



# CINDY

PADDINGTON

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**[www.cindysellsrealestate.com](http://www.cindysellsrealestate.com)**

Seller's Guide



**RE/MAX**  
ALL POINTS REALTY





*From the initial purchase to walking us through our new home (in a construction hat and boots mind you), Cindy has been by our side from the start. I can't state enough the value and help she has given us. The part that we appreciate the most is that she does it all with a big smile, a great sense of humour and a warm heart.*

– Khoi & Grace



*Listing your home will make the difference.*

Buying or selling a home can be one of the most enjoyable events of your life, and I will be there every step of the way...bringing knowledge, confidence, laughter and peace of mind.

Home searches are never dull with me. With my theatre background and my ability to think quickly on my feet...I'm always prepared to keep things fun and alive.

I've learned that being a great communicator is of the utmost importance, which means I always put my clients first and am an avid listener. I gather and articulate all information clearly so we can solve all problems together.

In order to solve these problems, I rely on the knowledge I received from my education at Capilano University in Marketing and my full time career selling real estate. This keeps me on top of all market trends with my finger on the pulse of the market. My previous years in the fashion business as a buyer and fashion coordinator, combined with my experience as a top producing realtor has honed my skills as a shrewd negotiator. I leave no penny behind.

Growing up in the Lower Mainland and spending my entire life here has allowed me to appreciate the shifting cultures and tapestries of the communities and has allowed me to build an extensive professional network that works in your favour; helping the buying and selling process be enjoyable, and like I said...never dull.



# PRICING STRATEGY

## 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 declining in this type of market so the sooner you sell, the better it is for you.

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

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

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

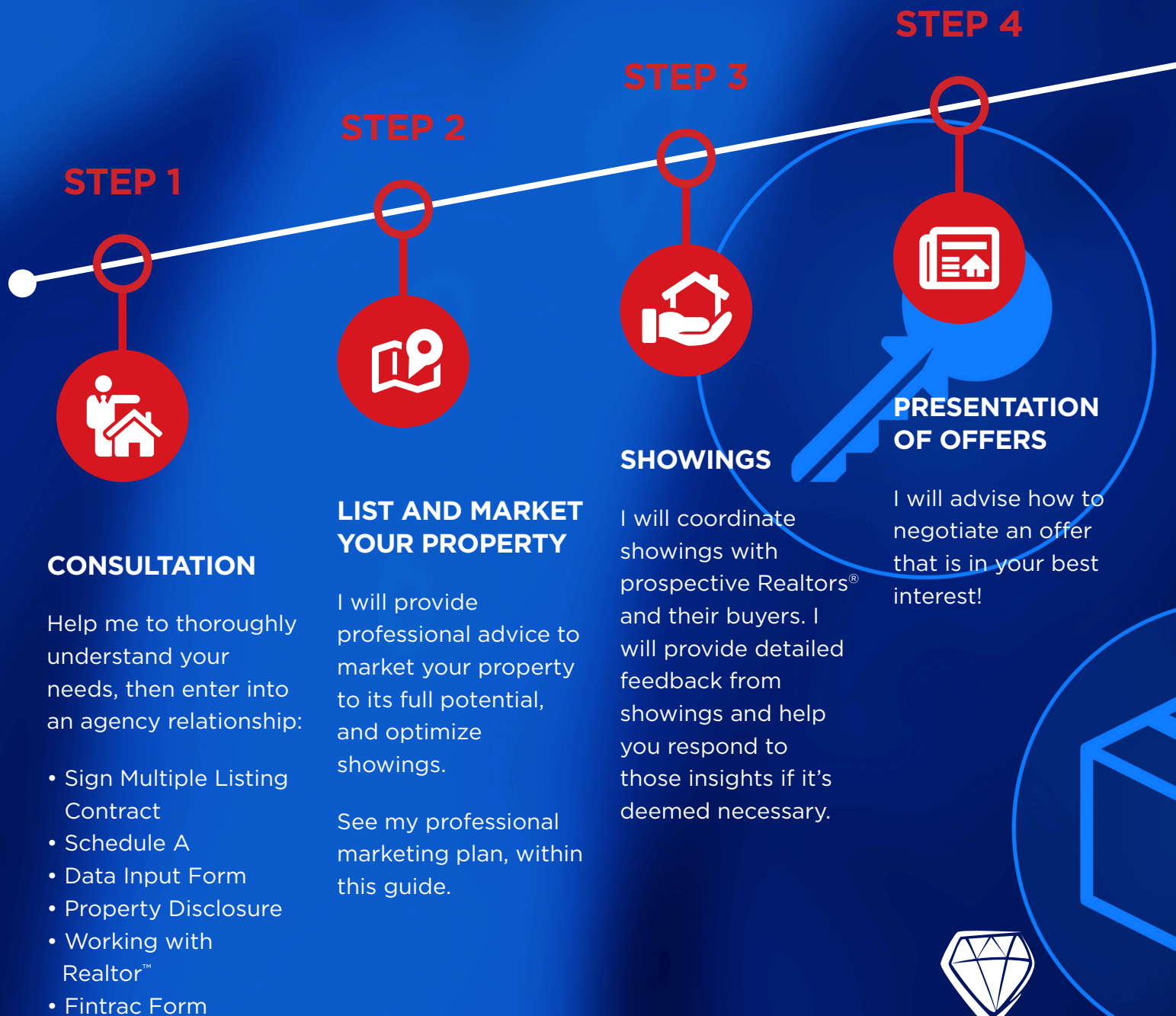
### Take the time to honestly answer the following questions:

1. Are the benefits of moving important enough to you to price your property at market value?
2. Is your understanding of the current market value of your home based on 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 currently for sale?
5. How long are you willing to wait for a sale?



# THE SELLING PROCESS

The selling process can be a bumpy road to travel. I will be an invaluable source of knowledge, contacts and advice, helping you get the best results from listing to sale.



## STEP 5

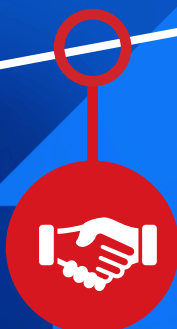


### OFFER ACCEPTED

Once an offer is accepted it will likely come with Conditions / Subject Clauses

I will liaise with the Buyer's Realtor™ to help ensure that Conditions/ Subject Clauses are satisfied.

## STEP 6

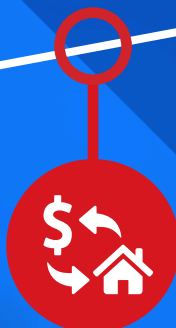


### REMOVE SUBJECTS

Your property is SOLD! Now it's time to arrange for movers, transfer utilities, insurance, forward mail, etc.

You will need to visit your Lawyer or Notary to sign closing documents.

## STEP 7



### COMPLETION

This is the official date that you receive the funds from the sale of your home.

## STEP 8



### POSSESSION

I will deliver your keys to the Buyer Realtor™

## TESTIMONIAL

*It is our pleasure to recommend Cindy as a top real estate agent. We're grateful to have met Cindy. There was a calm, comfort to her personality and how she presented herself in a professional manner. We were in awe with Cindy's knowledge, patience, superb negotiation skill and her good humour. Thank you for your extreme hard work, dedication and guidance through this long house hunting process. You've completed our every expectations and beyond. – Ryan and Betty*



# MY PROFESSIONAL MARKETING STRATEGY



Signage



Home Staging  
when required



Professional Photography



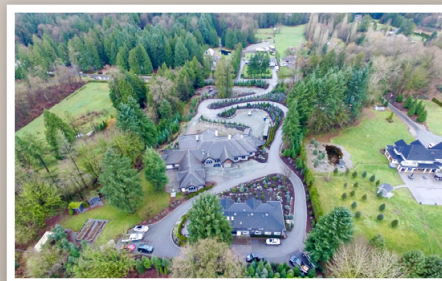
Virtual Tour / Video  
when required



New to Market Mail-out



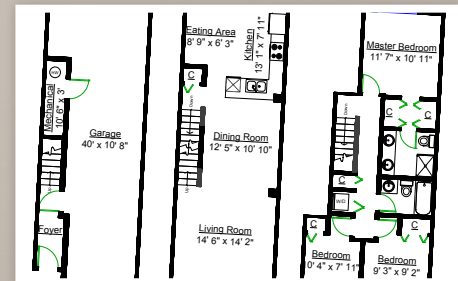
Property Brochures



Aerial Photos / Video  
when required



Realtor™ and Personal  
Network of Buyers



Floorplans  
when required



Internet Saturation



Market Expertise



Negotiation Expertise



# 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.

- 1 Ensure easy access - provide a key
- 2 Remove parked cars from the driveway
- 3 Prune overgrown trees that impede line of sight from the street
- 4 Ensure walkways and entrance are clear and swept
- 5 Keep your lawn mowed and edged
- 6 Remove debris from landscaping
- 7 Keep your home clean - people will notice and remember
- 8 Keep all lights on and replace bulbs that need replacing
- 9 Keep all drapes and shutters open
- 10 Keep all doors unlocked
- 11 Leave soft music playing
- 12 Leave the premises - take a short walk with children / pets
- 13 Let the buyer be at ease and let the agents do their job



RE/MAX®



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Each office independently owned and operated.