

460 REALTY



LAYZELL ♦ DREGER
& ASSOCIATES

www.IslandHomeGroup.com

INFORMED HOME SELLERS GUIDE

DUSTIN LAYZELL
PERSONAL REAL ESTATE CORPORATION

CODY DREGER
PERSONAL REAL ESTATE CORPORATION

250.585.2601

www.IslandHomeGroup.com

201 - 5220 DUBLIN WAY, NANAIMO, BC V9T 0H2



WHY 460 REALTY?

At 460 Realty, we've got a whole new way of doing business in real estate. Our breakthrough strategy combines young energy and technology with an open and honest approach, for a formula that clients, licensees, and the community as a whole can get behind. Real estate is a "people business" – intensely contingent on trust, relationships and teamwork. We go to great lengths to get our clients the best service in the industry, thus empowering them to make the best decisions for themselves and their families.

As locals, we know and love this place from end to end. (That's where we got our name: Vancouver Island is 460 kilometres long.) It's home to us too, and we share in the unique values that make this such a special place to live. Most of all, it's the people – the community – that make this place so incredible. We believe in community, and we've reflected that belief in the culture of our business. That's why 460 Realty is co-owned by the licensees and employees who work with us. This creates a true collective, a team effort. This allows every one of us at 460 Realty to continually go the distance for each other, for our clients and for the sense of home we all love.

WE ARE: AGENTS WHO GO THE DISTANCE



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6 Benefits of Listing with the Layzell Dreger Team

1) MAXIMUM EXPOSURE - We can assure you the widest exposure possible through the Multiple Listing Service®. All the information on your home will be circulated to all the co-operating brokers on the MLS System. Your home will be active in the following websites: islandhomegroup.com, mls.ca, realtor.ca, 460realty.com, homes.com, rew.ca, facebook.com, craigslist.com, instagram.com, nanaimonewsnow.com, and hundreds of other reciprocity websites. The more sales people that know about your home, the more buyers will know about your home, **resulting in a much FASTER SALE.**

2) PRICE - We know our business. As a direct result of Layzell-Dreger's sales volume, our market knowledge is second to none. We are consistently out in the field with Buyers & Sellers keeping us ahead of the ever changing market. Our intimate knowledge of your current competitor's product will result in a faster sale at the highest value the market will bear.

3) MARKETING STRATEGIES - With our team of professionals, we will tailor our marketing strategy specifically to you and your property needs. We pride ourselves on using the most up to date and effective tools the industry has to offer. With a team of licensed REALTORS® and a support staff, including our floor plan expert, professional photographer, videographer, drone specialist and a marketing coordinator looking after our on-line presence - we will pre-market your home through 'sneak peeks' as well as create an action plan for you that will ensure global exposure with local results. Paid advertisements through google ads and facebook/instagram are an extremely effective tool we use to get your listing seen.

4) COMMUNICATION - We pride ourselves on maintaining a very high level of communication between you the client, and the team. Our goal is to make sure you feel informed and up to date throughout the process. Our office assistant at Layzell-Dreger, knows all the important details to each listing and is in the office 5 days per week to answer any questions or concerns you may have. You will also be provided with weekly and monthly reports on the progress of your listing, as well as Market Trends for Vancouver Island. We never want you feeling left in the dark!

5) NEGOTIATION - It's not just dollars & cents! The right negotiating techniques and strategies can make all the difference. Understanding all facets of the buying and selling process is paramount. Dates, terms, conditions and price are just some of the important factors that will play a part in the sale of your home.

6) LEGALITY OF CONTRACTS - Layzell-Dreger agents are consistently training and furthering their education to best protect your interest throughout the negotiation process and the entire buying/selling experience.

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LAYZELL DREGER GIVES BACK

Children's Miracle Network

ONE MILLION REASONS WHY

Layzell Dreger and Associates contributed well over \$33,500 for the past 4 years and thousands more throughout their careers.

460 Realty supports numerous charities & organizations through their RAK Fund (Random Acts of Kindness). These include, but are not limited to:

- The Nanaimo Hospital Foundation
- The Vancouver Island Crisis Society
- NDSS Arrow Program for Youth
- The Nanaimo Christmas Angels



LAYZELL DREGER IN THE COMMUNITY

Throughout the year, Layzell Dreger & Associates likes to give back to their community in different ways. Because of our valued clients, family, friends, and other members of the community, our events continue to be a success.

Here are a few of the organizations that we support through a portion of every sale and through our volunteer time:



Children's
Miracle Network



Nanaimo Foundation Fund in
Memory of
Garrett Paquette



Giving Hope Today



Secret Santa Nanaimo

With continued trust and support, we are able to be a part of helping these great organizations make a notable difference in the lives of others.

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Sales Action Plan

- ❖ Create a personalized marketing strategy specific to your property
- ❖ Assist you in preparing your home for sale
- ❖ Listing contract and brokerage documents signed
- ❖ Obtain all legal documents for the sale
- ❖ Coordinate with our Professional Marketing Team for photographs, floor plans, videos, drone footage, etc
- ❖ Launch your completed listing based on Marketing Strategy
- ❖ Negotiate contracts of purchase and sale
- ❖ Assist through due diligence period and subject removal
- ❖ Work together through the completion of the transaction
- ❖ Your feedback and testimonials

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Through the Multiple Listing Service and various other forms of internet advertising we make it our mission to ensure that your home is marketed from every angle possible.

• PROFESSIONAL IMAGES

- Photography done by our in-house photographer, Jenna LeFebvre
www.jennalefebvre.com
- Full daylight package YouTube video
- Photo Tour Link
- Videography & Drone is done by well known company, TheFlavrShop
www.flavrshop.com

• PROFESSIONAL FLOOR PLANS

- Proper measure www.propermeasuremidisland.com

• 460 Realty Brand Power

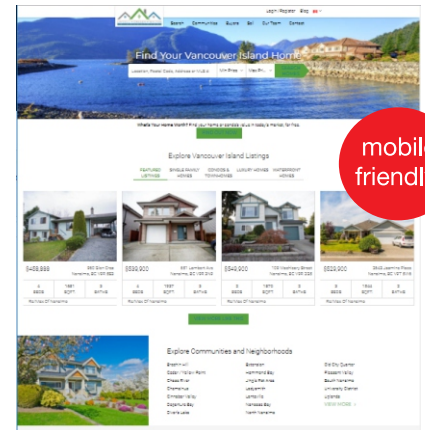
- 460 Realty is a well known local brokerage www.460realty.com
- Website presence www.islandhomegroup.com

• Additional Advertising

- Targeted Social Media promotion (paid advertisement & post boosts)
- Social Media - Nanaimo REALTOR® Chatter Group
- Dedicated YouTube Channel
- Targeted paid Google Ad words campaign promotion
- Pay per click software management through Layzell-Dreger website - Industry leader in lead generation and target marketing
- Direct marketing to industry referral agent contacts, mortgage broker affiliates and lending partners (Vancouver Island, Lower Mainland, Calgary, Edmonton, Toronto, Halifax and Atlantic Canada)
- Investor specific groups - Nanaimo & Vancouver Island
- Contact our database of qualified purchasers that match your property to their search criteria

• PRINT ADVERTISING

- Professional full colour marketing packages available at the property and ready to send out to potential purchasers
- Colour promotional brochures at local bank locations (CIBC & RBC) and local business locations
- Signage - professionally installed lawn post/sign and sign toppers (where permitted in accordance with the City of Nanaimo bylaws)



mobile friendly!

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Preparing Your Property Checklist For Faster Sales

We don't get a second chance to make a good first impression. A small investment in time and money can give your house the advantage it needs to successfully compete against every other house on the market. Here are a few tips to help ensure a faster sale.

GENERAL MAINTENANCE

- ☐ Touch up paint
- ☐ Oil squeaky doors
- ☐ Repair leaky taps and toilets
- ☐ Tighten doorknobs
- ☐ Replace burnt out lights
- ☐ Clean and repair windows

SPIC AND SPAN

- ☐ Shampoo carpets and/or vacuum
- ☐ Clean all appliances
- ☐ Freshen bathrooms

SPACIOUS LOOK

- ☐ Clear halls and stairs
- ☐ Store excess furniture
- ☐ Clear counters and stove
- ☐ Make closets neat and tidy
- ☐ Clean out garage

VALUABLES

- ☐ Jewellery and other valuables should be safely locked away or taken with you
- ☐ Anything of sentimental value should be removed or packed.

CURB APPEAL

- ☐ Cut lawn
- ☐ Trim hedges and shrubs
- ☐ Weed and edge gardens
- ☐ Clear driveway and walkways
- ☐ Pick up leaves and litter
- ☐ Repair gutters and leaves
- ☐ Touch up exterior paint
- ☐ Powerwash exterior

THE BUYING ATMOSPHERE

- ☐ **Be absent during showings**
- ☐ Remove pets
- ☐ Turn all lights on and open windows
- ☐ Play quiet background music
- ☐ Light the fireplace

THE FIRST IMPRESSION

- ☐ Clean and tidy entrance
- ☐ Functional doorbell
- ☐ Polish door hardware
- ☐ Fresh flowers are a nice touch

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Sellers Costs*

- 1) Real Estate Commission - 7% on the 1st \$100,000 & 3% on the Balance (plus GST)
- 2) Discharge of Mortgage (any prepayment penalties)
- 3) Outstanding House Taxes
- 4) Lawyer/Notary Fees - attending to execution of documents
- 5) Cost of Clearing Title - Discharge Fees by Encumbrance Holders

Buyers Costs*

- 1) Lawyer / Notary Fee and Expenses - Searching Title, Drafting Documents
- 2) Land Title Registration Fees
- 3) Survey Certificate (if required)
- 4) Cost of Mortgage
 - Mortgage Company's Lawyer / Notary Fee
 - Appraisal (If Applicable)
- 5) Fire Insurance Premiums
- 6) Sales Tax (If Applicable)
- 7) Property Transfer Tax
- 8) Goods & Services Tax (If Applicable)



**These are general costs, they may vary depending on Buyers or Sellers situation.*



After The Sale Checklist

- ☐ Prepare a list and mail change of address cards (you can get them at the Post Office) to friends and relatives; insurance, finance, and credit card companies; stock broker, accountant, magazine, newspapers, license bureaus, clubs, associations, trades people, and others.
- ☐ Contact electricity and gas utilities to have meters read on the appropriate date.
- ☐ Contact telephone, cable, newspaper, service contracts such as security system, fuel contract, etc. and other suppliers of home services to cancel or transfer services to your new address.
- ☐ Cancel pre-authorized cheques or payments or services to your former address.
- ☐ Arrange for the transfer of banking or trust company accounts and securities. Establish new accounts.
- ☐ Cancel or transfer social, athletic, civic, religious, or business affiliations or memberships.
- ☐ Contact several moving companies to obtain competitive estimates and information for your move.
- ☐ Discard all flammable liquids including paint, solvents, and gasoline; movers are not permitted to carry them.
- ☐ Have all school records transferred.

Other:

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See What Our Customers Are Saying

TESTIMONIALS

We hired Cody as our realtor on the very strong recommendation from our daughter and spouse. He proved to be very knowledgeable about the Nanaimo area and showed us several homes. Negotiations with the seller's realtor proved to be rather difficult, but Cody managed for us very well. His advice to us was invaluable and extremely helpful. We do not hesitate to recommend him!

Ruth J.

A really likeable, honest and knowledgeable person to deal with. There was no sugar coating or pushy sales stuff. All our questions about the whole buying process were answered by him without hesitation or second guessing himself. We felt he definitely was born to do this. We have recommended Dustin to others and will continue to do so in the future. If the time comes to sell our house, we would not hesitate for one second to call Dustin back.

Maurice F.

Top notch service. Dustin and his team know the market, and simply get results. Found an amazing hard to find property, and negotiated a fantastic deal. On the other side, got my 1st house listed and sold within a week.

Andrew M.

I had the pleasure of working with Dustin when selling our family home. He was very professional, efficient and a great negotiator. He sold my house only 16 hours after it was listed. I will continue to recommend him to all my family, friends and to anyone looking for an amazing realtor!

C. S.

Dustin was great to work with when I purchased my home in Nanaimo. It had been many years since I purchased and Dustin was very knowledgeable and made what could have been a stressful experience very easy. He was forthcoming with issues that I had not thought of and I feel really had my best interests at the forefront of my purchase. I highly recommend Dustin and his coworkers when purchasing or selling a home.

Joanne E.

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Estimate Of Value By Market Analysis

The following report represents our considered opinion of what a buyer would likely be willing to pay for a home such as yours, within a reasonable period, in today's real estate market.

Our opinions are based upon a study of selected, recently sold properties which we believe to be the most like yours.

Comparable homes have been Listed from \$_____ to \$_____

During the last _____, homes that have Sold during this same period have ranged from \$_____ to \$_____

Based on the market information supplied, the estimated value of this subject property is:

Suggested List Price: \$_____

Probable Final Sale Price: \$_____ to \$_____

Thank you for your consideration and we look forward to doing business with you.

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