

sellers guide

let's get your home sold



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ABOUT KEITH & JIM



Being in Real Estate for over 6 years, I have helped hundreds of clients buy, sell and invest in Real Estate. I attribute my success to my wonderful clients and staying true to my vision – to go above and beyond, ensuring that my clients have the best experience possible.

I bring a fresh, modern approach to the Winnipeg Real Estate market. With my attention to detail, and ability to create visually stunning marketing creates results for my clients.

Born and raised in Winnipeg; my father was a contractor who specialized in landscaping, decks and framing. I spent many summers helping my dad with projects and gaining invaluable knowledge about construction, business and most importantly – developing a strong work ethic.

Let me help you make your next move!

-Keith Bishop



I want to help buyers and sellers accomplish their real estate goals with a friendly, passionate and easy-going approach to real estate!

My love and interest in real estate started from an early age – and has grown to over 25+ years of experience in a variety of sales, marketing and project management roles, I bring a creative vision and passion to the Winnipeg Real Estate market.

I am a result-orientated professional and will advise you on how to best prepare your home for market and what buyers are looking for.

Ask me how my clients continually out-perform the market!

-Jim Hollingsworth

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At Royal LePage, Helping you is what do we , and our philosophy is is a true as it was over 100 years ago when our company was founded.

When A.E LePage founded our company in 1913, he was a pioneer whose innovative approach to client services transformed the real estate industry in Canada. To this day, his spirit lives on in every Royal LePage initiative and interaction, providing a constant source of inspiration as we continue to stay ahead of the curve while delivering the highest quality of standard in an ever-changing industry.

On this basis, Royal LePage is recognized as one of the most trusted and recognized brands in real estate today. The company is sought after by influential reporters to provide an expert opinion on what matters in Canadian real estate.

Known as the Voice of Canadian Real Estate, we are the single most quoted real estate company in the country.

As Royal LePage Realtors®, we are dedicated to serving our clients and partners, and we also care deeply about the communities in which we live and work. This is why Royal LePage is the only Canadian real estate company with it's own charitable foundation: the Royal LePage Shelter Foundation, which is dedicated to funding woman's shelter's and violence prevention and education programs across Canada.

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what my clients say



Shawn B.
Seller's Agent

What an amazing choice using Keith as our Realtor. We could not be happier! We sold our current home over asking price in JUST 3 DAYS!

He also helped us find a fantastic home in the Island lakes area, and for less than our budget allowed!

He is very smart, extremely hard-working and an overall great person.

He knows the real estate market in and out! I would highly recommend him to anyone looking to buy or sell their home.

Jim's background and experience in renovations was invaluable in assessing a wide range of properties. From projects with an investment aspect, to move-in ready character homes, in-fills & new builds.

I was a demanding client that wanted to examine varying options and Jim delivered on all accounts.

Jim also correctly estimated final sale price on numerous properties undergoing offer nights, as well as non-offer situation's.

You can definitely trust in Jim's sense of the market and skill in negotiating.



Matt L.
Buyer's Agents



Doug S.
Seller's Agent

We interviewed 3 agents to sell our home. We loved Keith's straight forward and honest approach when we met with him.

We are so pleased we chose him, his plan went exactly according to plan.

We highly recommend him to anyone looking to sell their house; you won't be disappointed!

the selling process

Let's break the home selling process down into 4 simple steps:

01

PREPARE IT

Meet with your agent
Clean, declutter, paint

02

ADVERTISE IT

Determine price
Strategic marketing

03

SHOW IT

Negotiate offers
Get under contract

04

SELL IT

Inspections + appraisals
Closing day!

✓ CLEAN, DECLUTTER, PAINT

"Buyers decide in the **first 8 seconds** of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN



It is so important to make a great first impression once a buyer enters the home for the first time. When a potential buyer walks into a dirty home, they assume that the current owners did not take care of the property.

Most buyers will want a move-in ready property that feels like new. A long list of chores and repairs right when they move in will not be appealing and can be daunting to a potential buyer.

If needed, we contract professional cleaners and stagers to showcase your home in the best possible way.

Use the checklist on the following page to prepare your home for the market.

✓ CREATE A GAME PLAN

- ☐ Walk through your home, room by room as if you are a buyer and take notes on what needs to be done
- ☐ Consider having a home inspector come and see if anything needs to be repaired
- ☐ Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

✓ REPAIRS TO CONSIDER

- ☐ Repaint and clean walls. Using light, neutral shades have been shown to be more appealing to potential buyers. In the kitchen paint baseboards, kitchen cabinets, trim, molding
- ☐ Landscape. Add some color with flowers and shrubs Keep the lawn mowed and remove weeds
- ☐ Upgrade lighting. Swap out old light bulbs with new brighter bulbs Add more lamps and accent lighting to brighten up darker rooms.
- ☐ Replace old appliances. When buyers know they don't need to replace appliances for years, they have a much easier time saying "yes to the address"
- ☐ Consider renewing floor finishes and replacing old carpets. Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.

✓ CLEAN, CLEAN, CLEAN

- ☐ Thoroughly clean the entire home, or hire a professional cleaning company to do this
- ☐ Steam clean carpets, if stained consider replacing carpet
- ☐ Repair all cracks and holes in walls
- ☐ Paint all interior walls a neutral color
- ☐ Remove any excess furniture
- ☐ Organize closets and remove any clothes not in season to show off the space in closets
- ☐ De-clutter: stow away any small appliances, knick knacks,, personal items, etc. Remember, less is more!
- ☐ Remove valuable items from home like cash or jewelry

✓ KITCHEN AND BATHROOMS

- ☐ Mop and polish floors
- ☐ Clean appliances and fixtures
- ☐ Clean and organize pantry, throw out any old items and show off the storage space
- ☐ Replace old caulking
- ☐ Remove all stains from sinks, toilets, showers/tubs
- ☐ Keep all toilet seat lids closed
- ☐ Stow away your personal soaps, hygiene products, medications, etc

✓ FINISHING TOUCHES

- ☐ Switch out any lights that need to be replaced
- ☐ Throw in some fresh flowers or plants
- ☐ Remove personal photographs and items
- ☐ Don't forget to tidy up your closets and storage areas – buyers will be looking there too
- ☐ Stow away any pet or kids items
- ☐ Light a candle
- ☐ Wipe down all surfaces and declutter

✓ CURB APPEAL

- ☐ Paint the home's exterior, trim, doors, and shutters
- ☐ Power wash
- ☐ Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- ☐ Inspect the roof
- ☐ Sweep the entryways
- ☐ Keep lawn mowed and maintained
- ☐ Clean up pet droppings
- ☐ Clean the gutters and downspouts
- ☐ Open windows, let fresh air in and light a scented candle
- ☐ Turn all of the lights, open the blinds

✓ CONSIDER STAGING

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows – when done correctly it can help a home sell for more money in a shorter amount of time.

83% of real estate agents said staging made it easier for a buyer to visualize the property as a future home.

40% of buyers' agents said that home staging had an effect on most buyers' view of the home.

** Statistics from the National Association of Realtors® Research Group, 2019*



PROS

- + Staging makes the listing photos look phenomenal, attracting more buyers into the home
- + Staging allows buyers to envision themselves living in your home
- + Staging has been proven to get a higher price in shorter time

CONS

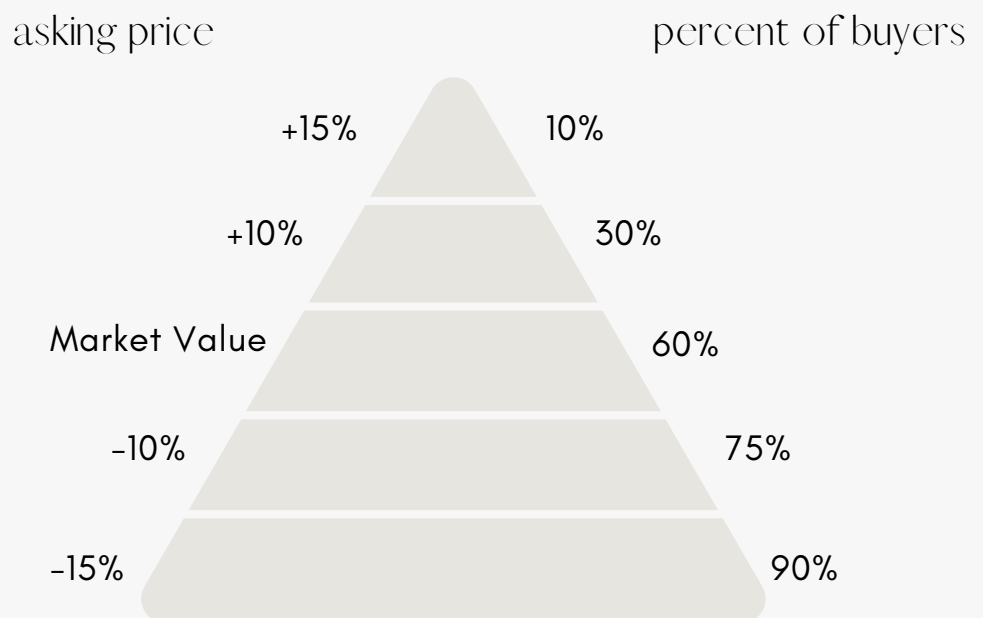
- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

✓ PRICE IT RIGHT

It's important to thoroughly evaluate the market to determine the market value of your home. Here's why:

- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

why pricing it right is critical



✓ PRICE IT RIGHT

Should we price it higher just to see what happens?

Setting a very high price just to “see what we get” is never a good idea. Setting an unreasonably high price usually results in longer time on the market, which does not look good to buyers and will frustrate you. Many sellers ask about the price that real estate websites give for their home. These are not reliable because these sites are only taking into consideration very general demographics. My job is to determine the perfect listing price to get your home sold for the most amount of money, in the shortest amount of time.

PROS AND CONS OF PRICING IT...



below market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



at market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



over market value

- + If you have to receive a certain amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations

What is my home worth?

Determining your home's market value is one very important reason to use a real estate agent. I will do a comparative market analysis (CMA) to help you set the correct listing price. I look at recent sales of comparable homes, similar homes that are under contract, and homes that are listed in the same price range of your home. Then I compare features of the homes including the size, style, number of rooms, age of the home, amenities, condition, lot size and placement, and the location or neighborhood. (Note: the tax appraiser's assessed value of your home has nothing to do with the market price.)

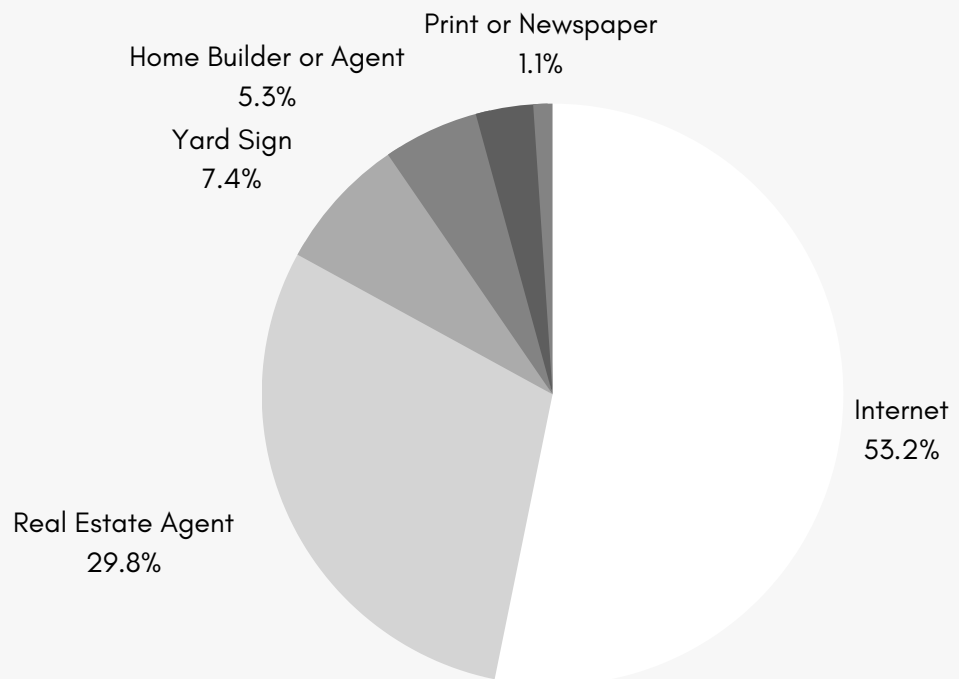
✓ STRATEGIC MARKETING

More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price, the way it is inputted and the way it is displayed in the MLS.

Home Buyers are Shopping Online



Source: 2019 NAR Home Buyer and Seller Generational Trends

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home. Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.

✓ OUR MARKETING STRATEGY

- Listed on MLS platform
- Displayed on BishopHollingsworth website
- Displayed on our Instagram, LinkedIn, Facebook, Youtube pages
- Coming soon campaigns
- Listings get thousands of views over multiple platforms
- Facebook marketplace
- Kijji
- Flyers
- Postcards
- Professional photography including drone photos.
- Professional videography with a far above industry standard cinematic feel.
- Open houses
- Yard sign captures
- High Quality feature sheets

EXAMPLE



Sage Creek

Quick close and possession for my clients!



River Park South
Buyer's Agent

Structured the winning bid versus 23 other offers!

HOW WILL THE SHOWING PROCESS WORK?

We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance. Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle. Usually we use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, so no one is accessing your home without my knowledge. If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I go above and beyond in my follow-up with other realtors after their showings. This is to ensure that any questions/concerns of the other realtor's clients are quickly addressed.



✓ QUICK SHOWING CHECKLIST

Use this showing checklist to get your home prepared for each showing.

- ☐ Remove all clutter and put away any personal items or decorations
- ☐ Remove all dishes from the sink and wipe it down
- ☐ Stow away any valuable items or take them with you
- ☐ Collect any kids or pets toys that are out
- ☐ Empty trash
- ☐ Clean bathrooms
- ☐ Spray air freshener or light a candle
- ☐ Fix and declutter exterior walkways

✓ PREPARING TO CLOSE

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close.

A **contingency** is when there's something that the buyer or seller needs to do for the transaction to go forward.

Some common contingencies are:

- **Inspection contingency.** If the inspection report shows that the home has issues like a damaged roof or electrical issues, the buyers may ask you to lower the price or repair the issues. If an agreement can not be reached, the buyers may back out. That scenario is extremely rare in today's current market.
- **Financing contingency.** This will be on any contract where the buyer needs to obtain a mortgage loan in order to buy your home. This is why buyers will occasionally submit a pre-approval letter with their offer, to prove that they are capable of getting the loan, but there are still some things that need to be done before they get the "clear-to-close" from their lender.
- **Home sale contingency.** This happens when the buyer is currently trying to sell their own property. This is not as common as the other contingencies, but it does happen.





Should I offer incentives like a home warranty, closing costs, or selling agent bonus?

Incentives are something I like to consider on a case-by-case basis. There are certain circumstances where it may be smart to offer an incentive. Some incentives can be offered from the start. For example, if your home is in an area that doesn't get a lot of traffic, we may offer an incentive to agents to bring us a buyer. Or if you know the appliances are at the end of their lifetime, you may offer a home warranty to help the buyers replace them. Other incentives, like helping with closing costs, are better used during the negotiation process. The current market as of NOV/22, we don't see these types of incentives very often.

What do I need to disclose?

It's smart to disclose any issues right up front. Your buyers will have the right to inspect the home, so it's best they not be hit with bad news after going under contract. If you know of problems with the appliances, plumbing, electric, HVAC, roof, foundation, property lines, or deed, these need to be listed on the Property Disclosure. If there are repairs that you can have done before listing, go ahead and take care of those. Anything that cannot be remedied before listing should be considered when setting your list price.

How do you negotiate multiple offers?

A multiple-offer scenario is a fun position to be in as a seller. I will help you through the negotiation process to select the right buyer- and that is not always the one with the highest offer. We need to consider how strong the offer is, whether they are offering cash or financing, how much they are financing and what type of loan they are using. How much they are offering to put as a deposit and the terms of the inspection process are indications of their commitment to the deal. You may also draw on sentiment: are they buying your home as an investment or a place to raise their family?

How long will it take to sell my home?

The length of time on market will depend upon the market in your area at the time of listing and whether the home is priced realistically. I am always working to get you the highest price in the shortest time possible. On average, a home that is priced right goes under contract in 1-2 weeks. If you need to sell fast, that should be reflected in the list price.

This is a good discussion to have with me in person as market conditions can change quite quickly.

thank you

Thank you for your consideration on the sale of your property. We would be honored to represent you and guide you through the process. Our goal is to ensure that you are comfortable every step of the way.

Have more questions?

We are always available to help! Shoot us a text or give us a call for the quickest response.

Helping our clients sell their home for top dollar and with the most ease is what we are passionate about – We are always here to answer your questions.



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