

Silvana Azurdia

REAL ESTATE

SELLER'S GUIDE





Let's get your home sold



SILVANA AZURDIA

REALTOR®

As a trusted Realtor since 2010, I bring over a decade of local expertise and experience to every transaction. I've had the privilege of working with a wide range of clients, from first-time homebuyers to seasoned developers, including the Spanish-speaking community. My goal is to understand each client's unique needs, ensuring a smooth and stress-free experience while making the process enjoyable.

I stay on top of current market trends and sales strategies to better serve my clients. My business has grown steadily through the trust of satisfied clients, who return to me time and again and refer me to their family and friends. This success is built on a foundation of delivering results and providing exceptional experiences.

I begin every relationship by understanding your individual goals and aspirations. With your best interests at the heart of every decision, I'm here to guide you through the complexities of the real estate journey, ensuring a seamless experience. Together, we'll work toward achieving the best possible outcome for you and your family.

I look forward to the opportunity to work with you and to building a lasting, successful partnership.



TESTIMONIALS



Silvana made selling my home of 30+ years a great experience. She was very helpful throughout the process and provided excellent guidance, delivering on every promise she made. I was uncertain about whether I could trust someone whom I'd just met, but Silvana kept me informed from start to finish and answered all of my questions and concerns. She went above and beyond to make sure that I was happy with the sale. Thank you, Silvana!

~ **Sonam B.**

When I wanted to sell my home on acreage, where I lived for 35 years. I quickly realized that it was not going to be an easy task, but I was wrong. It turned out to be a very smooth process because I asked Silvana Azurdia to be my agent. Silvana walked me through all the necessary steps for a successful sale of my property. She handled the project with great professionalism, competence, and confidence. From the first meeting to the closing of the sale, Silvana was there, providing help with the information I needed to make my final decision. She expertly navigated the maze of paperwork required for the sale. Silvana paid attention to every detail, from market analysis to staging, multi-media marketing, to cleaning, and so much more. Her sincerity and expertise quickly earned my trust. Without hesitation, I highly recommend Silvana Azurdia to handle the complexities of selling your property.

~ **Daniel Lesnes**

Dear Silvana Azurdia, I wanted to express my sincere gratitude for the service you provided during the sale of my client's home. As an architect, I know firsthand how important it is to have a realtor who understands the unique features and value of a home. I also want to thank you for your prompt communication and willingness to go above and beyond in addressing

any questions or concerns that arose during the process. Your professionalism, expertise, and attention to detail were truly impressive and greatly appreciated.

~ **Ross Hanus AIA, Ardes Group Home Design**

We are now happily settled in our new home, and we attribute this positive experience to Silvana Azurdia's hard work and dedication. As a client, I couldn't be more pleased with the exceptional professionalism, expertise, and genuine care she brought to the table. I would not hesitate to recommend Silvana to our friends and family seeking a reliable and results-driven realtor. Thank you once again for going above and beyond. We look forward to working with you in the near future! :)

~ **Arlinda Jashari**

I've worked with Silvana for three transactions (two purchases and a sale), and she has been an absolute pleasure to work with each time! Very knowledgeable, attentive and responsive, Silvana made navigating the buying and selling process easy and stress-free. Highly recommended!!

~ **Gregg Archer**

Silvana is passionate about finding your perfect house. She is very honest and listens to what you want with your home. Silvana goes above and beyond for her clients. Her service surpasses all other realtors. Thank you, Silvana, for everything we are really happy!

~ **Kelly Pino**

Silvana was fantastic throughout the entire process! From the first meeting to the final closing, she demonstrated professionalism, dedication, and a deep understanding of the real estate market. Silvana's attention to detail and exceptional communication skills made the process smooth and stress-free.

~ **Ioana Oros**



THE SELLING PROCESS

STEP 01

The Consultation

The Consultation is the first step in our journey together, where we meet and I get to understand your motivations and goals for selling your home. We begin by exploring three essential questions:

- **Why** are you selling? Understanding your motivation helps me customize the approach and strategy to suit your specific situation.
- **When** would you like to sell your home? This will help us determine the ideal timeline and ensure we align with your goals.
- **Where** are you planning to move? Knowing your next destination helps me assist you in making a seamless transition.

STEP 02

List and Market Your Home

Selling your home requires more than just listing it on MLS—it's about creating a tailored, comprehensive marketing plan that highlights your home's unique features and attracts the right buyers. I will leverage my expertise and resources to market your property to its fullest potential and ensure maximum exposure, leading to more showings and, ultimately, the best offers. Please refer to my professional marketing plan within this guide for a detailed view of my approach.

STEP 03

Showings and Open Houses

Hosting an open house is essential to getting your home in front of potential buyers. My primary goal during this process is to maximize exposure for your property while creating a positive, welcoming atmosphere that highlights its best features.

- **Preparation**
I will ensure that your property is presented in the best possible light. This includes professional photography, staging recommendations, and compelling descriptions that appeal to the right buyers.
- **Gathering Feedback**
After each open house or showing, I will personally follow up with every attendee and realtor to gather feedback. This provides valuable insights into how potential buyers perceive your property.

STEP 04

Presentation of Offers

When we begin receiving offers on your property, my role is to guide you through every aspect of the offer process with transparency and expertise. Below is a breakdown of each element of the offer for you.

- **Offer Price:** How the price compares to your asking price and any other offers, as well as the current market conditions.
- **Subjects:** What contingencies, such as financing or inspection clauses, are included and how they might affect the closing process.
- **Deposit:** The size of the deposit and what it indicates about the buyer's commitment.
- **Closing Date:** How does the proposed closing date fit with your timeline and future plans.
- **Buyer's Position:** Whether the buyer is pre-approved, cash, or in a strong position, this can affect the likelihood of a smooth closing.

STEP 05

Offer Accepted

Managing Conditions/Subject Clauses:

After the offer is accepted, I will carefully review the conditions outlined in the offer—such as financing approval, home inspection, or the sale of the buyer's property.

STEP 06

Remove Subjects

Once all conditions (subjects) have been removed, your property is officially SOLD! This means the buyer has satisfied all contingencies, and we are now moving toward finalizing the transaction. Here's what happens next:

• Choosing a Lawyer or Notary

Your lawyer or notary will be responsible for reviewing and preparing all the legal documents related to the sale, ensuring everything is in order for the transfer of ownership. This is the final step in the process before the transfer of funds and the title to the buyer.

STEP 07

Completion

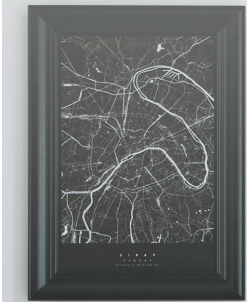
Completion is the official date when the sale of your property is finalized, and you receive the proceeds from the sale. This is the day the buyer officially takes ownership of the home, and the transaction is considered closed.

STEP 08

Possession

Possession is the day the new owners officially take control of the property and move in. This marks the final step in the transaction, as the buyer becomes the legal owner, and the property is officially theirs.

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[®]?

P R I C I N G S T R A T E G Y

THE 3 MARKET CONDITIONS



SELLER'S 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.



NORMAL MARKET

Inventory is meeting demand. There is no perceived advantage to either buyers or the sellers. Properly priced homes should sell **within 1-2 months**.



BUYER'S 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. As your Real Estate Consultant, I am 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?

SELLER SERVICES

COMPREHENSIVE SERVICES PROVIDED TO THE SELLER

MARKET ANALYSIS & PRICING

- I conduct a Comparative Market Analysis (CMA) to determine a competitive and fair asking price.
- I advise the seller on pricing strategies to attract the right buyers while maximizing your home's value.

PROPERTY PREPARATION & STAGING

- I offer advice on preparing the home for sale, such as decluttering, making repairs, and enhancing curb appeal.
- I recommend professional staging services to showcase the home in the best light.
- I coordinate any necessary home improvements or cleaning services to ensure the property is presented at its best for marketing
- I create high-quality marketing materials, including professional photos, videos, and virtual tours.
- I list the property on multiple listing services (MLS) and other real estate platforms.
- I promote the listing via social media, email campaigns, and other online channels.
- I host open houses and private showings to generate interest.
- I utilize traditional marketing strategies such as flyers, brochures, and direct mail. Networking & Prospecting

BUYERS

- I tap into a network of potential buyers and other agents to find qualified prospects.
- I reach out to buyers from previous transactions or client lists who may be interested.
- I ensure that the property reaches a broad and diverse audience, attracting qualified buyers from different markets.

NEGOTIATING OFFERS

- I review and present all offers to the seller.
- I negotiate the best possible deal, including price, terms, contingencies, and closing timeline.
- I advise the seller on counteroffers and strategies to ensure a successful negotiation.

COMMUNICATION & UPDATES

- I keep the seller informed at every stage of the selling process.
- I provide timely updates on market trends, showings, feedback, and offers.
- To ensure a smooth transaction, I coordinate with all parties involved, including lenders, title agents, and attorneys.

CLOSING THE SALE

- I coordinate all logistics leading up to closing, including finalizing paperwork and scheduling the closing date.
- I ensure all conditions are met for a smooth closing (financing, inspections, title search, etc.).
- I attend the closing, if necessary, to assist the seller with any last-minute questions or issues.
- I confirm the transfer of ownership and ensure that funds are properly disbursed.

CLIENT ADVOCACY & PROFESSIONALISM

- I act as a trusted advisor and advocate for the seller throughout the entire process.
- I provide expert guidance, advice, and support to make the sale as stress-free as possible.

MY PROFESSIONAL MARKETING STRATEGY



SIGNAGE



HOME STAGING
when required



PROFESSIONAL PHOTOGRAPHY



VIRTUAL TOUR/VIDEO
when required



NEW TO MARKET MAIL-OUT



PROPERTY BROCHURES



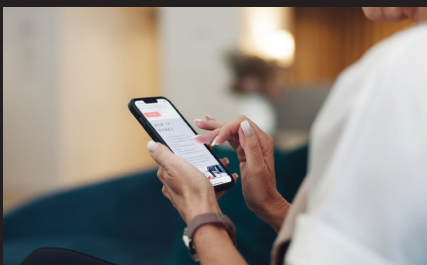
FLOORPLANS



REALTOR® AND PERSONAL
NETWORK OF BUYERS



AERIAL PHOTOS/VIDEO
when required



INTERNET SATURATION




MARKET EXPERTISE



NEGOTIATION EXPERTISE





W H Y
PRICING YOUR HOME
REALISTICALLY
M A T T E R S

T I M E

Pricing your home at its fair market value from the start increases the likelihood of a timely sale, minimizing inconvenience and maximizing your return. The right price helps attract serious buyers quickly, avoiding unnecessary delays.

C O M P E T I T I O N

Buyers often view multiple homes to educate themselves and determine what constitutes a fair price. If your home is not competitively priced compared to others they've seen, it may struggle to sell. Typically, buyers focus on homes within a \$25,000 price range. If your home is priced outside of this range, it is less likely to reach its full potential audience or attract the right buyers.

R E P U T A T I O N

Overpricing a home often leads to extended time on the market. Buyers, aware of the property's prolonged exposure, may hesitate to make an offer due to concerns that something might be wrong with the house. Homes that linger on the market for too long often end up selling for less than their true market value.

I N C O N V E N I E N C E

An overpriced home that doesn't sell quickly can result in owning two properties—the one you've already purchased and the one you're trying to sell. This situation can be costly, stressful, and highly inconvenient, adding financial and emotional strain.

*YOUR HOME'S MARKETING
FOUNDATION IS ESTABLISHED
ONCE THE POSITIONING
STRATEGY HAS BEEN
DETERMINED.*

TIPS *for* BEST SHOWINGS

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 all 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 bedrooms 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.



PRICING STRATEGIES FOR SUCCESS

A - BELOW MARKET VALUE

When a home is priced below market value in real estate, it means the listing price is set lower than the estimated value the property could sell for in the current market. This can be done intentionally to attract more buyers, create competition, or generate interest quickly. Pricing a home below market value may result in multiple offers and potentially drive the final sale price higher than the original listing price.

B - AT MARKET VALUE

When a home is priced at market value, it means the listing price reflects the current market conditions and is in line with what similar properties in the area are selling for. It's considered a fair price based on factors like the home's condition, location, and comparable sales in the neighbourhood. Pricing at market value helps attract serious buyers while minimizing the risk of overpricing or underpricing the property.

C - ABOVE MARKET VALUE

When a home is priced above market value, it means the listing price is set higher than what comparable homes in the area are currently selling for, based on factors like the home's condition, size, and location. This could be done by the seller to test the market, account for unique features, or potentially leave room for negotiation. However, pricing a home above market value can lead to fewer buyer inquiries, as it may appear overpriced compared to similar properties. If the home doesn't sell quickly, the seller may eventually need to lower the price to attract buyers.

CHANGE *of* ADDRESS

UTILITIES, BILLS, AND OTHER VENDORS:

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

LEGAL AND IDENTITY DOCUMENTS:

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

PROFESSIONAL SERVICES:

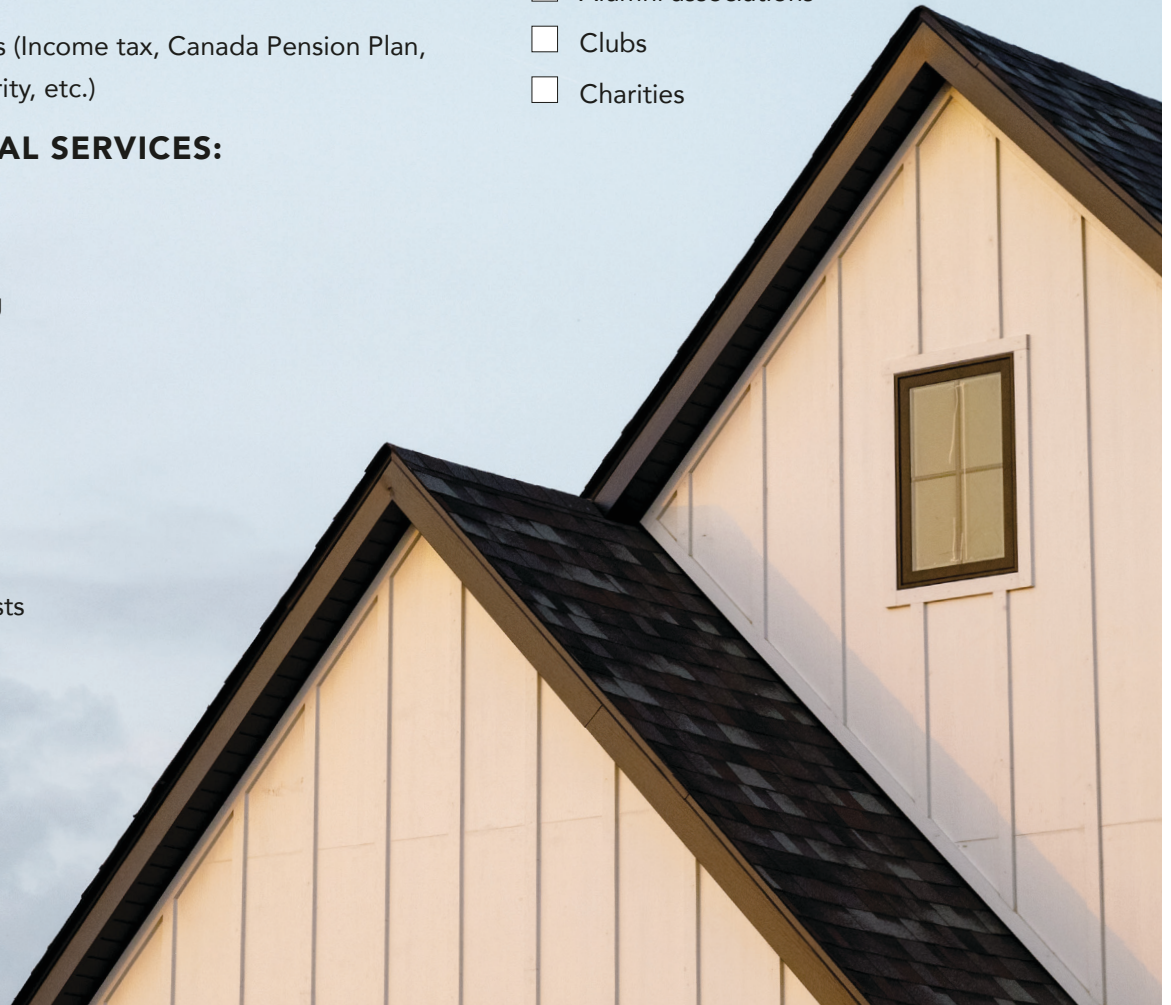
- Pool
- Lawn
- Housecleaning
- Physician
- Veterinarian
- Attorney
- Dentist
- Optometrist
- Other specialists

FINANCIAL:

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

MISCELLANEOUS:

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



UP STAGED PROPERTY STYLING

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Sell that **HOME** in *style!*



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Offering Social Media
Marketing for Realtors





Thank you for choosing me as your real estate professional.

My primary goal is to guide you smoothly through the often-turbulent process of selling your home. With over 15 years of experience in the local market, I've helped hundreds of clients, selling more than 500 homes along the way. Over the years, I've developed effective systems that adapt to the current market conditions, the type of property, and, most importantly, the unique needs of each client I work with.

I am committed to providing you with a high level of service, offering expert advice at every step of the journey. I aim to make the sale of your home not only stress-free but also pleasant!

I pledge to give you my full attention and support, handling every detail and ensuring a smooth process from start to finish.

My ultimate goal is for you to be so satisfied with my service that you'll feel confident recommending me to your friends, family, and acquaintances for their real estate needs.

Thank you again for choosing me—I look forward to a successful and winning working relationship with you!



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