

CRAIG JOHNSTON REAL ESTATE

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# SELLERS GUIDE

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15 STEPS  
TO SUCCESS

Selling  
YOUR  
MOST

*valuable*

ASSET

**kw** ELITE REALTY

KELLERWILLIAMS. \*Each office individually owned and operated



Check-out this easy-to-follow Homeseller Guide for the low-down on what to do next!

**Ready to get started?** Contact me today for more information, and to book your appointment.



**Craig Johnston**

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A golden retriever is sitting in a doorway, looking towards the camera. The dog is wearing a red collar with a tag. The doorway is framed by a red door on the left and a white wall on the right. Inside the house, there are shelves with various items, including a framed picture of a bird. Outside the door, there is a brown doormat with the word 'WELCOME' written on it in dark letters. The scene is lit with natural light, and the overall tone is warm and inviting.

Selling your  
**home** is an  
exciting step in  
your journey!

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What my clients say...

# My Service pledge to you

When I work with my clients, I make sure that their experience is the best there is to offer.

I want them to know they have a partner in me. Some one that they can trust that's leading them in the right direction. And that I work around the clock to ensure that every single client feels that they're my top priority.

I'm Craig Johnston and I'm a top producing member of the MACNABS real estate team. I got into real estate after working as an Account Executive where I managed elite accounts for a global hotel chain. I didn't find it very fulfilling and I wanted to work with people in away where I could develop meaningful relationships and feel like I was making a difference, by helping them work through what can be a very stressful process.

I love that I can be a sounding board and spend as much time as it takes to listen and talk through my clients needs and concerns.

My marketing techniques are a collaboration of our teams passion for stellar visuals and the love for high tech gadgets. Once I set the plan in motion, it's amazing the buzz my marketing and promotion can create. It's a combination of in-house staging, pictures, videos, social media outlets, feature sheets, crazy collateral, 3D floor plans, and our team website. All of these highly sophisticated parts make up the MACNAB Marketing Machine.

I have the connections to make it work. My wife is a professional stager and I've worked tirelessly to align myself with only true professionals that are as dedicated as I am. From professional photos, video, floor plans to renovations, updates and remodels.

A sale to me isn't just a transaction but it's getting to the heart of what my clients need to get to the next stage of their life and finding those solutions. It's so gratifying to see the look on their faces when they walk into the home they want to buy. But when I make the call to them that the Terms we've negotiated have been accepted.

I've been a life long resident of the Tri-Cities. Growing up in Port Moody and now residing on Burke Mountain. I worked and played for almost 2 decades in Downtown Vancouver. Both markets offer some of the best places to call home.

I will be the one who ensures you love where you live.



Craig Johnston





When it comes to selling one of your most valuable assets, you want to work with someone you can trust, an expert who can help guide you through every step of selling your property.



*Why* **USE** *a*  
**REALTOR®?**



# What can you expect from your Realtor?

- Assessing the condition of your property and helping determine the best price
- Advising on improvements and staging ideas to enhance its marketability
- Promoting your property effectively to attract qualified buyers
- Fielding all inquiries, coordinating showings and reporting to you on both
- Receiving offers and handling negotiations to maximize your investment
- Assisting you at every step of the process by providing valuable advice and essential information
- Promote your best interests with expert real estate advice and skills
- Simplify the process of selling with specialized real estate knowledge
- Offer consumer protections with trust coverage and insurance
- Stay informed of market trends, neighbourhoods, and property histories
- Communicate honestly and frequently on all matters of concern to you and your real estate transaction
- Offer personalized marketing services including MLS access



# HOW I WILL HELP YOU

**I will apply my knowledge and expertise to achieve the successful sale of your property. Here is what you can expect from me:**

- Your needs, interests and objective will be my top priority
- I will learn what is important to you, so I can help you attain your real estate goals
- I work for your best interests at every stage of the home selling process, from the development and implementation of a Marketing Plan, through the negotiation of purchase offers, to the final settlement of the transaction
- I will give you reliable information and solid advice so that you can make informed decisions. Please don't hesitate to ask questions
- Communication is important. I will set up a system of regular contacts (whether in person, on the phone, by text, WhatsApp or email) so I can keep you up-to-date on the progress of the transaction





# THE 3 PRICING STRATEGY MARKET CONDITIONS



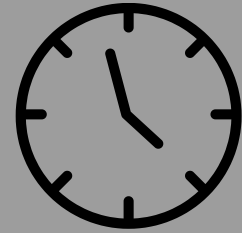
## SELLERS MARKET

Inventory is low. Properly priced homes generally sell within the **first month of listing**. If you have not received an offer within this time period, it is priced too high.



## BALANCED MARKET

Inventory is meeting demand. There is not perceived advantage to either buyers or the sellers. Properly priced homes should sell **within 1-2 months**.



## BUYERS MARKET

There are plenty of homes for sale in every price range and area. Homes priced just below other, similar homes will usually sell **within 2-3 months**.

**Usually, in a Buyer's Market, home values are on the decline so the sooner you sell, the better it is for you.**

## THERE ARE ALSO 3 MAJOR FACTORS TO SELLING A PROPERTY:

1. the listing price
2. the level of motivation in both the seller and the buyers
3. the marketing plan of your Realtor ®

The things you can control are the initial listing price and your own personal motivation for selling the property. Your Realtor ® is responsible for implementing an effective marketing plan.

### Before setting your listing price, you need to seriously consider the following:

1. Are the benefits of moving important enough to you to price your property at fair market value?
2. Is your understanding of the current market value of your home based on actual statistical data?
3. Does it make sense for you to stay in the property any longer than you have to?
4. Are you willing to consider pricing your home just below similar homes that are currently for sale?
5. How long are you willing to wait for to sell your home?



## THE MARKETING MACHINE

Our marketing techniques are a collaboration of my passion for stellar visuals and love for high tech gadgets. Once I set the plan in motion, it's amazing the buzz my marketing and promotion can create. It's a combination of pictures, videos, social media outlets, feature sheets, crazy collateral, 3d floor plans and our team website theMACNABS.com. All of these highly sophisticated parts make up the MACNABS Marketing Machine.

[VIEW DRONE FOOTAGE](#)



### DRONE

Our team was one of the first in the lower mainland to introduce the use of drones for filming real estate marketing videos. It can provide an amazing and unique perspective to potential buyers and make our videos stand out above the rest.

### PHOTOS AND VIDEO

Our team of professional photographers and videographers are top notch and consistently push the boundaries of Real Estate marketing and promotion. This is where I make your house shine.

### FEATURE SHEETS

Created for each listing, my feature sheets, aka brochures, aka presentation folders, are customized to reflect the unique features of each home we sell.

### SOCIAL MEDIA

Once my listings go live online, I mobilize my arsenal of social media weaponry. As a local leader in progressive social media marketing, I blast your listing to all my online outlets, simultaneously, creating an exciting viral buzz.

### FLOOR PLANS

My floor plans are custom made by my team of laser measuring computer wizards, 3D floor plans are the best way to show off your home's lay-out and dimensions. They give potential buyers a wonderful perspective, plus they look super cool.





# THE PRICE



## COMPARABLES

Past sales in your area are the best comparables. But I look deeper than that. I analyze all the competitions marketing strengths & weaknesses and I talk to other agents, my past clients and break it all down for you.



## MARKETING STATISTICS

I pride myself on being very up to date on market trends and statistics. The Great Vancouver Real Estate Board is a great resource for information but most of my insider info comes from personal research and activity.



## PRICE

Pricing is the most important decision when listing your home. The Real Estate game is always changing and evolving. So pricing your home "properly" maximizes activity & exposure and make sure you are ahead of the curve.



## THE PROCESS

No matter how well you market, stage and promote a listing, if it's not priced properly, you won't be successful. It's a simple but proved fact. For every listing I collect data and prepare a comparative market analysis. Using past comparable sales and current market stats I build a pricing strategy that will ultimately get you the most amount of money in the fastest amount of time. I don't under price or over price my listings. I price it sharp and let the Marketing Machine do it's thing.



## INITIAL MEETING

First thing we need to do is meet in person and see the subject property to make sure we are all on the same page. This step should only take 30-40 minutes and is a great time to get to know each other and the home.



## HOUSE PREP

I will set you straight and help you decide what to paint, move, stage and/or toss, etc... Don't worry I can refer you to one of my trade hook ups if you need to do any staging, painting or renovations.



## MARKETING MACHINE

Once your home is show ready, my well oiled machine starts with taking pictures, filming video, and measuring for 3D floorplans. This will take place one week prior to hitting the market. Then I input the data and start building all the marketing material.



## FOR SALE SIGN

As soon as possible I order my modern sign post to be installed in your front yard and have my custom eye catching "For Sale" sign installed. For condos/apartments that allow, I have smaller "For Sale" signs.



## LAUNCH LISTINGS ON MLS

Once I have all the webpages ready to rock, I press enter and launch the listing on all our media outlets. The listing will be live on Paragon (for realtors only) right away and will take 24-48 hours to hit all the public sites.



## WE ARE LIVE

After everything is online and we've tested all the links, I send you an email with all the hot links for you to preview. I then ask for your feedback or suggestions to make sure all info and spelling is correct. This is when it gets exciting.



A balcony with a couch and a QR code.

WATCH SLICK TEASER VIDEO



#### SOCIAL MEDIA

My buzz strategy is time specific and cleverly laid out. Within 24 hours, your home should be going viral. This is the perfect opportunity for you to spread the word to your friends and family. The more people who see it online, the better.



#### OPEN HOUSE

All the traffic and buzz I create during the week is pushed towards the weekend and the first Open House. The more potential buyers I can direct to the open houses the better.




#### OFFERS

Depending on timing and current market, I provide potential buyers with all documentation needed to submit offers. After the open house, if successful, we look at offers on the Monday or Tuesday night.




Getting your home SOLD is my top priority but it doesn't end there. I have built a reputation as a full service realtor that truly goes above and beyond. The selling process can intense and lengthy but there are still a few steps I need to help you with now that your house has officially SOLD.

#### CELEBRATION

A line-art icon of a five-pointed star.


Congratulations!! We have completed our mission and now it's time to unwind and take a moment to relax. This was a full team effort and with every successful sale there is always a reason to celebrate. This is another area I excel at 😊

#### SOLD STICKER

A line-art icon of a sign that says "SOLD".


Once the deposit cheque is in the trust account and we can consider this a firm sale, I slap on a couple of "SOLD" stickers on all our signs and change all the online media to "now sold"

#### LAWYER/NOTARY PAPERWORK

A line-art icon of a notary stamp and pen.


With every done deal there needs to be a lawyer or notary involved to transfer the title legally upon completion. I have a long and distinguished list of lawyers and notaries who I can refer you to, if you don't already have your own.

#### MOVING PREP

A line-art icon of a moving truck.


Now it's time to start packing and preparing to move. Depending on the agreed upon possession date, we can help make sure you are 100% ready prior to the possession date.

#### KEY HANDOFF

A line-art icon of a key.

Once you are out and moved on, I will be there to do the final walk through and collect all the keys from you. I will then facilitate a key hand off to the new buyers and make sure everyone is happy.

#### HIGH FIVES

A line-art icon of a hand with fingers spread, representing a high five.

That's it! We did it. I have successfully helped you sell your home and made the process/experience something to remember. I have always be a hugger. So you've been warned. Let's hug it out or high five if you prefer.



We're a team of highly skilled, very versatile & extremely savvy agents focused on hooking up our clients with everything & anything to do with the real estate game...

**FREE STAGING**  
**3D FLOOR PLANS**  
**EPIC TEASER VIDEOS**  
**IN PERSON SHOWINGS**  
**POWERFUL SOCIAL MEDIA**  
**MAXIMUM EXPOSURE**  
**FULL TEAM EFFORT**



This communication is not intended to cause or induce a breach of any existing agency relationship



# THE KEY to YOUR SUCCESS

A Realtor is an invaluable asset when it comes to selling a property. The complex nature of real estate transactions requires specialized knowledge, legal paperwork and professional negotiation skills. The process can be overwhelming without the guidance of a trained professional.

With so many details, it can be too easy to miss something critical or make a costly mistake when selling on your own. Understanding the recipe for success includes everything from staging and pricing to negotiating offers and writing an enforceable contract that safeguards your best interests.

For many people, selling a property is one of the

largest financial transactions they will ever make. Plus when it comes to selling your personal home, it can easily become emotional. There's a lot at stake, which is why choosing to work with me is a smart move.

I'll protect you with valuable advice, knowledge and expertise that helps you sell with confidence knowing that you're making informed decisions.

Working with me helps to transform the selling process from stressful to enjoyable. Often, I can help you sell your property for a better price with fewer days on the market. When it comes to making one of the biggest financial decisions of your life, it pays to enlist my help.







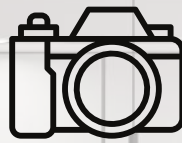
# Professional MARKETING STRATEGY



**For Sale  
Signage**



**Home Staging**  
when required



**Professional  
Photography**



**Virtual Tour/Video**  
when required



**New to Market  
Mail-out**



**Property  
Brochures**



**Aerial  
Photos/Video**  
when required



**Realtor & Personal  
Network of Buyers**



**Internet  
Saturation**



**Market  
Expertise**



**Floor Plans**  
when required



**Negotiation  
Expertise**



# TIPS for BEST SHOWINGS & PHOTOS

Buyers are excited to see your home. They have high hopes that this will be the one! Everything you do to help bring that vision to a reality will benefit you in the long run.

## EXTERIOR:

- ☐ Move vehicles from the driveway and park away from the front of home
- ☐ Place garbage bins and anything that is not attached to the home, in the garage or out of sight
- ☐ Remove or coil garden hoses neatly
- ☐ Remove any toys or pet related items from the yard
- ☐ Remove seasonal decor
- ☐ Straighten deck furniture
- ☐ Cut grass and remove oil weeds from cracks in concrete

## GENERAL:

- ☐ Turn ALL inside lights on, including lamps, under counter lights and stove lights
- ☐ Replace any burned out bulbs
- ☐ Open all drapes and blinds on windows with a good view. Exception would be bathrooms or bed rooms with a poor view
- ☐ If blinds are down, ensure they are all equally angled open
- ☐ Conceal cords. Unplug them from the wall if needed (except lights)
- ☐ Turn all ceiling fans off. They will create a motion blur in your photo
- ☐ Turn all televisions off
- ☐ Remove small rugs from floors, especially from tile or wood floors
- ☐ Remove all family photos (these will create a distraction that can lose the buyer's focus)
- ☐ Make beds and close closets. If you want to showcase a closet let the photographer know.
- ☐ Remove all evidence of pets: pet dishes, pet toys, pet cages, litter boxes

- ☐ Remove clutter from all rooms, ie. tissue boxes, remotes, cleaning robots, brooms, stacks of paper, boxes, bags, etc.
- ☐ No shoes by doors or anywhere

## KITCHENS:

- ☐ Clear all counter tops. No dish rags or towels, soap, knives, or cutting boards. It's okay to leave one or two small appliances for size perception, but more than that can be distracting
- ☐ Remove dish drying racks and dishes from the sink
- ☐ Clear the refrigerator completely of any magnets, pictures, lists, etc (front, sides and top)
- ☐ Remove any calendars Calendars make a listing dated if it goes over 30 days
- ☐ Remove trash can
- ☐ Remove floor mats

## BATHROOMS:

- ☐ Clear the counter-top from absolutely every item considered to be personal
- ☐ Remove toilet cleaning brushes, toilet plungers and trash cans
- ☐ Remove shampoo and conditioner bottles and personal items from shower and tub area
- ☐ Toilet lids must be down
- ☐ Remove all floor mats
- ☐ Ensure towels are neatly hung

## NOTES:

Store all removed items in the garage, closets, cabinets or pick one room in your home to store all the removed items that won't be photographed

# CHANGE of ADDRESS

## UTILITIES, BILLS, AND OTHER VENDORS:

- ☐ Electricity
- ☐ Hydro
- ☐ Natural gas
- ☐ Cell phone
- ☐ Landline
- ☐ Cable
- ☐ Internet
- ☐ Water delivery/treatment

## LEGAL AND IDENTITY DOCUMENTS

- ☐ Drivers licence
- ☐ Passport
- ☐ Health card
- ☐ Insurance
- ☐ Tax documents (Income tax, Canada Pension Plan, Old Age Security, etc.)

## PROFESSIONAL SERVICES:

- ☐ Pool
- ☐ Lawn
- ☐ Housecleaning
- ☐ Physician
- ☐ Veterinarian
- ☐ Attorney
- ☐ Dentist
- ☐ Optometrist
- ☐ Other specialists

## FINANCIAL:

- ☐ Bank
- ☐ Credit card company
- ☐ Insurance (Car, life, home, and health)
- ☐ Pension
- ☐ Car loan
- ☐ Other loans
- ☐ Reward programs

## MISCELLANEOUS:

- ☐ Magazines
- ☐ Newspapers
- ☐ Professional associations
- ☐ Alumni associations
- ☐ Clubs
- ☐ Charities





# 14 TIPS FOR PACKING LIKE A PRO

This may seem hard to believe, but many people thoroughly enjoy their moving day and the time leading up to it. The secret? Being organized. Make sure you have the right tools, start early and work steadily. Make progress every day instead of leaving it all until the last minute.

1. Develop a master "packing/to do" list so you won't forget something critical
2. Purge! Get rid of things you no longer want or need. Have a garage sale, donate to a charity, or recycle.
3. Before throwing something out, remember to ask yourself how frequently you use that item and how you would feel if you no longer had it.
4. Pack like items together. Put toys with toys and kitchen utensils with kitchen utensils.
5. Decide what, if anything, you plan to move yourself. Precious items, such as family photos, breakable valuables, or must-haves during the move, should probably stay with you.
6. Use the right box for the item, items packed loosely are more likely to be damaged.
7. Put heavy items in small boxes so they are easier to lift. Keep the weight under 50 lbs., If possible.
8. Do not over pack boxes, boxes that are packed comfortably will be less likely to break.
9. Wrap each fragile item separately and pad the bottom and sides of boxes.
10. Label every box on all sides. You never know how they will be stacked and you do not want to have to move other boxes aside to find out what is inside.
11. Use colour-coded labels to indicate which room each item should go in. Colour-code a floor plan for your new house to help your movers.
12. Keep your moving documents together, including phone numbers, the driver's name, and truck number.
13. Back up your computer files before moving your computer.
14. Inspect each box and all furniture for damage as soon as it arrives. Remember, most movers won't take plants.

A photograph of a family of four outdoors. A woman with blonde hair, wearing a white turtleneck sweater, is on the left, smiling. A man with brown hair and a beard, wearing a blue sweater, is in the center, smiling. A young boy in a blue and white plaid shirt is in front of the man, also smiling. A young girl with blonde hair, wearing a pink and white patterned top, is on the right, smiling. The background is a blurred green and yellow foliage. Overlaid on the image is the text "Protect your investment and ensure SOLD success!" in a white serif font.

Protect your  
**investment** and  
ensure **SOLD**  
success!





# What My Clients Say...

Brandi and Steve Atwal

**"He had a clear plan on how to market and sell"**

5.0 ★★★★★

*Craig is a fantastic realtor! He helped us to buy our dream home, and then sell our townhouse. He had a clear plan on how to market and sell our unit, and we were thrilled when it sold in a week with no subjects and at the price we were aiming for. He was great at keeping us updated, and on offer day was with us for the whole evening as we negotiated on the offers that we received. I highly recommend Craig for anyone looking to buy or sell their home.*

Brian and Christie Bortignon

**"We would recommend Craig 100x over"**

5.0 ★★★★★

*Craig Johnston is the best in the business and we are very grateful he represented us. He is a great communicator and educator, and he helped us navigate the real estate market one viewing at a time. He was also prepared, professional and calm under pressure! Craig always had our best interest at heart, never pressuring us into purchasing something we were unsure about. He actively listened to our feedback and tailored our listings to ensure he found the perfect home for us. If anyone is looking to buy or sell, we would recommend Craig 100x over. B&C*

Roberta Shaw

**"Craig's marketing tools are amazing"**

5.0 ★★★★★

*I had the fabulous opportunity to work with Craig Johnston in both selling my home in West Vancouver and purchasing my home on Bowen Island. Craig is the most professional and knows how to get a home sold with his and his team's influences. My West Vancouver home was staged to sell, and it did indeed sell in 14 days in a declining seller's market. Craig's marketing tools are amazing. The photographer he hired for the stills of my West Vancouver home and the video that was done of my home and the surrounding area cannot be beat.*

*Craig assisted in every aspect of the purchase of my Bowen Island home, including arranging for the building inspection, the follow up building inspection, and ensuring that all deficiencies were repaired.*

*Craig has a very calm demeanor and in the stressful time of selling my home and purchasing my new home, this aspect of his personality showed through and made it possible for me to be less stressed. Craig is extremely patient and understands the anxieties and other issues with listing a home for sale.*

Alex Khrissanov

**"Craig literally restored my faith in realtor professionals"**

5.0 ★★★★★

*Craig literally restored my faith in realtor professionals in general ( I had some previous negative experience ). Definitely, everything was done exactly as it was stated on the agreement - he provided good quality service and advice, he was responsive to our needs and he was trying to educate us on what is available on the market and what was possible to get within the allocated budget. At the end, I must say that I am fully satisfied with delivered service, believe that I made a purchase based on the best information I could get and would definitely recommend Craig's services to others.*

Reza Sabour

**"He is kind, professional, diligent, and most importantly, patient"**

5.0 ★★★★★

*Craig is an incredible asset to any client who works with him. He is kind, professional, diligent, and most importantly, patient with both his buyers and sellers. He always has their best interest in mind and leads with his morals and ethics, which is not only so valuable to both his clients and referral partners, but speaks to the kind of person he is. It's truly a pleasure to work with him and I couldn't recommend him enough!*

Mina Shahbazi

**"I will definitely hire him for our future transactions and recommend him to anyone seeking a dedicated, ethical, and honest realtor."**

5.0 ★★★★★

*Craig helped me and my family to purchase a property for our mum. We were quite lucky to come across Craig as our realtor. He is very knowledgeable, honest, and most importantly patient. He helped us understand the whole process from setting our criteria, visiting and evaluating properties, analyzing the market value, drafting offers, and negotiating to best of our interests. His research on each property we visited, professional opinion, responsiveness, calm and respectful communications are what makes him a great relator. I will definitely hire him for our future transactions and recommend him to anyone seeking a dedicated, ethical, and honest realtor.*

Ashley Kambo

**"Craig is highly knowledgeable"**

5.0 ★★★★★

*Craig was an absolute pleasure to work with. He is extremely friendly and shows personal care making a stressful experience a fun and enjoyable one. Craig is highly knowledgeable and shows a strong work ethic as he constantly monitors trends and data to provide us with all the information we need to make informed decisions. Any questions we had Craig was able to answer in depth showing strong understanding of the industry, with good instinct. The more time we spent interacting with other real estate agents during our home-buying process, the more pleased we were with choosing Craig! Thanks for your knowledge and friendly business style!!!*





**CONGRATULATIONS**  
**YOU'RE SOLD!**



SPECIAL AGENTS OF REAL ESTATE

**Craig Johnston**

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