro line. Make sure your agent asks for feedback from people who have seen your home but have decided not to put in an offer. If there is something outside the home that is bothering buyers, either figure out how to address it or adjust your price. If your neighbours know about prior problems with your home, be upfront and tell buyers in advance. They are going to ask the neighbours anyway, as part of their due diligence.

You Have the Wrong Agent

When you interview agents, it should never be about choosing the one with the cheapest price. You have too much money riding on this choice. Ask any agent you interview about their own marketing plans and social media presence, and above all, get references. In addition, ask a simple question: Why should I hire you? If they can't demonstrate why they are different, move on.

6

Pricing Your Home

You want buyers to be interested in your property. The first thing most buyers are interested to know is the price. With that in mind, you want to ensure that your property is on the market for a price that will attract buyers, but will still provide you with a good return.

What is Market Value?

A Real Estate Agent is there to help you correctly price your property. Deciding on true market value is where the agent's expertise will come into play. Prior experience and knowledge will make certain that your property is priced well. Regardless of the original price you paid for the property, or even improvements you've made over the years, market value is still based on what buyers are paying for similar properties at the time you put yours on the market.



Don't Lose a Potential Buyer

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.

The overlap between the price range of the buyer and seller is shown in this diagram - keep it in mind when you're pricing your property.

Over Pricing Your Home

You might think that if you put a high price on your home, "just to see what happens" no harm is done. Nothing could be further from the truth. Overpricing your home might seem harmless, but in fact you could miss out on otherwise serious buyers who think they cannot afford your home.

If you've priced your home on the high side and later have to lower the price, buyers may wonder what is wrong with your home and lose interest. Pricing your home reasonably the first time is critical to attracting the right buyer at the right time.

What you don't want to do is wind up selling your home for lower than market value because you've scared off buyers with your price corrections, or are now only able to attract offers from bargain hunters.

If you are able to be realistic with your selling price, everyone wins.



Selling Your Home

A Timeline



Where did Buyers Find the Home they Bought?

Source: 2016 National Association of REALTORS® Profile of Home Buyers and Sellers

1% Print News-
paper Advertisement

1% Directly from
Seller / Knew Seller

2% Home Builder
or their Agent

Internet

51%

Friend, Relative
or Neighbour

4%

Yard sign / Open House sign

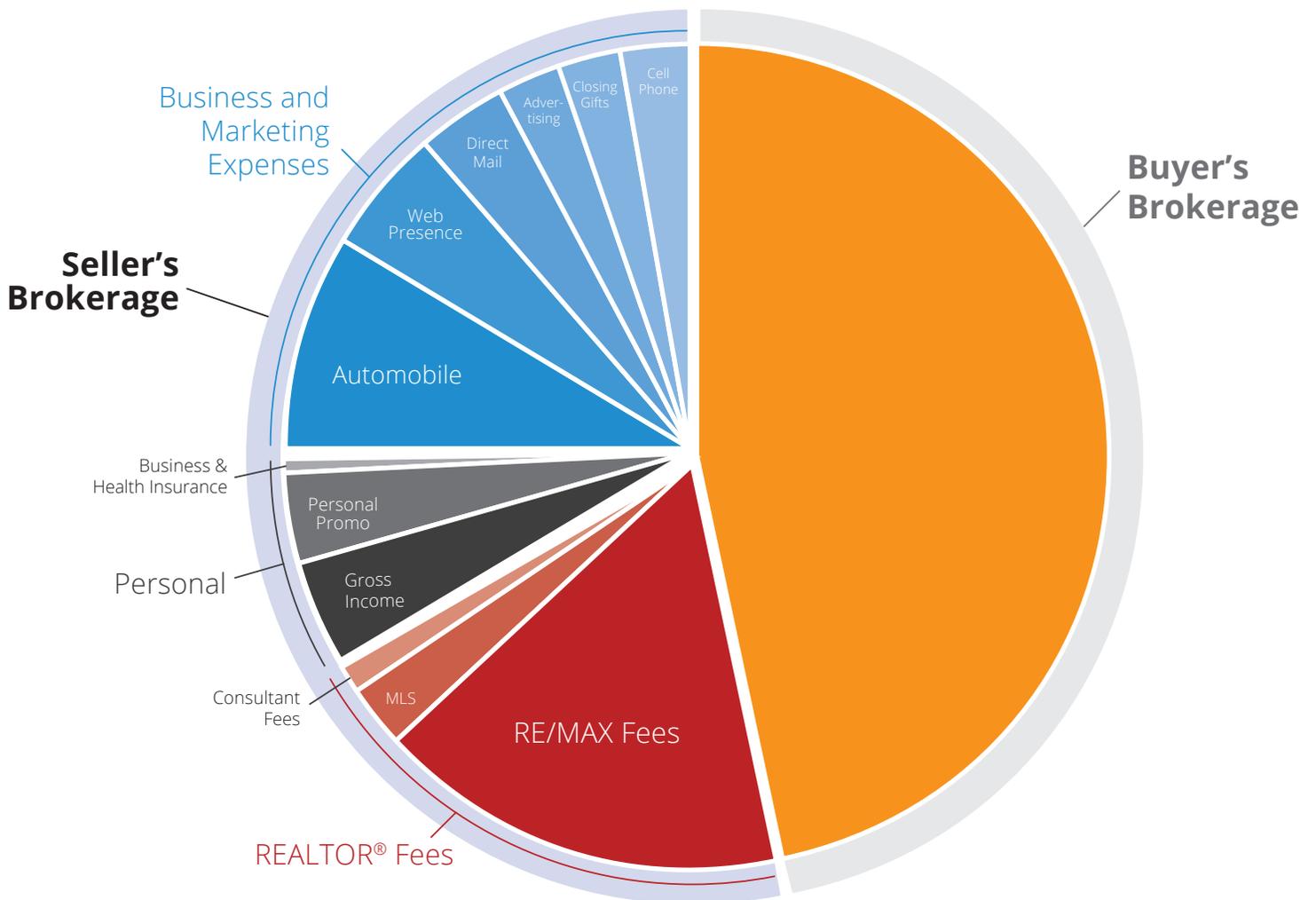
8%

Real Estate Agent

34%

Good Service Doesn't Just Happen

In order to provide the best service to our clients, and exceed your expectations, I will invest heavily in the business of selling your home. Some of these expenses include:



When I work for you, I invest upfront both time and money into selling your home. As a REALTOR®, I'm not paid a salary, and only get paid when your transaction is closed, and the title on your home is transferred. When a brokerage fee is earned, it is shared between the real estate companies involved in the transaction.

What I Will Do To

Full Service Home Seller's Program

A full colour, multi-picture tour, with up to 20 high quality pictures, will be uploaded onto all public MLS sites, as well as my own website, within 24hrs of the listing date.

High-quality, full color feature sheets with multiple pictures will be produced for use at Open Houses and to be given to potential Buyers.

A highly visible RE/MAX "For Sale" sign – with the industries most recognizable trademarks – will be placed in the most prominent position possible on the property, in compliance with city signage and strata by-laws.

An industry Open House will be held during the first week of the listing to promote your home to local REALTORS® and allow them to preview it for their potential Buyers. Additional industry Open Houses will be held to coincide with any necessary price changes.

With your approval, public Open Houses will be hosted, at regular intervals during the listing period.

Your home will be promoted to over 600 of our busy associates at all eight of our affiliated Metro Vancouver Properties offices so that your home will be promoted to their potential buyers.

For strata titled properties, a Strata Plan Search will be ordered.

I will provide you access to RE/MAX's exclusive "Are You Fit to Sell" videos and checklists to help you get your home ready for the market.

Get Your Home Sold!

Working with a REALTOR® who understands how to market your home is one of the key advantages of working with a real estate professional:

I will provide a list of recommended professional services that can help you, if necessary, to get your home ready for public viewings.

I will review prudent safety precautions to be taken to ensure valuables and family members, including pets, are taken into consideration when the home is being scheduled for an Open House or Buyer viewing.

Follow up emails to all REALTORS® who have shown your property to receive timely feedback from them and their Buyers. This feedback will be summarized and provided to you during our weekly updates.

I will verify with REALTORS® showing your home that all potential Buyers viewing your property are pre-approved for a home in that price range.

I will ensure that all of the features of your home are brought to the attention of potential Buyers, and that any questions or concerns are quickly addressed. I will provide the potential Buyer a detailed feature sheet of your home that highlights its unique features.

All offers will be presented to you promptly and negotiated with your best interests in mind. Negotiations will be kept moving in a timely manner to facilitate decision making that meets your objectives for selling.

The conditions or subjects of your offer will be logged into a daily schedule to ensure that they are serviced in accordance with the timelines of the contract, and to deal with any objections in a timely manner.

All deposits will be accepted only as bank drafts to avoid any chance of a non-sufficient funds cheque.

Sibo Zhang Biography



“ The real estate market can be overwhelming. My experience, knowledge, and expertise can serve you well in navigating through the market and will lead you to choose the option best suited to your needs. ”

Sibo has eight years real estate experience and is a member of one of the most productive RE/MAX offices in B.C.'s Lower Mainland. He chose RE/MAX, which conducts one out of three real estate transactions in Canada, for its larger inventory and faster access to clients, and to be able to draw upon the depth of experience of his team. Sibozhang brings his formal business education along with banking and mortgage experience, as well as fluency in Mandarin and Cantonese to round out his professional competence. His personal mission is to assist his valued clients in making one of the most important investment decisions of their lives.

Sibozhang and his wife Cindy are extremely happy about their exciting new life in Surrey, B.C., where they have lived for the past ten years, having relocated from Beijing, China. With two lovely young sons, their community life is full of an ever-expanding circle of friends who enjoy raising their families in wholesome and safe neighbourhoods. These are the residential areas where Sibozhang is dedicated to helping others find a place to call home. As a volunteer basketball coach with the YMCA sports league, Sibozhang enjoys taking time to be an active contributor to the community he is proud to live in. His friends, neighbours and colleagues are always keen to recommend Sibozhang for his honesty, integrity, reliability and his genuine friendliness in all his relationships.



What You Should Expect While Working with a RE/MAX Real Estate Professional:

Deciding who to represent you is the most important decision you will make in the home selling process. As a RE/MAX real estate representative, I will help you in the following areas, critical to a successful and satisfying real estate experience.

Act As Your **Marketing** Manager by

- 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 direct mailers to a powerful internet presence.
- Reporting to you regularly on buyers feedback and new listings and sales that may impact on the market value of your home.

Introduce **Qualified** Buyers by

- Working with the industries most productive Buyers Agents through the MLS.
- Confirming that each buyer has been pre-qualified prior to viewing your home.

Serve As Your **Experienced** Negotiator by

- Advising you on the merits of the offers submitted.
- Representing your best interests at all times and keeping your goals in full view.

Act as Your **Closing** Coordinator by

- Having our company staff send documents out on time.
- Delivering the keys to the buyers only after title has transferred and funds are ready to be issued by your lawyer/notary; my office staff will keep me informed.
- Following up any loose ends prior to and after moving day.
- Providing you with helpful tips on moving that can make the day go smoother.

Working Paperlessly

Virtual Business Centre

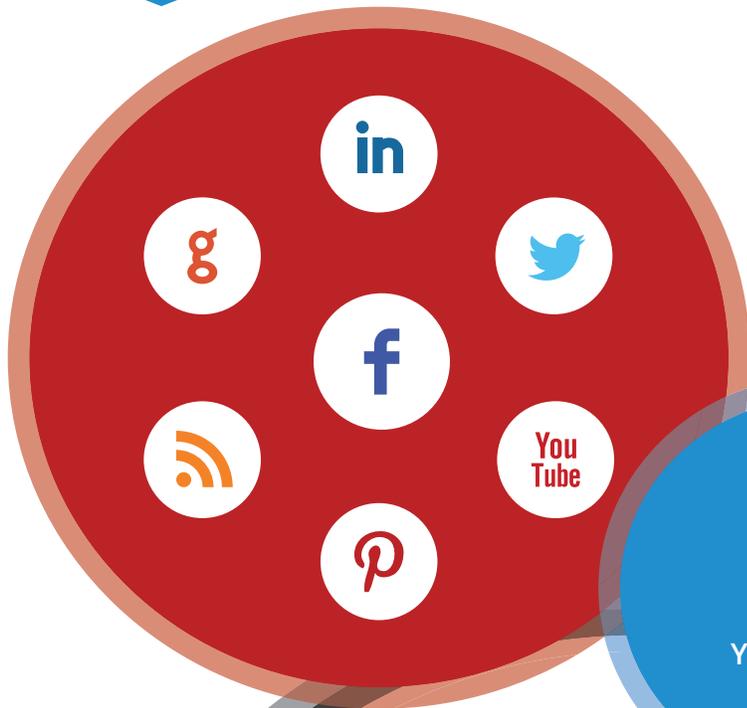
At RE/MAX Crest Realty Westside we have implemented a virtual office environment, called the Virtual Business Center (VBC), that allows our clients unprecedented access to their transaction files, 24hrs a day, 7 days a week.

- All documents are available in a secure, password protected on-line environment. Your own "transaction website"
- View listing documents, showings schedule and feedback, as well as any offers that have been presented to date.
- Print or email these documents as needed to any party involved in the transaction, such as a lawyer, notary, or mortgage specialist.

The VBC not only allows you convenient access to your transaction documents and keeps you plugged into what is happening with the sale of your home, it also allows us to help the environment by drastically reducing the amount of paper we use in our business.



RE/MAX Online Exposure



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The Numbers Speak for Themselves!

Real Estate Board of Greater Vancouver & the Fraser Valley, Dec. 2015 - Dec. 2016

	REPORTED SALES VOLUME	MARKET SHARE	NUMBER OF SALES	VOLUME PER ASSOCIATE	SALES PER ASSOCIATE	NUMBER OF ASSOCIATES
	\$24,464,792,509	23.87%	29,088	12,520,332	14.9	1,954
	\$16,880,342,176	15.56%	18,965	8,174,500	9.2	2,065
	\$9,815,232,762	9.98%	12,169	9,670,180	12	1,015
	\$8,196,517,107	5.13%	6,251	9,508,721	7.3	862
	\$5,893,008,746	5.04%	6,139	8,704,592	9.1	677
	\$3,711,920,666	4.37%	5,327	8,267,084	11.9	449
	\$2,093,808,207	2.39%	2,911	5,705,199	7.9	367
	\$1,916,185,296	2.05%	2,500	5,322,737	6.9	360
	\$771,032,009	0.51%	618	11,507,940	9.2	67
	\$640,578,123	0.91%	1,106	8,541,042	14.7	75
All Others	\$74,383,354,601	30.2	85,074			7,891
Total		100%				

Note: This representation is based in whole or in part on data generated by the Real Estate Boards of Greater Vancouver, Fraser Valley, Victoria and Vancouver Island, Okanagan Mainline, South Okanagan and BC Northern, which assume no responsibility for its accuracy.



2017 RE/MAX VS. THE INDUSTRY CANADA



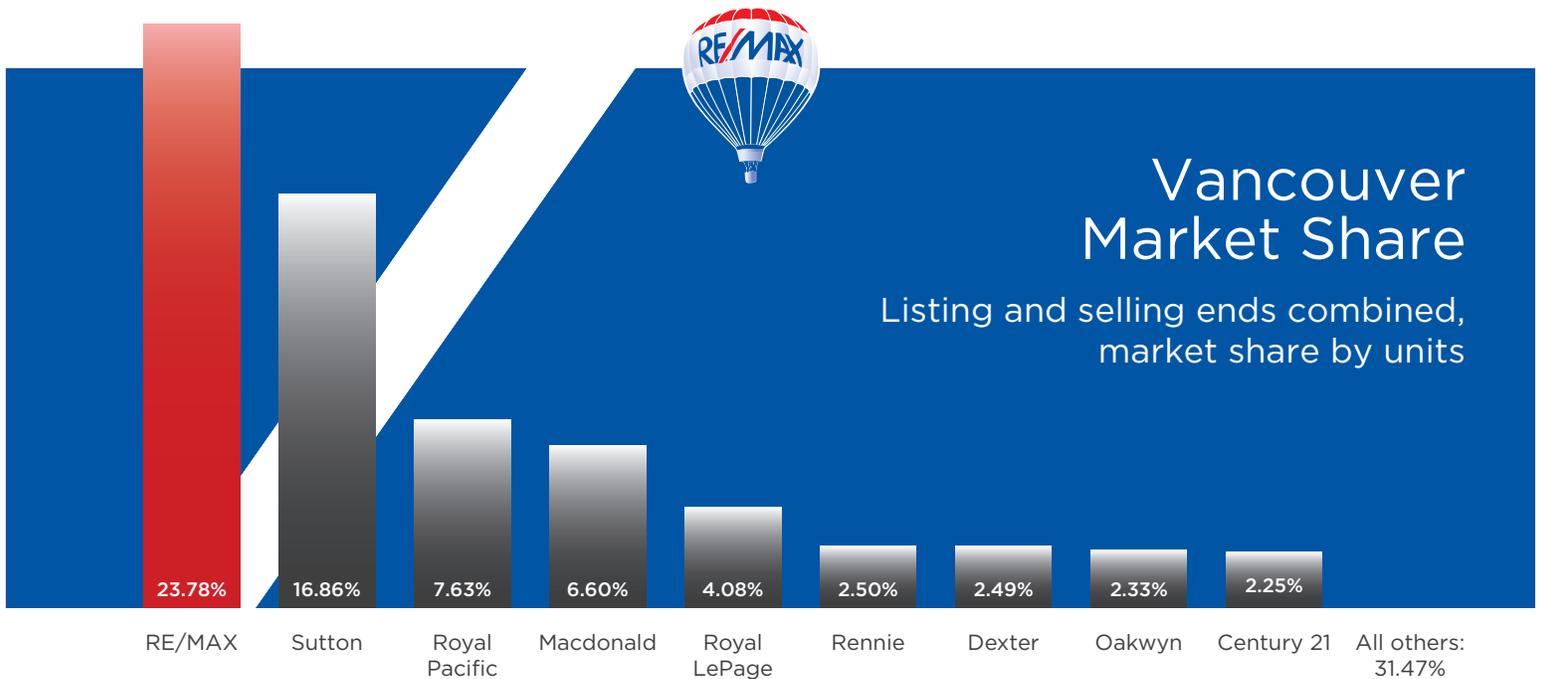
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NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	FIRST BRAND THOUGHT OF BY BUYERS, SELLERS ¹	AGENTS CANADA	AGENTS WORLDWIDE	OFFICES WORLDWIDE	COUNTRIES & TERRITORIES
	46.5%	20,672	111,915	7,343	100+
	8.4%	17,000+	17,000+	600+	1
	5.7%	9,084	110,800	7,300	77
	1.9%	7,787	7,787	200+	1
	1.4%	677	23,000	590	2
	0.7%	2,531	88,400	3,000	49
	0.4%	9,060	10,000+	175+	2
	0.2%	520	20,300	850	66
	0.2%	1,200	6,500	500	11
	0.1%	2,950	154,000	800	16

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2016 Brokerage Performance



Source: IMS Inc. Includes all sales listed in the databases of the REBGV in 2016

All information is believed to be accurate but is not guaranteed and should be independently verified. No warranties or representations are made of any kind



Source: IMS Inc. Includes all sales listed in the databases of the REBGV in 2016. Region: Chilliwack, Fraser Valley & Greater Vancouver

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