

MY HOME SELLING DIFFERENCE

SELLING YOUR HOME
DOESN'T HAVE TO BE STRESSFUL

Hayley Burrell

REALTOR®



hello!



I'm incredibly grateful for the opportunity to discuss your real estate dreams! I have been a licensed REALTOR® in New Brunswick since February 2021. I hit the ground running in a very busy market and had to learn the ins and outs of the world of real estate VERY fast! I am an exceptional communicator. Prior to real estate, I worked in a high-stress environment and became an expert at handling conflict and managing stress. I honed these skills over 15 years and my ability to stay cool under pressure is second to none. I'm very outgoing and love connecting with new people. My friends would tell you I'm a social butterfly with the ability to adapt quickly to any situation.

I look forward to connecting with you and figuring out our best path forward, as a team, to help you obtain your goals!

-HAYLEY BURRELL, REALTOR®

LET'S CONNECT



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Hayley Burrell-RE/MAX Avante Moncton



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WHAT TO EXPECT AT YOUR APPOINTMENT



TOUR PROPERTY

I will walk through your home with you to take notes, ask questions, and provide staging advice.



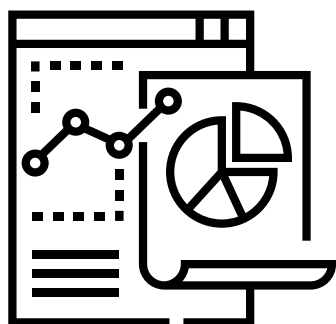
ASK QUESTIONS

I will clarify all information so that I have a clear understanding of your needs for your upcoming move.



MARKETING PLAN

I will discuss our comprehensive marketing plan and customize it to fit your home to positively impact the sale-ability factor.



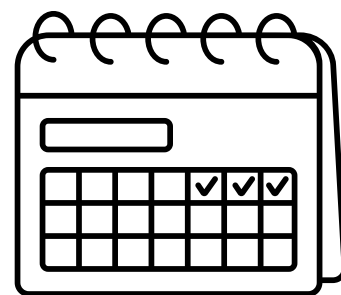
MARKET ANALYSIS

I will go through a detailed market analysis that includes both the SOLD properties and our CURRENT competition in and around your neighbourhood.



REVIEW FORMS AND DISCLOSURES

We will go over all of the forms, and the required disclosures necessary to list and sell your home.



DETERMINE MARKET LAUNCH DATE

Based on your needs, together we will determine your list date, taking into account all market nuances such as expected marketing time, seasonal trends, etc.

THE SELLER ROADMAP

This is the typical home seller roadmap of the steps that take place during the transaction

01 PRICE IT RIGHT

Review comparable homes and establish a price for your home

02 PREP TO SELL

Prepare your home to make its debut on the market

03 HOME STAGING

83% of Realtors said staging made it easier for a buyer to visualize the property as a future home.

04 PHOTOS & VIDEO

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. Today, your first showing is always ONLINE.

05 LIVE ON MLS

Your home will go live on the MLS (Multiple Listing Service) and will be viewable to the most potential buyers.

06 MARKETING

We will use a strategic marketing plan and our expansive network to ensure maximum exposure.

07 RECEIVE AN OFFER

We will review all offers and help you understand all the terms of the contract, as well as handle all of the paperwork.

08 UNDER CONTRACT

After accepting an offer, your home will officially be under contract!

09 NEGOTIATIONS

The buyers will typically have an inspection contingency. We will negotiate any repair requests or credits made by the buyer once the inspections are complete.

10 CLOSING DAY

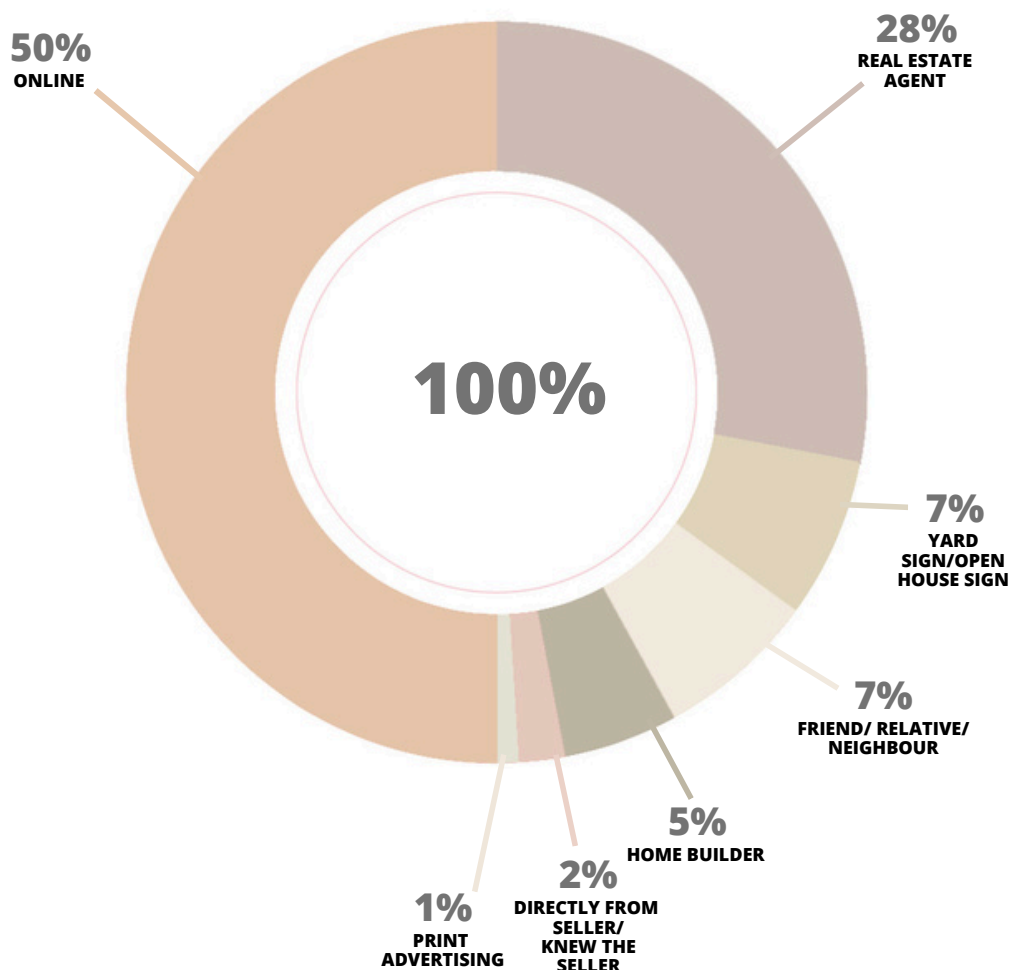
Hooray! Time to hand over your keys and celebrate selling your home.

HOME MARKETING STRATEGY

More than likely, the first place potential buyers will see your home is *online*. This is why I work hard to reach as many buyers as possible online and strive to make the best impression possible through my online listings.

I am dedicated to enhancing exposure to your home, and I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

HOME BUYERS ARE SHOPPING ONLINE



HOME MARKETING STRATEGY TIMELINE

1

ENHANCING YOUR HOME

- STAGING
- LANDSCAPING
- CURB APPEAL
- DECLUTTER
- PAINTING, ETC.

2

HIGH IMPACT IMAGERY

- PROFESSIONAL PHOTOGRAPHY
- AERIAL PHOTOS
- VIDEO TOURS

3

DIGITAL MARKETING

- SOCIAL MEDIA
- LEAD GENERATION CAMPAIGNS
- EMAIL MARKETING
- REVERSE PROSPECTING
- MLS & OTHER PROPERTY SITES

4

PRINT CAMPAIGN

- FLYERS
- BROCHURES
- POSTCARDS

5

EVENTS

- OPEN HOUSE
- SPECIAL EVENTS



ENHANCING YOUR HOME

*"Buyers decide in the **first 8 seconds** of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."*

It can be a little overwhelming when preparing your home for the market, but it is so important because **first impressions are everything!** You want your home to make a positive statement and to do this you must inspect your home through the eyes of a potential buyer. While this sounds relatively easy, most home sellers struggle with this step. **Taking the time to properly prepare your home before listing it for sale will increase your chances of appealing to the largest amount of potential buyers.**

CLEAN YOUR HOME AND DECLUTTER

After giving your home a good deep cleaning, consider sorting through clutter and tossing out or donating any unwanted items.

CONSIDER HAVING A PRE-LISTING HOME INSPECTION

This is optional, but having a pre-listing inspection can help you resolve any major issues and have a better idea of what to expect during inspection negotiations.

MAKE ANY NECESSARY REPAIRS

Even if you don't opt for a pre-listing inspection, it's still a great idea to go ahead and make any repairs that might deter a buyer away from your home.

NEUTRALIZE YOUR HOME

Consider neutralizing your home by painting your walls a neutral color and removing any distracting elements of your decor.

NEUTRALIZE ANY FOUL ODOURS

The presence of foul odours can instantly turn potential buyers away from your home. This includes pet odours and cigarette odours.

PRICING IT RIGHT

Pricing your home correctly the FIRST time might be the single most important step to getting your home sold fast. The first 2 weeks of listing your home yield the highest point of opportunity to sell your home for top dollar and all factors need to be just right.

PRICING

The main goal is to price your home correctly the first time.



- You will attract more buyers because you will be attracting qualified buyers in the price range your home is listed in
- Your home will sell faster, for a higher price when you price it correctly from the start
- Buyers will take you more seriously and will reduce your odds of receiving a low offer

HOME VALUE

What factors determine the price of your home?



- Recent Comparable Home Sales in your area
- Condition of your home at the time of going live on the market
- The Current Market Conditions (Buyers vs. Sellers Market)
- Terms you offer in your contract
- Competition in the market
- Features and upgrades that your home has to offer potential buyers

PROS AND CONS OF PRICING IT....



BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



AT MARKET VALUE

- + Lower risk of appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



OVER MARKET VALUE

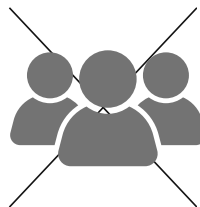
- + If you have to receive a certain amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, further negotiations

PRICING MISCONCEPTIONS

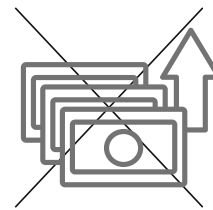
THE VALUE OF YOUR PROPERTY IS DETERMINED BY WHAT A BUYER IS WILLING TO PAY, AND WHAT A SELLER IS WILLING TO ACCEPT IN TODAY'S MARKET. It is very important to price your property at a competitive market value when we finalize the listing agreement.



WHAT YOU PAID



WHAT YOUR
NEIGHBOUR SAYS



COST TO REBUILD
NEW

QUESTIONS TO ASK YOUR REALTOR

✓ ARE YOU A LICENSED REALTOR?
Yes!

✓ ARE YOU A FULL-TIME AGENT?
Yes

✓ DO YOU WORK ON A TEAM, OR ALONE?
I am an independent agent, within an office of 39 other agents

✓ HOW MANY ADMINISTRATIVE MEMBERS DO YOU EMPLOY?
Our office employs several administrative staff to ensure all tasks are completed accurately and on time.

✓ DO YOU PROVIDE FEEDBACK FROM SHOWINGS?
Yes-within 24 hours

✓ DO YOU DO VIRTUAL TOURS?
Yes! I provide honest and highly detailed video tours

✓ ARE YOU AVAILABLE 7 DAYS A WEEK?

I am available every day and have trusted colleagues to cover for me when necessary.

✓ HOW LONG HAVE YOU BEEN IN REAL ESTATE?
Licensed since February 2021

✓ HOW DID YOU ARRIVE AT YOUR SUGGESTED LIST PRICE?
I use a combination of current market analysis, home price index, and sq/ft of recently sold homes in your area.

✓ HOW MUCH WILL SELLING MY HOME COST?
The standard commission rate is 5%+HST (2.5% each to listing and selling agent)



REVIEWS



I don't even know where to start. She is incredible. We already had 2 real estate transactions with her and the first one was a breeze. The second one, not so much-not her fault at all-but she made sure we were covered and came with guns blazing for our rights. I have felt we are in good hands when we reached out to at least 5 different agents before we moved to NB, and she was the only one who was always very professional and had our best interest in mind. She gave honest opinions on houses and did not push us to just buy something. We are planning to do one more transaction next year too, she is definitely our go to agent. Thank you again Hayley!!

-Orsolya G.

Hayley is grounded, dedicated, and has a great sense of humour (all important traits when you are stressed out and navigating the housing market for the first time). We couldn't have done it without her. Thank you Hayley!

-Peggy H.

Hayley is amazing; she's professional, reliable, and honest. We were so happy with our experience of buying a house with her, we wouldn't trust anyone else and will go to her if we ever buy or sell again.

-Carlin D. & Bhooshan S.

Hayley has been my fairy godmother for 9 months. During this time our house was sold twice, we had offers on 4 places, 3 of which were accepted. However, something or other happened and luckily I ended up in the place that makes me truly feel like I'm at home. I'm ecstatic. During this time there were many ups and downs, sweat-filled suspense, and tears of frustration and happiness. What an adventure! I could not imagine going through this with anyone other than Hayley, who smoothed out every wrinkle and managed to calm all of my anxieties. She is a true joy to work with. You won't regret contacting her. Thank you immensely Hayley for all your dedicated hard work. You truly are a gem.

-Shelley W.

Our experience with Hayley was absolutely amazing! She listened to our wants and needs, along with answering a million questions we had. Hayley stayed on top of things and was so pleasant and calm while searching for our new home...even though we were on such a time crunch! Moving across the country can be very stressful and she helped ease that assuring me we will find something. She really went above and beyond! We didn't have such a great experience with agents prior to Hayley...3 to be exact! We highly recommend Hayley, you won't be disappointed. We are so grateful that we found you Hayley, thank you SO very much

-Jenn R. & Mike C.

Hayley is great at what she does. Always answers questions quickly, goes out of her way to help anyway she can. I will recommend her to everyone I know. Thanks Hayley for all your hard work.

-Cynthia & Mike W.

Thank you!

for trusting me with the sale of your property. I am honoured to represent you and guide you through the process. My goal is to ensure that you are comfortable every step of the way while providing exceptional service. I firmly believe that prioritizing relationships over transactions is key to maximizing our shared experience.

Have more questions? I'm always available to help! Helping my clients sell their home for top dollar and with the most ease is what I'm passionate about-I'm always here to answer your questions.



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