



METAWOOD

PERSONAL REAL ESTATE CORPORATION



SELLER'S GUIDE



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MEET META

Message from Meta


Truth be told, I didn't set out to become a REALTOR®. But what started out as a job, quickly became a passion. This isn't a sales position to me. This is the biggest investment of your life and I want it to be a happy, exciting experience with the least amount of stress possible. I will help guide you through the entire process of either buying or selling your home, taking you through every step along the way. I will take your needs, your lifestyle, and your schedule into consideration and answer as many questions as I can before you even have time to ask them. Key day, aka possession day, is my all time favourite moment. Watching you unlock the door to your new home, or lock it up for the final time, still gives me butterflies.

“Being a REALTOR® is more complex than meets the eye, there is a day to day grind that remains invisible to my clients by design. My job is to make things run as smoothly as possible. The happier my clients are, the more fun the process becomes.”

About Meta



Meta Woods’ roles are many. REALTOR®, real estate advisor, associate broker, mentor, FINTRAC compliance officer, mother, chair of the Promo Committee and of the Comox Valley Health Care Foundation Golf Tournament, to name a few. Born and raised in the Comox Valley, her parents still live in the house she grew up in and most of her family is nearby. The Valley isn’t just a beautiful backdrop, it’s an important piece of what makes Meta, Meta. When she’s not helping people find their dream home, you can find her camping, fishing, ATViing, spending time with her kids, husband and their puppies, or planning her dream trip to the Oregon sand dunes and maybe even tinkering with the guitar. Cheerful and loud, Meta’s energy and zest for life is not only contagious, it’s the secret sauce to her success.



“Meta Wood is completely amazing, book her! She helped us through every step of our first home buying process. We found Meta to be incredibly helpful with every aspect of this experience. She was professional, experienced, timely, communicative, kind, patient, knowledgeable, and helped us multiple times with putting in excellent offers. We never once felt pressured to buy (which we really appreciated!) and always talked to us with utmost transparency. We feel that she went above and beyond with the service she provided us, and honestly just made our experience so positive! She is very professional and timely, and always very communicative. She helped us get our foot in the door in this very competitive real estate market, and we are happy to say we have purchased our first home with her help! Please reach out to her if you are wanting to purchase your next home you will not be sorry”

— Mia Watkins

Meta is by far the best REALTOR® we could have asked for. Start to finish and beyond, totally connected and engaged step by step

— G Murray



I first met Meta when we were both on the Board of the Comox Valley Women's Business Network. As president of the CVWBN, she demonstrated strong leadership and negotiation skills, combined with an ever-present smile and a sense of fairness and fun. So when it came time to choose a REALTOR® to sell our home in Comox, she was a natural choice. She did not disappoint! Meta marketed our property brilliantly ... with an amazing 3-D video tour that had me asking: "Is this REALLY our home?" Our home sold in just a few days, well over the asking price. She presented the multiple offers with tact and professionalism and the closing was seamless. I highly recommend Meta for buying or selling property.

— Teri

Meta was absolutely amazing, guiding us through the process of purchasing our first home! She really went above and beyond. We were initially looking in the Comox Valley, but changed our preference to Campbell River. Even though this was much further away for her, she always travelled to meet us at homes to view! She made the entire process so much easier than I thought it would be, and she was always just a text away. I can't recommend her enough!

— Corrine Pound




FIRST STEP

Congratulations! Selling your home is a major milestone and you've made the first step.

The first thing I like to do with my clients is meet at their home, get a tour, and have all the favourite spots or features pointed out. No one knows your home like you do, and seeing it through your eyes gives me a unique perspective, helping me share some of the magic with potential buyers. I will explain the listing process, any paperwork that will be involved, work out a timeline with you, and we'll discuss any fixes or upgrades that may be beneficial to streamlining the process. Once we've done this, I'll prepare a Current Market Analysis (CMA).

Current Market Analysis



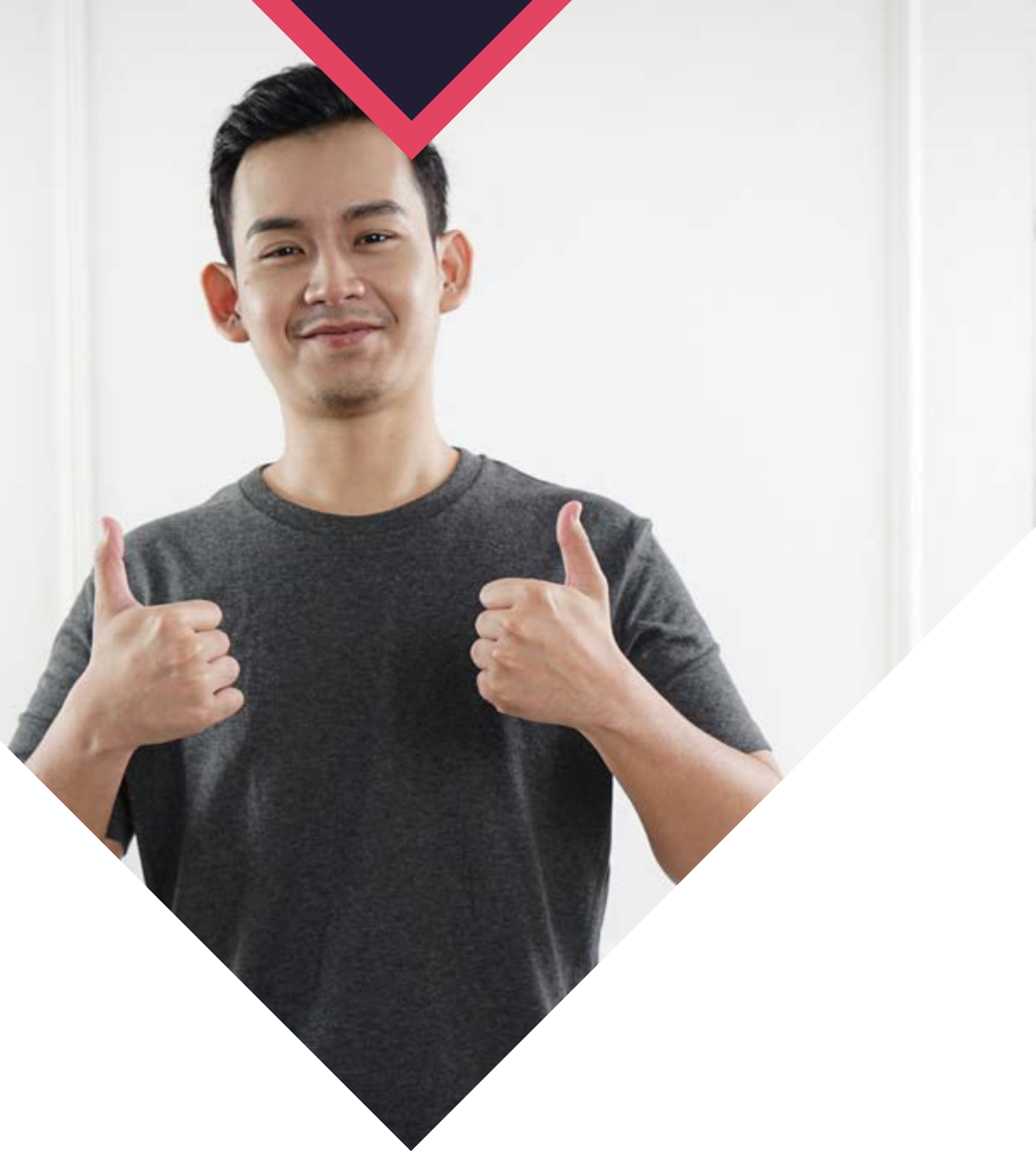
A CMA is a method used by real estate professionals to estimate the value of a home to help set a listing price. Pricing is a combination of science and art, which is where a REALTOR®'s expertise is invaluable. Although the market ultimately determines the selling price for your property, setting the correct listing price can be tricky. Going too low can shortchange you, while going too high can deter buyers and lengthen the selling process. To get this calculation, we look at current comparables as well as sold and expired properties. We want to make sure we price your home right to attract buyers. The square footage of the home, the lot size as well as year of construction, location, bedrooms, bathrooms and any upgrades are taken into account. Also, consider what a successful sale is for you. Is it a quick sale? Top dollar? Multiple offers? Knowing this will help your REALTOR® recommend the best pricing strategy to achieve your desired outcome.

PRE-INSPECTION

Pricing your house right is crucial, but consider a pre-inspection as well. Although your house may look fantastic, buyers don't know what's going on "under the hood" and this can help put their worries at ease. Pre-inspections help potential buyers feel more comfortable without adding their own subject to inspection and brighten up the curb appeal. It also benefits you, the seller, providing confirmation that your home is sound, and if any issues are brought to life, you'll have time to address them beforehand or adjust the listing price accordingly. The comprehensive report can be provided to serious buyers and speed up the timeline process.

TIMELINE

I do everything in my power to work with your timeline, so understanding the circumstances and motivations behind selling your property is important. Sellers who have already purchased a new home or are planning a long distance move may be looking for a quick sales process, whereas other sellers are looking for specific conditions to be met. The CMA and thus the pricing and of course the market are key components here as well. If your listing price is higher than the market average, it may sit on the market longer whereas a lower listing price could see offers within days.







PREPARATION

Before we start showing the house, I always recommend my clients keep a checklist in mind.

- ▶ **Declutter:** Now is the time to donate or sell any and all unwanted items. It will free up space in the staging process but it will also make your move easier, too.
- ▶ **Depersonalize:** You want potential buyers to be able to envision themselves living in your home which is why decluttering is important, but also try to take some of the home out of your house. This will help them visualize it as their future home.
- ▶ **Let there be light:** Bright rooms look and feel bigger so opt for lighter window coverings and place mirrors in spots that will help visually expand your space.
- ▶ **Pet-free policy:** While your furry friend is a member of your family, it may be off-putting to potential buyers due to personal preferences or allergies. Put any pet bowls, treats, and toys away and be sure to remove any animal hair from furniture.
- ▶ **First impressions:** They can only be made once! Tidy the garden and lawn, make the entrance inviting and warm, and give an overall impression of safety and comfort.



MARKETING

The Comox Valley is one of the most desirable communities to live in Canada, according to Maclean's Magazine and anyone who's ever visited. Properly marketing your home and making it stand out against the rest is a key component to selling your property. Here are just a few of the ways I'll market your home.

- ▶ Personalized listing on my website, RE/MAX's website, MLS, and other affiliated sites with photos provided by a professional photographer
- ▶ Social media posts with high quality images and videos on Facebook, Instagram, and Craigslist
- ▶ Targeted New Listing email to potential buyers and to all RE/MAX agents with all property information
- ▶ Professional floor plans to help people assess whether your home meets their specific needs
- ▶ Virtual tours allow people to navigate your home without ever stepping foot inside. This is great for out of town buyers who may not be able to schedule an onsite visit
- ▶ Open houses, if desired and at your convenience
- ▶ Professionally designed feature sheets for listings with all relevant information and photos to showcase your home

OFFERS

Once an interested buyer is ready to make a written offer on your property, they will present a Contract of Purchase and Sale. I will explain the process of receiving and reviewing offers. And something to note! As a licensed REALTOR®, I am obligated to bring all written offers to you for consideration, so don't be alarmed if an offer comes through that wavers far from your listing price.

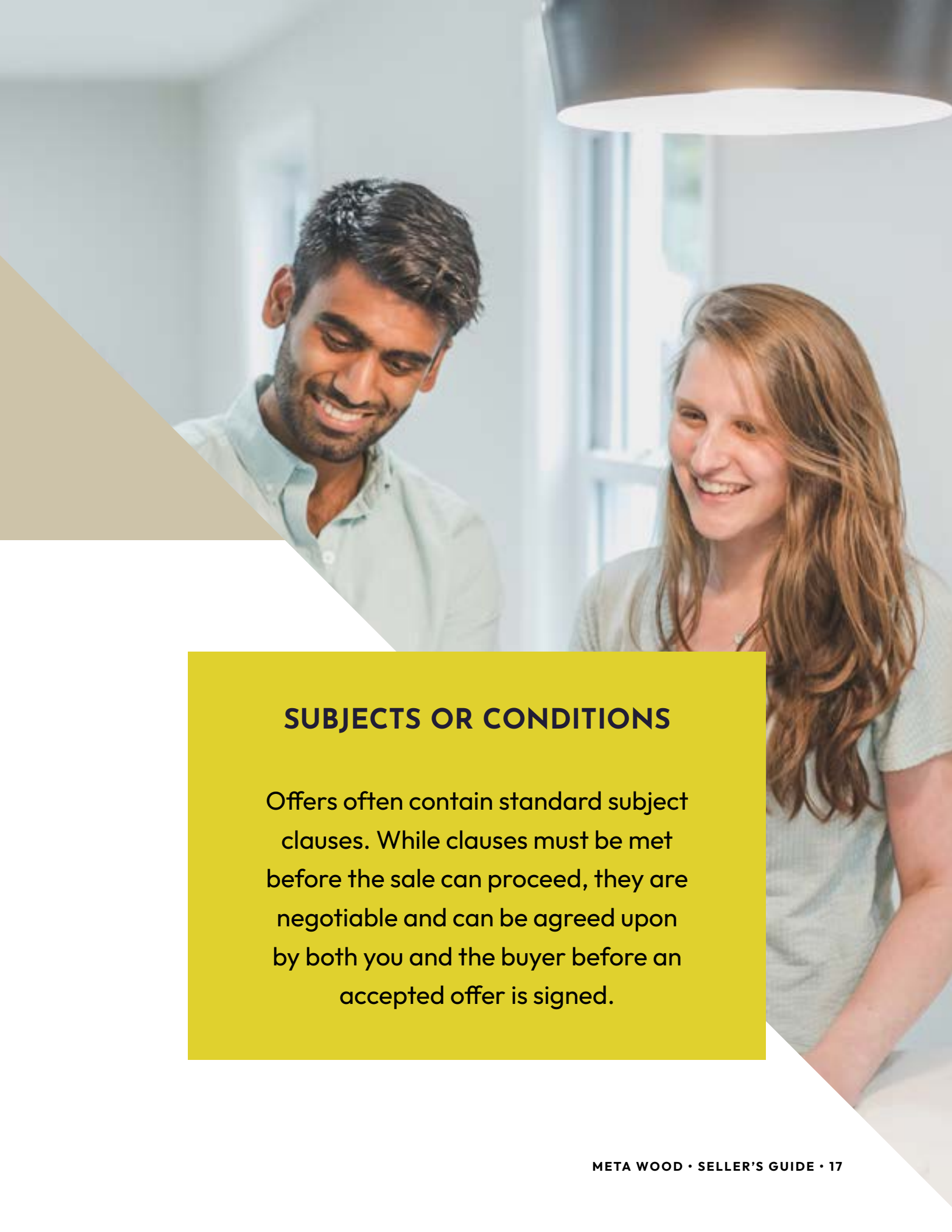
When you receive one or more offers to purchase your property, it is important to review each one carefully. Of course, I will review the offers with you and explain the merits of each, but ultimately the decision on which offer to accept, if any, is yours.

Accepting An Offer

If you receive a good offer and you'd like to accept it, yay! But, it's imperative that you review the meaning of each term included in the offer because once you sign a Contract of Purchase and Sale, it becomes a legally binding contract which means both you and the buyer are legally bound to execute the contract and perform your obligations, which can be enforced by a court of law.

If you accept an offer that contains subjects, I do suggest we continue to market your home for backup offers. Otherwise, you are effectively taking your home off the market for a period of time while the buyer attempts to fulfill the subject clauses. If there are any issues that arise with the buyer's ability to remove all the subjects, you have the option of extending the subject removal date or voiding the contract altogether. If one of the conditions cannot be met after every reasonable effort to do so has been made, the contract ends or "collapses." Both buyer and seller will be asked to sign a document releasing each other from the contract of purchase and sale.

However, once all clauses are met and subjects are removed, your home is officially sold!



SUBJECTS OR CONDITIONS

Offers often contain standard subject clauses. While clauses must be met before the sale can proceed, they are negotiable and can be agreed upon by both you and the buyer before an accepted offer is signed.



Rejecting An Offer

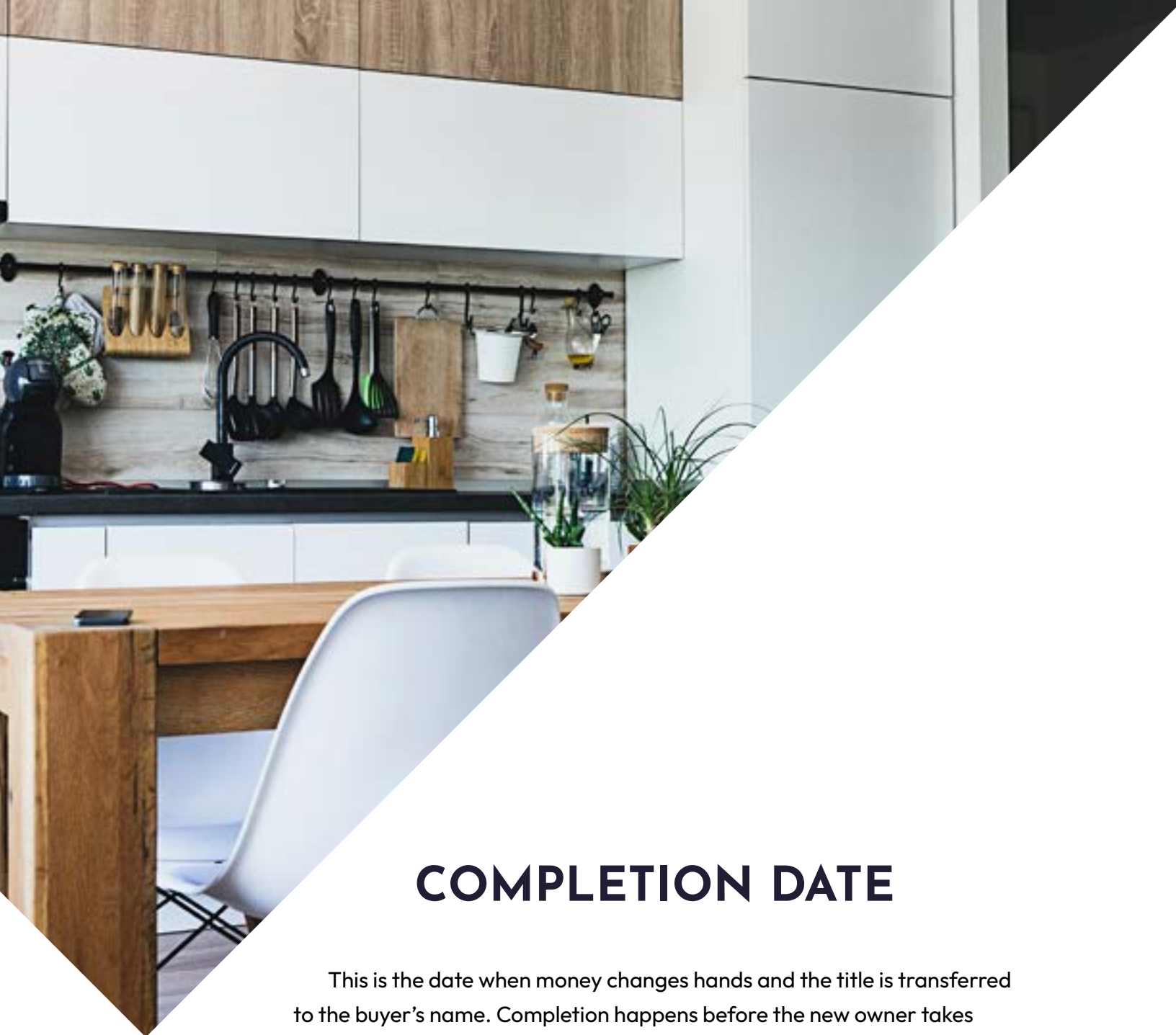
You can reject an offer outright without making a counter offer. However, if the offer matches or exceeds the terms of your Listing Agreement, you could be legally obligated to pay the commission.

Counter Offers

Any changes to an original offer are counter offers. A counter offer is a rejection of the initial offer as written, but an indication that you would be open to a new offer if specific changes or additions are made and accepted.

There is no limit to the number of counter offers that can be proposed. During negotiations, there may be several rounds of counter offers as each party gets closer to a final offer that will satisfy both parties. Each counter offer cancels the previous one and so it must be specific and comprehensive. I will manage the document exchange during the offer process to ensure that nothing is dropped from one version to the next. Like any negotiation, there is an element of risk when making a counter offer because the other party is free to change their mind or walk away, and you may not be able to return to the original offer and accept it. Once an offer, or counter offer, is received, you and the buyer must respect the expiry date on the offer. Once that date passes, the entire offer becomes null and void.





COMPLETION DATE

This is the date when money changes hands and the title is transferred to the buyer's name. Completion happens before the new owner takes possession of the property in order to provide sufficient time to process the transaction.

POSSESSION DATE

This is the date the new owner can take possession of the property. When negotiating this date, consider if there are any relevant time frames affecting your choice, such as the possession date of your next property. I will be able to help you align the dates for a smooth transition between relinquishing your old property and moving to a new one.



THINGS TO CONSIDER

Mortgage Repayment Fees

If you are terminating your mortgage before the fixed-term period ends, you are likely to incur financial penalties. Lenders want to collect the full amount of interest from your loan so if your mortgage has not reached its full term, whether it began as a three, five or 10 year loan, they'll be looking to recoup that interest. If you are taking out another mortgage for the purchase of a new property with the same lender, repayment fees can be reduced or waived. Speak to your lender about whether there will be any penalties and to discuss what your options are.

Legal Fees

In British Columbia, REALTOR®s prepare, negotiate, and finalize property sale agreements, whereas notaries and lawyers handle the conveyance and the agreements at the time of closing. Typical duties include verifying identities, completing title searches, transferring title deeds and executing the sale contract. They also handle the exchange of monies including adjusting taxes, utilities and strata fees, paying out mortgages, penalties and taxes, and collecting and distributing funds appropriately between the buyer, seller, brokerage and legal service provider. Give your lawyer or notary plenty of time to prepare the paperwork and execute the transaction; typically, I suggest at least two weeks after all subjects have been removed. Also discuss the ways in which you can receive your money as you have options like collecting a cheque or a direct deposit into your account.





MY ADVICE

Selling your home is a big deal. My biggest piece of advice is to choose a REALTOR® that has your best interests at heart. Interview a few before entering a professional relationship. Unsure of who to choose? Go with your gut and trust your instinct. You want someone on your side that you connect with, not just someone who promises they will get you the most money or the fastest closing time. Real estate is truly all about relationships and trust.

Think I may be the REALTOR® for you?

Contact me today to set up a meeting to discuss your needs and my services.

I can't wait to meet you.



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