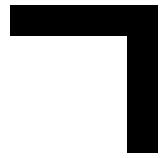


WHAT TO DO WHEN YOUR HOME

DOESN'T SELL





"MY REAL ESTATE AGENT DIDN'T KEEP HIS/HER PROMISES"

"MY NEIGHBOUR'S HOUSE SOLD AS SOON AS IT WENT UP FOR SALE"

"I DON'T CARE WHAT THE AGENT SAID, I KNOW MY HOUSE IS WORTH MORE"

"WHY SHOULD I KEEP THE HOUSE SO CLEAN WHEN WE AREN'T GETTING ANY OFFERS"

"AS SOON AS THE AGENT GOT THE LISTING THEY DISAPPEARED"

"THERE HASN'T BEEN AN OPEN HOUSE IN OVER A MONTH"

Do any of these phrases sound familiar? Perhaps you have even said one or two of them since listing your home for sale. It is ok, you can still sell your home and still receive top dollar for it. What you need is a plan, a price, and a professional.

MY HOME DIDN'T SELL...

NOW WHAT?

Listing your home for sale can be an overwhelming, exciting and emotional experience all at the same time. But what happens when your home doesn't sell? You can imagine all the positive emotions quickly turn to negatives - disappointment, anger, blame, wonder, and bewilderment.

These emotions are only natural when your house didn't sell. After all, this is your home. You've poured blood, sweat and possibly tears into your home. You've made forever memories inside this property. This house is perhaps the home where you brought your first child; purchased after a job promotion; relocated to and started a new life and made new best friends; or, raised your children.

The list of good feelings about your home is endless. You've accepted that it is time to move, for whatever reason. You've offered your home to the public, and nobody wanted it?!

A house that's seen minimal movement on the market for months is frustrating. In fact, frustrating might be an understatement. That's why, if you have yet to find a buyer, it's important to take a step back and assess exactly why your house isn't selling. I am sure you're tired of all the calls and door knocks from agents, so I want to truly give you information that you can 1. understand and 2. take action on.

I would love to speak more with you about how I can help you sell your home, my action plan to do that, and what you can expect from the process.

CONTACT ME

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MEET ME



JESSICA BANSAL

As a Vancouver native, Jessica Bansal is a dedicated REALTOR with extensive knowledge of the Greater Vancouver region with a special focus in Burnaby and New Westminster. Jessica's business model is based on referrals. Her mission is to offer top tier service by:

1. Providing any and all information regarding properties and procedures so you can make informed decisions
2. Setting expectations from the very beginning so that everyone is on the same page and there are no unpleasant surprises
3. Utilizing creative marketing strategies and skilled negotiation techniques in order to achieve the highest sale price possible

Jessica is a marketing specialist who combines both old school and newer methods of getting exposure to target everyone. Online Marketing is a major reason why she, as a millennial, stands apart from some of the classic 'old school' realtors. Jessica's marketing strategies have proven successful by her sales results.

Her listings sell on average in 20 days, for 96% of their listed price!

ABOUT US



JESSICA (FRONT ROW, SECOND FROM LEFT) WITH JOHN TSAI (SECOND ROW, TOP LEFT)



eXp[®]
REALTY

eXp Realty Canada is a full-service and fully licensed brokerage run by President, John Tsai, who is a Burnaby resident. John Tsai has won numerous awards, brings more than 15 years of real estate experience as a Top 1% Agent and has a very close working relationship with me.

Together, we focus on clients and providing exceptional service. Working with sellers and buyers on existing homes, we are also experts within Metro Vancouver for designing and building your dream home with the top builders! We stage homes, new and existing, and use professional photography for still photographs and a 3D multi-floor digital walkthrough to market our listings to stand out above the rest!

Our knowledge of the market and our research techniques have proven that we price to optimize sales by getting 5 to 10% more for your house. A house that looks amazing at the right price means a sale! This knowledge translates to awesome negotiation skills for our buyers and leads to the best price for their biggest investment!



**SO MANY SHOWINGS...
BUT NO OFFERS.**

HOMEOWNER QUIZ

DID YOU PRICE YOUR HOME ACCORDING TO
THE COMPS YOUR AGENT PULLED AND
SUGGESTED YOU SHOULD PRICE AT?

1 2 3 4 5

HOW MUCH EFFORT DID YOU PUT INTO
CLEANING YOUR HOME (I SAID CLEANING NOT
JUST PICKING UP) BEFORE EVERY SHOWING?

1 2 3 4 5

HOW WELL DID YOU PRE-PACK BEFORE
YOUR HOME HIT THE MARKET?

1 2 3 4 5

DID YOU KEEP YOUR YARD MOWED OR
MAINTAINED DURING THE ENTIRE TIME YOU
HAD YOUR HOME ON THE MARKET?

1 2 3 4 5

DID YOU COMPLETE ALL THE REPAIRS YOUR
AGENT SUGGESTED MAKING BEFORE
LISTING?

1 2 3 4 5

THE PROFESSIONAL LISTING PHOTOS
REPRESENTS THE HOMES FEATURES.

1 2 3 4 5

THE MARKETING PLAN PRESENTED BY YOUR
AGENT WAS EXECUTED AS PLANNED.

1 2 3 4 5

THE RESULTS

1

If you (truthfully) answered mostly 5's then the reason your home didn't sell comes down to price. If you can honestly say you did your absolute best to present your home to the market, then you are unfortunately over priced.

2

If you answered mostly 3's, then you need to consider preparing for showings a little bit better and making a few more repairs or deep cleaning to get the full price.

3

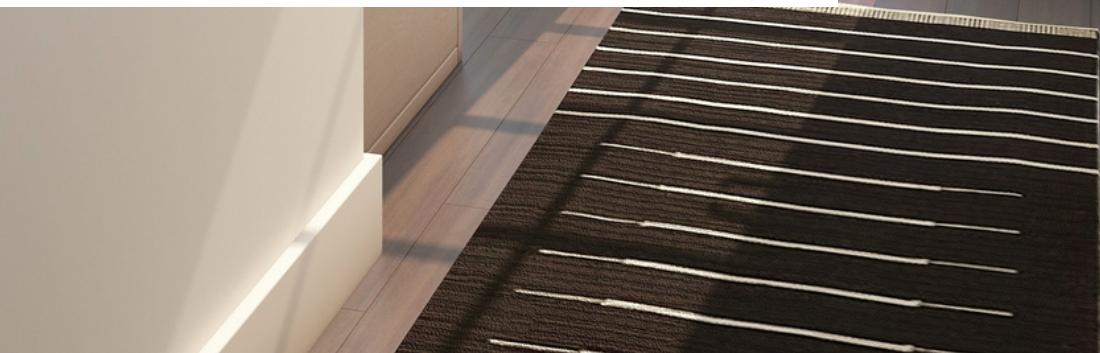
If you answered mostly 1's, you need to look at changing agents, lowering your price, and being honest with yourself. (ouch...I know)

01



YOUR HOME IS OVER PRICED

The number one reason that a house doesn't sell is the price. When selling your house, it is important to price it objectively. That is hard for many sellers, because they have an emotional attachment to their home (which is perfectly understandable), and they tend to price it too high.



YOUR HOME IS OVER PRICED

Remember, there is no better time to sell your home than the first few days or weeks on the market. This is what we refer to as the "golden time" in the real estate business. There will never be more excitement or interest in your listing than the first 30 days.

REAL DATA ISN'T LYING TO YOU

There is no conspiracy against you when your home doesn't sell. The market/public merely has said that your home is not worth paying what you are asking. As a seller, you must trust the experts and look at the comparable sold properties and data objectively. Buyers will. Any good agent should present you with solid numbers as hard evidence to why they suggest a specific list price for your home.

YOU'RE LYING TO YOURSELF

When your house isn't selling, you may be guilty of lying to yourself. Here's what I mean - you're not honest with yourself about the comparable properties. Your emotions have gotten the best of you, and you suddenly see your house as the equivalent of bigger, more beautiful homes.

If you price your home too high and you do not receive an offer, most sellers begin to reduce the price of their home until it sells which can create a free fall and downward spiral to where the seller starts to receive low-ball offers on their property.

Once you start reducing the price of your home, it invites low-ball offers because a buyer sees you as more "desperate" to get rid of your home. If you price the home reasonably, you may end up with more money in your pocket in the end than you would with a price too high followed by many subsequent price reductions.

WORK IS NEEDED

When people are selling their house, they loath putting too much money into it, because they feel they will never see the return on their investment. In some cases, that is true. If you renovate your kitchen before you sell, you may not get a full return. You will probably lose money. However, renovating the kitchen (or other improvements) do have significant benefits as well. The days on the market will decrease, and the sale's price to list price ratio will almost always be higher in the end. Improving your home will never hurt your value.

WHEN IT DOESN'T SELL, START LOOKING INWARD

On the other hand, a fresh coat of paint in specific areas may allow you to see excellent returns on your money. There are fixer-uppers out there that sell (generally at a wholesale price), but the type of people searching for fixer-uppers love finding a great deal, and they may not be willing to pay what you are wanting. If you are looking to maximize your profit, it is better to target people who are looking for the convenience of a "turn-key property" and are willing to spend a little bit of extra money to obtain it. As a general rule of thumb, buyers are lazy. With over ten years of experience in real estate, I can promise that buyers are generally beaten down by the end of a home transaction. So doing work on a home they purchase becomes less and less of a desirable option in their minds. Buyers want "turnkey," or as close to "turn-key" as possible. I would estimate that fewer than 10% of buyers I represent want to do much work on a new home.





**BUYERS WANT "TURN-KEY,"
OR AS CLOSE TO "TURN-KEY"
AS POSSIBLE.**

YOU AREN'T FLEXIBLE ENOUGH

When you are listing your home for sale, it is not going to be convenient. Agents will want to show your home at seemingly the most inopportune times. Get used to it and accept that fact. Remember, your mindset should be - We are open for business!

YOU'RE MAKING IT HARD ON BUYERS

If a house is not being shown to prospects, then it will not get sold. This is one of the golden rules of real estate. If you are only showing your house by appointment or at strict, designated times, then you may be damaging your potential to make a sale. You are making it too difficult for potential buyers to see your home and fall in love with it. If you're guilty of doing this, you need to ask yourself an honest question, "do I want to sell his house?" If you don't want to sell, that's fine. But just going through the motions won't cut it and you're just wasting everyone's time - including yours.

YOU'RE ACTING LIKE YOU DON'T CARE IF IT SELLS

Declining showings on your home leave a bad taste in the mouths of buyers. Buyers are emotional, and if you reject their showing, they take it personally. They shouldn't, but they do. I cannot tell you how many buyers I've had in the past who will not go back to a home if their original showing request is declined.

The power of words and photos are incredible. If you are not trained in copywriting, then you may not be utilizing words that will emotionally resonate with your prospects. If you are not trained in photography, the pictures of your home may not be optimally displaying your house. This stuff matters.

YOUR AGENT MIGHT NOT BE DOING ENOUGH

I used to think I took good pictures of homes. I have a very nice camera and tripod. HOWEVER, professional photographers put my photos to shame. I now use professional home and real estate photographers for every house I list. I eat the cost as part of my listing package.

I cannot urge you strongly enough to get professional photographs of your listing before putting it on MLS. Some agents are very guilty of trying to save a few bucks when they list a house by still refusing to use professional photographers. If you go right now and search listings online (Realtor.com or a local site), you'll begin to notice the difference between photographs taken by agents versus professional pictures.

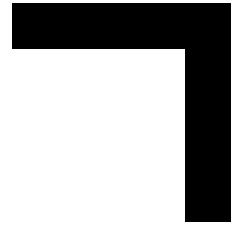
They say you never get a second chance to make a first impression and this could not be more correct when it comes to online home listings and photographs in particular. When your listing is shown side-by-side with thousands of other listings, you want it to grab attention. Nothing hurts your listing like bad photographs.

LACK OF SOCIAL MEDIA

Social media has become a fantastic way to advertise listings. I build individual advertising campaigns for my listings and they generally attract around 8,000 views per listing. Using this method, most of my listings are sold within just a few days.

Everywhere you look today; you will see people's faces almost lodged into their cell phones. Most of the people are checking out their social media and keeping up with friends. Why not place your home right in front of their eyes and where they're looking (social media)?

936,000,000 people per day log onto Facebook. Why in the world wouldn't you put your home front & center for that kind of audience? I already do this type of social media marketing for my listings, and I can attest that the results are nothing short of amazing!



**YOUR HOME DID NOT SELL BECAUSE
IT WASN'T MARKETED WELL**



NEXT STEPS

taking each step seriously will ensure a successful sale



CHECK YOUR EGO AT THE DOOR AND PRICE COMPETITIVELY

In your mind, your home be worth more than your realtor suggested listing it for, but your realtor is the pro. You are paying for their expertise and marketing connections. Sorry, but the comp prices don't lie. It is crucial to be realistic about your expectations.

1

Before officially placing your home on the market, have your realtor review comparable listings with you and prepare yourself for best and worst cast scenarios. A prospective buyer may love your home, but if the price is not right, you aren't going to close the deal. Buyers need to feel like they are getting a bargain. Trust your realtor! A qualified realtor will know how to properly price your home.

HAVE A PLAN FOR YOUR PETS

Being an avid animal lover, I cannot understand those who don't appreciate furry friends, but your prospective buyer may be, in fact, turned off by the thought of animals dwelling in their future residence.

2

This is where I had to get creative. While our home was on the market, my mother-in-law fostered our two cats and our dogs were evicted from the living areas of our home. At night, the dogs slept in the garage and during the day, we took them to doggy-daycare. When we showed the home, we made sure to take the dogs with us and we removed all signs of our pets (pet bowls, toys beds). This solution also made it much easier to keep the home clean.

DEEP CLEAN AND PRE-PACK

Before placing your home on the market or taking photos for your listing, do a thorough deep-clean of your home. Clean the carpets, scrub the baseboards, remove the cobwebs...you get the picture. Make sure your home is squeaky clean. Remove clutter from counter tops, closets and rooms.

3

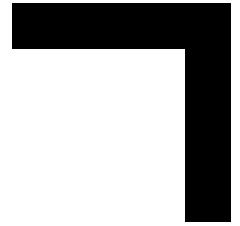
We even removed some of the clutter from our garage. We actually payed for a storage unit and hauled all of the excess items off before we ever had our first showing.

TAKE GREAT LISTING PHOTOS

This is another perk of listing your home with a realtor. Our realtor actually included beautiful, professional real estate photos in her fee. Make sure your realtor will provide professional quality photos for your listing.

4

If not, you may want to consider investing in a photographer experienced in real estate photography. With the prevalence of real estate sites like Realtor.ca, you must captivate your internet audience as this is the vast majority of buyers. You cannot afford to lose a buyer before they even step foot in your home.



**SELLING IS SO STRESSFUL, I JUST
WANT IT TO BE OVER.**

EASY EXIT

Because 25% of the homes we sell were previously listed with another agent we often hear stories of consumers who were frustrated with the other agent. Often the other agent tried to hold their feet to the fire with a listing agreement that can't be canceled. I wouldn't want to put any of our clients through that experience.

When you are ready to sell your home make sure the Agent you hire offers an Easy Exit Listing Agreement.

Whenever you are ready to talk with me, call 604-314-2309.

Take the risk and fear out of listing your home!





MY COMMITMENT

DEDICATED SERVICE

From the day you place your trust in me to sell your property, I pledge to you to provide the quality of service that you deserve. You will receive the highest standards of professional and personal service from me.

HANDLING HARD CONVERSATIONS

When repairs or changes in price need to be made, I will be your guide through that process. I handle negotiating repairs, scheduling needed repairs, and any price adjustments so you don't have to.

ON YOUR SIDE

A seller's agent will represent your best interests. With a pulse on the local market and a sound understanding of how various amenities affect the value of a home, I will make sure I calculate all benefits, and price accordingly .

SUSTAINED COMMUNICATION

I will discuss with you exactly how our I work and what you can expect. I will communicate regularly and you'll know everything that's going on as soon as I know it.

PROBLEM SOLVER

I will work hard to protect all of your interests and take on any issues that may arise throughout the entire process. Hopefully making selling your home a fun and stress-free process.



THANK YOU!

JESSICA BANSAL

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This is not intended to solicit anybody currently under contract with another Brokerage.

