



SALES & MARKETING PROPOSAL

A COMPLETE GUIDE TO
LISTING YOUR HOME

WG
WALLACE GREEN REAL ESTATE

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LISTING YOUR HOME



WALLACE GREEN REAL ESTATE



WALLACE GREEN REAL ESTATE GROUP

We're proud to focus our professional real estate services on the North Shore and throughout Vancouver. We attribute our success to hard work, integrity, honesty, and our consistently professional demeanour. We understand selling your home is a big decision, and are excited about the opportunity to work with you to ultimately maximize the sale price of your home.

TABLE OF CONTENTS

- 1 - CLIENT PREPARATION
 - 3 - FEES + COSTS
 - 6 - WALLACE GREEN COMMITMENT
 - 7 - THE WALLACE GREEN TEAM
 - 11 - LISTING LIFE CYCLE
 - 14 - LISTING SUCCESSES
 - 15 - LISTING HIGHLIGHTS
 - 17 - REVIEWS
 - 19 - PROVEN TRACK RECORD
 - 21 - REAL ESTATE. ELEVATED.
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CLIENT PREPARATION

When putting your home for sale, preparation is crucial. Getting your home ready to sell can be a daunting process but if you start early and are well-organized, you will have a better chance to sell fast for more money. Remember, a buyer's first impression is critical.



PREPARING YOUR HOME FOR SALE

- 01
Decluttering
 - 02
Painting
 - 03
Curb Appeal
-

MAINTAINING YOUR HOME DURING THE LISTING CYCLE

- 04
Home Care
 - 05
Showings
 - 06
Completion
-

FEES + COSTS

In advance of listing your home, there are many small improvements you can make that can have a significant impact on the value of your home. Start early, and invest in doing some basic renovations to make your home look fresh and clean. These investments will be worthwhile and will likely pay for themselves with a higher sale price in the long-run.

01

HOME
IMPROVEMENTS

02

STAGING
(IF APPLICABLE)

03

ALL MARKETING
MATERIALS
(INCLUSIVE)

04

COMMISSIONS
PAYABLE
(UPON SUCCESSFUL SALE ONLY)





WALLACE GREEN COMMITMENT

WHO YOU MEET IS WHO YOU WORK WITH!

The Wallace Green Real Estate Group specializes in residential real estate services on the North Shore and throughout Vancouver. Our team has a proven track record and expertise in consulting with sellers in detached, attached and investment holding properties. We attribute our success to hard work, integrity, honesty, and our consistently professional demeanor. We are excited for the opportunity to represent you as your real estate expert.

SCOTT WALLACE, BCOMM
PERSONAL REAL ESTATE CORP

CARSON GREEN, BBA
PERSONAL REAL ESTATE CORP

JAMIE WALLACE, BCOMM
REAL ESTATE ADVISOR

THE TEAM



WALLACE GREEN REAL ESTATE

Carson Green fostered a passion for real estate when he started working for one of Vancouver's premier real estate advisory companies. His analyses were relied upon by financial institutions as well as developers, and he continues this analytical approach to real estate beyond that of a typical agent.

Having earned a Bachelor's of Business Administration degree from Capilano University with a focus in marketing, Carson prides himself in providing his clients with a competitive, systematic, professional and trustworthy approach to each transaction.

Born and raised in North Vancouver, Carson has lived in many different neighbourhoods and has a vast understanding of value that stretches across Greater Vancouver. Carson currently resides in Kitsilano with his wife Nicole and daughter Indiera (Indie). Carson has ambitions of his family moving back to the North Shore one day, but is enjoying the West Side of Vancouver at the moment.

Carson enjoys competitive sports such as hockey, golf and football. When he is not working, you will likely find him on a golf course, down at a local beach or riding his mountain bike through the North Shore trails. Carson tries to take advantage of all that Greater Vancouver has to offer.

With many years of experience and over 150 completed transactions, you will be hard pressed to find a more motivated, honest and educated Realtor. He looks forward to the opportunity to earn your business.

Scott Wallace had a very active upbringing in North Vancouver which shaped his knowledge and expertise in the local real estate market. He went on to complete his Bachelor of Commerce degree from UBC Sauder School of Business. During this time, he developed strong business acumen, and educated himself on the fundamentals necessary to professionally market and sell your home.

Scott's real estate career also progressed working with a premier residential real estate consultancy and advisory service firm. This position, along with his past experiences in the industry have allowed him to gain a very strong understanding of market fundamentals and home values which ensures his client are always well positioned in their buying and selling endeavors.

Scott is a genuine, honest, hardworking and passionate Real Estate professional. With his exceptional communication skills and negotiation abilities, Scott represents his clients best interests at all times. He's a people-pleaser, and his career as a Realtor is no exception.

Above all, Scott is a devoted family man. He currently resides in the Edgemont Village neighbourhood along with his loving wife, Amanda and their two young children. He's also a sports enthusiast who enjoys the North Shore's countless hiking trails, playing hockey and softball with friends, or hitting the slopes locally and at Whistler.

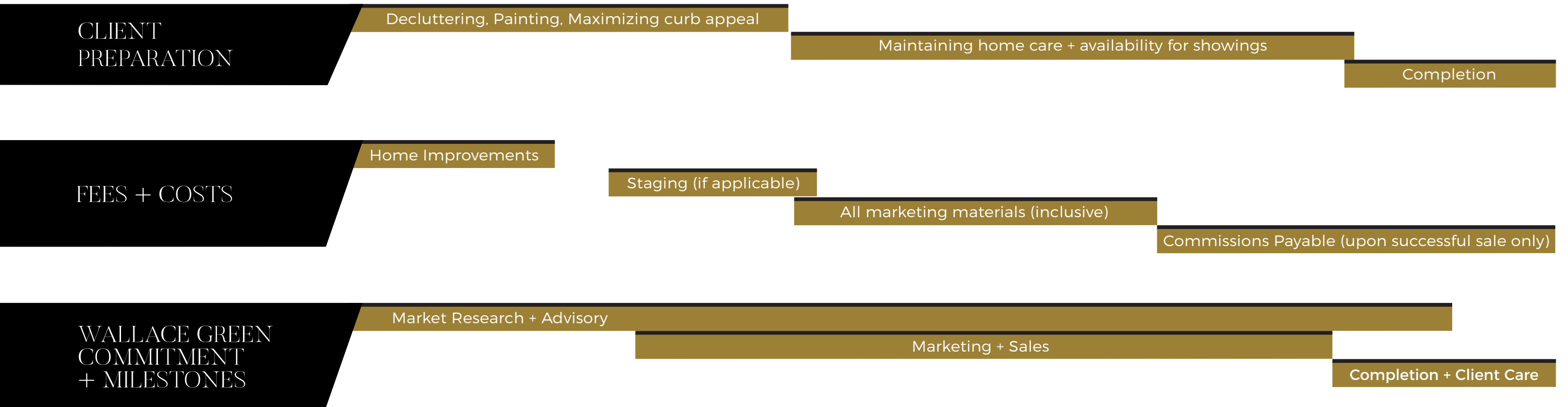
Jamie Wallace grew up on the North Shore, and graduated from Handsworth Secondary School. He went on to complete a Bachelor of Commerce degree from the Sauder School of Business at UBC before starting his career and moving downtown Vancouver where he currently resides with his wife, Megan and their small dog Dave.

Jamie is Scott's younger brother by two years and joined the Wallace Green team in 2018. He spent the previous 5+ years working for a local developer/builder where he managed their Acquisitions department. Jamie made the decision to utilize his background and unique skillset to now work for himself and identify client investment opportunities.

Jamie has gained significant negotiation experience and his clients rely specifically on his expertise to deliver reliable, timely and accurate advice on their transactions. He has in-depth understanding of the local Vancouver real estate market and has been directly responsible for negotiating and acquiring approximately \$185 Million Dollars in real estate.

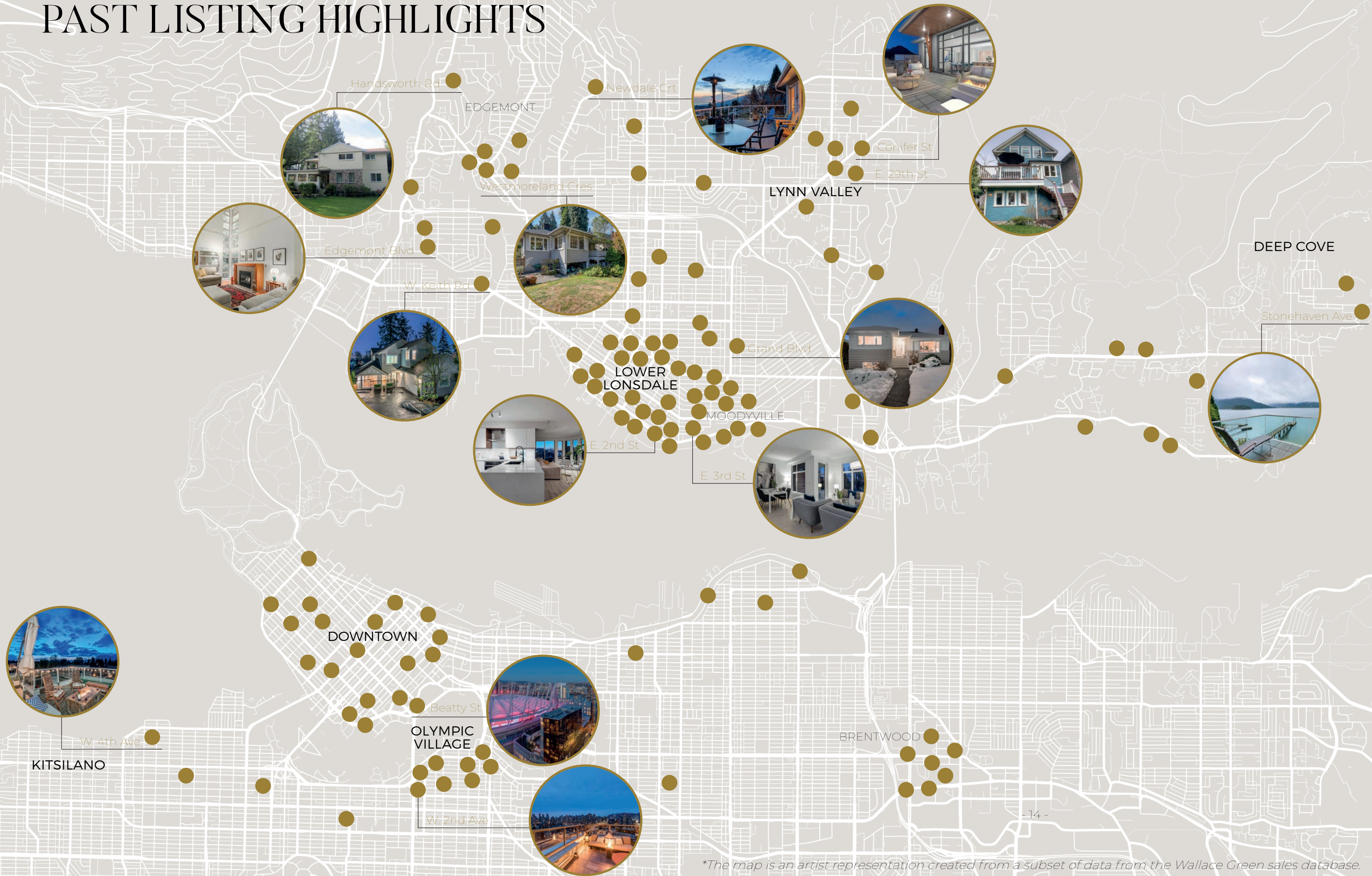
An avid traveller, Jamie and his wife Megan have recently completed several trips to Europe, and most recently, a trip to Southeast Asia. His favourite countries travelled to date are Portugal, Fiji, and Thailand, and for his next bucket list trip he plans to head back overseas to spend a month surfing the Algarve region of Southern Portugal.

LISTING LIFE CYCLE



01 /	02 /	03 /	04 /	05 /	06 /	07 /	08 /
CLIENT INTRODUCTION + ONBOARDING	MARKET INTELLIGENCE	BRAND + HOME STRATEGY	DETAILED MARKETING + SALES STRATEGY	LAUNCH PRE-LISTING MARKETING	ACTIVATE MLS LISTING	OFFERING PROCESS	COMPLETION + CLIENT CARE
<ul style="list-style-type: none"> • Intelligence Research • Introduction Meeting • Tour of property • Deliverables Download • Market Overview • Tentative Timeline 	<ul style="list-style-type: none"> • Detailed Analysis • Competition Tour 	<ul style="list-style-type: none"> • Preparing for Sale • Staging (if applicable) • Finalize Listing Docs • Determine List Price 	<ul style="list-style-type: none"> • Finalize Marketing Assets • Professional Photography • Floorplan • Cleaner • Video • Elevated Brochure • Virtual Tour • Re-Evaluate List Price 	<ul style="list-style-type: none"> • Coming Soon Materials • Digital and Offline • Finalize List Price • Proactive Assets • Build Offer Process 	<ul style="list-style-type: none"> • Open Houses • Private Appointments • Reports to Client 	<ul style="list-style-type: none"> • Negotiation • Accepted Offer • Due Dilligence • Coordination with: <ul style="list-style-type: none"> • Buyer's Agent • Lawyer/Notary • Mortgage Broker • Subject Removal • Completion Prep 	<ul style="list-style-type: none"> • Completion Coordination • Service Referrals: <ul style="list-style-type: none"> • Lawyer/Notary • Moving • Cleaning

PAST LISTING HIGHLIGHTS

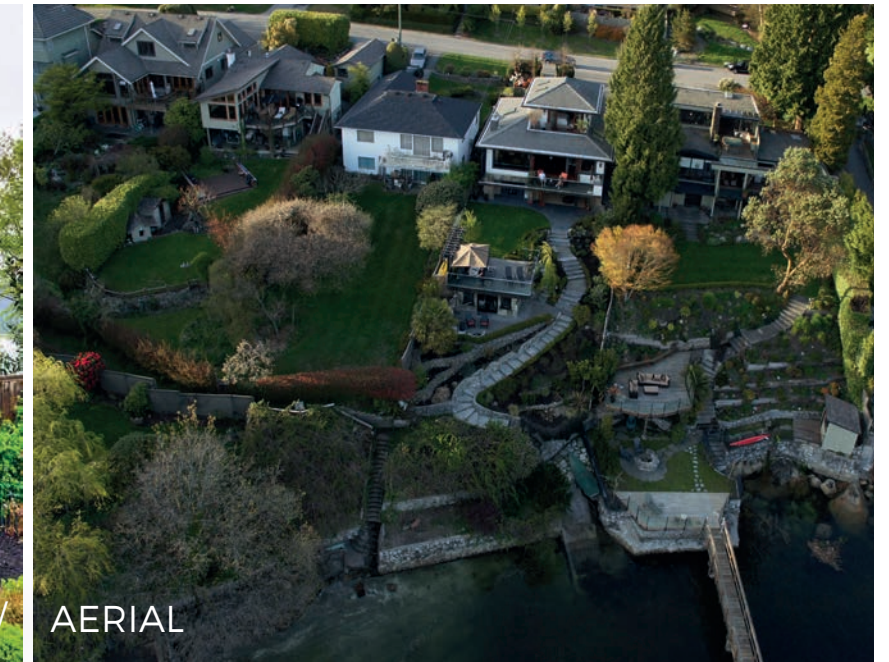


*The map is an artist representation created from a subset of data from the Wallace Green sales database.

PAST LISTING HIGHLIGHTS



4497 STONEHAVEN AVE //



AERIAL



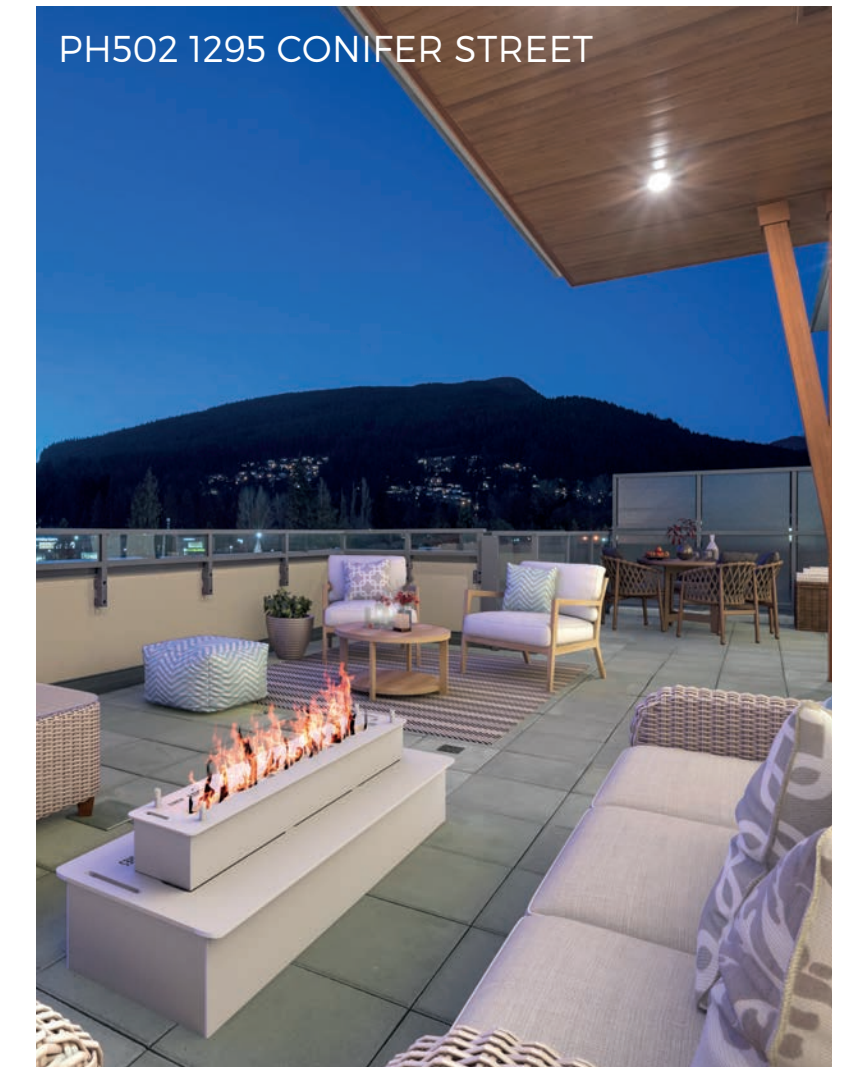
1025 W KEITH RD



2906 CITADEL PARADE



284 NEWDALE CRT



PH502 1295 CONIFER STREET

REVIEWS

5★

RECOGNIZED FOR BEING:

Professional

Informative

Responsive

"Carson and Scott were a great support as I navigated my first home sale. They were always available to answer questions, responsive to my changing needs, and got me a quick sale to facilitate a move. I would unreservedly recommend them both if you are looking to sell -- they are professional, knowledgeable and truly want to work with you."

- Sarah M

"I honestly do not know how I would have survived selling our apartment + buying our house without Scott + his team. My husband suffered a freak accident 2 days after our apartment went on the market and Scott went above + beyond his call of duty to help me get through the ordeal with a pending offer in the middle of all of it. He sold our place for over asking + with a closing date that was a must for us. Once our life got back to normal-ish, he was the first person we wanted to call to help us find our new home. Once again, he went above + beyond, VERY patiently walking us through the home hunting process until we found our perfect little dream home, which he got for us for way under asking. These guys did more for us than they realize and we can't thank them enough!!! House parties for the Wallace Green team for life :)"

- Jessica M

"We have worked with Wallace Green on many occasions. Scott and Carson are very detailed, industry savvy and genuine. It is always a pleasure to work with them."

- Jordan B (Qualex)

"Both Carson and Scott are extremely professional and great at their jobs. They made sure that I was comfortable in each step of the process offering sound advice along the way. I am very happy with the service they provided me and looking forward to doing business with them again in the near future."

- Jason M

"Couldn't be happier with the services provided by Wallace & Green. These guys were super organized, professional and made the whole process stress free and enjoyable! Scott & Carson are truly passionate about their industry and I'd highly recommend them!! If you're looking for someone to help you in today's market look no further, these guys are it! Thanks again Wallace & Green!!"

- Carl G

"Wallace Green power team helped with my partner and I with 3 transactions over the past 2 years and would highly recommend. Their friendly approach combined with their background in real estate analytics gives them a strong edge!"

- Sunny H

"Scott and Carson did an amazing job in listing my place and selling for a record price in my building. They are professional and put clients first to make everything a smooth experience. I highly recommend these guys"

- Daniel D



- WALLACE GREEN REAL ESTATE



PROVEN TRACK RECORD

Every property is unique and deserves its own story. When creating a comprehensive marketing strategy for your home, the WallaceGreen Real Estate team carefully crafts and then executes on our end goal of selling your property for the highest value in the shortest time frame.

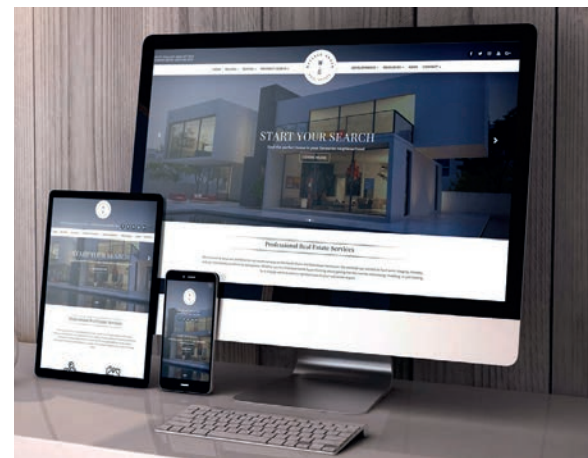
HIGHLIGHTS

- Over 200 homes sold
 - Past Medallion Club Members (Top 10%)
- Investment Consulting - Grow your wealth through real estate
 - Education - UBC BComm & CAPU BBA
- Real Estate advisory service and analysts at our finger tips
- Three Team members only... who you meet is who you work with!
 - Elevated marketing strategy
 - We are available 24/7

REAL ESTATE. ELEVATED.

Confidently list with our team.

Wallace Green Real Estate excels in the service of marketing and selling Vancouver real estate. We have partnered with industry leaders for all marketing collateral including photography, videography, floorplans and print.



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OAKWYN REALTY