

Tina Vincent
PERSONAL REAL ESTATE CORPORATION

SELLER'S GUIDE

- Selling Real Estate -



TINA VINCENT

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Born and raised in the Comox Valley, Tina Vincent offers an unmatched understanding of the local market and a heartfelt dedication to helping her clients make confident real estate decisions. From Courtenay, Comox, and Cumberland to Crown Isle, Campbell River, and the surrounding rural communities, she brings both expertise and authenticity to every step of the buying and selling process.

With a background in conveyancing, new home construction, and interior design, Tina provides far more than the average real estate experience. Her clients benefit from her sharp eye for detail, proven staging techniques, and ability to guide them through everything from newly built homes to equestrian acreages.

She's especially familiar with Crown Isle's luxury homes—perfect for those seeking elegance and convenience near world-class golf. Tina is also a registered BGRS relocation specialist—trusted by military families from 19 Wing (CFB Comox), RCMP, and corporate transferees alike.

Many of her clients are new to the area, and Tina takes pride in making their transition feel smooth, informed, and welcoming. She's a skilled negotiator with strong working relationships across the Valley—ensuring every deal is handled with professionalism and care.

Passionate about rural living, Tina's deep roots in the Valley shine through in her approach. Whether it's a family upgrading, a retiree downsizing, or a first-time buyer taking the leap, she treats every transaction with clarity and an unwavering focus on results.

Proudly aligned with Royal LePage, Tina combines traditional Realtor values with modern marketing tools—and a lot of hustle. Her goal? To make sure every client walks away with the right property and the right outcome.

Proud Supporter
of



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CONTENTS

HOW WE CAN HELP YOU	2
WHAT TO EXPECT AND WHEN	3
VALUE OF A REAL ESTATE PROFESSIONAL	4
DETERMINING VALUE	6
DETERMINE THE CORRECT PRICE	7
3 RISKS OF OVER-PRICING	8
WHERE DOES THE COMMISSION GO	9
MAXIMIZING FIRST IMPRESSIONS	10
SHOWINGS AND OPEN HOUSES	11
YOU ARE THE KEY PLAYER ON THE TEAM	15
WHAT DOES THE SELLER PROVIDE	16
FROM OFFER TO COMPLETED SALE	17
MOVING DAY CHECKLIST	18
NOTES	20

HOW I CAN HELP YOU

MAKE YOUR SALE SEAMLESS



I WILL APPLY MY KNOWLEDGE AND EXPERTISE TO ACHIEVE THE SUCCESSFUL SALE OF YOUR PROPERTY. HERE IS WHAT YOU CAN EXPECT FROM ME:

- Your needs, interests and objectives will be my top priority. I will want to learn what is important to you, so I can help you attain your real estate goals.
- I will work for your best interests at every stage of the home selling process, from the development and implementation of a Marketing Plan, through the negotiation of purchase offers, to the final settlement of the transaction.
- I will give you reliable information and solid advice so that you can make informed decisions. Please don't hesitate to ask questions.
- Communication is important. We will want to agree to a system of regular contacts (whether in person, on the phone, by mail, fax or e-mail) so I can keep you up-to-date on the progress of the transaction.
- I will communicate with you regularly.

“

“Tina was referred by a friend and exceeded every expectation. It was a distant sale, but her local expertise and constant communication gave me full confidence. I'd recommend her to anyone in Comox Valley.”

- Stacey Fuller

WHAT TO EXPECT AND WHEN

WHAT IS THE PROCESS?

HOME SELLING CONSULTATION

In the home selling consultation I will cover many of the procedures, marketing plan and review the comparative market analysis to help you to determine the best price for your home. My strong marketing plan starts immediately and continues throughout the entire listing period. Once an offer is received, you will be represented at the highest level of competence and professionalism to achieve a successful closing.

TOPICS COVERED IN THE CONSULTATION INCLUDE:

- Attracting experience.
- In-house marketing and strong support staff.
- Financing.
- Your Next Home.
- Producing results.
- Understanding your home's market value.
- Determine the best price for your home.
- Consequences of pricing too high.
- Comparative Market Analysis.
- Recommendations to make your home more marketable.
- Get your home ready to show.
- You are the key player on the team.
- Important ways to help promote your home.

MARKETING STAGE ONE

- Professional photography, virtual tour, and floorplan are included. Video and drone services available for properties best suited to this marketing approach.
- For sale sign ordered and installed.
- Listing posted on MLS, realtor.ca and various websites including my own and my brokerages.
- Promote the new listing to my sphere of influence and other agents in office and send invitation to the Agents / public open house.

MARKETING STAGE TWO

- Custom brochures created and marketed online.
- Realtor® tour / agent open house.
- Public open house.
- Private showings.
- Follow up from open houses, showings and feedback.

CONTINUED MARKETING

- Weekly follow-up on market and agent feedback.
- Ad running in local real estate magazine until sold.
- Review marketing plan.
- Review market activity.
- Discuss your price and market activity.
- Update any and all changes to other agents.
- Maintain brochure stock.
- Seasonal changes as required.

FROM OFFER TO CLOSE

- Negotiate terms of contract in your best interest.
- Deliver full copy of contract.
- Submit paperwork to brokerage.
- Confirm paperwork with lenders.
- Deliver seller property disclosures to buyers agent.
- Schedule inspections.
- Confirm appraisal with lender.
- Consult with buyer's agent on progress.
- Transfer utilities.
- Change of address cards.
- Schedule moving.
- Represent you at closing.
- Key to selling agent.
- Receive proceeds cheque.



THE VALUE OF A REAL ESTATE PROFESSIONAL

AREAS OF EXPERTISE

Selling a home requires a significant amount of industry experience and resources. Hiring a real estate professional can help lead you to your goal. Here are just a few areas in which a real estate agent can provide great value.

PRICING CONSIDERATIONS

Starting out at the right price for the property is critical to success. A professional's insight in determining a pricing strategy for your property can keep you from missing an opportunity by undervaluing or wasting time by overpricing. Experience evaluating competing properties and market trends is the first ingredient for the best transaction experience.

MARKETING EXPERTISE

Preparation:

I am skilled in recommending repairs and cosmetic work that have proven to minimize time on the market and maximize both prospect interest and sales price.

Exposure to the public:

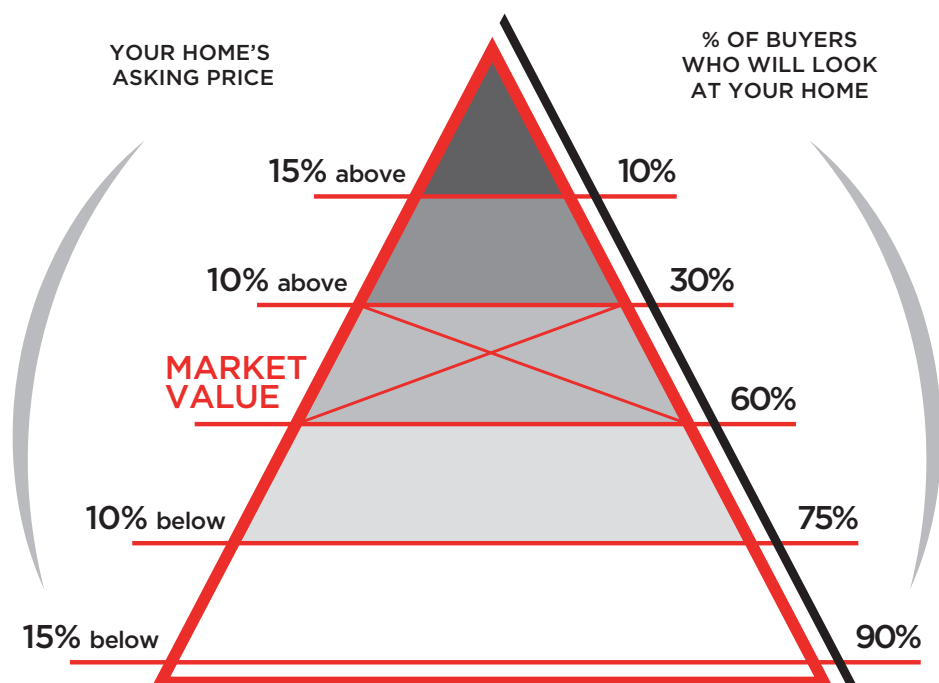
I know best how to use today's technology to guarantee your property's maximum exposure in the market place. The National Association of Realtors® studies show that a large percentage of real estate sales are the result not of advertising, but of agent contacts through previous clients, referrals, friends and family and personal contacts.

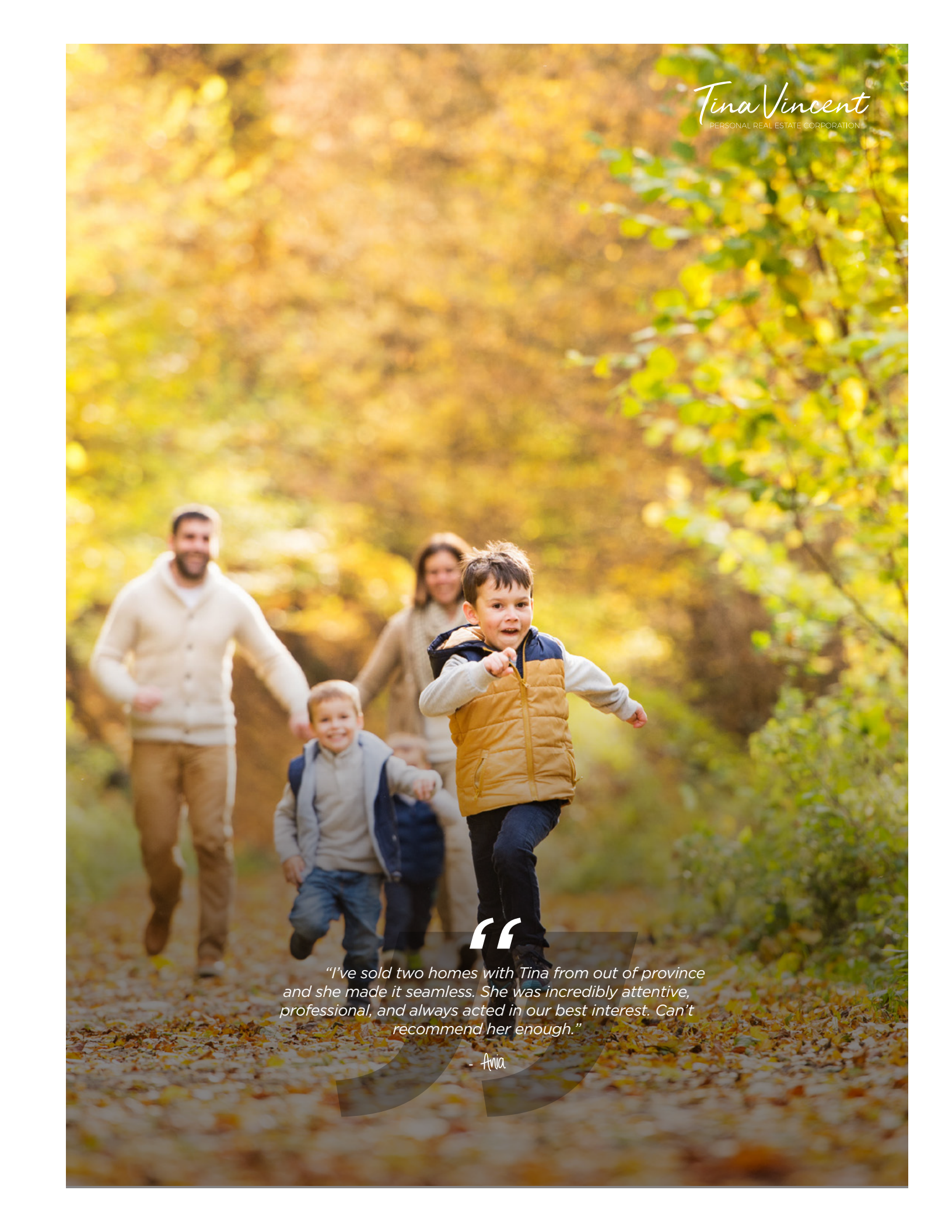
Exposure to other industry professionals:

I will utilize a Multiple Listing Service or other cooperative marketing networks. Once your property is listed, it is statistically likely the buyer will be the client of another agent associated with yours.

Security:

Working with a real estate agent ensures showings will be supervised. You can instruct unescorted buyers to contact your agent for an appointment so they can be pre-screened.





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“I’ve sold two homes with Tina from out of province and she made it seamless. She was incredibly attentive, professional, and always acted in our best interest. Can’t recommend her enough.”

- Anna

DETERMINING VALUE

FACTORS THAT AFFECT YOUR HOME IN TODAY'S MARKET



LOCATION

Location is the single most important factor in determining the value of your home.



COMPETITION

Prospective buyers compare your property against competing properties. Buyers will perceive value based upon the properties that have sold or are available in the area.



TIMING

Property values are affected by the current real estate market. As the real estate market cannot be manipulated, a flexible marketing plan should be developed which analyzes the current marketing conditions and individual features of the property.



CONDITION

The condition of the property affects the price and speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are important. Optimizing the physical appearance of your home will maximize the buyer's perception of value.



PRICE

Pricing your home properly from the very beginning is an important factor in determining the length of time it will take to sell your home. I use a detailed system of checks and balances to determine the correct price.

**THIS
INVOLVES
4 STEPS:**



DETERMINE THE CORRECT PRICE

RESEARCH AND ANALYSIS



- 1) Thorough understanding of your neighbourhood, your location in your community, and your community amenities.
- 2) Research recently sold homes and their final selling prices.
- 3) Research currently listed homes and their asking prices.
- 4) Analysis to differentiate these homes from yours and make relevant price adjustments.

Once I use this formula to set the price of your home, I continue to monitor the market. The fourth step is an ongoing procedure as market trends can shift and affect your home's positioning.

Pricing in combination with marketing strategies, ongoing advertising campaigns and exposure, incoming calls fielded quickly and accurately, open houses and plenty of showings combine to create a swift and efficient sale of your home. My goal is ultimately to achieve the highest selling price possible for your home in the most reasonable amount of time.



"We were on a tight deadline to sell and Tina walked us through everything—from contracts to prepping the home. She made it happen ahead of schedule and with total professionalism. Incredible!"

- Jason & Ang

3 RISKS OF OVER-PRICING

CORRECT SELLING PRICE

- 1) You won't attract offers without leaving room for negotiations. If a buyer views your property, they might not make an offer if negotiations won't bring them within an acceptable price range. Also, reasonable offers will seem like a "low ball" offer and the buyer might not insult you with one.
- 2) A long period on the market will leave buyers wary. As the home doesn't sell due to its overpriced status, buyers will be convinced there are other defects or reasons the home hasn't sold. Statistically, the longer a home is on the market, the greater the likelihood low ball offers will be received.
- 3) You will miss the burst of initial market activity. When a new home enters the market, a great number of buyers receive an immediate email. Homes priced beyond their range, or the expected range of the neighbourhood, will miss the initial flurry and those potential buyers.



WHERE DOES THE COMMISSION GO?

A BREAKDOWN OF THE COST OF MARKETING YOUR HOME



I REALIZE THAT REAL ESTATE FEES ARE OFTEN THE LARGEST EXPENSE WHEN SELLING A HOME. IT IS IMPORTANT TO UNDERSTAND WHERE YOUR MONEY IS GOING.

Based on an average sale of \$500,000 with a commission rate of 7% on the first \$100,000 and 3% on the balance, plus GST (5%). Here's a simplified breakdown of where that commission goes:

50% Buyer's Agent (Cooperating Brokerage)

50% Royal LePage Comox Valley – Includes brokerage fees, advertising (print, online, hands-on), listing administration (MLS fees, conveyance, assistant wages), team operations, and income prior to taxation

“

“My home sat for months with another agent. Tina came in, ramped up the showings, and sold it within 2 months. Her strategy works, and I'd recommend her without hesitation.”

- Bill Klassen

MAXIMIZING FIRST IMPRESSIONS

HOW TO STAGE YOUR HOME

EXTERIOR/CURB APPEAL

- Manicure landscaping: mow, edge and water lawn, trim hedges, weed and fertilize flowerbeds.
- Keep driveway clean and free of parked cars, and keep the garage door closed.
- Repair or replace loose or damaged roof shingles.
- Have gutters cleaned.
- Minimize cracks or crumbling on walkways, walls, or steps.
- Make sure that from the street your property appears clear.
- Inspect appearance of interior window coverings from the curb.
- Repair any peeling paint or loose caulking on windows or other areas.
- Take steps to eliminate insect or rodent pests.
- Pick up after your pets or neighbourhood animals.

ENTRY

- While Agents work the lockbox for a key on some occasions, buyers have idle time to notice details.
- Apply a fresh coat of paint to the front door and frame.
- Consider adding pots of flowering plants in the entryway if weather permits.
- Eliminate cobwebs and groom doorway area windows, porch light, or decorative glass.

INTERIOR

- Once inside, experts say most buyers are reaffirming their curbside decision.

WELCOMING

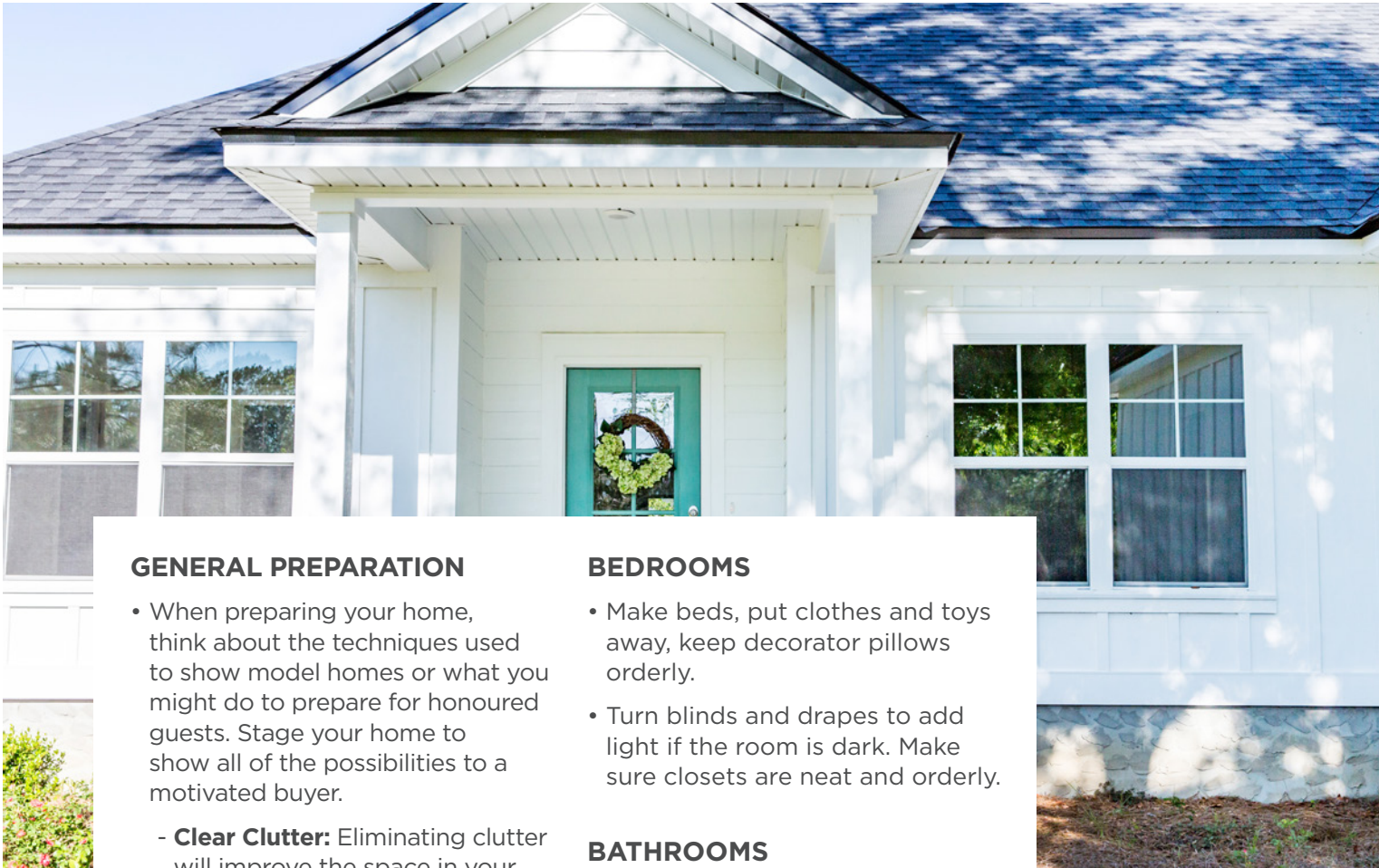
- Fresh baked cookies or cinnamon in the kitchen can make your home more inviting. No airfreshners or harsh, strong or overbearing smells.
- Keep a nice clean set of fresh towels for open house display.

CLEAN, CLEAR, LIGHT AND BRIGHT

- Give every room in the house a thorough cleaning and remove all clutter. Hiring a cleaning service may pay for itself by adding to a buyer's perceived value of your home.
- For a sleeker, more spacious look, consult me for tips on property staging.
- Ask Yourself: In a model home, would a professional decorator put your choice of items out.
- Remember: closets will be opened! Keep closets, cupboards, and even your attic orderly and neat.
- Since you are anticipating a move anyway, consider holding a garage sale or boxing and storing unused belongings.
- If necessary, repaint, clean, or replace dingy, soiled or strongly-colored walls, window frames and floors with a light, neutral shade. Bright rooms look bigger, and neutral colors help buyers envision their own furnishings and décor.
- Repair dripping faucets, burned-out light bulbs, or cracked windowpanes. Repair cracks, holes or damage to plaster, wallboard, wallpaper and tiles.

SHOWINGS AND OPEN HOUSES

AIM TO IMPRESS



GENERAL PREPARATION

- When preparing your home, think about the techniques used to show model homes or what you might do to prepare for honoured guests. Stage your home to show all of the possibilities to a motivated buyer.

- **Clear Clutter:** Eliminating clutter will improve the space in your home.
- **Turn on Lights:** Open drapes and light lamps. (Including in closets, attic or basements).
- **Be Welcoming:** Add a welcoming touch by filling candy dishes and putting out fresh flowers. Light fireplace in winter.

BEDROOMS

- Make beds, put clothes and toys away, keep decorator pillows orderly.
- Turn blinds and drapes to add light if the room is dark. Make sure closets are neat and orderly.

BATHROOMS

- Wipe down all bathroom surfaces.
- Close toilet lid and ensure tissue supply is adequate.

KITCHEN

- Put away all dishes and conceal countertop articles. Clear the sink!
- Consider baking cookies to create a homey feeling.

SOLD

After We've taken all the steps to sell your home I will guide you through each step to finalize the contract of purchase and sale and in the end, prepare yourself for future purchases and sales in the exciting real estate markets! Congratulations!

*I can help you
maximize your profits!*



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“Tina has handled my last two sales and one purchase. She made every step feel easy and helped me make smart decisions. Her knowledge of the market is invaluable—I always felt in good hands.”

- Valerie Gallant

YOU ARE A KEY PLAYER ON THE TEAM

WHAT IS YOUR ROLE?

You are the key player on the home selling team. No one has a more important role in the home selling process than you. Here are some ways your participation can contribute to a successful sale.

- Ensure that the house is easily accessible to real estate professionals.
- Try to be flexible in the scheduling of showings.
- When you are not at home, let me know how you can be reached in case an offer is received.
- If approached directly by a buyer who is not represented by a real estate professional, please contact me. Do not allow them into the property unescorted.
- Remove or lock up valuables, jewelry, cash and prescription medications.
- If possible, do not be present when the property is being shown.
- Be cautious about saying anything to buyers or their sales professionals that could weaken your negotiating position, especially regarding price or your urgency to sell.
- Let me know of any change in the property's condition that would need to be disclosed to potential buyers.
- Be available to review with me the list price and condition of your property if it has not sold in a reasonable period of time.
- Securely pen up pets, or take them with you.
- Maintain the property in ready-to-show condition.

Feel free to contact me at any time with questions or concerns.



"We bought and sold with Tina and she handled both sides with such care. Her communication, marketing, and professionalism made the experience smooth and stress-free. A true pro."

- Samantha Matsuda

WHAT DOES THE SELLER PROVIDE?

START PULLING THESE ITEMS TOGETHER

- 1) Keys to access all areas on the property.
- 2) A list of any and all improvements made to the home.
- 3) A list of any contractors who have worked on the home including contact names and phone numbers.
- 4) A copy of all utility bills.
- 5) Information on any liens placed against the home.
- 6) Information on any financial judgements against them.
- 7) Information on any restricted covenants.
- 8) Information on Bylaws (pertains to condominiums or co-ops).
- 9) Recent tax bills or new tax assessments.
- 10) Information on community/subdivision fees.
- 11) Information on any warranties from home improvements.



FROM OFFER TO COMPLETED SALE

WHEN MY MARKETING EFFORTS BRING A PURCHASE OFFER, I WILL:

NEGOTIATE THE AGREEMENT	COMPLETE THE TRANSACTION	FOLLOW UP AFTER THE SALE CLOSSES
Explain the offer to you and answer your questions.	Explain to you in detail all the steps that will occur for a successful closing, and answer any questions you might have..	Confirm that all your real estate-related needs have been met, and provide information on service providers you may require.
Help you determine the best course of action by pointing out potential advantages and disadvantages of the offer and clarifying the choices available to you.	Work with the buyer's agent to keep the transaction moving forward.	Assist in finding an agent in your new area if you are relocating.
Prepare an Estimate of Net Proceeds based on the proposed price and terms.	Monitor progress of inspections, the buyer's loan and other contingencies as called for in the purchase contract. Resolve questions or problems that might arise, in order to ensure a timely closing.	Help you locate a new home if remaining in this area.
Negotiate through the buyer's agent and handle possible counter-offers to reach a final agreement that is favourable to you.	Assist you in handling details required for the completion of the sale.	
	Communicate with you on a regular basis so that you can stay informed and as worry-free as possible.	

MOVING DAY CHECKLIST

WHAT DO I DO NOW?

As we all know, moving day can be quite a stressful if not well planned. Here is a helpful guide to make planning and organizing for the big move much easier. Follow this easy-to-use guide and hopefully your moving day will be a success!

MOVING DAY MINUS SIX WEEKS

- ☐ Change address at post office (effective on moving day). Keep a list of needed address changes, check off as you notify.
- ☐ Change magazines and other computer addressed mail now.
- ☐ Start a file of vital papers and reminders (accordion file or 3-ring binder with pockets keeps them in their proper categories).
- ☐ Get estimates from moving companies or truck rentals if you move yourself. Plan ahead if moving in peak season of June-September.

MOVING DAY MINUS FIVE WEEKS

- ☐ Select moving company, confirm moving date and decide who will pack up, professionals or yourself. Paid packers typically come the day before moving day.
- ☐ Start sorting. Decide what to move, what to sell, give away, or discard. Trim down as much as possible before take off.
- ☐ Sketch floor plan of new home, decide furniture placement.
- ☐ Inventory your possessions, with value and year of purchase if possible. Photo or video records are ideal.
- ☐ Start do-it-yourself packing: seldom used dishes, glassware, books, off-season clothes, workshop, garage tools, hobby equipment, etc.

MOVING DAY MINUS FOUR WEEKS

Take care of legal contracts (on your own or with the help of a lawyer, insurance agent, and/or accountant). Include:

- ☐ Credit cards, bank accounts, charge accounts.
- ☐ Utilities and telephone services.

- ☐ Memberships in social, athletic and religious organizations; make arrangements to move membership.
- ☐ Insurance: homeowners, automobile, medical, life & disability.
- ☐ Employment agreements..
- ☐ Wills, trusts, and other legal or financial matters: safety deposit box.
- ☐ Leased products and services.
- ☐ Talk with veterinarian about moving pets, get records.
- ☐ Some immunizations require extra time to become effective. If moving to an area requiring immunizations, check travel restrictions in advance.

MOVING DAY MINUS THREE WEEKS

- ☐ Arrange for children's medical/dental records, birth certificates and school transcripts. Ask doctor/dentists to recommend colleague in the new city.
- ☐ Fill prescriptions and get copy from doctor for new pharmacist or optometrist.
- ☐ Drop off dry cleaning (remember to pick it up!)
- ☐ Pick up anything being repaired, serviced or on layaway.

MOVING DAY MINUS TWO WEEKS

- ☐ Check your address change list. Everyone notified?
- ☐ Confirm all reservations for movers, moving trucks and/or storage facilities.
- ☐ Have major appliances serviced for move, if needed. Check owners manuals.
- ☐ Start packing often-used belongings.
- ☐ Plan farewell parties and visits this week.

MOVING DAY MINUS ONE WEEK

- ☐ Return borrowed items, library books and collect anything borrowed from you.
- ☐ Cancel newspaper delivery, effective on moving day.
- ☐ Plan meals and snacks, to minimize shopping and use up on-hand food. Have quick-fix foods ready for moving day, or plan to eat out/carry in.
- ☐ Consider having kids go to friends/babysitter for moving day.
- ☐ Plan to secure pets or have them go to friends/kennel for the moving day.

- ☐ Arrange to have utilities turned on in the new location on estimated move-in date.
- ☐ Empty oil and gas from lawnmower and other equipment.
- ☐ Pack everything in kitchen you can do without until you unpack at your new home.

MOVING DAY MINUS ONE DAY

- ☐ Finish packing kitchen items.
- ☐ Empty, defrost and clean refrigerator. Leave door open to dry well.
- ☐ Get traveller's cheques.
- ☐ Empty safe deposit box. Make arrangements to pay movers (personal cheques may not be accepted).
- ☐ Pack suitcase with personal belongings to use until you arrive at new home.
- ☐ Pack "CARE" carton of essentials (toiletries, canned and dry food, can opener, light bulbs, trash bags, sauce pan, etc.) to be loaded last and unloaded first.
- ☐ Load the car, if you are driving.

MOVING DAY!

- ☐ Strip beds.
- ☐ Load last minute items in car.
- ☐ Be available to movers for questions/suggestions, but don't try to supervise the van packing. Mark boxes (coloured stickers are ideal) for room placement in the new house. Check inventory carefully. Be sure movers know how to contact you en route. Give them a map to the new home.
- ☐ Check rooms, cupboards, closets, drawers, dishwasher, washer, dryer, refrigerator and freezer.
- ☐ Sweep or vacuum (borrow neighbour's vacuum!)

Feel free to contact me at any time with questions or concerns.



I WOULD LOVE TO BE **YOUR AGENT** OF CHOICE

You only get one chance to sell your property and my team knows how to do it! It would be my privilege to market your property and help you maximize your profits.

LET'S GET STARTED

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In the Comox Valley

Independently owned and operated