

Geoff and Associates  
**McLean**  
Victoria's Real Estate Experts  
Personal Real Estate Corporation

**RE/MAX** CAMOSUN

## CHOOSE WISELY, CHOOSE GEOFF MCLEAN @ ASSOCIATES

When it comes to making major decisions in your life, like the decision to buy or sell a house, it makes sense to **seek out sound advice**. And when it comes to real estate, that advice will come from a Realtor© who knows your community – a Realtor© like Geoff McLean.

As your Realtor©, Geoff will advise you regarding market conditions, financing and buying and selling options. He will help you determine reasonable valuations by providing a comprehensive market analysis and other information about the current local real estate market.


Geoff is a licensed real estate professional and a member of the Victoria Real Estate Board, an association of real estate professionals who live and work in the communities comprising the Greater Victoria area. His skills and adherence to a Code of Ethics upholds his client's interests with confidentiality, accountability, disclosure, loyalty and obedience.

As a father, husband and homeowner, Geoff knows what makes a house a home - people. His respect for his clients is well known and at the heart of his service. Geoff's greatest asset is his skill as a negotiator. When negotiations get tough, his calm voice of reason quickly gets to the heart of the matter, achieving the best possible results.

Geoff has a strong background in education, starting with a Bachelors Degree in Economics and Psychology from the University of Victoria, and polished by years of experience, working hard, and honing negotiating skills. He is consistently one of the top performing RE/MAX Realtors© in the Victoria area, making him a Victoria Real Estate Board MLS© Gold Award recipient year after year. Geoff McLean and Associates have achieved TOP 100 status amongst all RE/MAX Agents in Canada.

Geoff has affiliated himself with the best - RE/MAX Camosun. The sales associates at RE/MAX Camosun consistently command 25% of the market share with many of their sales occurring in house. There's a strong sense of team spirit amongst the associates at RE/MAX Camosun and a keen desire to provide premier service to their clients.

*Experienced market evaluations  
are always complimentary  
with no obligation.*

A professional portrait of a man with glasses, wearing a dark suit, white shirt, and patterned tie. He is seated in an ornate, dark leather chair with gold-colored metalwork. Behind him is a fireplace with a dark grate. The background features light-colored wood paneling and a decorative ceiling. The overall lighting is warm and professional.

*I am exceptionally proud of my associates. They will fulfill all your expectations with professionalism and courtesy. You will discover these are some of the most talented people working in real estate today.*

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## GEOFF McLEAN & ASSOCIATES SERVICE AND RESULTS

In his more than **20 years in the Victoria real estate business**, Geoff McLean has built a reputation for dedicated service and results. As the thousands who have come in contact with him over the years can attest, his approach is honest and straightforward, guided by common sense and a keen understanding of people. Geoff's personality, skills and experience allow him to do the job exceptionally well.



When you hire Geoff McLean, you get more than one professional. Working with Geoff are two very experienced full-time associates. Jodi Baker and Heather Wilde, collectively bringing decades of experience and expert knowledge.

***This group of skilled professionals  
ensures timely response and fast results.***

TOGETHER WE SERVE YOU BETTER



## HEATHER WILDE

Heather combines enthusiasm, intelligence, professionalism, and expertise in the fulfillment of your real estate expectations. A consistent MLS Gold Award winning Realtor®, Heather's background in education brings a considered approach to the table. With Heather on your side you're always a winner, she is a great team player who will guide you through one of life's major transitions.



## JODI BAKER

Jodi hails from a long line of successful Realtors®. Jodi honed her marketing skills at Camosun College before embarking on a career as a Real Estate Agent. Jodi's strength is listening to individual concerns and interests. She will offer professional insights that will guide you easily through your real estate transactions. From the moment Jodi enters the picture you will feel assured and excited about where your life is going, and relax in the knowledge you're in good hands.

# HOW GEOFF McLEAN & ASSOCIATES SELL A HOUSE

## ESTABLISH PRICE

One of the most important single steps in the successful sale of your house is to prepare a Comparable Market Analysis to establish current market value and listing price.

## PREPARE PROPERTY DETAILS

### Prepare advertisements

Real Estate Victoria

### Lock box on & activated

### Measurements

For websites & feature sheets

### Photos taken

For Realtor.ca and websites

### Verify Zoning & Municipal statistics

### Title Search

Order attachments  
Strata plan if applicable

### Locate survey if applicable

### Associates view the house

### Verify schools

### Create marketing flyers

### Recommend staging services

### Order strata information if applicable

Rules & regulations  
By-laws  
Financial statements  
Engineer's reports  
Minutes of meetings



Your House is  
Entered into the  
MLS system and  
ready for sale



**FOR SALE**

Geoff McLean  
and Associates Victoria's Real Estate Experts

RE/MAX  
CAMOSUN

250.744.1234

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

Place a highly visible RE/MAX  
"For Sale" sign on your property

# MARKET EXPOSURE

## LOCAL BUYER MARKET

### Real Estate Victoria Paper

- New listing ads
- Include your house in our regular half page ads
- Special promotions

### Brochures

- Professional feature sheet

### Contact Geoff's Personal Buyers

- New buyers
- Other current sellers
- Past client database

## REALTOR© MARKET

### Victoria Real Estate Board

- Vancouver Island Real Estate Board access
- MLS
- REV mailings
- Broadcast email to Realtors©
- Feature Sheets

### Re/Max Camosun Office

- Office meeting - show new listing information
- Office tour with multiple branch offices
- Email new listing details to associates

### Re/Max Referrals and Relocations

- Military relocations
- Canadian Employee Relocation Council
- Corporate relocations

## OUT OF TOWN MARKET

### Re/Max

- Brand name recognition and presence
- Conference & networking with the over 9,000 Re/Max Realtors© across Canada and almost 100,000 agents worldwide

## ONLINE MARKETING

### Internet Advertising

- Realtor.ca
- geoffmclean.com
- remax.ca
- remax-camosun-victoria-bc.com





**SOLD**

## SHOWINGS

### Coordinate all showings

#### Market Review

- Pass on feedback from potential buyers
- Sellers Activity reports
- Website status
- Neighbourhood review
- MLS stats
- Copies of ads
- Copies of marketing

#### Feedback from Realtor© showings

- Price
- Condition
- Location

#### Price Review

If necessary we will review the listing price in reference to feedback and suggest changes if required.

## OFFER

## NEGOTIATIONS

Geoff is a skilled negotiator with years of experience and education from programs like the Karrass© negotiation seminars.

Complete offer package to the buyers agent

Arrange for a building inspection if requested

Guide the buyer through the process to completion

## FIRM SALE

### Sold sign

- Paperwork to the lawyer
- Arrange key transfer
- Remove lock box



# WE DO OUR HOME WORK

Geoff McLean and Associates are uniquely qualified to market your property effectively and quickly. We know your time is valuable. You want results and we deliver. Experience has taught us to be diligent in gathering all the marketing information up-front. This provides a clear pathway for the distribution of information to the media, buyers and other Realtors®. We anticipate the needs of everyone involved to ensure delivery of vital information when it matters most.

Our response time is second to none. When you call the office, a real person will be there to take your call. Your emails will be answered quickly with informed responses. This prompt and accurate response time has earned us a respected place among our peers and consistently created fast sales.

Geoff McLean and Associates is a brand name well known in the community. Mass mailers are distributed throughout the Victoria area on a regular basis and Geoff McLean is seen on TV and heard on the radio regularly. This sort of marketing keeps Geoff McLean and Associates in the public eye. What does this mean, and how will it affect your real estate negotiations? It is about trust and respect, the cornerstones for positive relationships and results. Industry insiders and the public at large know who we are; our profile in the media and on the web reinforces our presence and reputation. Houses we sell are automatically connected to a trusted and sound brand. This is one of the reasons that a large portion of our sales come from satisfied past clients and their referrals.

## FINDING BUYERS

About 25% of our sales come from other RE/MAX Realtors®. By networking at conferences promoting Victoria as a destination city we have an established connection to those all-important out-of-town buyers. Geoff is a Relocation Specialist who will guide people as they make their way through paperwork and the upheaval of a major step in life. It is reassuring to know a welcoming hand is there when needed.

Our strategic plan involves two target groups, other Realtors® and the Public.

Most buyers are working with Realtors®. This is why we conduct regular office meetings, tours and broadcast emails to introduce your property. This gives us an opportunity to create a buzz and an excitement about your property within the industry.

## LOCAL BUYERS

We distribute flyers in your immediate neighbourhood. Experience has shown that this is an extremely effective way to market to those who already understand the value of your area.

Our website [www.geoffmclean.com](http://www.geoffmclean.com) contains a wealth of information. Buyers will find photographs, floor plans and other supporting documents for viewing and printing. This ready access to information is the foundation of fast and effective sales.

Real Estate Victoria is a familiar publication, well thumbed by the Public and Realtors®. Geoff McLean and Associates has a continuous presence in this publication and will include your house in our half page ad.

WHAT SHOULD YOU BE  
PREPARED TO DO?  
START PACKING!



# CONNECTING YOU WITH BUYERS

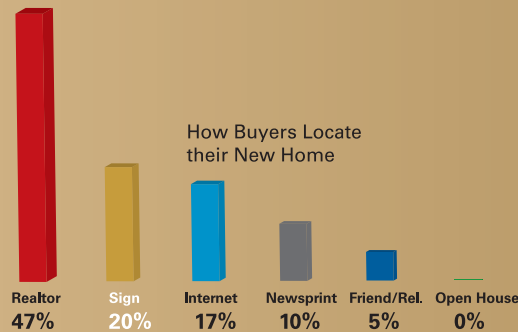
Geoff's years of success in the real estate industry have taught him where time and money are best invested to maximize exposure and **achieve a speedy sale for maximum price**. His proven formula, tuned over more than two decades, includes:

## NETWORKING

More than two-thirds of buyers find their new house through a Real Estate Agent and one-quarter of all sales come from within RE/MAX Camosun. The numbers tell the story and Geoff knows the value of nurturing and keeping a good rapport with fellow agents. Well-attended office tours draw from a total of 165+ RE/MAX Sales Associates. Often another RE/MAX Realtor© has a client in the market seeking a house just like yours.

## SIGNAGE

Signage is an important tool in creating buyer awareness. Nearly 20% of potential house buyers first become aware of a new listing through yard signs. Geoff ensures that the highly visible and respected RE/MAX signs are always fresh and clean.



## ADVERTISING

Properly planned, newspaper advertising is an effective way to expose a new listing. Geoff has worked out a balanced advertising schedule in Real Estate Victoria which ensures that a listing is neither under nor over exposed. It is essential to have your house listed on the **Multiple Listing Service (MLS®)** with the Victoria Real Estate Board. This gives your house exposure to more than 1,000 active real estate agents, and of course, their clients.

A **"Just Listed"** brochure will be delivered to surrounding neighbourhoods directing them to [geoffmclean.com](http://geoffmclean.com) where they can find complete details about your house. It's an excellent way to prompt those who live nearby to tell their friends, business associates and relatives about your property.

Your property will be well represented on the **Internet**, including [www.geoffmclean.com](http://www.geoffmclean.com), [Realtor.ca](http://Realtor.ca), [remax-camosun-victoria-bc.ca](http://remax-camosun-victoria-bc.ca), [mostreferred.ca](http://mostreferred.ca) and [vreb.org](http://vreb.org).

# RE/MAX – THE BIG PICTURE

## Choosing your Real Estate Company is important.

Geoff McLean & Associates are backed by RE/MAX, the number one Real Estate organization in Canada and one of the top three in the United States. RE/MAX outsells the competition three-to-one across Canada. With more than 9,000+ Sales Associates in 400+ offices across Canada, RE/MAX offers the strongest referral networks in the business.

The RE/MAX hot air balloon trademark is one of the most widely recognized trademarks in North American business and is now a global brand. No other real estate organization has the level of brand recognition and definition of RE/MAX.

Each year more than 55,000 Canadians and their families are transferred. Teamwork nation-wide and internationally is responsible for 10% of RE/MAX's annual sales. More than 20% of Geoff McLean and Associates' business is referred to them by other RE/MAX agents.



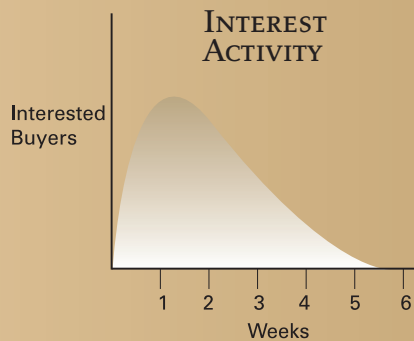
Internationally, the RE/MAX network includes more than 98,700 Sales Associates in about 5,300 offices in 52 countries worldwide, and growing. Locally, RE/MAX is by far the number one producer in the Greater Victoria Real Estate market, with more than 25% of the market share. RE/MAX Camosun's multiple offices employ 165 Realtors©, tops in the region.

A survey completed by RE/MAX found that 95% of RE/MAX customers report overall satisfaction with their RE/MAX Sales Associate, 92% say they will use RE/MAX again and 93% will recommend RE/MAX to others. This is, by far, the highest rating in the real estate business.

# A PROVEN FORMULA - CHARTS AND GRAPHS TO BACK IT UP

## ESTABLISHING THE "RIGHT PRICE" IS CRITICAL.

Why? Studies show a house priced 15% over fair market value only has a 10% chance of selling. Yet a house priced within 5% of fair market value has a 60% chance of selling and 95% of houses priced at fair market value will sell. Although it may be tempting to select a Realtor® who offers to list at the highest price, doing so may well jeopardize the sale of your house.



## HOW SURROUNDING PROPERTY VALUES INFLUENCE THE VALUE OF YOUR HOUSE

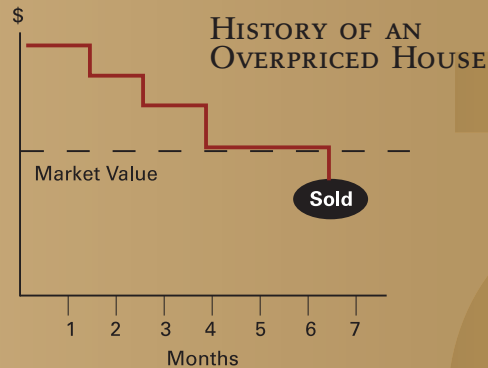
**Regression:** The selling price of a house decreases because of less desirable properties around it.

**Progression:** A house sells for more because of more expensive property and/or a more desirable area around it.



## WHAT IS THE RIGHT PRICE?

Quite simply, the highest price that the market will bear. Geoff McLean & Associates carefully evaluate comparable properties in your neighbourhood to establish what the serious buyer has to choose from and analyze recently sold properties to determine what the market has been doing and how much homeowners have been getting for their properties. Geoff McLean and Associates study the market and what makes your house unique. By bringing together their expertise and experience over two decades in the Victoria market, they recommend an ideal market price for your house.



## THE IMPORTANCE OF EARLY ACTIVITY.

Most prospect activity on a new listing occurs in its earliest days on the market. Realtors® maintain an inventory of active buyers that have been cultivated over time and, when a house is listed, Realtors® arrange to show it to their prospects as soon as possible. Once this active group has seen the property, showing activity subsides and then relies on new buyers entering the market. That's why it is essential to have the house in the best condition and listed at the best price right from the beginning.

## HOW SURROUNDING PROPERTY VALUES INFLUENCE THE VALUE OF YOUR HOUSE

## WHY DON'T OVER PRICED HOUSES SELL?

A number of factors influence a potential buyer's decision. Most potential buyers will be looking at houses in a specific price range. If your house appears to be out of their range, chances are they won't even look at it. Also, an overpriced house will make other houses in the same price range appear to be a better value. A house that sits on the market too long runs the risk of becoming "shopworn" and buyers assume it hasn't sold because something is wrong with it. They may also conclude the seller is not motivated and therefore it would be a waste of time to make an offer below the asking price.



# PREPARING YOUR HOUSE FOR SALE

How you live in a house and how you sell a house are two different things. We want to merchandise the property displaying it to its best advantage. Attractive, well-kept, clean houses sell first. The old saying that **first impressions are lasting** is particularly true with real estate. Taking time to get your house in order, down to the last details, will put your house on course for a quicker sale at the highest possible price.

RE/MAX agents have the expertise and resources you need to help you sell your house quickly and successfully. It all begins long before you open your house to showings. You need to see your house like a prospective buyer. To do that, you need to look at both the inside and outside with a fresh perspective. This information is designed to help you do just that. By following these simple steps, you will be helping to set the stage for a property that shows well to potential buyers.

## LETTING GO OF CLUTTER

When prospective buyers walk through your house, they want to imagine it as if it were their own. You can help them envision their dream space by presenting a clean, clutter-free environment.

### HERE'S HOW

**New Perspective** - Bring a friend, a RE/MAX professional real estate agent or house stager to help point out overlooked areas of clutter. When you live in a space, you get used to a space. You may not see what others see. Trust their advice.

**Remove Personal Items** - Put away family photos, souvenirs, knick-knacks and personal items. These items are special to you, but the prospective buyer wants to envision their own personal items in your space. So, clearing your items will make it easier for them.

**Clean, Clear Surfaces** - Clear off counters, especially in kitchens and bathrooms, storing away small appliances and miscellaneous personal items. Scrub down the surfaces and perhaps even put out a bouquet of fresh flowers, from your own garden if at all possible.

**Create Ease of Movement** - Remove and store extra furniture to create open areas that promote easy foot traffic through your house. Don't leave shoes by the front doorway.

**Show Off Storage Space** - Clear out closets, basements and garages, as prospective buyers are always on the lookout for ample storage space. Now is a good time to box up unworn clothes, toys and personal items for storage or charity.

## QUICK FIXES AND TLC

Potential buyers will be looking for visual clues that your house is well cared for. How much work a house seems to require will impact the offering prices you receive, so it's worthwhile to ensure that everything is in good working order.

### HERE'S A QUICK CHECK-LIST

**Bathrooms** - Ensure all plumbing fixtures are clean and in good working order. Outfit leaky faucets with new washers and clean any visible stains on porcelain fixtures. Replace old, worn shower curtains and bath mats.

**Doors and Windows** - Spray WD40 on all hinges so everything operates smoothly. Have windows cleaned inside and out. Potential buyers will be estimating their energy costs, so fix drafts by re-caulking windows and replace exterior doors if necessary.

**Walls and Floors** - A fresh coat of paint instantly transforms a space, helping it to look neat, clean, and up-to-date. Always fix obvious wall imperfections like cracks and nail holes, before painting. Steam clean carpets and runners, and repair any chipped or loose floor tiles.

**Atmosphere** - Be mindful of the odours left behind by pets and smokers and consider using an environmentally friendly room fragrance to neutralize unpleasant scents. Replace light bulbs and add light fixtures in dark hallways, including basements, garages and closets.



## CURB APPEAL - DRIVE BY SUCCESS!

First impressions can be everything. Many people simply drive by a listing and make a decision based on your house's curb appeal. So, don't forget the importance of creating a well-manicured entryway - to entice potential buyers. Maintaining a neat and attractive exterior to your house will show buyers that you take pride in your property..

### HERE ARE A FEW TIPS

**Landscaping** - Consider planting a few bushes and colourful mature flowers to create an eye catching display. Ensure that your lawn is well manicured: mowed, watered and void of brown spots. Prune any overgrown plants, especially around entranceways.

**Front Door** - Look critically at your front entrance. Does the door or the porch railing cry out for a fresh coat of paint? Polish the door handle and invest in a new welcome mat. Make sure the doorbell is in proper operating order.

**Front Porch** - If it's spring or summer, plant colourful containers to flank your entrance.

If it's autumn, rake leaves. During winter, clear the snow and ice from your walkway. Whatever the season, look closely to determine if any repairs are needed.

All loose cement or rotting wood should be replaced.

**Shine On** - Many serious buyers will want to drive by your house after the sun goes down. Remember to ensure that all outdoor light bulbs are turned on in order to show your house in its best light.

## PRE-SHOWING CHECKLIST

- Whenever possible, try to be out of the house while the Realtor© is conducting a showing. (Potential purchasers often feel like intruders when homeowners are present).
- Keep pets well out of the way — preferably out of your house during the showing. Even small barking dogs can create a negative emotion and those potential purchasers who are afraid of or allergic to pets will not wish to view your house.
- Make sure your house is tidy and well-aired.
- Keep all stairways free of clutter.
- Remove any items (like chandeliers) which won't be included in the sale of the house.
- Remove money, jewellery and small valuables from sight.
- Ensure that every room is adequately lit.
- Relax, you're in good hands with the professionals from Geoff McLean and Associates.



WWW.GEOFFMCLEAN.COM

*If you want  
your home*  
**SOLD**  
*for top dollar  
call us today  
and  
start packing!*



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