

# My 20 Point Plan

To Get Your Home Sold



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“If I can't earn your trust. I don't deserve your business”

-Kevan Lewis

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[www.KevanLewis.com](http://www.KevanLewis.com)



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Kevan Lewis is a Licensed Real Estate Agent with HomeLife Benchmark Titus Realty. He is also a proud member of the Fraser Valley Real Estate Board and works under the British Columbia Real Estate Association and the Canadian Real Estate Association.

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BRITISH COLUMBIA  
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# Contents

1- Introduction	04	11- Other Online Sources	12
2- Competitive Pricing Strategies	05	12- Postcards to Neighbours	13
3 - I Know My Product	06	13- Networking/ Word of Mouth	13
4 - Confirm Showing Instructions	07	14- Open Houses	14
5- Place Professional Signage	08	15- Follow Up With Open Houses and Past Showings	15
6- Staging	08	16- Communication is Key	15
7- Professional Photography	09	17- Neighbourhood Updates	16
8- Professional Floor plans and Handout	10	18- Negotiations	16
9- Put Your Home on Realtor Tour	10	19- Buying Your Next Home	17
10- Social Media Marketing	11	20- Thank You	17

# 1 - Introduction

## Welcome

First of all, I want to say thank you for taking the time to read through my marketing plan. I take a lot of pride in this plan as I have carefully designed it over the years, through both trial and error, and from constantly keeping up to speed with the latest marketing techniques used by the top real estate professionals around the world.

You want to make an informed decision on the REALTOR® that you decide to represent the sale of your home and I have designed this plan to help you make that decision. Have a quick read through the plan and let me know if you have any questions about anything at all, or if there is anything that you would rather I not do to get your home sold. You are in charge and I am simply here to take care of all the groundwork and to provide advice along the way.

I see a lot of homes on a weekly basis and I like to think I have a fairly good eye for what looks good to most people and what doesn't. When I come to view your home and discuss things in more detail, we will go through it together and I will give you my recommendations on renovations, or small adjustments, that I think will help you get your home sold quicker or for more money or even both!

I have a large and continuously growing network of professionals I can call upon to help you get your home in prime selling condition, whether that be a splash of paint here or there, or a quick spruce up of the landscaping to make your home look its absolute best.

When prepping your home to sell, it can be a difficult pill for some people to swallow when I suggest painting your living room a neutral gray, and I get it - At the end of the day it's your home (at least until we put this plan into effect of course!) And I will never make you do anything you feel strongly against. My goal is to make your home into a blank canvas that buyers can imagine themselves living in. I typically recommend neutral colours because very few people will be turned away from light grays or whites, while the red accent wall, which I totally get by the way, may turn a few people away. For many buyers, one negative can subconsciously turn them away from a property!

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“Very professional, knowledgeable and transparent about the whole process. We highly recommend Kevan for your real estate needs.”

Eric G. Surrey BC (Seller)

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4



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## 2 - Competitive Pricing Strategies

Every home I list starts with the same thing -- A Current Market Analysis. A CMA gives you a snapshot of what homes just like yours are selling for, or if they have not yet sold, what their asking price is. I do of course make adjustments for renovations and location, and all that other stuff that we will certainly cover when we go over your CMA soon.



The goal of the CMA is to come up with the current market value of your home so that we can make a more educated decision together as to what price we list your home at. There are really only 3 options, below market value, at market value, or above market value. All three have their pros and cons, and the best choice for you is truly dependant on your home and the type of market that we are in.

We want to keep competitiveness in mind as well. For example, if your home is similar to several other homes on the market, but has a few extras that the others don't have, listing higher than those homes would make sense, right? Every situation is unique and there is no blanket answer for this question. If those other homes are selling in the first two weeks they are listed, then yes, listing higher than the others would make sense. But what if those other homes are not selling and they have been sitting on the market for months. If we list right at, or even slightly below those other homes, the extras that are in your home might just be what the others were missing to actually attract buyers and offers.

More information on each of the pricing strategies is included in the CMA. I will certainly provide you with my advice when it comes time to make a decision, however, it is your home and ultimately your decision to make.



## 3 - I Know My Product

It astonishes me every time I visit an open house with buyers and ask the hosting agent questions about the property, only to get a blank stare in return.

You are hiring me to sell your home, the very least I can do is to learn all the details about that home that buyers might be interested in. This of course includes selling features that we will want to showcase, but it also includes information that we are required to share with any potential buyers and their agents. Whether it's information about the roof, hot water tank, or even a recent flood in the basement (We do have to disclose this kind of thing to any potential buyers!) I want to know about it and know it well enough that I can answer any questions without looking it up. If you own a strata property this means that I am going to have a read through the strata documents and know what the restrictions are, and little things like if barbecues are allowed on the patio, right down to the finances of the building.

I have witnessed buyers missing out on great properties because they were told the wrong information from the listing agent, who most likely made an honest mistake, and the buyers agent not verifying the information he was given. I won't let those potential buyers walk away from your home with the wrong information, I want them to know the details so that they make an offer.

The area of your home itself is often a selling feature, and the local attractions will never be overlooked.

I do occasionally have more than one open house to host, and the only way to make it happen is to have another agent from my office host in my place. I always make sure I have worked with this agent before, and I always make sure they know the details of the property.

“

“We had a very good experience with Kevan Lewis selling our house.

He always was there for any questions or requests we had at any time. It felt like we have a person who cares not only about business and money but us as people with feelings. He spent as much time as it required to do everything good and professionally. We strongly recommend Kevan to anyone who is looking to purchase a new property or selling an existing one.”

Alena & Alex, Delta (Seller)

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6



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## 4 - Confirm Showing Instructions

Just like everything else in the process of selling your home, I want you to have control over how showings will work. All showing requests will come through me, and I will immediately communicate the time and day the buyer wishes to view the home to you, to be sure that it will work with your schedule. If the timing does not work for you, I will simply make arrangements with the buyers' agent for them to view your home at a time that will work better for you. No one will ever be going through your home without you knowing about it!

I put a Fraser Valley Real Estate Board provided lockbox on most of my listings, and the reasons all involve making it easier to sell your house.

- Buyers want to view the home with their agent, and only their agent around, so that they may speak more freely about what they like or do not like about a home. We want potential buyers to feel as comfortable as possible in what may be their new home and having their trusted agent who they have built a relationship with will create the most comfort.
- If they have questions the other agent will call me to ask.
- Only licenced real estate agents will have access to the lockboxes, and my policy is that they must have a lockbox key to access.
- The lockbox also allows more flexibility for showing the property. I can't be two places at once, and if a buyer has a very tight schedule that happens to conflict with my schedule, the lockbox comes to the rescue!

If you are not comfortable with a lockbox on your home, that is no problem either. I will always find a way to make it work for you!

A home priced and marketed correctly will always sell for more money and in a shorter time, no matter what kind of market we are in!



## 5 - Place Professional Signage

There is no better way to tell your neighbours that your home is for sale than with a for sale sign on your front lawn. Why would you want to tell your neighbours? Maybe they have a friend or family member who is looking to move into the neighbourhood, or they might even be interested in purchasing your home as an investment property near to where they live now. When I was growing up, my parents bought a house one block away from our home at the time. They saw the sign go up, checked out the open house and liked what they saw and next thing we knew, our house was sold and we were moving one street over, all because they saw the sign go up.



Of course, I do believe in being completely honest with you, and the for-sale sign certainly benefits me as well as it is essentially free advertising for my business. I always appreciate when my sellers allow me to put a sign up, but always respectfully understand if you prefer to not have a sign.

## 6 - Staging

Staging is a case by case decision, based on your home's unique needs. Typically If you are already living in your home with your furniture, and your home is beautifully decorated and the sofa and coffee table perfectly compliment the colour you have painted your living room, there is no need to cause the hassle of moving furniture in and out!

Sometimes the way we place our furniture may serve far more function than it does it curb appeal. For these cases I do provide professional staging consultations in order to recommend layout changes to make your home look larger or to add flow for people walking through thinking of buying. The layout of a home is a very big reason that buyers do not like homes, and all too often it is because of the furniture arrangement!

It is amazing what moving your sofa to compliment the fireplace instead of the television can do to the flow of a room, and can make many buyers imagine a show home



“

If you are considering buying or selling your house, don't go anywhere else!

Kevan Lewis has been the best realtor I have ever worked with. We had an outstanding experience during our home purchase and sale. He ensured that my husband and I had all the information needed at all times. He was in contact with me throughout the entire deal and always answered my questions in a timely matter.

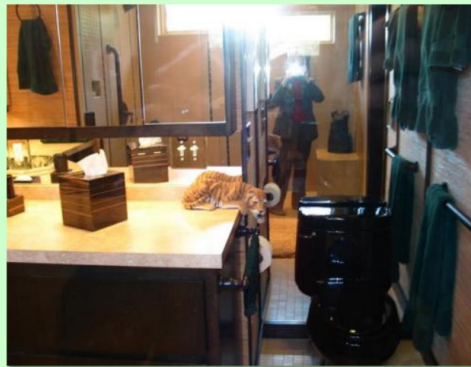
Kevan is professional, conscientious and compassionate. I highly recommend his services to everyone I meet.

”

Eva Montenegro (Buyer/Seller)

## 7 - Professional Photography

### Terrible Agent Taken Photos



Actual photos taken off our local MLS!

More than 9 out of 10 home buyers today begin their search online today. The first impression that most of those buyers will have is the photographs that I as your REALTOR® post on various sites across the web. Once a buyer finds something negative about a property online they can, and usually will, click to the next property forgetting that your home ever came across their eyes. I won't let that happen. By always hiring a professional photographer to take photos of your home, I can be certain that the end quality of those photos will be amazing

### Great Professional Photos



Photos from MY LISTINGS by a professional photographer

Professional photography should be included in every professional agent's listing fees as mine always are. You couldn't pay me to post these first two photos!

## 8 - Professional Floor Plans and Handout

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Every listing I take will always have a professional brochure to hand to potential buyers. When a buyer has seen 4,5,6 or more homes in a single day, they all start to blend together. The MLS handout with one picture on it, is not going to remind the buyer of your home's beautiful bathroom that they just fell in love with when they walked in. This brochure will remind them of the whole home once they've gone home and are trying to remember what they saw that day, and which home to make an offer on.

The brochure, as you can see a sample of here, also includes a floor plan. Buyers love having a floor plan to look at, as they can take it with them and get excited about the size of the rooms and start to imagine their own furniture in what will hopefully be their new home. Once a buyer gets excited and starts imagining living in your home, that will often mean an offer is coming.

The floor plan will always be included with my services and is always displayed with the rest of the photos everywhere that buyers might see it online.

## 9 - Put Your Home on the Realtor Tour

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Most real estate transactions are completed with co-operating agents. This means that I will be representing you as a seller and I will work with another agent who is representing the buyer to make the deal go through. With this in mind I want to showcase your home to other agents, as well as the public, and a great way to do this is with a Realtor Tour. With your permission, I will get several of the agents from my office to come through your home at the same time to view your property with the idea that they will show it to any buyers that it would be a good fit for.

“

“Kevan is very intelligent, and quick to respond to your needs and priorities. No room for me to complain. He is a true professional at his work and I am looking forward in near future to work with him again. Great and friendly guy to work with. Highly recommended!”

”

Prasant Krishna. Delta BC (Seller/Buyer)



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# 10 - Social Media Marketing

We live in a world today where news and information is shared online quicker and more efficiently than anywhere else. Why would we not want to take advantage of that when selling your home?

Even if you don't use Facebook or Instagram yourself, potential buyers might! My goal is to get your home in front of as many eyes that may be interested in purchasing it as possible.

Every listing I take will always have paid and targeted promotions to a very specific audience made up of local people who are most likely to buy a home like yours on Facebook, Instagram, LinkedIn, and various other social media platforms.

The best part of social media is the fact that they are built upon communication. If a potential buyer sees the ad I have created for your home, they can immediately reach out to me with any questions that they might have about the home, and I can get them excited to come and see it in person either with their agent or maybe even at the open house! Even if the person who sees the ad isn't looking for a home right now, they might know someone who is, and will share it with their friends or family members!



-Social media is a huge part of our world today, and to ignore it when our goal is to get your home sold, would be a massive oversight on my behalf.

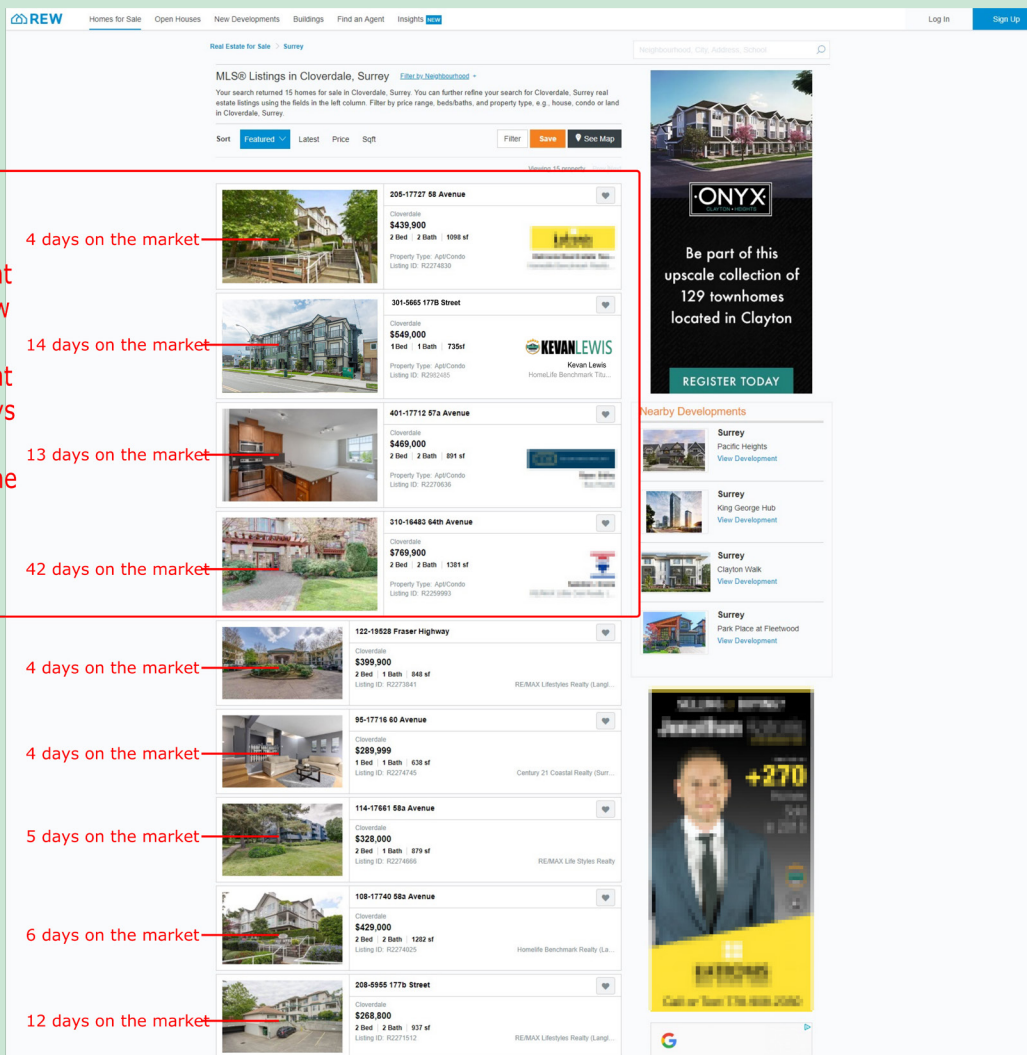
-On Facebook alone, my listings typically have anywhere from 3,000-7,000 views depending on the property type and the number of potential buyers.

-My ads from Facebook always run alongside in Instagram as well, and I also make sure I post “normal” posts promoting your home for sale. While my followers are scrolling through their Instagram feed, your home will likely cross their screen as a normal generic post hopefully enticing them to come to the open house.

-Every potential buyer that I can get your home in front of increases the chances of getting your home sold quicker and for more money.

# 11 - Other Online Sources

While Social Media is great for getting eyes that may or may not be actively looking for a home to buy, we certainly do not want to ignore those buyers that are currently online and actively looking for homes to purchase! Once we list your property a quick search of your address will show that there are hundreds, if not thousands of websites showcasing your home. Of course most buyers will not be looking at the majority of the websites showcasing your home, so we want to be sure that the most popular sites are showcased very well.



- Listings for any particular search are shown in the order that the listings have become active, with the newest homes first and the oldest listings way at the back.
- As most homes do not typically sell in the first week (2016 and 2017 are certainly exceptions to this rule) I want to make sure that your home stays placed as close to the front as possible.
- This is where preferred agent status comes in to play. As a preferred

agent, every single one of my listings will show up before any non-preferred agent's listings. That means that if your home has been on the market for 17 days, and there have been 20 new listings that are similar to your home, all those listings that are not preferred agents will be after us still, making it far more likely that your home remains on the first page or two of the results!

- More people seeing your home means more potential buyers



# 12 - Postcards to Neighbours

You might get them in the mail and simply toss them straight into the recycling bin, but I have seen on numerous occasions where sending out a just listed flyer has brought potential buyers to the open house. These buyers are quite often neighbours who received the flyer and just want to take a look around. That is not who I am after with the just listed flyers. Instead, I want your neighbours to call their family and friends who might be looking to buy in the near future and bring them to the open house. People are far more likely to take action when suggested by friends or family!

**JUST LISTED** HomeLife

ASKING JUST \$370,000

**OPEN HOUSE**  
THURSDAY JUNE 21 6-7:30pm  
SATURDAY JUNE 23 2-4pm  
SUNDAY JUNE 24 2-4pm

1 BED (+DEN)  
1 BATH  
727 Sq Ft

you can live @ **lingo**

301 5665 177B Street

**YOU'RE INVITED!**  
You're officially invited to come and take a look for yourself this weekend. Have friends or family looking to move to the neighbourhood? Let them know or bring them with you!

For full listing details go to [kevan.top/lingo](http://kevan.top/lingo) or scan the QR

**KEVANLEWIS.com**  
604.218.5635 HomeLife Benchmark Titus Realty

# 13 - Word of Mouth/ Networking

If I know of anyone who may be interested in your home in my large network of realtors, clients, friends, past colleagues, etc., I will always be sure to let them know about your home right away.

I also run into a lot of different people day to day, and I love starting conversations no matter where I am, or whether I know the person or not. More often than not the topic of real estate comes up, and I'll often drop a quick line about any properties I have listed at the moment, and if I can drum up some interest I will certainly take the conversation to the next level and make sure they come and look at your home!



Every week I dedicate at least 6 hours to phoning my network, past clients, other agents, friends, acquaintances, and even people I have never met but may work with in the future. In these conversations I find that any topic can quite easily come up, and if it is appropriate I will be sure to promote your property.

“

“Kevan Lewis sold my condo in 7 days for much more than I was expecting. He had a clear game plan from the beginning and executed it flawlessly.”

Scott (Seller/Buyer)


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# 14 - Open Houses

Open houses are a fantastic way to have several potential buyers take a look at your home in a short amount of time.

 Buyer's who are just starting to look will often go to several open houses without having their own agent and would not otherwise book appointments to see your home on a private showing.


 Many buyers work during the weekdays and often want to see their possible future homes in some daylight. This leaves weekends as the busiest time for REALTOR®s.


 When I have 4 different buyer clients who are all only available on the weekend and an open house of my own to host, I simply cannot be at more than one place at the same time! I really wish I could, but it is just not reality. Open houses are great for this, as it allows me to send my buyers without me to view properties that they are interested in.


 As your listing agent, my goal is to present your property to as many potential qualified buyers as possible and allowing buyers to see the home without their agent present does exactly that!

I typically will host my own open houses for my own listings, however there are certainly times where I will have 2 or 3 open houses at the same time. I will personally select another agent from my office that I have worked with before and trust to hold the open house in my place. I always make sure that they know all the details about the property that they should know.

I will schedule Open Houses to suit your schedule but in general I will usually structure it as follows.

 The first Thursday evening that your home is listed. By providing an evening open house, it allows people who might work weekends to come and still have a chance to take a look.

 I will do both the Saturday and Sunday of that same first week.

 For weeks two and three I will hold one day of the weekend (your choosing) and hold on alternating weekends from that point on.

None of this is set in stone, and if it does not work for you I am always happy to adjust.

# 15 - Follow Up With Open Houses and Past Showings

**A**gents can be notoriously bad at following up with every home they show their buyers. I do ask that all the agents that show your home give me feedback to what their buyers think as well as what the agent themselves noticed and thought as far as the price of the home, and any details that they thought were noteworthy.

**I**f I don't get this feedback sent from the other agent within a day or two, I take the initiative to give that other agent a call to see what they and their buyers thought of the property.

**S**ometimes this will rekindle interest with buyers who saw too many homes, or even remind an agent that they were supposed to call me and ask a question about your home which could very easily lead towards making a sale happen.

I will also take the time to follow up with buyers who came through the open house without a realtor. Many buyers see too many homes or are simply too shy to follow up after they viewed an open house and calling them can sometimes lead to a sale as well.

## 16 - Communication is Key

As your agent that you have chosen and trusted to get your home sold, I want to make sure that I am keeping you in the loop as far as what is going on with your home. I always cater my services to what you want, and the way I communicate, and the frequency will be up to you. This means I can call you with daily updates or email you once per week or anything in between. Of course if there is information that is urgent, such as an offer, I will be contacting you right away.



Our Communication Back and Forth is the Key to Making The Process as Low Stress For You as Possible

## 17 - Neighbourhood Updates



A lot of things can happen in an active market between the time we choose a listing price for your home to the day your home actually goes on the market, or even if it takes two or three weeks to find the right buyer for your home.

Because the value of a home is dictated by sale prices of comparable properties, I always make sure to keep up to speed with what is happening in your neighbourhood while your home is listed.

I will keep you updated with any new sales or listings that are comparable to your home. Maybe there is another home that is just like yours that was for sale when we were deciding on the asking price of your home, that ends up selling for a lot more than it was asking. It might also sell for a lot less than the asking price, but either way, it has a direct effect on the value of your home and I want to keep you informed to this information.

## 18 - Negotiations

My goal when I list your home for sale is to find a suitable buyer and get your home sold for terms that are in your favour. In order for your home to be sold, we have to have an offer from a buyer. Often times buyers or their agents will try to negotiate prices down from what we are asking to terms that are more favourable to them, but as an expert negotiator I know how to get you the terms of the deal that you prefer within reason. I know when another party is playing hardball, and I will be there every step of the way with you.

Price is not the only term that ends up being negotiated while selling your home. Closing dates, included items (I have completed deals that included a home theatre system for my buyers!) contract conditions etc. Almost anything that is on the contract can be negotiated.



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“I felt a connection with Kevan when I first met him.

Kevan was very good at picking up on my likes and dislikes even though I may not always been verbal about them. I felt I could trust his judgement in many instances.

I was very impressed with Kevan’s professionalism and personal friendly manner.”

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Seann Winters. White Rock (Seller/Buyer)

# 19 - Buying Your Next Home

More than likely you will be needing to purchase a new home to move into if we are having a conversation about selling your home now. Don't worry, I have you covered on that end as well!

While your home is listed, we can certainly begin the search for your next home. But what if we find a great place, but your home has not yet sold? Well there are a couple of options, the best of which will be unique to you and your situation and I will be sure that we go over these details when we get to it. For now though, the two main options you will have are making an offer to purchase conditional to

the sale of your home, and the second option is to acquire interim financing which is also often called a bridge loan. Making an offer with the condition to have your home sold can often lead to disappointment, as most sellers will request a 24 or 48 hour clause allowing them to take a different offer if they give us the required notice. We may remove the subject without selling your home first, but this will come with some risk.

Bridge financing is a great option, but it is not always available, and it can also cost some extra money as well. For the details of a bridge loan you must speak to your mortgage advisor. In short, a bridge loan will be a loan granted to you to purchase a new home while you still own your current home, with the condition that your current home will be sold.



# 20 - Thank You!

I very much look forward to putting this plan into action for you and building a fantastic working relationship with you in the process. If you have any questions about anything at all, I am always here for you; Just give me call text or email and I will be sure to keep you informed!









“THE REFERRAL OF YOUR  
FRIENDS AND FAMILY IS THE  
GREATEST COMPLIMENT YOU  
CAN GIVE. THANK YOU FOR  
YOUR TRUST.”

-KEVAN LEWIS

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