

THE SELLER GUIDE

ARCHIBALD REAL ESTATE GROUP



ARCHIBALD
REAL ESTATE GROUP

admin@caseyarchibald.com
1195 W BROADWAY, 3RD FLOOR
VANCOUVER, BRITISH COLUMBIA

WELCOME TO SELLING YOUR HOME

Our sellers' guide is intended to give you a platform to define your goals. We will educate you on the selling process to bring your plans to fruition.

Our team has the knowledge, resources and experience to ensure a smooth and successful selling process. We hope to be the trusted real estate advisors for your next real estate sale.

Thank you for your time and consideration, let's get started!



OUR COMMITMENT TO YOU

Our commitment to you is to represent you to the very best of our ability.

We promise to provide you with educated guidance and execute our responsibilities in accordance with your instructions, including complete disclosure, loyalty, confidentiality, and accountability in line with the Real Estate Board of Vancouver's Code of Ethics.

- To listen and fully understand your requirements
- To create a Comparative Marketing Analysis - a detailed analysis that will compare recent sales in your area to help appraise the value of your home
- To organize showings around your availability for buyers interested in your home
- To provide the right legal documentation and clarify terminology when presenting offers from potential buyers
- To negotiate on your behalf. We pride ourselves on our experienced and successful negotiating skills
- To recommend professional service providers, such as mortgage brokers, lawyers, contractors & movers
- To work closely beside you throughout the entire process, keeping you informed and knowledgeable about what's going on

In summary, we promise to provide you with a comprehensive, high-quality seller's service.

After all, the buyer has their own representative working for their best interest - shouldn't you have an expert on your side?



YOUR COMMITMENT TO US

When working with clients to help them find their new home, we expend a great deal of time, effort, and expense. In return, we ask that you commit to us by:

- Allowing us to be your known realtor of choice, and to negotiate your contract of purchase
- Advising us of any circumstance changes
- Let us know if our service level falls below your expectations so we may rectify the situation

ARCHIBALD REAL ESTATE GROUP

Archibald Real Estate Group was launched with the goal of helping clients achieve their real estate goals while providing premium customer service. We are firm believers that together we can achieve more, and provide more. We believe in a hands-on approach throughout the entire Real Estate process; guiding our clients with education, complete transparency and consistent communication.

Archibald Real Estate Group sells more homes than 99% of agents in the industry by staying ahead of industry trends and prioritizing client needs.



CASEY ARCHIBALD

FOUNDER/ PERSONAL REAL ESTATE CORPORATION

As a Realtor who was born in Vancouver and has lived and travelled across the world, Casey is truly honoured to call Vancouver his home. He feels very grateful to live and work in a city with such a great landscape and have access to the abundant resources that this city offers.

After playing basketball and graduating from UBC, Casey went on to play professional basketball all over Europe and was fortunate enough to have a few stints representing Team Canada. His competitive outlook has led him to a career where he is able to help others find the best situations for themselves and their families, whether it be a home or an investment. Casey carries forth the tenacity that he has built as an athlete into the ever-changing world of real estate.

EMAIL: casey@caseyarchibald.com
DIRECT: (604) 363-7858

Having worked with Bosa Properties, Casey is a Realtor that provides extensive knowledge in contract negotiation, new developments, and in-depth knowledge of the Vancouver market. He has been commissioned in over \$500 million in transactions and has experience working with a wide variety of buyers, sellers and Realtors.

He has been ranked as the top agent both by volume and transactions at his brokerage and has been part of the #1 RE/MAX sales group WORLDWIDE. Casey has consistently been a top producing agent in the Vancouver market and has been recognized with the following awards:

- 1) Presidents Club (Top 1% of Realtors based on transactions)**
- 2) RE/MAX Hall of Fame**
- 3) RE/MAX Platinum**
- 4) RE/MAX Chairman**
- 5) Top Producing RE/MAX Group in the World**
- 6) RE/MAX Lifetime Achievement Award**

Buying or selling can be a very exciting and stressful time for many people. Casey strives to provide his clients with a seamless and memorable experience, rooted in open communication, honesty, teamwork, and most importantly hard work.

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DORA BERGEN REAL ESTATE PROFESSIONAL

As a licensed realtor, Dora has over 19 years of experience in the Vancouver market. Dora's infectious personality and commitment to outstanding service has been unsurpassed in the eyes of over 100 clients who purchased and sold their homes with her continually.

Her success and hard work have not gone unnoticed. She has received the Rock Solid Achievement award in 2006 and 2007; the Chairman's Circle Award in 2011; the Executive Club award, and Top producer in Real Estate 2011, 2012. Furthermore, she holds certifications in Senior Real Estate Specialist Designation, Luxury Home Marketing, Coaching, and Public Speaking.

Dora's passion and drive in life pushes her to learn and explore new frontiers in Real Estate and her goal is to help her clients achieve their Real Estate dreams.

EMAIL: dora@caseyarchibald.com
DIRECT: (604) 355-0000



ANN-MARIE COPPING REAL ESTATE PROFESSIONAL

Ann-Marie is a native Vancouverite who loves to talk about and show off the city she loves. If you want to know about great restaurants, local shops, cool neighbourhoods, fun places to get away from the city, and of course, real estate, Ann-Marie is the person to ask.

Prior to joining Archibald Real Estate Group, Ann-Marie has 30+ years in international contract negotiation and management expertise with her senior supply chain and purchasing roles in the Hospitality and Ski Industries working for companies such as Intrawest, White Spot, A&W and The Hudson's Bay Company. She is known for her win-win negotiation style and understanding what motivates people to make decisions.

As a Realtor, Ann-Marie invests the time and effort required to really understand what her clients are seeking in their real estate purchase and sale decisions, and to research all opportunities for clients so that they achieve their objectives.

EMAIL: annmarie@caseyarchibald.com
DIRECT: (604) 992-7086



DENISSE MORAN REAL ESTATE PROFESSIONAL

Born and raised in Mexico City, Denisse graduated from Law School in 2010 and joined a law firm that specializes in real estate transactions. During her time there, she was quickly promoted to Lead Associate Lawyer before also taking on the title of HR Manager and being tasked with overseeing a team of 50+ employees.

Her work ethic, integrity, and professionalism have provided her with great opportunities throughout her career and after moving to Canada in 2017, Denisse wanted to continue helping clients looking to buy, sell and invest in real estate...but this time, as a Realtor.

Denisse's background in Law and Human Resources allows her to understand all aspects of a real estate transaction; taking care of every detail to ensure her clients are well taken care of.

Knowing that she can help her clients with one of the largest purchases of their lives drives her to perform with excellence and attention to detail, as well as integrity.

EMAIL: denisse@caseyarchibald.com
DIRECT: (778) 223-6399

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CASSIE KANG REAL ESTATE PROFESSIONAL

Cassie first discovered her love of real estate in her childhood. Growing up in a 15th century farmhouse in the depths of the beautiful Suffolk countryside, Cassie was the daughter of avid renovators and grew up in a constant cycle of buying and renovating before moving onto the next project. After visiting Vancouver many times over her teenage years, Cassie made the leap to attend UBC for her undergraduate degree. Whilst undertaking her studies Cassie landed roles representing some of the world's leading companies in Public Relations such as Warner Bros. and Disney before joining Louis Vuitton and becoming one of the top rated client advisors in the company

Today, Cassie works as a licensed real estate agent, helping clients navigate the complex world of property buying and selling. Cassie's experience in PR and luxury sales has given her a unique perspective and skill set that has proven invaluable in her real estate career. She prides herself on her attention to detail, dedication to excellence and fostering strong client relationships.

EMAIL: cassie@caseyarchibald.com
DIRECT: (778) 994-3206



DORIS STRATOBERDHA REAL ESTATE PROFESSIONAL

Doris is a dynamic and knowledgeable Real Estate Professional who brings a wealth of diverse experiences to the table. With a strong foundation in healthcare, holding a PharmD (Doctor of Pharmacy) degree from UBC, she spent three years as a pharmacist, honing her skills in problem-solving, attention to detail, and managing a team of 20 professionals as an assistant manager of a bustling pharmacy.

Recognizing her analytical nature and knack for numbers, she embarked on a journey to leverage her unique skill set and knowledge of Vancouver, where she has resided for the past decade. With an unwavering passion for helping others achieve their goals, Doris now focuses on empowering professionals to navigate the real estate market successfully. Beyond her professional endeavours, Doris finds joy in adventurous bike rides through Vancouver's picturesque landscapes and actively engages in social events, fostering meaningful connections within the community

EMAIL: dora@caseyarchibald.com
DIRECT: (778) 939-6156



CHANTEL MACHNIK REAL ESTATE PROFESSIONAL

Chantel is a charismatic and knowledgeable real estate agent known for her professionalism and dedication to assisting those relocating to Vancouver.

Having moved to Vancouver from Calgary herself, Chantel understands the nuances of moving to a new city and is passionate about making the transition as smooth as possible for her clients. Her love of Vancouver and her personal understanding of the process of moving to a new city fuels her desire to help others achieve their dream of homeownership in this beautiful city.

Chantel's expertise particularly shines when working with first-time homebuyers. She adeptly guides them through the complexities of the market, ensuring they feel confident and informed at every step. She recognizes that buying a home is not just about the property itself but also about finding the right community and lifestyle fit.

When she's not busy with clients or crafting the perfect offer, Chantel is likely at the gym or honing her Muay Thai skills. She is also a devoted dog lover, often found enjoying Vancouver's scenic outdoors with her two French Bulldogs, Winston and Bella. Whether hiking, biking, paddleboarding, or simply relaxing at the beach, Chantel embraces all the recreational opportunities that Vancouver has to offer.

EMAIL: chantel@caseyarchibald.com
DIRECT: (604) 348-9169

WHAT TO EXPECT

WORKING WITH ARCHIBALD REAL ESTATE GROUP

Deciding who to represent you is the most important decision you will make in the home selling process. As RE/MAX real estate representatives, we will help you in the following areas critical to a successful and satisfying real estate experience:

ACT AS YOUR MARKETING MANAGER

- Guiding you in setting a competitive market price
- Advising you on how to showcase your home and highlight its best features
- Developing a professional marketing strategy to expose your property to the widest possible audience from a yard sign, to direct mailers, to a powerful internet presence
- Reporting to you regularly on buyer's feedback and new listings and sales that may impact on the market value of your home

INTRODUCE QUALIFIED BUYERS

- Working with the industry's most productive Buyers Agents through the MLS
- Confirming that each buyer has been pre-qualified prior to viewing your home

SERVE AS YOUR EXPERIENCED NEGOTIATOR

- Advising you on the merits of the offers submitted
- Representing your best interests at all times and keeping your goals in full view

ACT AS YOUR CLOSING COORDINATOR

- Having our conveyancing team send out documents on time
- Delivering the keys to the buyers only after title has transferred and funds are ready to be issued by your lawyer/notary
- Following up on any loose ends prior to, and after, moving day
- Providing you with helpful tips on moving that can make your day go smoother



OUR FULL SERVICE SELLER PROGRAM

We will provide a list of recommended professional services that can help you, if necessary, get your home ready for public viewings.

Upon listing your property, a highly visible 'For Sale' sign will be placed in the most prominent position possible on the property, in compliance with city signage and strata by-laws.

A full colour, multi-picture tour, with up to 40 high quality pictures, HD video tour & professionally measured floor plan will be uploaded onto all public MLS sites, as well as our own website, within 24hrs of the listing date.

High-quality, full colour feature sheets with multiple pictures will be produced for use at open houses and to be given to potential buyers.

For strata properties, we will order a full strata document package to provide buyer's agents with all relevant documents

An open house will be held during the first week of the listing to promote your home to local REALTORS® and allow them to preview it for their potential buyers. With your approval, public open houses will be hosted at regular intervals during the listing period.

Your home will be featured on our social media platforms, websites, and e-marketing materials. This will get it in front of our 10,000+ person network.



WORKING WITH A REALTOR WHO UNDERSTANDS HOW TO MARKET YOUR HOME IS ONE OF THE KEY ADVANTAGES OF WORKING WITH A REAL ESTATE PROFESSIONAL

We will review prudent safety precautions to be taken to ensure valuables and family members, including pets, are taken into consideration when the home is scheduled for an open house or buyer viewing.

We will send follow up emails to all REALTORS® who have shown your property to receive timely feedback from them and their Buyers. This feedback will be summarized and provided to you during our weekly updates.

We will verify with REALTORS® showing your home that all potential Buyers viewing your property are pre-approved for a home in that price range.

We will ensure that all of the features of your home are brought to the attention of potential buyers, and that any questions or concerns are quickly addressed.

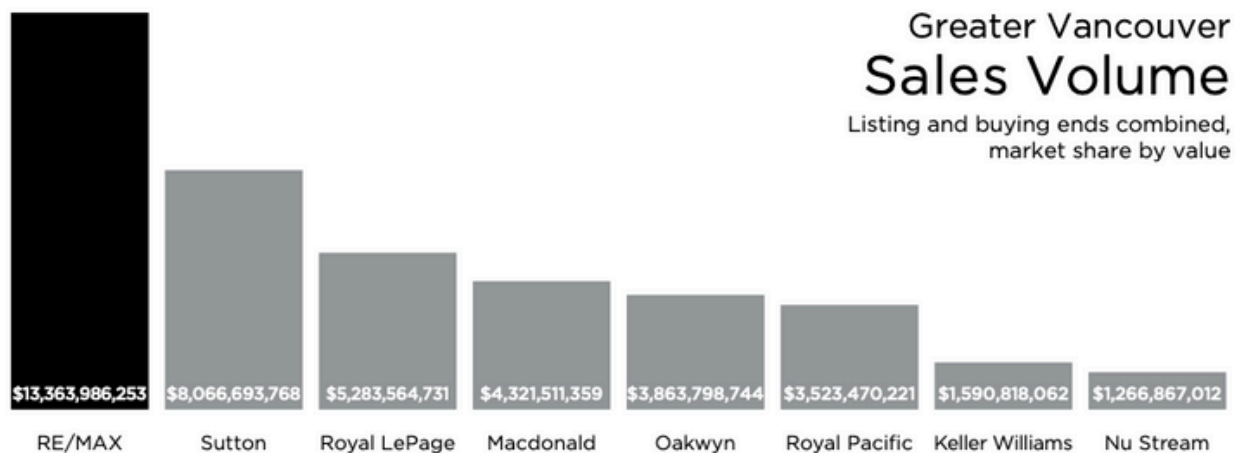
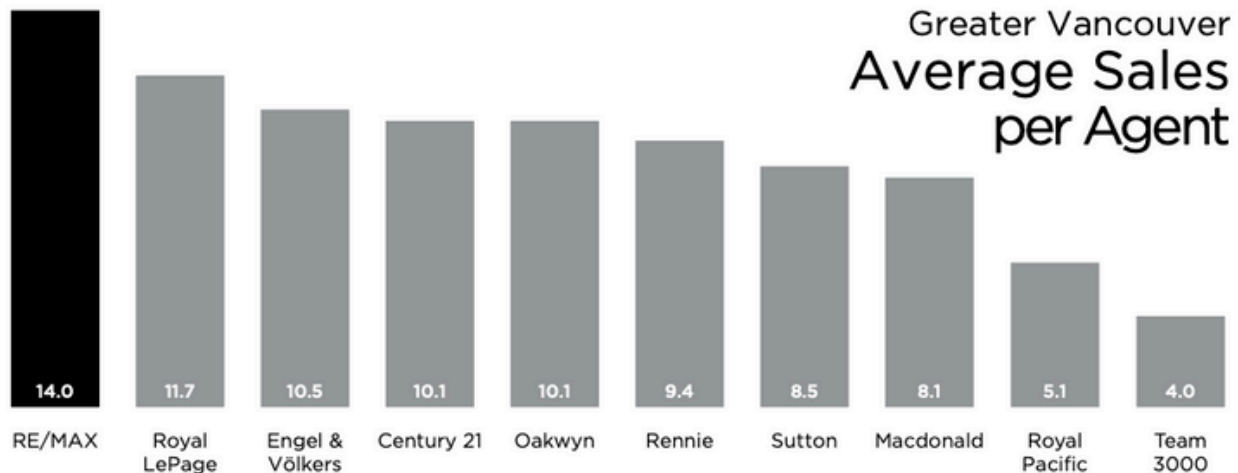
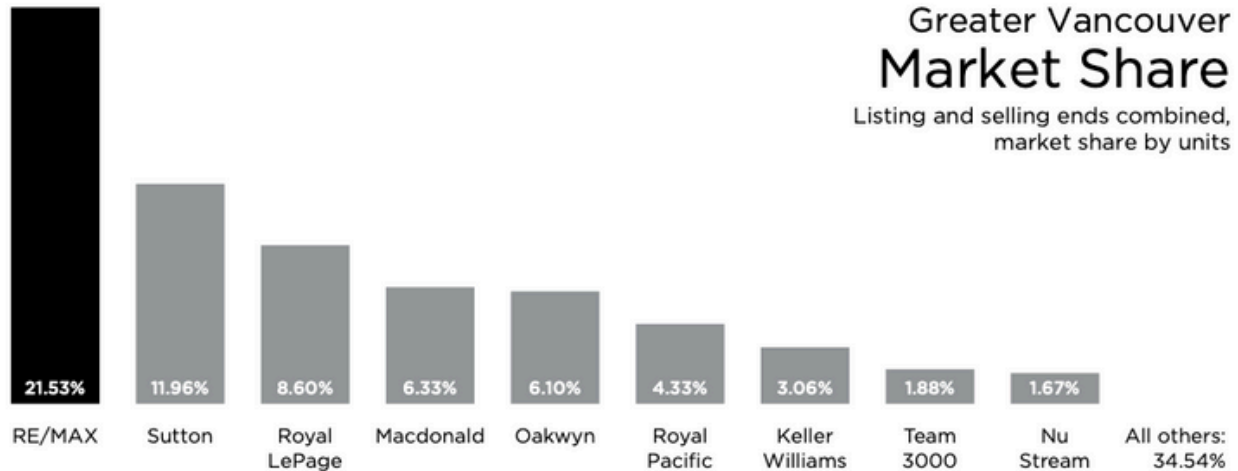
All offers will be presented to you promptly and negotiated with your best interests in mind. Negotiations will be kept moving in a timely manner to facilitate decision making that meets your objectives for selling.



SELLING YOUR HOME: PROCESS

- 1. LISTING CONTRACT**
Current market analysis will provide us with a suggested selling price
- 2. MARKETING STRATEGY**
We will develop a Marketing Strategy specific to your property
- 3. HOME IMPROVEMENTS**
If applicable, we will advise regarding any improvements
- 4. YOUR PROPERTY IS LISTED**
Your property is listed on MLS & marketed through various other channels
- 5. OPEN HOUSES & SHOWINGS**
We will arrange times for open houses & showings for potential buyers
- 6. OFFER IS PRESENTED**
We will present offers to you & advise on negotiation strategies
- 7. NEGOTIATIONS BEGIN**
We will advise you, keeping in mind your desired outcome
- 8. OFFER IS ACCEPTED**
Once negotiations are successful, all parties are in agreement
- 9. FULFILLMENT OF CONDITIONS**
During the subject period, the buyer will perform their due diligence
- 10. CONDITIONS ARE MET**
Subjects are removed, the accepted offer is now a firm contract
- 11. LAWYER/NOTARY**
You will meet with your notary prior to completion for transfer of title
- 12. TITLE IS TRANSFERRED**
Ownership is transferred on the Completion Date
- 13. MAKE YOUR MOVE**







RE/MAX MARKET SHARE



Source: IMS Inc. Includes all sales listed in the database for the REBGV district of Greater Vancouver for 12 months ending 31 December 2020. All information is believed to be accurate but is not guaranteed and should be independently verified. No warranties or representations are made of any kind.

RE/MAX MARKET SHARE

Real Estate Board of Greater Vancouver & the Fraser Valley, Dec. 2019 - Dec. 2020

	REPORTED SALES VOLUME	MARKET SHARE	NUMBER OF SALES	VOLUME PER ASSOCIATE	SALES PER ASSOCIATE	NUMBER OF ASSOCIATES
	20,440,326,442	22.01%	22,332	11,330,558	12.4	1,804
	12,757,842,965	12.89%	13,075	8,095,078	8.3	1,576
	8,810,920,398	9.69%	9,833	9,064,733	10.1	972
	5,775,289,163	5.56%	5,642	8,215,205	8	703
	4,238,473,297	4.28%	4,344	9,811,281	10.1	432
	4,005,281,002	3.22%	3,271	6,268,045	5.1	639
CENTURY 21	3,161,859,007	3.44%	3,493	6,211,904	6.9	509
	2,279,102,197	2.80%	2,838	7,122,194	8.9	320
	2,257,342,269	2.69%	2,725	6,235,752	7.5	362
	1,760,586,514	1.97%	1,994	3,366,322	3.8	523
All Others		31.46%				
Total		100%				

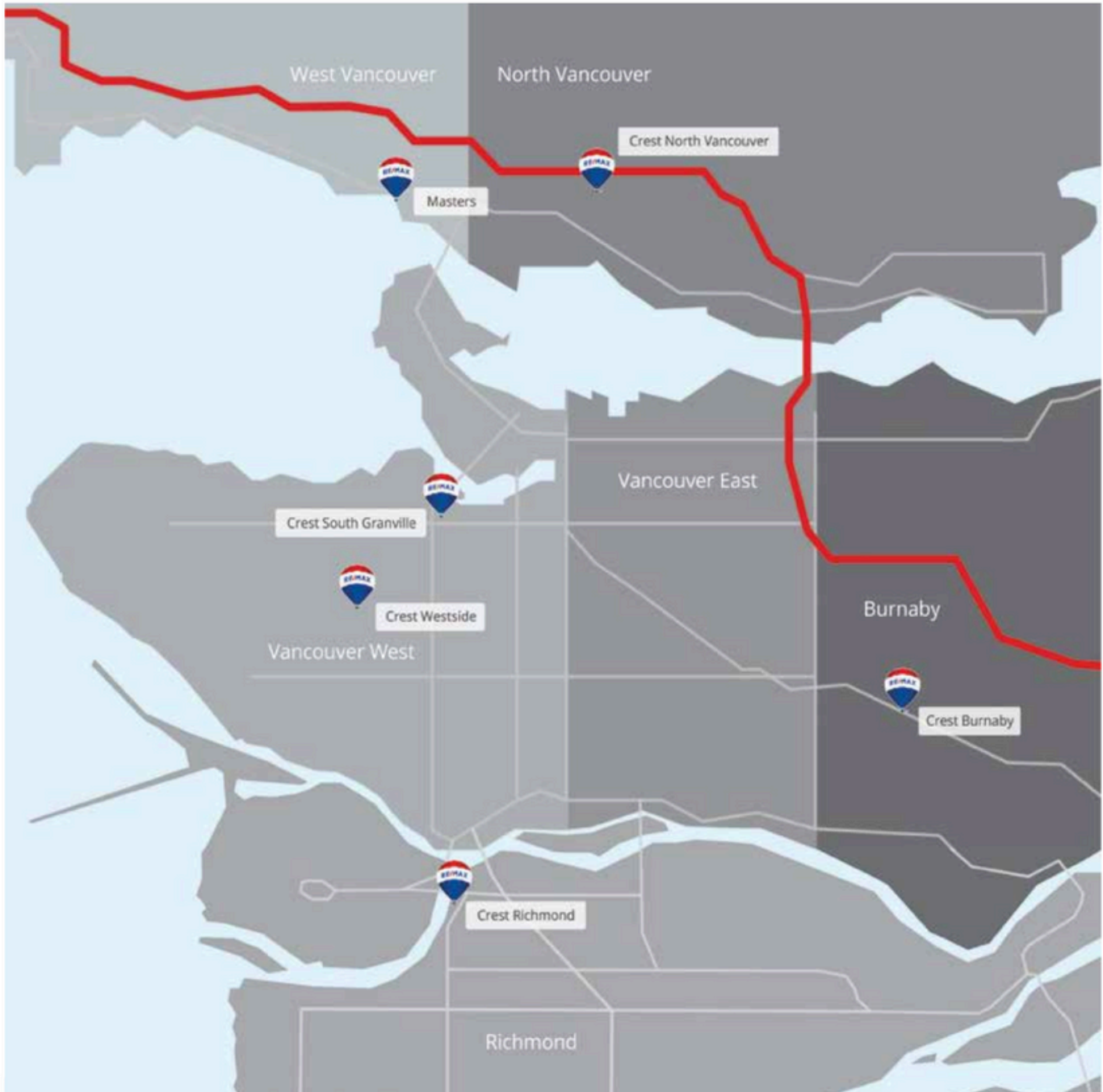
Note: This representation is based in whole or in part on data generated by the Real Estate Boards of Greater Vancouver and Fraser Valley, which assume no responsibility for its accuracy.

One of RE/MAX Canada's Largest Real Estate Groups with 6 Locations Serving You!

#1 **RE/MAX** Sales Group **Worldwide**
2009, 2010, 2011, 2013, 2014, 2015, 2016 and 2017*

#1 **RE/MAX** Sales Group **Canada**
2009, 2010, 2011, 2013, 2014, 2015, 2016, 2017 and 2018*

*Based on multi-office sales volume award.



SELLER TESTIMONIALS

My wife and I both felt really overwhelmed at the prospect of going through the sale of our apartment and purchase of our next home all at the same time. Fortunately, we came across Casey who was always available for us, very prompt, helped educate us on all the factors associated in a buy-sell scenario and calmed our nerves throughout the process. We couldn't be happier with the end result and have already recommend Casey to our friends and family. Looking forward to working with Casey again in the future!

Ghadeer Toma

Casey has the magic touch. He listed our place very high and then quickly sold it for waaaayyy over asking price. Courteous, polite, knowledgeable and very hard working. We were out of town and Casey helped us with countless big tasks. And his team members are all awesome people. Quick responses and easy answers. A very strong recommendation for Casey and his team. An absolute delight. Wish all realtors were like this fine gentleman. Thank you Casey!

Steve Pelton

Casey is the absolute best of the best. Our family has moved several times in the last few years therefore we have worked with him both buying and selling multiple times. Casey goes above and beyond for his clients and by guiding us through the process, he helped alleviate any stress we had. Casey is professional, knowledgeable, responsive, highly efficient and genuinely cares for his clients best interests making him a pleasure to work with. We have been extremely pleased with his work and would highly recommend him to anyone.

Chantel G.

Casey and his team prepared our property for sale and sold it in 2.5 months and in less than a month from listing over the December holiday season. An exceptionally professional and insightful team who work together seamlessly and are highly responsive to client needs. Highly recommended!

Richard Bolt

SELLER TESTIMONIALS

From the moment we sat down on a Zoom meet with Casey we got a great vibe, and knew he was going to be in our corner. He helped us with a sale and then a purchase right after. Working with him was awesome because we knew he wanted the best for us and was completely on our team throughout the whole process. He came as a recommendation from some friends, and he will now be who we recommend to our friends and family for all their real estate needs. For a realtor in Vancouver, look no further! Thanks Casey :)

Andrew Fyfe

We have sold our home, and purchased TWO with Archibald Real Estate Group over the past few years, and we cannot say enough positive things about Casey and his team. They're professional, reliable and have incredible expertise in the often challenging Vancouver and Lower Mainland real estate market - highly recommend!

Dana Dobrowolski

We sold two homes and bought one we found Casey and his team to be very supportive and professional. Both in the sale and the purchase in a market that was not that great . They helped every step of the way with all the care needed to support us.

Dawn Brown

Casey helped us sell our condo this fall and we couldn't have been happier with the work he did. Excellent marketing of our listing with professional photos and social media exposure prior to the open house, and then he went to bat for us when the offers came in to get us a price we were thrilled with. Super responsive to our questions and made what can be a stressful process easy for us every step of the way!

Christa Legge-Tasic

LOCAL COMMUNITY INVOLVEMENT

RE/MAX understands that building a great neighbourhood starts with caring and supporting local programs and organizations that make a profound difference in everyday lives. That's why we put our hearts, our dollars, and our efforts behind a wide number of incredible worthwhile charities, right here at home.



A portion of every sale we do goes to support this vital, life changing organization. We have been supporters of the CMN since 2015. RE/MAX is the exclusive real estate partner to the Children's Miracle Network, a charitable organization consisting of 14 children's member hospitals in every province, treating more than 2.6 million children each year. Throughout our twenty-year partnership, \$44 million has been raised by RE/MAX agents who make a contribution with every home sold through the Miracle Home Program.



Backpack Buddies
Because Hunger Doesn't Take the Weekend Off

At RE/MAX, the needs of children at risk have always been our 1st choice for charitable giving. Backpack Buddies feeds our kids at risk who, without this program, go without nutritional food on the weekends. Through the Kids Helping Kids initiative, bags of food are prepared and delivered to recipient schools for children to take home on Friday's after school.



We have been involved with One Girl Can since 2019. One Girl Can is a not for profit organization with the focus of building and rehabilitating schools in Kenya as well as providing scholarships for secondary school and university. One Girl Can is breaking the cycle of poverty and impacting gender equality through education and mentorship.



Quest for Excellence is a bursary program for grade 12 students in Western Canada, established by RE/MAX of Western Canada to recognize the success and ongoing pursuits of students in regards to leadership and community contribution initiatives.

LETTER FROM US

Your home is likely one of your most valuable assets.

We recognize that the decision to sell is a big one and there are many factors to consider from both practical and emotional perspectives.

We understand that the local market is changing constantly. As such, our team of experienced professionals will guide you throughout the process, from the first time we meet to beyond the final key handover. We pride ourselves in being lifelong real estate advisors and ambassadors for our clients.

We have successfully sold 1000+ homes, each with unique marketing strategies but all with the same goal:

BEST PRICE
BEST TERMS
SHORTEST TIME

When you list with the Archibald Real Estate Group, we get to work right away to customize a sales experience that fits your needs. We guide you throughout the entire process to ensure nothing slips through the cracks. We help you enter into this new stage of life with peace of mind. Our goal is to not only meet, but exceed your expectations.

When it comes to listing your home, we understand that you have many options. We rank in the top 1% of REALTORS® in the Greater Vancouver Area for a reason. We treat our clients like THEY would want to be treated and we get results! We work hard to get to know you, your preferences and needs, and treat you accordingly throughout the entire process. By working with us you are choosing REALTORS that you can trust, that you know will represent you and your property with professionalism and a team approach that will get the job done.

We look forward to working together throughout this next stage in home ownership.

Sincerely,

A handwritten signature in black ink, appearing to read 'CA', with a long horizontal line extending to the right.

Casey Archibald

Thank you for considering working with us.

We look forward to helping you with this journey and trust that we will be able to sell your house for the best price. We hope to not just sell your house but to become lifelong real estate advisors that you can count on.





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1195 W Broadway, 3rd Floor
Vancouver, BC
V6H 3X5