



DINNELL REAL ESTATE GROUP

# Seller's Guide



**DINNELL REAL ESTATE GROUP**

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# DINNELL REAL ESTATE GROUP

## **YOUR HOME-SELLING SPECIALISTS**

Our goal at Dinnell Real Estate Group is to provide you with unparalleled service. Your success in selling your home is our first priority, and we go even further because your happiness throughout the journey means a lot to us. From the initial conversation to placing a sold sign in your yard, we have got you covered. Our time is dedicated to ensuring that our client's needs are met in a timely, honest, and communicative manner. Working with us means you've got a dedicated team to rely on.

Whether this is your first time selling a home or you are a seasoned home swapper, know that you are working with an experienced team with integrity, capability, and knowledge. We pride ourselves on our communication and negotiation skills and will work hard on your behalf.





## MARKETING IS ARGUABLY THE MOST IMPORTANT FACTOR IN SELLING YOUR HOME.

Homes that are marketed properly will sell quicker and for more money.

Our customized approach will help you to benefit from a quicker sale. We believe marketing is not a “one size fits all” routine. We take the time to curate a plan that will meet the needs of your home, after reviewing all the factors unique to it, and the current market conditions.



### Some of the factors we consider when creating a marketing plan for your home:

- Style of home
- Age of home
- Size of home
- Size of lot
- Neighborhood
- Price point
- Age demographics
- Best use

Once we have reviewed these factors we will execute a multi platform marketing plan, which will include a variety of online, print and video advertising. In the following pages, you will see examples of our most common forms of marketing options. Your Dinnell Real Estate Group Marketing Expert will use this as a guide to determine which options will best suit the needs for your marketing.



# 1 Strategically place your home online

- MLS – The Multiple Listing System
- Dinnell.ca
- Remax Westcoast
- Remax.ca
- Global.remax.com
- Remax.com
- Realtylink.org
- Realtor.ca
- REW.ca

Plus 1,100 other websites through our cooperative effort with other realtors and brokerages.

# 2 Professional photos online and in print

99% of all initial home searches are done online, and first impressions are everything. We hire the absolute best photographers and facilitate the shoots to ensure a pristine outcome. Our photographers will work to ensure your home is captured in its very best angles and lighting. Exceptional photos result in more showings, which directly reflects the success of your sale. More showings means more opportunities for offers, thus resulting in a higher sale price.



Examples of cell phone camera photo (left) vs. professionally shot photo (right). Both showcase the same patio door & windows feature.

# 3 Professional floor plans

The majority of buyers prefer to have a floor plan in advance of taking ownership of their next dream home. This gives them something tangible to look at while making decisions about furniture placement and room sizes. It's a fantastic take away from your showings. Each floor plan is equipped with room size, room dimensions, and a picture of the overall layout of the home. Our hired technicians are the best in the business. Using laser technology for accuracy and speed, your home will be expertly computerized into a visual take away for each showing to keep.



## 4 Staging tips and advice

Homes that are staged will sell quicker and for more money. Your Dinnell Real Estate Group Marketing Expert will complete a full in home walk through with you, prior to the photography stage. Each room will be visually assessed, and recommendations will be made in regards to de-cluttering, de-personalization, and furniture removal or furniture movement. If any additional purchases could be made to enhance the visual experience of your home, those recommendations will also be given at that time.



## 5 Virtual staging

Virtual staging is a cost-effective option for turning an empty space into a dream home with the click of a mouse! The proof is in the photos. We use local virtual staging companies to design a space that fits the style of home and with the target market in mind. This option is for vacant homes only and we will typically have the living and dining spaces done along with the master bedroom. Our clients usually tell us that their photos look so good, they wished they hadn't put it up for sale!



Examples of vacant (left) vs. virtually staged (right) spaces. Both showcase the same space.

## 6 Video

Video is occasionally used to showcase large or unique homes, or for properties with a large lot size. This is in addition to photography.

## 7 Professional brochures

Your listing will have a 4 page, 8" x 11" customized marketing brochure, which will feature selected listing photos and information direct from your MLS listing. This will serve as a take away for all showings to your home, and will leave them with a lasting memory, while keeping your property top of mind to all visitors.

## 8 Facebook & Instagram paid advertising

Experience the rapid exposure of your listing with our supplementary, paid, online advertising on social media. We will create a customized ad and target it to a large audience, getting even more exposure than before. We will track the performance of each ad via Google Analytics and let you know how well your ad is performing.

## 9 Open house

Open houses are traditionally held on either a Saturday or a Sunday from 2-4 pm. Your Dinnell Real Estate Group representative will host your visitors and guide them through your home, answering any questions that they may have about your listing.



## 10 Virtual open house

Bi-weekly virtual open houses are scheduled between 10-12pm on Saturdays. These live online tours are available for potential buyers to view on Facebook, Instagram and Realtor.ca. Your Dinnell Real Estate Group representative will host this visit for 15-30 minutes using their iPhone. These have served as another fantastic option to get more eyes on your listing, prior to them visiting in person. They are live and interactive, although they can be viewed later at any time on our Facebook or Instagram pages. Viewers can ask questions about your home in real time, while watching from anywhere!



Virtual Open House at 5-7200 Ledway Rd, Richmond BC.

2 weeks ago · 2.9K Views

## 11 Realtor tour

For Richmond addresses only. Local Realtors from cooperating brokerages meet weekly on Tuesdays, for approximately 3 hours and tour local listings as a group. Dinnell Real Estate Group is a regular participant in this tour, and by doing so, allows your listing to be toured by up to 25 Realtors in one visit, once it's on the market. This exposure is fantastic, and it gives the agents a first impression view to take back to their buyer clients to recommend a showing to your new listing, should it meet their initial needs.

## 12 Weekly updates

Weekly updates with sellers is something we do to connect, and let you know how your listing is doing in the current marketplace. We will let you know what the feedback is from your showings, talk about pricing strategy on a bi-weekly basis, and let you know if new listings pop up, or if they have sold in your neighborhood. Keeping up to date in the market for your area is vital to the success of your sale.

# TIPS FOR GETTING YOUR HOME READY TO SELL

**LET'S MAKE A GOOD FIRST IMPRESSION, TO MAKE SURE YOUR HOME STANDS OUT IN THE MINDS OF PROSPECTIVE BUYERS.**

## **1 Declutter**

Pack up knick knacks, clean off counters, enhance the spaciousness of each room.

## **2 Depersonalize**

Pack up personal photos. Potential buyers will want to envision themselves living there.

## **3 Remove/replace favourite items**

If you have a favourite item (for example a chandelier or drapes) that you want to keep, we suggest you remove or replace it to ensure that a potential buyer will not covet it. Secure any valuables and keep them out of sight.



## **4 Make minor repairs**

Recaulk bathroom areas, replace burnt out lightbulbs, fix leaky faucets or running toilets.

## **5 Consider curb appeal**

Keep sidewalks clear, pressure wash deck and sidewalks, make sure visitors can clearly read house numbers. Consider your landscape—mow the lawn, new potted plants.

## **6 Make the home sparkle**

Dust & vacuum, wipe down counter surfaces, wipe down appliances.

## **7 Dress it up!**

Put out a welcome mat, make the beds, hang matching bathroom towels, consider buying flowers, air out the home, consider a fresh (not overpowering) scent.



# CLIENT TESTIMONIALS

We needed a realtor who would go the extra mile to help sell our home and get our next property. It's safe to say Dinnell Real Estate Group probably went an extra 10 miles. From sound advice, staging and helping move and store our belongings to make our home show ready they were great. Thanks again Angela and Chris for guiding us through an interesting time in Vancouver real estate.

**—Matt Welford (Google, 5 stars)**

From the moment I met Chris & Angela Dinnell, I knew I was in good hands. They were knowledgeable, professional, and hard working. They walked me through the process, answered all of my questions, and I felt so comfortable having them in my home. When I had to be out of town, Chris arranged to have some work done in my apartment, so when I came home it was all done. They are amazing real estate agents and now they are my friends!

**—Caren Erickson (Google, 5 stars)**

My husband and I recently sought the services of Chris and Angela to help sell our house. They did a fantastic job for us. Everything was done in a timely fashion and we were never left wondering where we were at in the process. They went the extra mile to help sell our house. Whether it was through the professional pictures, the other marketing efforts and even Chris power washing a portion of our backyard, we always felt they were going to do whatever necessary to get the job done. We would highly recommend their Real Estate services to anyone looking to buy or sell their home.

**—Alana Carroll (Facebook, 5 stars)**

It was an absolute delight to work with Chris and Angela! From extensive preparation and a professional suite of services to the small details like professional photos and thoughtful notes and cards, I cannot say enough about my wonderful experience with this power couple! I welcomed them into my home as strangers and we left it together as friends. Chris and Angela truly inspire me to bring my very best to my work and business and they are excellent role models for the community. I highly recommend them for your real estate needs!! Keep up the great work.

**—Ipsita Banerjee (Google, 5 stars)**

It was a pleasure working with Chris and Angela while purchasing my first home. They made the process seamless and stress free!! I wholeheartedly recommend using Chris and Angela for your real estate needs!!

**—Peter Tichbon (Google, 5 stars)**

Angela and Chris have been outstanding to work with on the sale of our home. They are knowledgeable about the local market, active in the community, and hard working when it comes to the marketing and selling of a home. We will be recommending them to all of our friends and family as the best agents around!

**—Ryan Donald (Google, 5 stars)**

**For more reviews, visit our [Google page](#)**

# STAY CONNECTED!

## HOW TO CONNECT WITH US



Search up Dinnell Real Estate Group on Facebook, YouTube, Instagram, REW.ca and Google and give us a follow or subscribe, then follow along as we advertise your listing online!



### Sign up for our community newsletter

Visit [Dinnell.ca](http://Dinnell.ca) and scroll to the bottom of the page to subscribe and receive local market stats, listing updates and more!

SIGN UP FOR OUR COMMUNITY NEWSLETTER

YOUR EMAIL ADDRESS



Receive local market stats, listing updates, and more!

SUBSCRIBE

# LISTING NOTES



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