

RE/MAX Kelowna

PRE-LIST SELLER GUIDE



Gillian Krol

Licensed Agent for over 16 years
An Agent Just Right For You.

GoldilocksEstates.com
OkanaganListings.ca

250.718.5324
info@goldilocksestates.com



GOLDILOCKS
ESTATES

Outline of Topics

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A Realtor *Just Right* for you.


Gillian Krol

ABOUT ME

GILLIAN KROL

With my bachelor's degree in Communications and Media Relations, I understand the importance of aligning my marketing efforts with the best international real estate brand. This is why I moved my business from Coldwell Banker to RE/MAX Kelowna in 2023. In the last 16 years that I've sold real estate in the Okanagan, I've applied this marketing knowledge to create key marketing strategies that effectively connect your home with your target market. The number of co-operative agents selling MLS[r]-listed homes has dramatically increased to over 95% since the B.C. government has restricted listing agents from offering agency representation to interested homebuyers. This is why it's essential that you work with a respected and connected Real Estate Agent who knows how to negotiate and uniquely market the best features of your home. Dedicated hard work, a focus on integrity and client communication not only helps our sellers cross the finish line, but also ensures the continued opportunity to do repeated business with you and assist referrals from your friends and family. We don't just sell homes, we chase your happiness.



 250.718.5324

 info@goldilocksestates.com

 [@Goldilocks_Estates](https://www.instagram.com/Goldilocks_Estates)  [GoldilocksEstates.com](https://www.facebook.com/GoldilocksEstates.com)

BRAND VALUE

About RE/MAX

RE/MAX Kelowna

DON'T UNDERESTIMATE THE IMPORTANCE OF NETWORK

RE/MAX has more than 24,000 licensed
real estate agents across Canada.
Coldwell Banker only has 2600.

RE/MAX has 1,025 Offices in Canada.
Royal LePage has 600.

RE/MAX operates in more than 110
Countries around the world.
eXp has just over 20.



www.GoldilocksEstates.com

www.OkanaganListings.ca



www.ReMaxKelowna.com

www.Remax.ca/Luxury



Best Business Practice

BACK-END SUPPORT

Exceptional Service



TAYLOR DUGGAN

My go-getter unlicensed assistant Taylor helps manage listing inquiries + activations, payables, showing feedback, photography sessions and coordinates creative marketing plans for each client. Beyond Taylor, we have three other employees that support us from the RE/MAX marketing department.



RE/MAX BUYER'S AGENTS

In the possibility of a buyer inquiring off our marketing material, without a Realtor[r] already assisting them, we have many qualified associates at the RE/MAX Kelowna location to help provide agency representation.



KATHERINE RUTHERFORD

We are excited to introduce a new managing broker to our team at RE/MAX Kelowna. Katherine has over 20 years of real estate experience and is a highly accomplished professional who brings a wealth of knowledge and expertise to our brokerage. We look forward to the success and growth she bring to our team.

PRE-LIST PROCESS

4 Simple Steps



1.) MARKET EVALUATION (CMA)

Review Central Okanagan market performance and apply a detailed focus on the comparative sale performance in your neighbourhood.

2.) REVIEW MARKETING STRATEGY

Every sales experience is unique. Let's take the time to understand your goals and preferred communication style, and customize a real estate marketing strategy that aligns perfectly with your objectives.

3.) SETTING EXPECTATIONS


To avoid unnecessary stress, we provide a detailed, step-by-step explanation of the sales contract and negotiation process prior to activation.

4.) SIGN & SET PHOTOGRAPHY & STAGING WITH ACTIVATION DATE

We pride ourselves on delivering a streamlined listing experience, from the moment of activation to your move-out date, to ensure your journey is as smooth and hassle-free as possible.

PRICING STRATEGY

WHY PRICING IS CRITICALLY IMPORTANT



Every Price tells a story. An asking price will indicate if you're committed to selling, testing the market, or wanting to sell quickly in multiple offers. Dependent on the market conditions and the Seller[s]' specific goal, we set a price that reflects the pace at which the Seller wants to sell or test the market. Keep in mind that days on market do affect the Buyer's impression of your asking price. If we set too high of a price, it is our job to give you the necessary feedback so you can correct it accordingly.

SELLING PROCESS

We've got you.



ONCE WE GO LIVE

Once your listing goes live on the MLS website, Realtor.ca, we are already in the process of pushing this listing content to several other websites and completing the feature sheets prior to first viewing. We will also organize some agent tours and start with an open house to the public. If you are not comfortable with doing open houses, they are not required. We work at your preferred pace and comfort.

01

COMMUNITY ENGAGEMENT

Agent tours, public opens, luncheons, newsletters, social media, print & press releases with virtual tours.

02

PRINT & INTERNET

Every Buyer is starting their search online. We manage multiple websites and rank our leads in an advanced CRM software.

03

APPEALING PRINT

All printed feature sheets and advertisements are professionally presented to your target market.

04

FEEDBACK FROM NEGOTIATIONS

It's crucial you know why you've lost a buyer. We work on overcoming buyer objections to increase the likelihood of an offer.

MEDIA & DISTRIBUTION



1 SOCIAL MEDIA

2 DIRECT MAIL

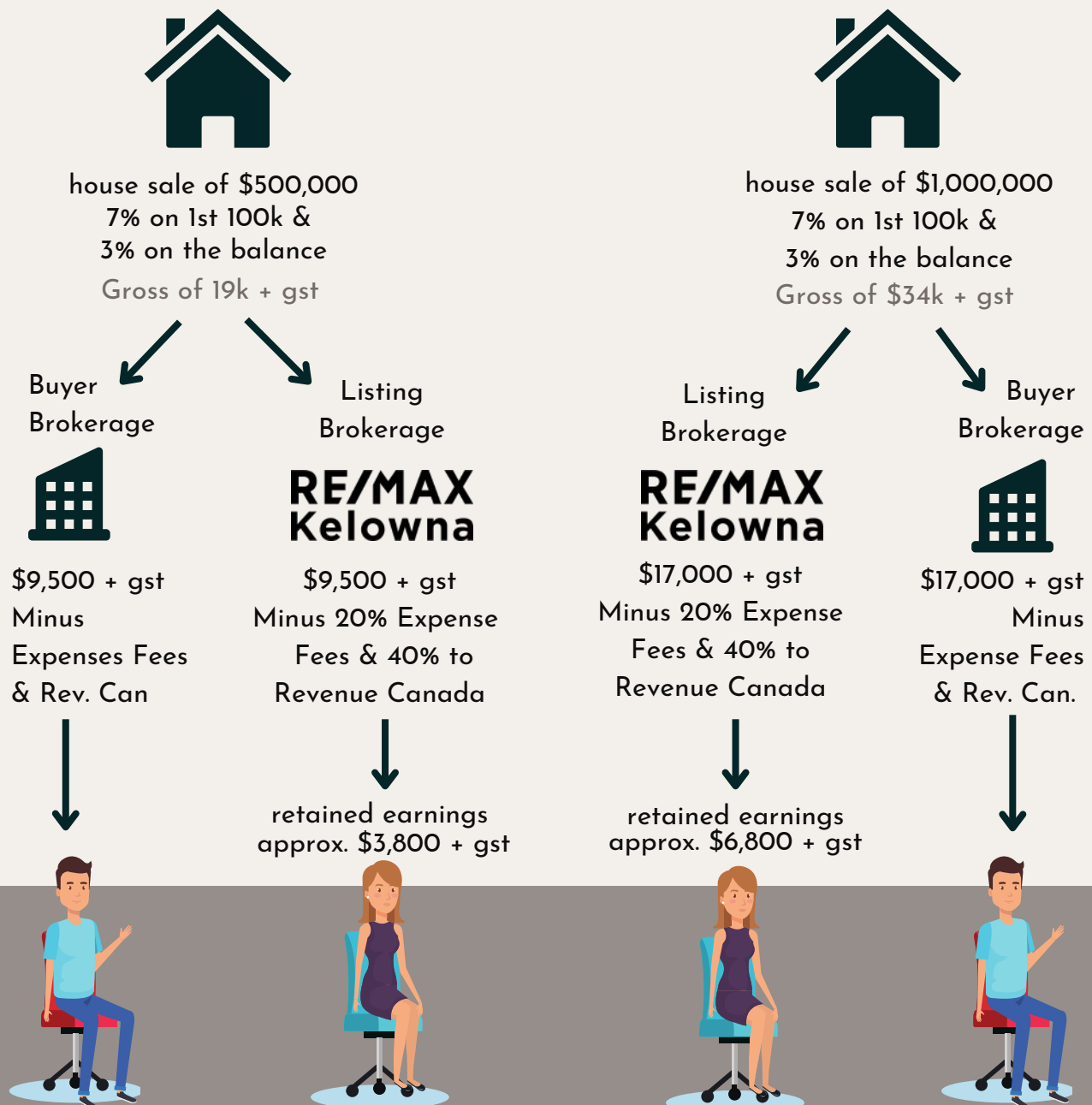
3 CONTENT
MARKETING

4 BUSINESS
WEBSITE

5 NETWORKING

COMMISSION CALCULATIONS

Here's an easy diagram to help you understand how our real estate commissions are charged and disbursed.



| LAWYERS

LAWYERS

A lawyer will provide valuable assistance in closing the transaction. This includes reviewing your contract terms, conditions, and other legal documents, as well as conducting a title search to ensure that there are no encumbrances on the property. It's important to consider that the cost of hiring a lawyer may vary depending on the specific services they provide. However, many lawyers will include the cost to review and approve your title with the general expenses to close your transaction, which typically costs \$1200 or more. We recommend that you inquire about their rates before proceeding.

KELOWNA:

Acorn Law

Jennette Viopicka
(778) 940-3768

Montgomery Miles Stonne

Dave Miles
(250) 980-3360

Glazier Polley

Marty R. Wales
(250) 763-3343

Touchstone Law Group LLP

(250) 448-2637

VERNON:

Woolley Law

Ed Woolley
(250) 542-9944

Nixon Wenger

(250) 542-5353

Compass Law Corp.

(250) 545-8059

Kidston Helm Ross

(250) 545-0711

| ACCOUNTANTS

CHARTERED ACCOUNTANTS

We recommend that you seek the advice of a tax specialist chartered accountant if you have questions regarding GST, speculation tax exemptions, or potential challenges related to holding investments outside of Canada or British Columbia.

You can either ask your lawyer for a referral or directly contact an accountant. Please note that the cost of receiving accounting advice may vary, so it's important to inquire about their rates beforehand.

Crowe McKay (Kelowna):

Brian (250) 763-5021

Andy Sambrielaz (Kelowna):

(778) 478-0801

Peter Liscia (Kelowna):

(250) 808-1353

Grant Thornton LLP (Kelowna):

Corporate Tax Advice

(250) 712-6800

Clark Robinson (Vernon):

(250) 545-7264



| SERVICES

Services & Contacts

HOME RENOVATIONS

Gord Turner Renovations

www.gordturner.com
info@gordturner.com
 (250) 469-9379

LUX Homes & Custom Renovations

www.luxqualityhomes.com/renovations
info@luxqualityhomes.com
 (778) 653-6488

PAINTERS

About Face Paint

Ron Sicca
 (250) 878-8693

Steve Noon

Does Paint & Wallcovering
 (250) 212-9903

OUTDOOR SERVICES

Synergy Landscape Design Ltd.

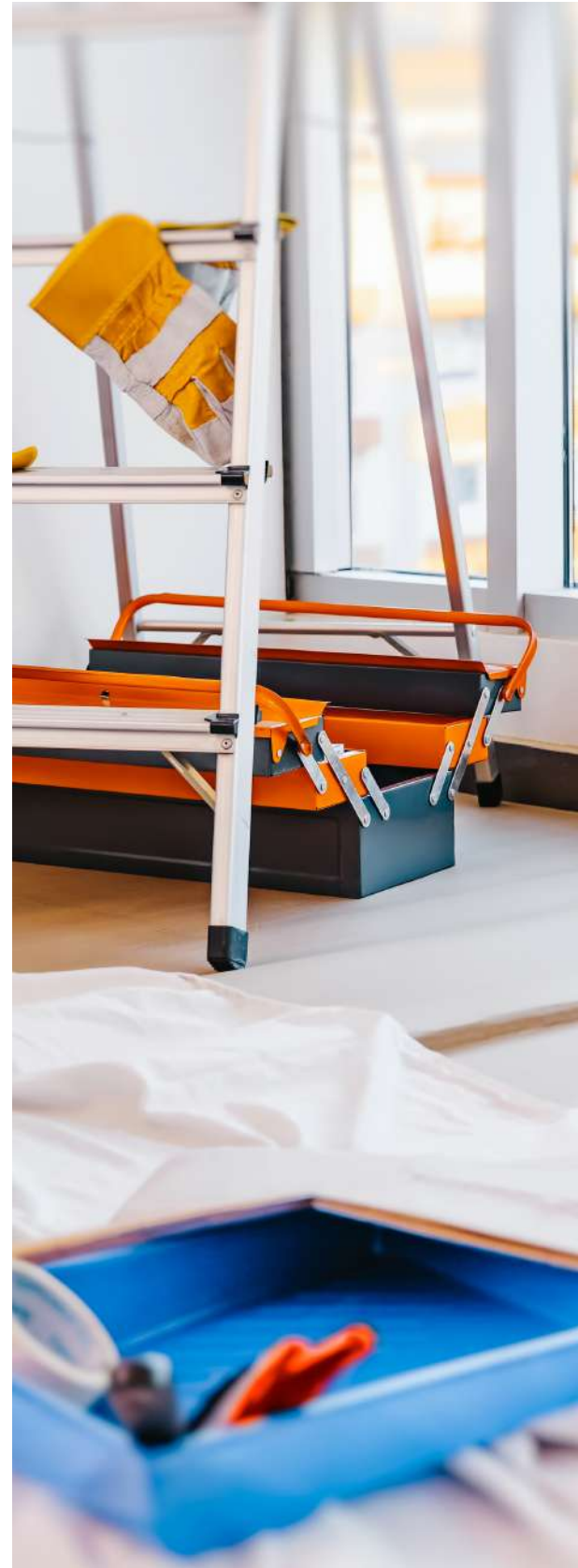
www.synergylandscape.com
info@synergylandscape.com
 (250) 862-6167

Creative Roots Landscaping Ltd.

www.creativerootslandscaping.com
admin@creativerootslandscaping.com
 (250) 868-9374

J Team Property Services

Landscape Maintenance
ajteamkelowna@gmail.com
 (778) 846-3870



| SERVICES

Professional Cleaners



NOTE

The cost of hiring a professional cleaner varies depending on the size of the house as well as the type of cleaning required. To find the best rate for your specific needs, we recommend obtaining multiple quotes from different companies.

CLEANERS

Organic & Clean

www.organicandclean.ca
info@organicandclean.ca
 (778) 761-5433

Get it Right Professional Services

www.getitrightcleaning.com
 (250) 718-4661

Jenny Bee's Professional Housekeeping

www.jennybeeshousekeeping.com
Jennybhousekeeping@hotmail.com
 (778) 583-5830

All About Details Cleaning

www.allaboutdetailscleaning.ca
info@allaboutdetailscleaning.ca
 (250) 808-3822 & (250) 808-7777

STEAM CLEANERS

Pro-Steam Plus Carpet Cleaning

www.allaboutdetailscleaning.ca
 (250) 765-9362

Kelowna Carpet Cleaning

www.kelownacarpetcleaning.ca
 (250) 765-9362

| SERVICES

Organizing & Design

ORGANIZERS

Ebb and Flow Organizing
www.ebbandfloworganizing.ca
ebbandflowokanagan@gmail.com
(250) 869-5735

Dwell Organized
www.dwellorganized.ca
goldeen@nuvisionhomestaging.com
(250) 258-2041

Motivated Spaces (Lake Country)
www.motivatedspaces.com
motivatedspaces@gmail.com
(306) 280-2173

STAGING & DESIGN

Nuvision Home Staging & Design
www.nuvisionhomestaging.com
goldeen@nuvisionhomestaging.com
(250) 258-2041

Center Stage Interior Decorating
www.centerstagebc.com
info@centerstagebc.com
(250) 807-1102



| SERVICES

Moving & Storage

PACKING & MOVING

Peak Moving

www.peakmoving.ca
contact@peakmoving.ca
 (250) 575-3118

Bighorn Moving And Storage

www.bighornmoving.ca
info@bighornmoving.ca
 (866) 544-9034

STORAGE

Storage Bear (West Kelowna)

www.storagebear.com
info@storagebear.com
 (250) 769-2327

Spacious Storage on Ellis (Kelowna)

www.spaciousstorage.ca
info@spaciousstorage.ca
 (250) 980-0889

Lake Country Self Storage

www.lakecountrystorage.ca
lakecountrystorage@shaw.ca
 (250) 766-2430



| UTILITIES

FortisBC

FORTIS ELECTRICITY & GAS

Move your account

If you have a natural gas or electricity account with Fortis and you're moving to another location that has natural gas or electricity service installed, you can use your online account to give them the details of your move.

Natural gas

Tel: 1-888-224-2710

Monday-Friday

7 a.m. to 8 p.m.

Electricity

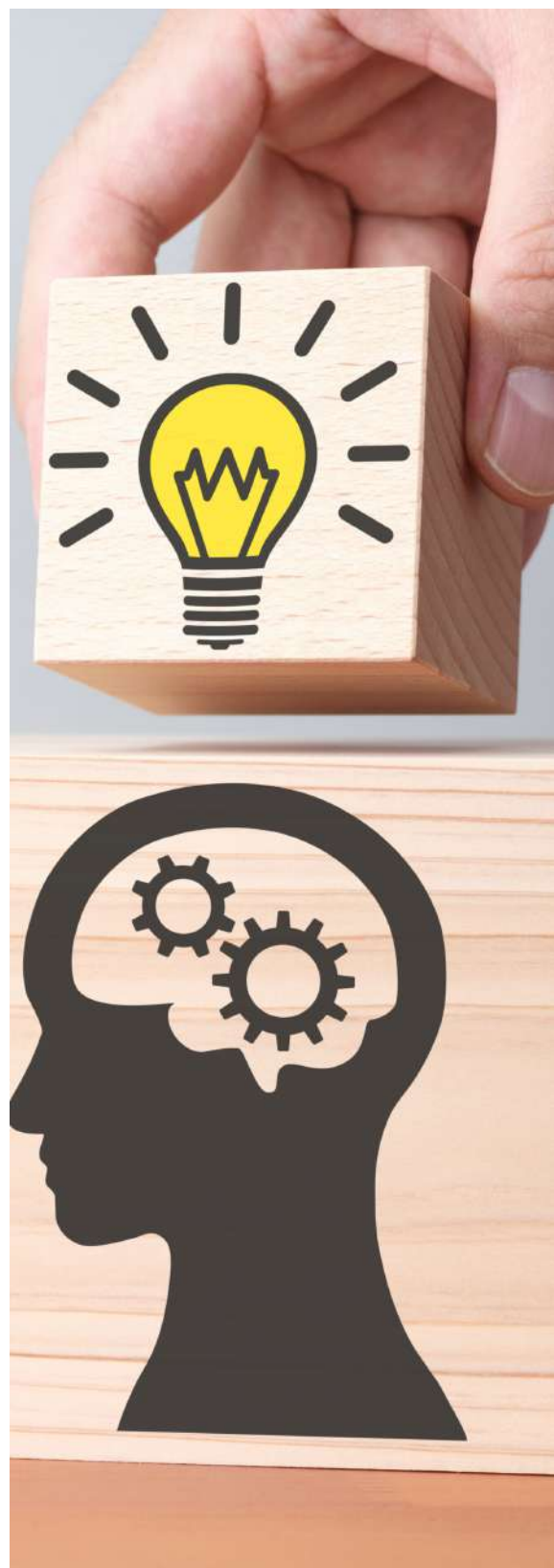
Tel: 1-866-436-7847

Monday-Friday

7 a.m. to 7 p.m.

Visit <https://accounts.fortisbc.com/hcl-axon.com~iem~cssweb/requestservice/requestserv.xhtml>

If your home or business has natural gas or electricity service installed and you just need to open an account, visit <https://accounts.fortisbc.com/hcl-axon.com~iem~cssweb/requestservice/requestserv.xhtml>



| UTILITIES

Water Providers

KELOWNA WATER PROVIDERS

Kelowna residents are served by four water providers throughout the city:

- City of Kelowna Water Utility (CITY)
- Glenmore Ellison Irrigation District (GEID)
- Rutland Waterworks (RWD)
- Black Mountain Irrigation District (BMID)

To find your water provider specify an address in this City Website:

<https://www.kelowna.ca/city-services/water-wastewater/find-your-water-provider>

WEST KELOWNA IRRIGATION DISTRICT

The City of West Kelowna operates four water systems - Lakeview (Local Rose Valley), Powers Creek (Legacy Westbank), Sunnyside/Pritchard and West Kelowna Estates.

Upon completion of Rose Valley Water Treatment Plant and connections to the Lakeview, Sunnyside/Pritchard and West Kelowna Estates Systems, the City will operate two systems, with the other being served by the Powers Creek Water Treatment Plant.

Set up Account by Calling 778-797-8850



| PHOTO DAY

Checklist

PREPARING YOUR HOME FOR PHOTOGRAPHY

We want your home to be presented in the best light. Completing the following checklist before the Photographer arrives will help the marketing process immensely. Also, if there are any special requests for photos, please let us know before the photo day. We thank you for your efforts and cooperation.

☐

BATHROOMS - Please have all toiletries, make-up and personal items removed from the bathroom counter, shower or tub. Please have all dirty towels and anything that is not part of the decor removed. Bath or place mats should be removed.

☐

BEDROOMS - Please have all clothing and personal items picked up from floors and put away out of sight. Nightstands and dressers should be cleared of all personal items.

☐

KITCHEN - Please have all floor mats or small area rugs put away. Have as many appliances put away as possible. Things like paper towel dispensers, soap containers, phone chargers and mail should be put away.

☐

FRONT ENTRANCE - Please remove shoes and anything else that doesn't need to be there including area rugs/floor mats when possible and depending on floor type.

☐

GROUND / YARD - Please have all yard items put away or presented in a neat and orderly fashion. Any toys, gardening equipment, waste bins, tools, or buckets should be put away. If possible, the lawn should be freshly cut. All vehicles should be removed from the driveway & front of the property. Functioning hot tubs and pools cleaned with covers opened.

☐

BLINDS - Mini blinds should be fully lifted when possible to show the view. Larger blinds (1.5"+) should be opened straight.

☐

LIGHTS - Please switch all interior lights upon or before the photographer's arrival. If you're having a twilight shoot, please include exterior lights. If on a dimmer, please make it full brightness, the photographer can adjust it if necessary. Please ensure any burned-out lights in and outside the home are replaced as one burned-out light can ruin a photo.

MOVING

Checklist

Send Change of Address Cards To:

- | | |
|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Post Office | <input type="checkbox"/> Relatives |
| <input type="checkbox"/> Friends | <input type="checkbox"/> Other: _____ |

Make Arrangements with Moving & Packing Co.

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Make Arrangements with Moving Co. | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Other: _____ | <input type="checkbox"/> Other: _____ |

Utilities & Services

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> Electric | <input type="checkbox"/> Cable TV / Satellite |
| <input type="checkbox"/> Gas | <input type="checkbox"/> Internet Provider |
| <input type="checkbox"/> Water | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Telephone | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Cell Phone | <input type="checkbox"/> Other: _____ |

Professional Services

- | | |
|---|---|
| <input type="checkbox"/> Doctor | <input type="checkbox"/> Cable TV / Satellite |
| <input type="checkbox"/> Dentist | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Optometrist | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Lawyer / Notary Public | <input type="checkbox"/> Other: _____ |

Business Accounts & Services

- | | |
|--|--|
| <input type="checkbox"/> Banks | <input type="checkbox"/> Store Charge Accounts |
| <input type="checkbox"/> Finance Companies | <input type="checkbox"/> Insurance Agencies |
| <input type="checkbox"/> Loan Institutions | <input type="checkbox"/> Reward Programs |
| <input type="checkbox"/> Pension Plans | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Credit Card Companies | <input type="checkbox"/> Other: _____ |

MOVING

Checklist Continued

Government Offices

- | | |
|---|--|
| <input type="checkbox"/> Income Tax | <input type="checkbox"/> Medical Services Plan (MSP) |
| <input type="checkbox"/> Family Allowance | <input type="checkbox"/> Vehicle Registration (ICBC) |
| <input type="checkbox"/> Old Age Security | <input type="checkbox"/> Driver's License or BCID |
| <input type="checkbox"/> Canada Pension Plan | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Unemployment Insurance | <input type="checkbox"/> Other: _____ |

Local Offices & Organizations

- | | |
|--|---|
| <input type="checkbox"/> Schools | <input type="checkbox"/> Clubs and Affiliations |
| <input type="checkbox"/> Library | <input type="checkbox"/> Sports and Activities |
| <input type="checkbox"/> Property Tax | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Civic Organizations | <input type="checkbox"/> Other: _____ |

Publications

- | | |
|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> Newspapers | <input type="checkbox"/> Music Club |
| <input type="checkbox"/> Magazines | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Mail Order | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Book Club | <input type="checkbox"/> Other: _____ |

Moving Day: Pack Your "Everything Bag"

- | | |
|---|---|
| <input type="checkbox"/> PJ's & Clean Clothes | <input type="checkbox"/> Pet Food & Supplies |
| <input type="checkbox"/> Toiletries | <input type="checkbox"/> Phone & Laptop Charger |
| <input type="checkbox"/> Medication | <input type="checkbox"/> Important Documents |
| <input type="checkbox"/> Towels | <input type="checkbox"/> Cash Valuables |
| <input type="checkbox"/> Toilet Paper | <input type="checkbox"/> Other: _____ |

CLIENT REVIEWS

Trust in Service

AMANDA & DAN CAMPBELL SELLER & BUYER



We are currently working with Gillian for our second transaction and she is outstanding. She's a knowledgeable negotiator and knows her business. Our favorite thing about her is that she does what she says and always follows through and circles back. She makes the buying and selling experience fun and enjoyable. When selling/purchasing a home you need someone on your side like Gillian.

TANYA LUNDER BUYER



Gillian Krol is a phenomenon Realtor. She is friendly, very knowledgeable, a great negotiator and has amazing attention to detail. She has been my Realtor for 2 moves now and I not only would highly recommend her to others, but I won't hesitate to use her services again on my next purchase.

MARIE & DOUG CARLSON MULTIPLE PURCHASES & SALES



Gillian Krol of Goldilocks Estates is a top-tier level Realtor. Professionalism, knowledge, honesty and most of all her hard work ethic definitely made us feel like we were in good hands throughout our deal on our dream home. Always available for questions, opinions, and numerous phone calls and text messages. Gillian is truly a star in her field. She guides you through the entire process of buying and selling real estate and went beyond my high expectations for a Realtor. Using her services for almost 15 years, she has become a trusted professional and friend. Thanks Gillian, you're an absolute gem!

Gillian Krol



**CUSTOMER
SATISFACTION**



**STRONG
NEGOTIATOR**



**EXCEPTIONAL
MARKETING
EXPERIENCE**



Gillian Krol

**RE/MAX
Kelowna**

GoldilocksEstates.com - OkanaganListings.ca

MEETING NOTES