

Educated Seller's Guide

First comes thought; then organization of that thought, into ideas and plans; then transformation of those plans into reality. The beginning, as you will observe, is in your imagination.

-Napoleon Hill

Darin Germyn

Multi-Award Winning Real Estate
Professional

604-374-6145

homes@germyn.ca

Table of contents

Meet Darin Germyn	1
About Macdonald Realty	2
How to Qualify A Real Estate Professional	3
How I Can Help You	4,5
Where Do Buyers Come From	6
Marketing Systems	7,8
Intelligent Home Pricing	9
Your Exclusive Entitlements	10
Preparing Your Home for Sale	11
Keys to Successful Showings	12
<i>Exclusive</i> Easy Exit Guarantee	13
A Few Words from Clients	14
Forms to Prepare in Advance	15



Morgan Crossing, South Surrey



Meet Darin Germyn

Don't wish it was easier, wish you were better.

-Jim Rohn

Darin Germyn

Multi-Award Winning Real Estate
Professional

604-374-6145

homes@germyn.ca



First and foremost, thank you for your time and the opportunity to wow you. Since 2007, I have been looking for the most progressive and innovative ways to help my clients succeed. The traditional model of real estate sales has been slowly dying in the last decade as we have seen radical changes in our industry and economy. A time when being a real estate professional meant putting a sign in the yard and being the gate keeper of information is long ago dead, and a new era of Real Estate sales is upon us. You don't just have to be good, you have to be *really* good to survive in this business. The first step is the way you treat people. The second, is simply results.

Coming from a customer service and business background running a multi-million dollar per year business as head management, I knew that Real Estate sales would be the perfect fit to expand my future. I began in Real Estate in 2007 coming from training with a top selling Real Estate team, producing almost 10 times what the average Realtor maintains each year. Once I got my feet wet, I launched into a program with Richard Robbins Int., a professional coaching company, being trained by some of the countries top Real Estate professionals. Each and every week, I connect and train with successful, like-minded business experts to learn how to better serve my customers and business. This has allowed me to produce extraordinary results.

I am a simple man. I enjoy snowboarding on my days off, sipping on new craft beers when relaxing, and enjoying quality time with my family and dog. When I am not working, I am reading books by brilliant people who have been gracious enough to leave their life's understandings and experiences in writing for me to devour. I cherish my personal time as much as I cherish my business and helping people move forward with their ambitions. This is who I am, and I am grateful and humbled to be able to serve you.



Seawall, Downtown Vancouver

Again, you can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something - your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life. -Steve Jobs

Darin Germyn

Multi-Award Winning Real Estate
Professional

604-374-6145

homes@germyn.ca

About Macdonald Realty

A locally owned, full-service real estate company serving BC families since 1944



A trusted name in Real Estate

Founded in 1944 on Vancouver's West Side, Macdonald Realty is a locally owned company with 20 offices and nearly 1,000 sales professionals throughout British Columbia. Unlike most brokerage firms, Macdonald Realty is a true full-service real estate company with divisions in residential sales, commercial sales and leasing, property management, project marketing, and mortgage services.



With a gross sales volume of \$4.7 Billion in 2009, Macdonald Realty is Western Canada's largest real estate brokerage firm, beating out every Re/Max, Royal LePage, C21, and Prudential office on the West Coast.



LEADING REAL ESTATE
COMPANIES *of* THE WORLD™

Macdonald Realty is a member of the Leading Real Estate Companies of the World network, through which we are affiliated with over 145,000 sales associates in 600+ top real estate firms across North America and in 30+ countries around the world.



Clova Cinema, Cloverdale



How to Qualify A Real Estate Professional

I believe that if you show people the problems and you show them the solutions they will be moved to act.
-Bill Gates

Questions *all* Real Estate sales professionals should be able to answer

1. How many homes did you sell last year?
2. What are you percentage of homes that are selling?
3. What is your average list to sales price ratio vs. the average for the market?
4. What is your average marketing time vs. the MLS average marketing time?
5. Do you have a list of past clients I can call?
6. Do you follow up on all showings and will you give me feedback?
7. Do you have a copy of the Realtor Code of Ethics?
8. How much money do you spend each year on education and sales training?
9. Are you full time?

POWER THOUGHT

Hire the professional who is best qualified to handle your most valuable asset, your home.

Darin Germyn

Multi-Award Winning Real Estate
Professional

604-374-6145

homes@germyn.ca



How I Can Help You

My goal is to sell your home for the most amount of money, in the shortest period of time. So how do I compare to other Realtors out there...?

Average Days on Market



Less days on market means

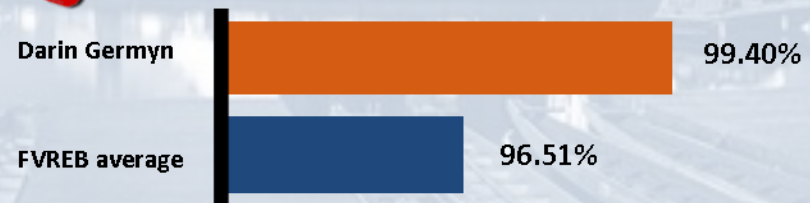
- Less showings and time away from home
- Less strangers in your home
- Less cleaning

**Additional
2.89%**

Multiply 2.89% by your estimated sale price to determine to additional amount that I will negotiate for you.

$2.89 \times \$200,000 = \$5,790$
 $2.89 \times \$350,000 = \$7,311$
 $2.89 \times \$550,000 = \$15,895$
 $2.89 \times \$750,000 = \$21,675$

% of List Price Achieved for Listings



*Statistics provided by the Fraser Valley Real Estate Board

Remember, if you ever need a helping hand, it's at the end of your arm, as you get older, remember you have another hand: The first is to help yourself, the second is to help others.
-Audrey Hepburn

Darin Germyn

Multi-Award Winning Real Estate
Professional

604-374-6145

homes@germyn.ca



How I Can Help You

However beautiful the strategy, you should occasionally look at the results.
- Winston Churchill

Number of Families Moved per Realtor



Summary

Not all Realtors are the same. Just like in any industry, there are those that excel and those that don't.

I take selling your home very seriously and my results consistently prove that my clients enjoy quicker success, more money in their pocket, all being completed in a professional and expert manner.

	FVREB average	Darin Germyn
Days to Sell	57	35
% of list price achieved	96.51%	99.4%
Families moved per year	5	21

*Statistics provided by the Fraser Valley Real Estate Board

Darin Germyn

Multi-Award Winning Real Estate
Professional

604-374-6145

homes@germyn.ca



Darin Germyn

Multi-Award Winning Real Estate
Professional

604-374-6145

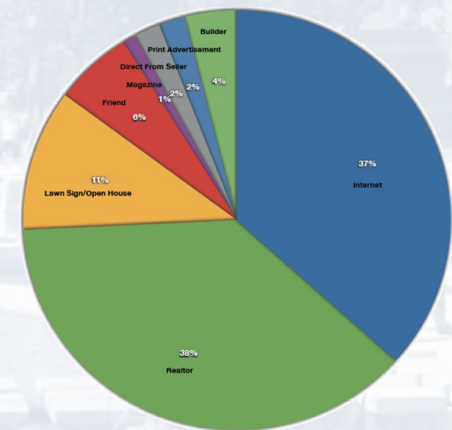
homes@germyn.ca

Marketing Systems

Marketing is a fine balance between promotion, elegance and professionalism. When it comes to marketing, it is essential to understand where your prospects are coming from, how they are searching, and who is likely to purchase your home. Statistics show that 86% of home buyers initially find their home through a Realtor, a lawn sign/open house or online. The key to my marketing systems is to optimize marketing efforts to bring your home to the correct audience, and spend our time marketing to where more people are likely to see your home.

Online activities

- Germyn.ca, realtor.ca, bcmls.net and reciprocity on other agents websites
- 24 hour online open house- A private video tour of your home hosted on YouTube
- Social Media strategy—focuses on engaging rather than selling
- Personal website
- Online classified marketing- Craigslist, Kijiji, Zoocasa
- Professional photography
- Strategic pricing strategy
- Professional staging consultation- Staged homes sell for 1-3% more than ones that are not
- Mobile devices/ QR codes—over 50% of home buyers shop on their mobile devices



Real Estate Community

- MLS data sheet accuracy—Reviewing over 250 pieces of information for accuracy ensures your listing is seen
- Realtor exposure and awareness- hand delivered listing flyers to local real estate offices promoting your home
- Ease of showing- A bank-grade Sentrilock lockbox available to promote secure yet easy access for other Realtors

Marketing Systems Cont.

Innovation comes from people meeting up in the hallways or calling each other at 10:30 at night with a new idea, or because they realized something that shoots holes in how we've been thinking about a problem.
-Steve Jobs

Darin Germyn

Multi-Award Winning Real Estate
Professional

604-374-6145

homes@germyn.ca

Real Estate Community cont...

- Comparable competitors– I will call every listing either competing with us or which has recently sold for the duration of your listing to solicit your property to other agents who have similar homes that didn't work for their clients
- A competitive rate– I will offer a competitive or above industry average rate to co-operating agents to entice them to bring their clients to your home *first*
- Interoffice promotion

Lawn Sign/Open House

- Effective 30 minute open house—Most Realtors use an open house to pick up wandering buyers and neighbours; I use my open house to sell your home. By creating a window of 30 minutes to see your home, we result in top qualified prospects. Buyer's will choose to see you home first, more will be present creating scarcity and demand, neighbours invited will create a 3rd party endorsement of the neighbourhood, and drive by traffic will create a buzz
- Ugly orange signs– designed to give an easy to remember webpage for people driving by to remember, and are hard to ignore
- QR code on sign
- Professional contact information included



Langley Events Centre, Langley

Price is what you pay. Value is what you get.
- Warren Buffet

Darin Germyn

Multi-Award Winning Real Estate
Professional

604-374-6145

homes@germyn.ca

Pricing your home properly is about 80% of the battle. With no guarantee any home is going to sell it's critical to price your home competitive, realistic and where it will attract the most amount of buyers. When pricing a home, I take into account real market values of similar homes that have sold around you, homes that tried to sell and were not successful, as well as our direct competition. Our goal is to be the home that sells, not the home that sells other homes.

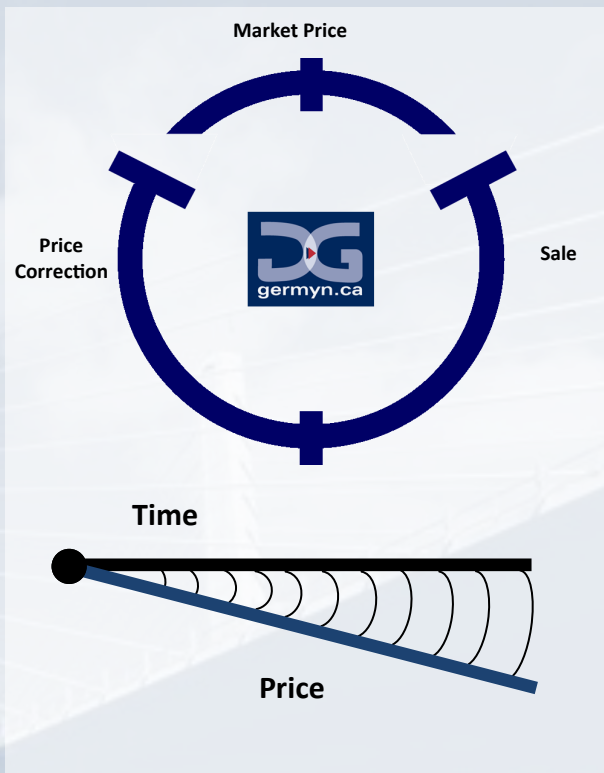
When pricing a home, the market can choose to bear a price or reject it. Market value can change as a home remains on the market. By pricing the home at market value, a rising market will result in a sale, whereas a falling market must be monitored and the price adjusted accordingly.

The dangers of overpricing a home

In a balanced or buyers market, overpricing your home can hurt you. As time marches on, if you do not price your home correctly from the start, you stand to lose value in your property. Buyers lose interest, and we lose our push. Like a swarm of bees, the first 30 days of a listing are so important. That is when all the buyers on the market are going to look at your home. After 30 days, all the buyers have seen your home and if too expensive or not offering enough value, they choose to purchase elsewhere. Now you are waiting for new buyers to come onto the market, and your chances of selling just went from 40% in the first 30 days, to 12%.

What if they bring you a low ball offer?

Who cares! Listing your home for sale is only an offer to buy. If you want \$600,000 for your home and that is where we choose to list, even offers at \$599,900 are available to turn away, until you get your price. It is better to have 10 offers on the table, then no offers at all.



Golden Ears Bridge, Langley

You never have a second chance to make a first impression.

-Charles Jackson Smith

Darin Germyn

Multi-Award Winning Real Estate
Professional

604-374-6145

homes@germyn.ca

Your Exclusive Entitlements

A Competitive Asking Price

I provide you with a concentrated, well researched written market evaluation

Active Marketing for your Home

I develop a plan that is specific to your property that will yield the desired result. I have the resources to market your property to the world and will do so to ensure that you get the most amount of money in the least amount of time.

Up-to- Date information

I keep you apprised of the sale of your property. I tell you precisely how your property is being marketed and keep you informed about showings. Also, all latest competing properties will be sent directly to you to illustrate our opposition.

A Dedicated Advocate

Sometimes in business transactions it may feel like the interests of the wrong party are of priority. My only priority is to earn your long-term loyalty and trust.

Support with Sales Negotiations

I will review all offers with you personally, pointing out their strengths and deficiencies. Based on market awareness and negotiating skills, I educate you towards the best decision for your benefit.

After Sales Service

I am committed to being there every step of the way- before and after the sale. I provide post closing information, consultation and services. I also take pride in my client relationships, pledging to keep in contact and provide valuable information for homeowners in your neighborhood, as well as comparative market evaluations of your property as requested.

My Guarantee

I strive to be the best around, provide 110% better than expected service, and to be the name you recommend to your friends, family and colleagues. If at any point during our business relationship you feel anything needs to be addressed, I encourage you to approach me so I can make it right. If I am unable to correct the matter and you are not completely satisfied, you may terminate the balance of the listing at any time by written notice.

Terry Fox Memorial, Vancouver

Preparing Your Home for Sale

If you are prepared, and will be confident, and will do the job.

-Tom Landry

First impressions and extreme cleanliness are the keys to success.

General

Eliminate clutter and store unneeded items	✓	Replace all burnt out lights	
Depersonalize Rooms		Oil all squeaky hinges, doors and windows	
Take down photos		Wash all windows	
Clean the details		Hideaway any items of expense	
Vacuum and sweep in detail regularly		Be aware of odours (febreeze!)	

Outside

Cut grass		Sweep driveway and walkway to door	
Edge walks		Paint front door (if needed)	
Trim Hedges			
Upturn soil			

Kitchens/Bathrooms

Repair all leaky faucets		Re-caulk around bathtub/shower (if needed)	
Stove, fridge, and dishwasher spotless		Wipe down all cupboards	
Remove all magnets and clutter from fridge			
All countertops cleared of clutter			

Darin Germyn

Multi-Award Winning Real Estate
Professional

604-374-6145

homes@germyn.ca



Keys to Successful Showings

By failing to prepare, you are preparing to fail.
-Benjamin Franklin

Darin Germyn

Multi-Award Winning Real Estate
Professional

604-374-6145

homes@germyn.ca

Showing your home

It is important we provide the move in feeling and deliver that feeling to every buyer that enters your home, every time. Think of a brand new show home, our goal is to deliver the 'move in ready' feeling. It is favourable to you to *not* be home during showings as it makes a potential buyer uncomfortable and encourages them to not freely inspect the property properly. Showings with other Realtors and their buyers will also be without us there. All Realtors are held to the same responsibility as us for your personal property and home. When showing your home, it is expected that:

- All lights are left on to maximize area (even in the daytime)
- All blinds/shades are left open to maximize natural light
- Soft, non-offensive music is left on in background (Jazz, elevator, country)
- Freshen the air with a few sprays of Febreeze or air odour control substances
- All beds are made and clothes put away

Any buyers brought in by me will be pre-screened to ensure they are fully qualified, pre approved and ready to put down a proper offer.

Showing times

Most showing will have the next days notice but sometimes we will have unexpected occurrences. All next day showings will be confirmed at the time of inquiry and sent to you via text message. If you prefer a different source of communication please let me know. Any same day inquiries will be handled at your discretion but are encouraged to accommodate as best as possible. If you have a preferred time of showings, please advise me ahead of time otherwise all appointments will be confirmed on the spot within reasonable hours of the day, i.e. 930am-8pm.

The Whale Wall, White Rock

Trust men and they will be true to you; treat them
greatly and they will show themselves great.
-Ralph Waldo Emerson

Darin Germyn

Multi-Award Winning Real Estate
Professional

604-374-6145

homes@germyn.ca

Easy Exit Listing Guarantee

A Sellers' biggest fear when listing their home with a Real Estate Agent is simple. They worry about being locked into a lengthy listing contract with a less than competent Real Estate Agent, costing your home valuable time and exposure on the market.

Well, worry no more. I take the risk and fear out of listing your home with a Real Estate Agent. How? Through my EASY EXIT listing agreement.

When you list your home with my EASY EXIT listing agreement you can cancel your listing at any time. No hassles, it's easy.



***You can cancel your listing anytime**

***You can relax, knowing you won't be locked into a lengthy or binding contract**

***Enjoy the calibre of service confident enough to make you this offer.**

I have strong opinions about Real Estate Service. I believe that if you are unhappy with the service you receive, you should have the power to fire your agent.

It takes a strong belief in the quality of one's service to make this kind of a stand, but I will never settle for less than the highest standards from myself and my staff or other Real Estate professionals. I am confident you will be happy with my service & results. .

Miramis Village Towers, White Rock

Old friends pass away, new friends appear. It is just like the days. An old day passes, a new day arrives. The important thing is to make it meaningful: a meaningful friend - or a meaningful day.

-Dalai Lama

Darin Germyn

Multi-Award Winning Real Estate Professional

604-374-6145

homes@germyn.ca

Buying a home can be one of the most stressful times in anyone's life and the right real estate agent can be a huge decision. Upon our first meeting with Darin we were struck by his professionalism, commitment, dedication to his trade and his honesty. His blend of good humour, youthful vigour, knowledge of the market and his unique strategical presentation made him an easy choice. Through the entire selling and buying process **Darin's calmness, insightful know how and his ability to present options when it seemed bleak** were a huge part of this endorsement. In closing I can honestly say this: Darin made our dream come true. Not only in his career, but for many home owners looking for piece of mind in an agent. We whole heartedly endorse Darin Germyn for buying or selling your most important asset.....your home!

Jeff and Laura -Sold for 99% of list price in 17 days

We sold our home for \$1000 less than we asked for it in 12 days. Not only that, Darin helped us achieve our new home \$13,000 cheaper than it was advertised. Money aside, the process was a complete success and was much easier than the first time we bought with a different Realtor. Thanks to Darin for help with beginning our new family in our new home.

Scott and Ceilia -Sold for 99.8% of list price in 12 days



Jeff and Laura R.— radical@shaw.ca

Sara and Neil S—sara_dsmith@hotmail.com

Sabina Ali—sabinaali_2002@hotmail.com

Anne L—jannel@shaw.ca

Bruce W—bruce.wahl983@gmail.com

David G—stumblehome@gmail.com

Matt and Lisa C—matt.crook@ca.mcd.com

Brad and Amy M- mcteer_brad@hotmail.com

Sam F- fernandosam@yahoo.com

Gordon and Janelle - gordon.stewart@shaw.ca

Greg P- gplotnikoff@hotmail.com

Kyle and Kealy H- kylehol@telus.net

Rick and Allison C- rickclare1@hotmail.com

Wal and Deb G- wdgreen@shaw.ca

Cheryl B- c_batke@telus.net

January C- January@mtg-plus.com

Susan F- slfweather@yahoo.com

More references available upon request

A happy client, Cloverdale

Darin Germyn

Multi-Award Winning Real Estate
Professional

604-374-6145

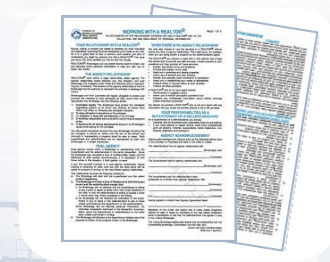
homes@germyn.ca

Forms to Prepare in Advance

Working with A Realtor

A self explanatory form helping you determine what type of agency relationship is best for us. As your agent, I am obligated to protect and promote your best interests, as I would my own. I also have a legal obligation to


- Provide undivided loyalty
- Obey all lawful instructions
- Keep your confidences
- Exercise reasonable care and skill in performing all assigned duties
- Account for all money and property while acting for you



Fintrac -Financial Transactions Report Analysis Center of Canada.

This initiative is to facilitate the detection, prevention and deterrence of money laundering and terrorist activity financing, while ensuring the protection of personal information under its control. This requires me to clarify your identification with you in person, via a BC Resident Card, Driver's License, Passport, or other determined photo ID means.

Property Disclosure Statement



A form designed to protect the you, the seller, by establishing that all relevant information concerning the property is provided to the buyer. It is important that a seller answer all the questions to the best of their knowledge as well as outline any underlying "material latent defects" of the property. A material latent defect is any issues or hindrances with the property that may cause the buyer financial or physical harm, not discoverable through a reasonable inspection of the property.

A human being is not attaining his full heights until he is educated.
-Horace Mann

Darin Germyn

Multi-Award Winning Real Estate
Professional

604-374-6145

homes@germyn.ca

Estimated Selling Price \$ _____

LESS:

Mortgage Balance \$ _____

Mortgage Penalty (if applicable) \$ _____

Legal Fees/ Disbursements \$ _____

Property Tax Adjustment \$ _____

Utilities Adjustment \$ _____

Real Estate Services Fees \$ _____

HST on Real Estate Fees \$ _____

New Home Inspection \$ _____

Moving Costs \$ _____

Other \$ _____

Other \$ _____

Other \$ _____

Approximate Net Proceeds of Sale \$ _____

Legal Fees: Approx. \$1000 for a purchase and \$600 for a sale of a property.

Adjustments: Any prepaid money on your property could be refunded back to you via the buyer, such as a portion of your full years property tax or monthly strata fee. Your lawyer will handle all adjustments as necessary

Mortgage Fees: It is critical to check with your bank to see what kinds of costs will be associated with exiting your mortgage.

Moving Costs: Depending if you are performing the move yourself or not, moving cost can vary dramatically.

Home Inspection: Cost can typically range from \$400-\$550 for most home inspections. For a list of references, please ask

**All rates can vary*

White Rock Beach, White Rock

As selfishness and complaint pervert the mind, so
love with its joy clears and sharpens the vision.
-Helen Keller

Darin Germyn

Multi-Award Winning Real Estate
Professional

604-374-6145

homes@germyn.ca

General

- A copy of your survey
- 2 copies of your front door key
- Any alarm codes
- The average costs of your utilities (electricity, water, hydro)
- Receipts or warranties for any recent home improvements (roof, windows, furnace, kitchen appliances, etc.)
- A completed "10 best features of your home" sheet
- Any other relevant information (copy of floor plans, builder info)

For condominium owners

- Maintenance fees and a list of maintenance fee inclusions
- Parking and locker numbers
- Pass key to the building and any common areas
- Strata plan
- A list of bylaws and restrictions
- Strata minutes from the last 2 years

What I Need From You



Vancouver Skyline, Vancouver