

HOME IS WHERE OUR STORIES ARE WRITTEN

Real estate is far too often spoken of as an impersonal commodity, especially in our cities, but for the majority of us is this not a crude reduction of what our property really is - home?

Home is where our stories are written. It's where babies are brought home from the hospital; where family come to stay at the holidays; where neighbours become lifelong friends. This is where the stories of our lives take shape.

A home purchase or sale often takes place during the turning of a chapter. These can be exciting transitions - purchasing your first marital home or needing a larger home for a larger family; and sometimes these transitions are painful - the sale of a lost loved one's home or the requirement to downsize for health reasons.

It's my privilege to walk alongside you during the turning of a new chapter in your story. My commitment is that I will treat your real estate experience with the respect, commitment, and honesty it deserves. My goal is to achieve the best price, make the process as stress free as possible, and to ensure your move is an enjoyable experience, because everyone knows, the beginning and the end are where the chapters are really made.

I look forward to hearing more of your story.

Sincerely,
David Smith MA

David J.R. Smith

DAVID
SMITH
HOMES



**“PEOPLE OVER
PROPERTY, ALWAYS”**

~David Smith



"I loved how as we moved about Fort Langley to some of David's favourite spots that we ran into people that he knows, who ended up making cameos throughout the session as I was able to capture him often in mid-hug. David is truly a community man, and I could see that through this session. It almost made me want to pack up and move to Fort Langley based on how friendly it seemed through his interactions."

michele mateus
photography

PROPERTY IN COMMUNITY

Having lived in Metro-Vancouver for over a decade I have developed a genuine love for this place and these people. We are a varied, multi-cultural, unique bunch. Our stories reach beyond the walls of our home, and out into the surrounding businesses, charities, and local amenities.

As a result, I have always built into my real estate practice a dedication to knowing our communities. My commitment is to feature not just your home, but the area it's surrounded by. Marketing both the property and the community to prospective homebuyers helps sell your home and is one of my key difference makers.

THE WINNING FORMULA

1. MASTER MARKETER

When it comes to getting the best price for your home, marketing matters. Marketing is one of David's strongest skillsets, which he deploys through a combination of innovative and traditional methods. Each property requires a tailored marketing solution, and David has the tools to build such solutions - starting with professional photography and videography, and advancing to techniques as innovative as live social media open houses. David ensures thousands of additional potential buyers see your home. He believes so much in the importance of marketing that he invests a disproportional amount of his own money into marketing your home for you, all to achieve the best price.

2. LOCAL EXPERTISE

David's personal knowledge of our cities, combined with the powerful software he invests in, allow him to provide the most thorough profile of your property to potential buyers. David will be able to provide anyone interested in your home more information than they ever could have imagined, from the walk/drive time to local schools, their catchment areas, and their rankings; to the nearby development applications; and even the exact distance to local coffee shops, transit links, churches, medical clinics, and more. This expertise influences the potential buyer from the first-time they see your listing to the moment they put their final signature on the deal.

3. PROFESSIONAL CONNECTIONS

Selling a home takes a team, you and David are the key players, but there are other professionals that have important roles to play too. David has a trusted network of professionals and tradespeople that make selling your home as stress-free a process as possible. Need to be pre-qualified for your next home purchase? David can introduce you to a trustworthy mortgage broker. Unsure which lawyer or notary to use for the conveyance of your home? David has a number to recommend. Does your home need some work or staging before you sell? David trusts a number of dependable tradespeople able to handle projects of all sizes. Interested in selling your home without listing on the MLS? David has a trusted network of other real estate professionals that he can market your property to more privately.



"The drone footage, photos and market listing were superb... David calmly coached us through each week and pursued every showing request and open house opportunity available. Final negotiations were brilliant. We were deeply pleased with the results."

Brian & Carol

OFFERED SERVICES

PRICE CONSULTATION

When it comes to marketing your home, did you know that the right pricing strategy is the most significant factor in your final sale price? Using comparative market analysis, local market trends, and proven strategic pricing theory, you will be provided with a price range to make an educated decision on how to price for the highest sale price.

PRESENTATION PLANNING

In selling your home it is essential that potential buyers are able to envision themselves in the home. We will discuss a comprehensive plan to prepare your home for capturing our marketing materials and for showings. There's a short guide on 'How to Prepare for Selling Your Home' later in this brochure to begin the process together.

PROFESSIONAL IMAGES

Before any potential buyers read anything about your home they look through the images available. This is where we make our first impression, and hiring a professional is the only appropriate solution to best steward the responsibility of selling your home - lets make your home stand out.

INTERNET & SOCIAL MEDIA MARKETING

Nearly 90% of all homebuyers search online for their new home, the likelihood is that that's where the buyers for your property will find it. As a result, your home will not simply be posted on the MLS, but we will utilize powerful social media tools, including; paid promotion of the listing and open houses; encouraging friends and family to share; live social media open houses; video content; and other unique strategies.

OPEN HOUSES

The most important few days are those immediately after the listing goes 'live' on the MLS. The best way to attract as many buyers as possible to your property is holding an open house. Additional advertising of the open house can be powerfully leveraged to sell your home.

OFFER PRESENTATION

After pricing right, presenting well, marketing professionally, and showing impressively, there should be offers made for your home - potentially multiple offers. Offers will be thoroughly explained, and then the decision will rest with you whether to reject, counter, or accept the offer and sell your home.

SAVVY NEGOTIATION

It is not uncommon for there to be a degree of negotiation involved before accepting an offer. Negotiation doesn't just include price, but may also involve other areas as well, from the closing dates, to certain subjects included in the offer. The negotiation process will be handled with the respect it deserves, ensuring an optimal outcome.

THE SELLING PROCESS

WORKING TOGETHER

01

Connect

Many listing agents won't put any work into a home until they've secured the listing contract. I take a different approach. Prior to our first meeting, my goal is to have a pre-listing package in your hands, displaying a vast knowledge of your property, its history, and its surroundings. This package, combined with the brochure you're reading right now, serves to display my ability to sell your home.

05

Offers

When the offers begin to come in, you will be presented and advised on how best to respond - either by rejecting, countering, or accepting and selling your home. My role is to serve as your consultant throughout the process, but the final say is always yours.

02

Meet

We're now able to focus primarily upon you and your home - what's most important. We'll spend some time together walking through your home, ensuring I have a complete appreciation and understanding of it. We'll also discuss your goals in relation to the sale of your home and begin to build a plan to achieve them together.

06

Subjects

Once an offer is accepted, the buyer may have a set period of time to satisfy conditions and remove subjects before the offer is firm, i.e. financing, home inspection, title search, insurance, etc. During this time, at your discretion, we may continue to show the property and may potentially secure back-up offers.

03

Prepare

After the listing agreement is signed, it is all about preparing your home for sale. As the property is transformed into 'showroom condition,' I will be organizing the professional photographer and other marketing professionals, ordering any documents we may require, and taking other steps to ensure everything is in order to sell your home.

07

Celebration

When the subjects are removed we can celebrate the sale of your home! Having achieved the best possible price in the ideal timeframe, we will have achieved our goals. Whatever your next steps, it would be my honour to continue working with you in all of your real estate needs. Congratulations!

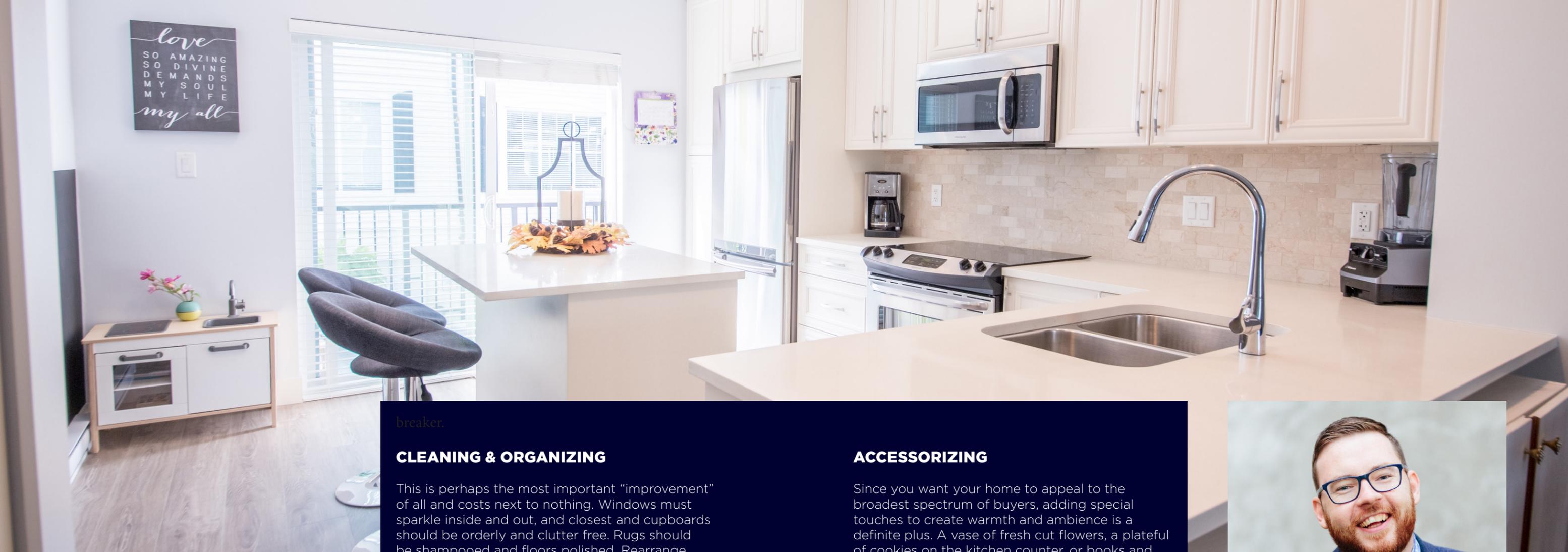
04

Show

Once your home is on the market we will begin welcoming prospective buyers to open houses and private showings. There will be no unannounced showings, and all security measures will be taken to ensure a real estate professional is present at all times. I will do whatever I can to ensure this is as stress-free a period.

Being a Realtor that's worked with David on several deals, I've found him to be extremely prompt, professional and fun to work with. His desire to truly serve the client is admirable. He's got a keen eye for details and a strong work ethic. He is eager to do an exceptional job in whatever he does and his integrity is second to none. He has earned my respect so I would gladly work with him and refer him to my own clients.

~Marites Kliem, Re/Max Little Oak



HOW TO PREPARE FOR SELLING YOUR HOME

For most buyers purchasing a home is an emotional experience. Your home will sell faster and for a higher price if you invest a bit of time, money, and imagination before it is listed on the MLS. By doing this, you can create immediate buyer interest, which in most cases, will fetch you top dollar for your home. With this in mind, try to picture your home with a critical eye and remember what captured you when you saw your home for the first time, because after all, this is how the buyers will be viewing your pride and joy as they walk through. Here are some basic tips that will help you get your property into 'showroom condition.'

breaker.

CLEANING & ORGANIZING

This is perhaps the most important "improvement" of all and costs next to nothing. Windows must sparkle inside and out, and closets and cupboards should be orderly and clutter free. Rugs should be shampooed and floors polished. Rearrange over-crowded rooms by moving large bulky furniture into storage. Try to create the illusion of flow and spaciousness in your home. Appliances should be cleaned inside and out, and be in good working order. Keep in mind that the buyer's home inspector will likely be testing them. If this sounds like too much work, I have a number of professional cleaners to refer my clients to – often a quick once over by a professional before we begin showings goes a long way.

PAINTING

Often all that's needed are a few touch ups but if necessary consider painting and freshening your rooms with colours that are in vogue, classic, or neutral. "Dated" colours, quite simply, date your home and make it appear neglected even if it isn't. Colours that are too shocking are not ideal either as many buyers simply cannot see past them. You don't want your purple master bedroom with red trim and doors to be the focal point of the conversation, or even worse, to be the deal breaker.

ACCESSORIZING

Since you want your home to appeal to the broadest spectrum of buyers, adding special touches to create warmth and ambience is a definite plus. A vase of fresh cut flowers, a plateful of cookies on the kitchen counter, or books and magazines carefully displayed on the coffee table are pleasing to the eye. Rooms can be too cluttered or too sterile, try to be objective and create a balance between the two. One potentially painful step in the accessorizing process is 'depersonalizing,' consider replacing family pictures with more less personal images, so that potential buyers can make the psychological leap to seeing themselves living in your home.

REPAIRS

In each of our homes there are usually a number of repairs needing done that we have learned to live with, now is the time to fix them. You may have overlooked them for years, but don't assume that potential buyers will. They may even offer a lower price because, 'there are repairs required.' Those doors and windows that stick, the leaky faucet, the unsightly caulking around the tub, the doorbell that doesn't work, the burnt-out light bulbs, the charred spot on the kitchen countertop, the doorknobs that come apart in your hand... these are items all best fixed. I'm able to introduce you to a reliable handyman if these are issues you'd rather entrust to someone other than yourself.



Thank you for considering partnering with me in the sale of your home. If you have any further questions, please don't hesitate to reach out using any of the below:

David Smith

Royal LePage Wolstencroft
19925 Willowbrook Drive

Cell: 778-246-4344

Email: david@davidsmithhomes.ca

Web: davidsmithhomes.ca

