



# Sellers Services Package





# Sibo Zhang Biography



Sibo has 11 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. In 2017 he qualified for the Medallion Club (top 10 per cent of Realtors at the Real Estate Board of Greater Vancouver). His personal mission is to assist his valued clients in making one of the most important investment decisions of their lives. As a testament to his dedication, Sibozhang receives many referrals from friends and past clients.

Sibozhang and his wife and two sons are extremely happy about their exciting life in Surrey, B.C., where they have lived for the past 13 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.



“ 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. ”



# 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.

# Selling Your Home

A Timeline



# 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.

## Conditions

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

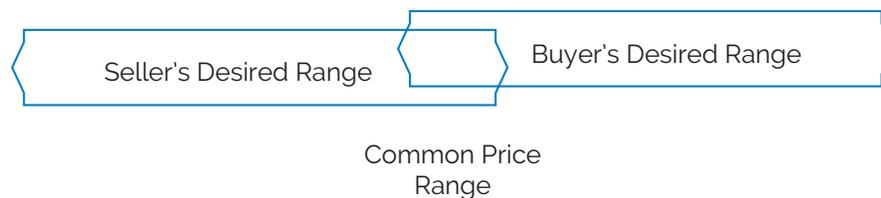
By now you may have noticed that the first three factors, Price, Property Condition, and Market Conditions, are outside of my control as your Real Estate Advisor. While I will of course offer my expert advice on pricing correctly given the current market conditions and how to properly prepare your home 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.

# 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.



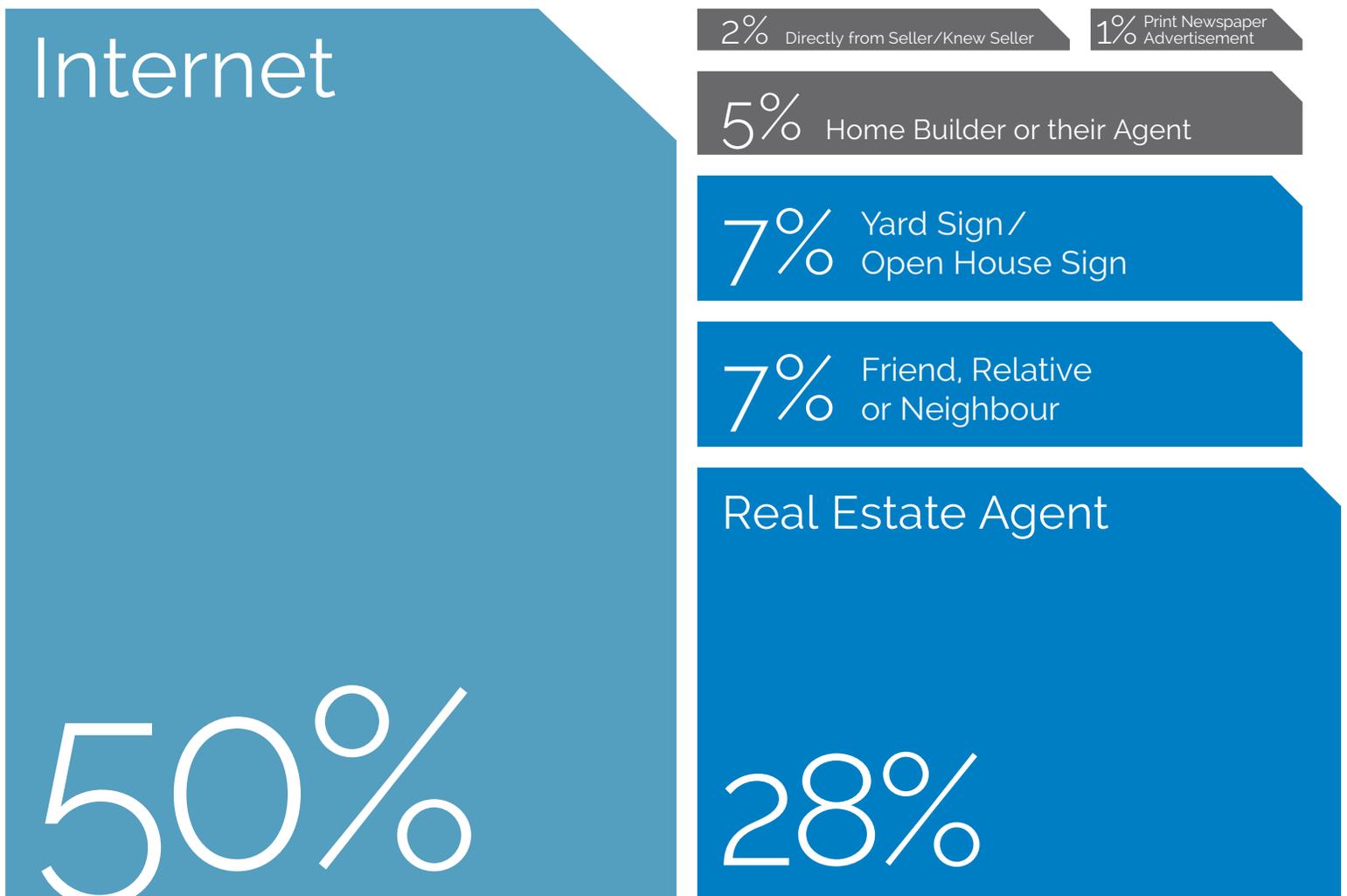
# Where did Buyers Find the Home they Bought?

Source: 2019 National Association of REALTORS® Buyer and Seller Generational Trends

When Homeowners are preparing to sell their home, they often want to know how Buyers find the home that they ultimately purchase. Based on a 2019 National Association of REALTORS® survey, the majority of Buyers either find their home through a web search or through their Real Estate Agent.

When people are trying to buy a home, it's crucial for your home to be found quickly and efficiently by serious and qualified Buyers. This will bring down your DOM (days on market) and allow you flexibility when it comes to making your next move.

According to the NAR survey, the home search process of searching online is a favoured first step of Home Buyers, regardless of age. However, Real Estate Agents remain a vital part of the process, and are the second most frequently used information source for Home Buyers.



# 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.

# What I Will Do To

## First week after listing paper work:

- **Preparation:** I will provide a list of recommended professional services that can help you, if necessary, to get your home ready for public viewings. e.g. staging, landscaping, etc.
- **Real Estate sign:** A highly visible RE/MAX "For Sale" sign – with the industry's most recognizable trademark – will be placed in the most prominent position possible on the property, in compliance with city signage and strata by-laws.
- **Pictures and Floor Plan:** A professional photographer and floor technician to take full-colour, high quality pictures. There will be 15-20 pictures for a condo and 20-30 pictures for a house depending on the size of the property. A Video Tour and/or 3D Floor Plan may be added based on the condition of the property.
- **Online Ads:** will be placed on Social Media Channels including Facebook, Instagram, as well as Pixilink's website and Craigslist.
- **Offline Ads:** Just Listed post cards and Open House invitation cards will be mailed out to 1500-2000 people in the area nearby. High-quality, full-color feature sheets with multiple pictures will be produced for use at Open Houses to be given to potential Buyers.

## Second week after listing becomes alive onto all public MLS sites:

- **High quality pictures, floor plan, etc.** will be uploaded onto all public MLS sites, as well as my own website at [www.liveincentrallcity.com](http://www.liveincentrallcity.com), within 24hrs of the listing date.
- **An Agent's Open House will be held** during the week, usually Thursday or Friday to promote your home to local REALTORS® and allow them to preview it for their potential Buyers.
- **With your approval, public Open Houses will be hosted**, at regular intervals during the listing period. In most cases, they are from 2 to 4 pm on Saturdays and Sundays. 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.

# Get Your Home Sold!

## Third week after the first weekend's public Open Houses and after:

- **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.
- **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.
- **Public Open Houses and Online Ads will be kept running** until the property is confirmed sold.
- **Additional Open Houses will be held** to coincide with any necessary price changes.

# Sibo's Online Exposure



**RE/MAX** CREST REALTY

[www.liveincentrality.ca](http://www.liveincentrality.ca)

**RE/MAX**<sup>®</sup>

REALTOR.ca

Zillow.com  
Your Edge in Real Estate

REW.ca

YAHOO!  
REAL ESTATE

trulia<sup>®</sup>  
real estate search

Homes.com

MLS  
MULTIPLE LISTING SERVICE<sup>®</sup>



Global.RE/MAX.com

THE  
**RE/MAX**  
COLLECTION<sup>®</sup>

kijiji  
craigslist

# Sibo's Marketing Exposure

>>>> offline

**Real Estate Sign** for listed property

**Professional Pictures and Floor Plan,**

Video Tour and/or 3D Floor Plan to be added based on the condition of the property

Just Listed **Post Cards** mail out

**Open House Invitation Cards** mail out

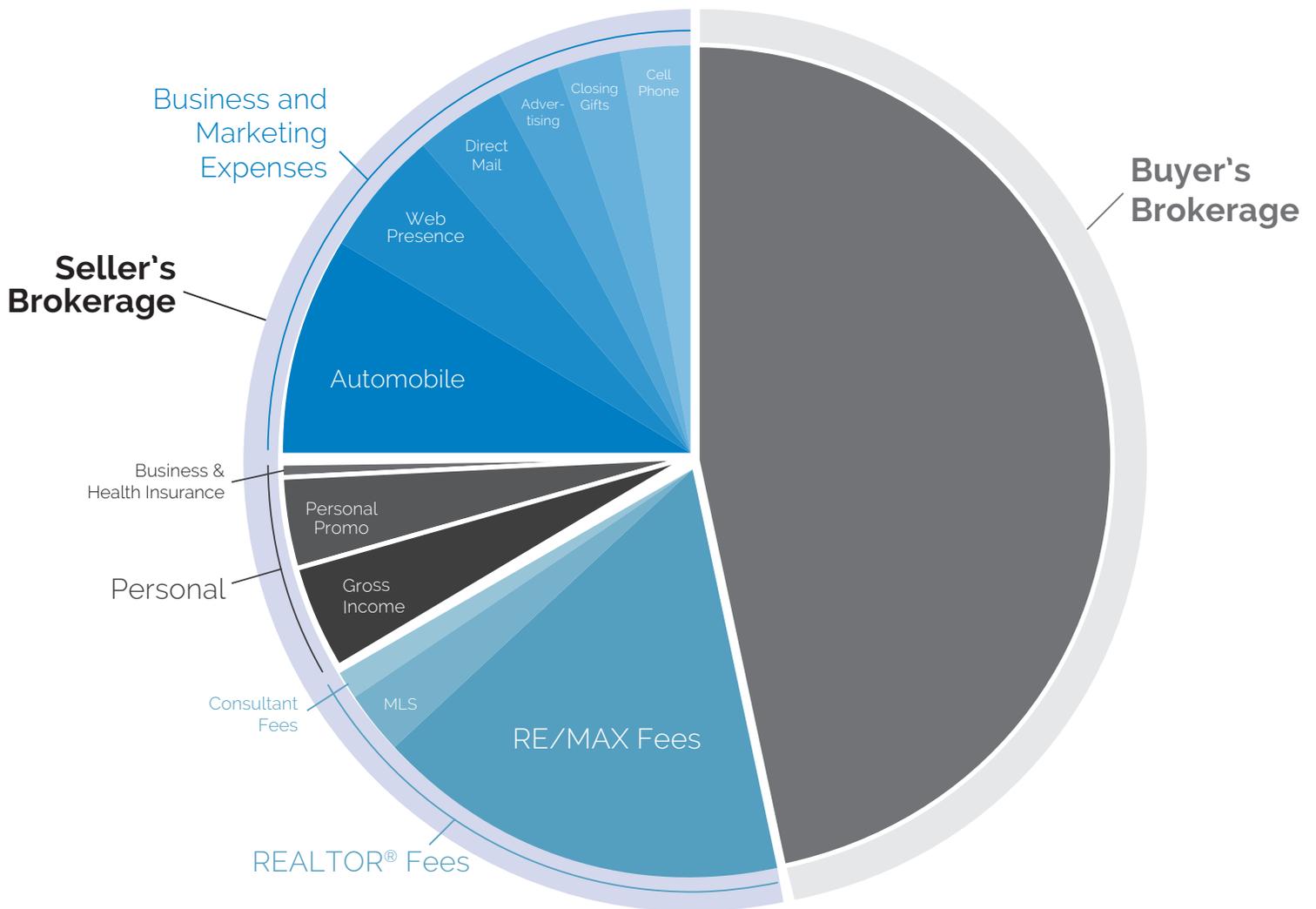
Full-Colour **Feature Sheet** with Floor Plan – handouts for open houses

**Agent's Open House** (Sneak Peak) – Thursday or Friday

**Public Open House** – Saturday and Sunday

# 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.



“ 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. Please see samples.

## An MLS Listing Isn't Enough



2

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. Please see my website at [www.liveincentrality.com](http://www.liveincentrality.com), social media channels, just listed card and open house invitation samples.



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 onto 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.



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# How to choose **the right Agent**

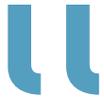
## Common mistakes in choosing an Agent

1. Dealing with starters or casual Realtors: e.g. new to the business, no sales record; no online presence – no website, no social media.
2. Dealing with outdated Realtors: e.g. outdated rewards and achievements, outdated sales records.
3. Dealing with a big team: e.g. no systematic approach, no team leader who will deliver the promised services, and no personal approach.

## Sibo's advantage

1. Re/Max Global brand.
2. Most productive Re/Max Office in the world.
3. Sibó is recognized as a Medallion Club member (top 10 per cent of Realtors at the Real Estate Board of Greater Vancouver) in 2017.
4. Language skills – fluent in English, Mandarin and Cantonese.

# Testimonials



"Sibo Zhang is the most experience, professional, has outstanding negotiation skills, property knowledge and contact expectation were all outstanding when he sold my condo. I will gladly recommend him without any hesitation to all my friends and looking forward for his services again soon."

Emmanuel Onyango

"Sibo was extremely courteous, prompt, professional in all interactions over the course of the sale of our father's condominium. Early in the process he presented us with comparable properties so we had reasonable expectations of an eventual selling price. His guidance in planning a selling strategy proved to be very effective in the current market environment and garnered several competing offers and a very satisfactory sale price. We would thoroughly recommend Sibbo as a very principled and knowledgeable Realtor and rest assured that you will be in good hands"

Ron Tuckey and Kathleen Copeland

"Working with Sibbo has be a complete pleasure and his attention to detail, professional service and his help to me by just taking care of things due to distance has been amazing!!"

Tomas Vasquez

"Sibo was referred to us via friend (one of the best venues for recommendations) as we were initially seeking an appraisal on our home. Sibbo arrived precisely at the appointed time and we were immediately at ease with his friendly personality. As well, we could not believe how well prepared he was. He took the time to research fully beforehand and really listened and understood about our home and the community in which we live. This culminated in an appropriate presentation. Very impressive. We would not hesitate to recommend Sibbo for services in selling your home."

Mrs. and Mr. Major

"We recently had the pleasure of working with Sibbo Zhang and Louise Boutin from RE/MAX Crest Westside who helped facilitate the sale of our condo in Richmond. We would like to acknowledge a job well done. We found Sibbo to be very a very conscientious and professional Realtor with the utmost integrity. He helped guide us through the process involved in selling a property and always answered our telephone calls and emails very promptly. We were very impressed with all the effort that went into the listing and marketing of our condo resulting in a quick sale. We would certainly recommend Sibbo Zhang to anyone in need of an honest, efficient and hardworking Realtor."

Mrs. and Mr. Son



# 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.



# The Numbers Speak for Themselves!

Real Estate Board of Greater Vancouver & the Fraser Valley, Dec. 2018 - Dec. 2019

	REPORTED SALES VOLUME	MARKET SHARE	NUMBER OF SALES	VOLUME PER ASSOCIATE	SALES PER ASSOCIATE	NUMBER OF ASSOCIATES
<b>RE/MAX</b>	\$ 17,265,036,695	24.33%	23,391	8,702,135	11.8	1,984
	\$ 9,950,437,920	12.13%	11,662	5,870,465	6.9	1,695
	\$ 7,747,033,180	11.32%	10,887	6,837,629	9.6	1,133
	\$ 4,011,687,410	4.45%	4,283	6,258,483	6.7	641
	\$ 3,140,807,436	2.91%	2,797	4,846,925	4.3	648
<b>CENTURY 21</b>	\$ 2,724,267,695	4.42%	4,253	5,101,625	8.0	534
	\$ 2,679,770,691	3.15%	3,030	7,423,188	8.4	361
	\$ 2,364,696,761	3.59%	3,454	5,781,655	8.4	409
	\$ 1,373,787,310	1.85%	1,774	2,683,178	3.5	512
	\$ 1,098,772,770	1.36%	1,306	4,695,610	5.6	234
All Others	\$25,743,224,344	30.49%	29,317			4,027
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.

2019

CANADA

# RE/MAX THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

NATIONAL, FULL-SERVICE BROKERAGE BRANDS					
	BRAND AWARENESS (TOTAL) <sup>1</sup>	AGENTS CANADA	AGENTS WORLDWIDE	OFFICES WORLDWIDE	COUNTRIES & TERRITORIES
	94.8%	21,327	124,280	8,229	110+
	88.6%	18,725	18,725	650+	1
	87.8%	10,267	127,500	9,600	80
	57.5%	2,579	94,200	3,200	44
	37.2%	7,500+	7,500+	200+	1
	27.5%	9,916	10,000+	450	5+
	21.6%	500+	22,600	1,000	72
	21.3%	783	25,000+	510+	2
	17.4%	3,276	180,000	1,000	37
	0.0%	390	15,570	53	2

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# Moving Checklist

## Utilities

- Electricity
- Water
- Gas
- Telephone
- Cell Phone
- Internet
- Cable

## Government

- CRA
- Post Office
- Schools
- Driver's Licence
- Library

## Professional Services

- Accountant
- Doctor
- Dentist
- Eye Doctor
- Lawyer
- Bank

## Insurance Companies

- Auto Insurance
- Life Insurance
- Home Insurance

## Miscellaneous

- Business Associates
- Drugstore
- Dry Cleaner
- Hair Stylist
- Alarm System
- Storage
- Veterinary Clinic
- Pet Microchip / Tattoo
- Health & Fitness
- Department Stores

## Subscriptions

- Magazines
- Newspapers
- Monthly Boxes

# 2019 Brokerage Performance



Source: IMS Inc. Includes all sales listed in the database for the REBGV district of Greater Vancouver for 12 months ending 31 December 2019  
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 & FVREB for 12 months ending 31 December 2019  
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\*Based on multi-office sales volume award



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