

COMOX VALLEY HOME SELLER'S GUIDE

A COMPREHENSIVE GUIDE TO HELPING YOU SELL YOUR HOME IN THE COMOX VALLEY



INCLUDED IN THIS GUIDE:

- MORE ABOUT ME
- MY MARKETING STRATEGY FOR LISTINGS
- PRICING YOUR HOME
- TIPS TO PREPARE YOUR HOME FOR SALE
- A PRE-SHOWING CHECKLIST
- MY CHARITY PROGRAM

Welcome!

My name is Mason Walker. I've been working in the Comox Valley real estate market for over 10 years. Whether buying or selling, my clients benefit from my knowledge and experience in investing, marketing, home renovation, and house staging.

I love what I do for a living. The passion and dedication that I have for working in real estate gives me both patience and enthusiasm. You can expect from me a positive attitude, sense of humour, and an overall enjoyable and professional experience from start to finish. As your realtor I promise to work hard on your behalf. I'll be readily available to use my strong market knowledge to help you sell your home.

Please contact me with any questions you have.

Sincerely,

A handwritten signature in black ink that reads "Mason Walker".

250-702-7061
masonwalker@remax.net
www.masonwalker.ca



MASON WALKER PERSONAL REAL ESTATE CORPORATION



MORE ABOUT ME, Mason Walker

Hi again, I'm Mason. We met on the cover page.

I grew up in the small community of Galiano Island amongst BC's Gulf Islands, before moving to Victoria and then up to the Comox Valley in 2007. My grandparents were raised in Courtenay and Cumberland and my family history in the area dates back through the early 1900's.

Shortly after obtaining a Bachelor of Commerce in Entrepreneurship at the University of Victoria, I opened my own successful company in the trades. I've now been working in the Comox Valley real estate market for more than a decade.

When I'm not working you'll find me chasing my two young boys around the house, kicking a soccer ball around, or enjoying the many beaches, parks, or festivals in our community. The Valley has been a rewarding place to raise my young family and I'm dedicated to making my community a great place to live.

Mason has helped us both buy and sell our home in the Comox Valley. We found him to be very knowledgeable, friendly, professional, and patient. His knowledge of the market was very helpful when negotiating on both the purchase and sale of our home. We will continue to recommend Mason to friends and family buying or selling their homes in the Comox Valley.

- Erin Forster & Jamie Romano



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Personal Real Estate Corporation
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MY MARKETING STRATEGY FOR CLIENTS

I work extremely hard for my clients and want you to know that selling your home is my top priority. I offer a complete cutting edge marketing package to net you top dollar for your home. You deserve nothing less. All marketing is included with my service with no extra fees to you.

- Professional real estate photography that will make your home stand out
- Full 3-D immersive virtual tour of your home
- Floor plans electronically measured, drawn, and professionally presented
- A special features brochure highlighting what makes your home unique
- Your home will be presented with full pictures, information, and multimedia links on mls.ca, realtor.ca, masonwalker.ca, as well as social media
- Hosting your home on RE/MAX Realtor Tour which exposes our listing first hand to all of the RE/MAX realtors in the Comox Valley (over 65 realtors)
- Schedule and hold open houses as deemed effective

Plus the basics...

- Placing a RE/MAX sign on the property
- Showing your property to qualified potential buyers
- Assisting you in negotiating favourable terms and conditions with a buyer
- Providing you with market updates and advice throughout our listing period
- Print advertising weekly in the Comox Valley Record Homes section



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MY MARKETING STRATEGY

PROFESSIONAL PHOTOGRAPHY

Every home that I list is done so using only professional photos. Anything less I feel is unacceptable.

Spaces, colours, natural light, and design all shine through in a superior presentation and give a home a higher perceived value by buyers. This results in a higher sale price time and time again.

We want to thank you for selling our home for us. Right from the beginning of the market analysis to advertising, your professionalism showed through. Your enthusiasm, patience and positive attitude saw us through the usual stress of selling and buying a home. You go to the top of the list of the best real estate agents we know. Thank you once again.

- Pat & Barry McIntosh

actual photos used by other realtors



professional photography used when I listed and sold the same two homes



In today's market, buyer are looking at real estate listings on the internet before choosing to view them in person.

Every home owner wants to maximize the price that they receive for their home, I'm committed to helping you do that by ensuring that our listing presents as well as possible.



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MY MARKETING STRATEGY

3-D IMMERSIVE TOURS

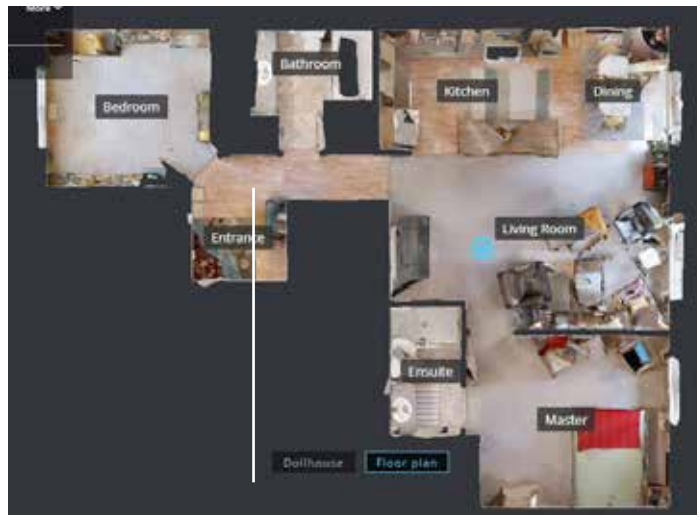
3-D tours give potential buyers the opportunity to explore your home before and after seeing it in person.

Very realistic, honest, and informative with all aspects of your service. I am in the military so I have sold and bought homes before and I know quite a few people who have as well, and this was the best experience I have had or heard of to date. You did everything but move the families involved and you were very quick to answer phone calls and in getting a professional and informative reply. Your follow-up after the sale is the standard to be followed, no one else I know was treated this well before or after a sale.

- Charles Macintyre



Potential buyers can tour through your home with their keyboard moving through high resolution imagery or watch a recorded tour of your home by pressing the PLAY button.



It's a lot like Google Streetview but *inside your house*.

[See an example of a 3-D immersive tour on my website.](#)



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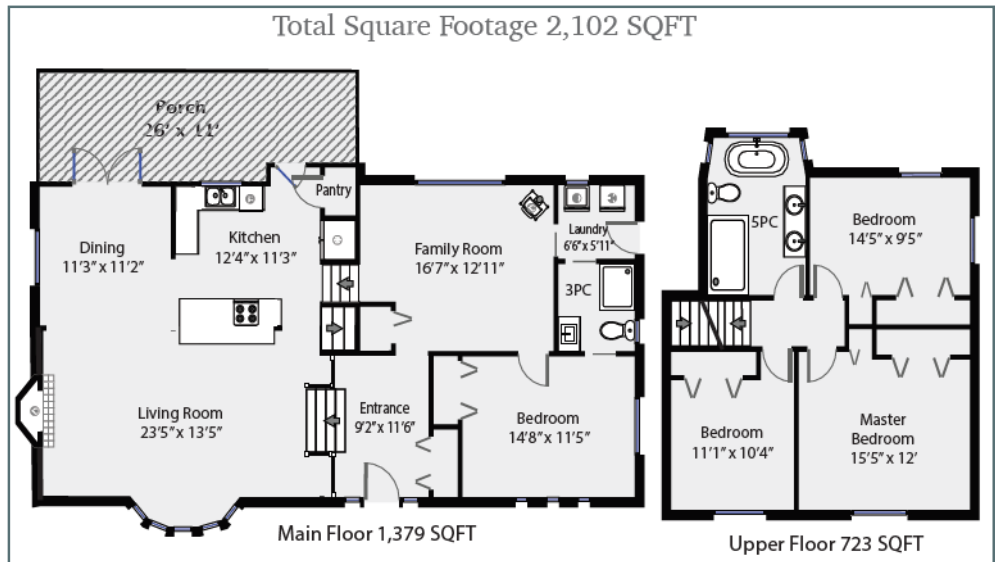
MY MARKETING STRATEGY FLOOR PLAN

Mason is clearly a professional with integrity, demonstrated several times during the process of selling my house and purchasing my new home. His pricing, thorough preparation and presentation of my house, website listing and guidance through the paperwork, all exemplify Mason's expertise. Mason met all my needs and expectations and quickly responded to any questions I had. I have and will, highly recommend Mason as a realtor.
- Sue Bennett

Floor plans make it easier for home buyers to understand, compare and evaluate different homes.

As part of my listing service I have a floorplan of your home electronically drawn and professionally presented.

They're great for out of town buyers!



A floorplan of your home will be included in your listing on MLS and my website along with the professional photos and the link to the 3-D immersive tour.



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PRICING YOUR HOME

I am very straightforward with my pricing strategy. I have one goal in mind when pricing your home, and that is to net your top dollar in a reasonable period of time.

Simple as that.

In order to price competitively and accurately, I will prepare a **Competitive Market Analysis (CMA)** of your home which will draw from *relevant* recent sales as well as current listings in your area. We'll also identify and discuss our **target market** in order to ensure we are effectively reaching and appealing to the consumer group that is most likely to purchase your home. Through this process we can determine the best pricing strategy for your home in the current market.

Statistics show that a home priced at 15% over fair market value only has a 10% chance of selling. The odds increase to 60% when priced at 5% over fair market value.

So although it may be tempting to shop for the realtor who offers to list at the highest price, doing so will likely jeopardize the sale of your home.

Over-pricing usually leads to an eventual sale for less than market value.



Mason is a very hard working and forthright agent. His professionalism during the stress of home sales was invaluable. He will advise you what you need to know, not just what you want to hear. Awesome young man and we have recommended him to anyone asking for a good agent!

- Davina Mercer

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TIPS TO PREPARE YOUR HOME FOR SALE



DEPERSONALIZE YOUR HOME

Remove some (but not all) family and people pictures from visibility. This is one of the most important aspects and is often overlooked! Potential buyers need to be able to envision themselves living in your home while they are walking through. Your home should not feel sterile though, it should still feel "lived in".

INTERIOR

Get rid of the clutter! Put away all toys, papers, laundry, dishes, make the beds, and align your furniture and dressings at squared off angles. And of course keep the kitchen and bathrooms spotlessly clean.

EXTERIOR

Park any extra cars in the garage or away from the property if possible. Make sure your lawn and general landscaping is in order. The use of flowers up to your entry way will put viewers in a positive frame of mind right from the beginning of their viewing.

Mason helped me to sell my home recently. He is super relaxed with a no pressure attitude while maintaining a hard work ethic. Most importantly, he was extremely honest and demonstrated utmost integrity in all business dealings.
- Filipe Faria



There are many more simple techniques that we can use to open up the space of your home and make potential buyers feel comfortable, thus increasing its sale-ability. I can help you with all of these before listing your home.

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PRE-SHOWING CHECKLIST

Make the most of every showing.

Here is a checklist to go over before each viewing of your home to maximize its potential to interested buyers.

My wife and I used Mason's services for the purchase of our property on Vancouver Island and then again when we sold two years later. Mason's expertise, knowledge of the process, commitment to service, and excellent personality made it smooth and easy during an otherwise stressful event. Mason always exceeded our expectations and we heartily, and without reservation, recommend his real estate services to anyone seeking to buy or sell property on Vancouver Island.
- Barry & Leza Walters

___ Leave your Marketing Package visible on a counter or table.

___ Try not to be present while the realtor is showing your home.

___ Keep pets and pet related items out of sight.

___ Air out your home if necessary, avoid using any air fresheners.

___ Ensure your home is a comfortable temperature inside.

___ Leave all bedroom doors open.

___ Put away any valuables such as jewelery or money.

___ Open blinds and turn on lights to make sure that every room is adequately lit.



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MY CHARITY PROGRAM

I'm grateful to be in a position to help support a few charities that are making a real difference in this world. When you buy or sell with me in 2018 you may choose a charity from below and a portion of my commission earned on the purchase or sale will be donated directly on your behalf.

I started this program in 2014 and have since been able to donate a total of more than \$45,000 to charities so far.

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[Learn more about this program on my website.](#)



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