

# SELLER'S GUIDE

How to Sell with Strategy, Presence & the Right Story



COLDWELL BANKER  
EXECUTIVES REALTY

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## ABOUT MONIKA

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I have called South Surrey and White Rock home for 17 years — and there is no place I would rather be. Living at the beach, with my two rescue dogs and a deep love for this community, I understand exactly what makes this area so special to the people who live here.

My path to real estate is anything but ordinary. I studied marketing and communication in Munich and hotel management in Europe, then spent years working across Mexico, Europe, and Canada — building a career in sales and hospitality that spans over 30 years. I know how to read people, understand what they need, and communicate value clearly. That background shapes everything I do.

My father was a builder. I grew up surrounded by architecture, craftsmanship, and a deep appreciation for spaces — how they are designed, how they feel, and what makes them special. That eye for detail is something I bring to every listing and every search.

As a Realtor for the past 6 years, I have built my business across the Fraser Valley on one simple belief: every home has a story. And I know how to tell it right.

I am also a proud animal advocate — because how we treat the most vulnerable says everything about who we are.

## THIS IS NOT A STANDARD APPROACH

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Selling your home is not just about putting it on the market.

It's about understanding how buyers see your home, how they emotionally connect to it, and how it is presented — both online and in person.

***Homes don't sell because they are listed. They sell because they are positioned, marketed, and experienced the right way. And that is where I make a difference.***

Every home has a story. And I know how to tell it right.

I don't just "list" homes. I position them, present them, and market them intentionally so they stand out in a crowded market.

My strength is understanding:

- what buyers respond to
- how to create emotional connection
- and how to make a property memorable

Because when a home stands out — it creates interest, activity, and ultimately stronger offers.

## HOW I WORK — HANDS-ON, PERSONAL, NO SHORTCUTS

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There is one thing I do differently than many agents: I am personally involved.

- I attend showings myself whenever possible
- I present your home directly to buyers and agents
- I don't rely on lockboxes and step back
- I stay engaged throughout the entire process

*This allows me to control how your home is presented, communicate directly with buyers, gather real feedback, and adjust strategy quickly when needed.*

Selling your home is not a passive process — and I don't treat it like one.

## STRATEGY FIRST — ALWAYS TAILORED

No two sellers are the same. Some want:

- maximum price
- a quick sale
- minimal disruption
- or a very specific timeline

Your strategy is built around:

- your goals
- your home
- and the current market

*There is no one-size-fits-all — and there shouldn't be.*

## PREPARING YOUR HOME — WHERE WE START

Before we go to market, preparation makes all the difference. Buyers form their first impression within seconds — online and in person. Here is a simple checklist to get your home ready:

- Deep clean throughout — including windows, carpets, and fixtures
- Touch up paint — walls, baseboards, and doors
- Declutter every room — less is always more
- Attend to any minor repairs — leaky taps, squeaky doors, loose handles
- Curb appeal — tidy the garden, clean the driveway, freshen the front entrance
- Consider a pre-listing home inspection — it removes surprises and builds buyer confidence

I will walk through your home with you and give you a clear, honest assessment of what is worth doing and what isn't. Not every improvement adds value — and I will tell you the difference.

## PRICING — WHERE SUCCESS STARTS

Pricing is not about testing the market. It's about understanding it.

*The first 7–14 days are when your home gets the most attention. Serious buyers are watching, new listings stand out, and momentum is created. If pricing is off — buyers hesitate, showings slow, and the listing becomes stale.*

My role is to position your home correctly from the start — so we create interest instead of chasing it later.

## PRESENTATION — HOW YOUR HOME FEELS

Buyers don't just look at homes — they feel them. They notice light, space, flow, and atmosphere. This is where we make a difference.

I help you with:

- decluttering and organization
- staging guidance (included where appropriate)
- optimizing layout and flow
- highlighting your home's strengths

*The goal is simple: make buyers walk in and think, "this feels right."*

## MARKETING — THIS IS MY STRONG SUIT

This is where many listings fall short — and where I focus heavily. Because of my background in marketing and communication, I approach this differently.

Your home is not just uploaded. It is strategically marketed. This includes:

- Professional photography that captures feeling, not just space
- Carefully written descriptions that tell your home's story
- Targeted social media advertising campaigns
- Direct marketing to specific buyer groups
- Exposure to my network of qualified buyers

*The goal is not just visibility — it is attracting the right buyers who connect with your home.*

## EXPOSURE — REACHING THE RIGHT AUDIENCE

Your home is positioned across:

- MLS®
- online platforms
- targeted digital campaigns
- my active buyer network

Buyers can also find your home through my advanced search system at [www.monikaherzighomes.com](http://www.monikaherzighomes.com), where they access detailed and real-time property information. Your home is not just seen — it is seen by the right people at the right time.

## SHOWINGS — EVERY DETAIL MATTERS

Every showing is an opportunity. And this is where I stay actively involved.

I manage:

- scheduling
- preparation
- communication
- feedback

Because how your home is experienced in person matters just as much as how it is presented online.

## OFFERS & NEGOTIATION — WHERE RESULTS HAPPEN

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This is where experience truly matters. When offers come in, we look at:

- price
- buyer strength
- conditions
- timing

In some cases, we:

- create multiple-offer situations
- negotiate strategically
- structure terms in your favour

*My role is to protect your position and maximize your result.*

## THE PROPERTY DISCLOSURE STATEMENT

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In British Columbia, sellers are required to complete a Property Disclosure Statement (PDS). This document discloses any known issues with the property — its history, condition, and any defects you are aware of.

This is not something to be nervous about. It protects you as much as the buyer — by ensuring full transparency and reducing the risk of disputes after closing. I will guide you through this process so it is completed accurately and confidently.

## SUBJECT PERIOD — KEEPING THINGS ON TRACK

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After an accepted offer, buyers complete:

- financing
- inspection
- due diligence

I manage this stage closely to avoid delays, solve issues quickly, and keep everything moving forward.

## WHAT DOES IT COST TO SELL?

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Selling your home involves several costs that are important to understand upfront so there are no surprises.

- Realtor commission — negotiable in BC, always discussed openly before we list. I will walk you through exactly what applies to your property.
- Legal fees — budget approximately \$1,200 to \$1,500 for a lawyer or notary to handle the title transfer and Statement of Adjustments.
- GST on commission — 5% GST applies to the realtor commission amount.
- Mortgage penalties — if breaking your mortgage early, check with your bank before listing.
- Pre-sale preparation costs — cleaning, repairs, and staging vary. I will give you honest guidance on what is worth spending.

***I will always give you a clear picture of your estimated net proceeds before we go to market — so you can make decisions with full confidence.***

## YOUR SELLING TIMELINE — WHAT TO EXPECT

- Weeks 1–2: Home walkthrough, pricing strategy, preparation, photography, and marketing materials
- Week 3: Go live on MLS® and all platforms — the first 7–14 days are the most critical
- Weeks 3–6: Showings, open houses, buyer feedback, and strategy adjustments if needed
- Offer & Negotiation: We review and negotiate the best possible terms together
- Subject Period: 5 to 10 days — buyer completes financing, inspection, and due diligence
- Completion: Typically 30 to 60 days after subject removal — legal transfer and funds handled by your lawyer

***From decision to done: most sales complete within 60 to 90 days.***

## COMPLETION & POSSESSION

Your lawyer or notary handles the legal transfer, financial adjustments, and registration. I stay involved to ensure everything runs smoothly to the end.

## A FINAL THOUGHT

Selling a home is not just a transaction. It's a transition. And it should feel guided, clear, and well handled.

## LET'S TALK ABOUT YOUR NEXT STEP

If you're thinking about selling — or just want to understand your options — I'm here to help.

### **Monika Herzig**

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