



Selling your Home with the *Sail Away Method*

by: *Karla Brennen*



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" FOR YEARS YOUR HOME WAS PERFECT"

Time goes on, kids grow up...

The kids have grown up and moved on, the rooms that were once filled are now left empty. The adult children don't sleep over anymore, visit less, everyone is busy.

There is too much space

Only one or two people living in a family home is too much work, inside and out. Grass cutting, vacuuming and basic home care is overwhelming.

I'm not going to sugar coat it, It's time to downsize!

Dad's knees can't take the stairs anymore. Mom can't keep tidying those dusty bedrooms or empty basement rec rooms.

You have lots of questions? It's time to decide what to do next?

You haven't been in the real estate market for some time, where do you start? You don't want to be a burden on the kids, there are a ton of emotions attached to this home and you aren't even sure you want to move let alone have a clue to where? What are you going to do with all this stuff? What is your home worth? What price point do you need to sell at to afford to move on? Will you still have a mortgage? Will there be room to have family over for Dinner?

I UNDERSTAND

Finding Value

Solving problems, creating strategies and analyzing the current market data.

Increasing Value

Presentation is key, I will help you along the way.

Matching People

Marketing to the right audience

Karla Knows Quinte

I understand how stressful it is to have aging parents and feeling like you don't know where to begin. It's time to sell the family home or cottage and move on to a new chapter. I help families like yours move with ease. So you can have the quality of life you've been wanting for a while. Without putting the burden on your grown children or aging parents.

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WHAT WE DO

Finding that perfect location

Working with a local agent, I know the area, we can work together to find what suits your family.

Determining your needs & wants

Are you looking for location, proximity to amenities, room to entertain, less maintenance, room for your hobbies?

Matching People

Finding the right property for you is my passion!

Background

Hospitality, Cottage Sales and Relationship Building. Lifelong resident of the Bay of Quinte Community. I worked for years in Hospitality bringing tourists to this area. I managed Hotels, Restaurants and Cottage Resorts. Now I help residents find their new happy place and find a permanent vacation home for tourists. Married my University Sweetheart Pete and Mother of 3 beautiful boys. I cherish this area and feel blessed to be able to share my knowledge and love of the area with your family! You can live where others vacation! I love helping downsizers increase their quality of life.

Expertise

Navigating Downsizing, Cottage Sales, First Time Buyers, Second Homes & Investment Properties



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WHAT DO YOU WANT?

Best Values

You deserve top dollar in this market with the least worry. You deserve to work with a dedicated agent who has your goals and best interest put into action. Trustworthy, Honest, Integrity.

Hassle-free Transaction

Working with a dedicated, local, solo agent allows you to have personal service around the clock. Your transaction will be my priority and your mission is my goal.

Quick Turnaround

This market moves fast, you will want your agent to be responsive and agile. So you get everything you wish for in the transaction.

The Sail Away Method





Sail Away Method

- 1** Charting the Course -Consult and Plan
- 2** Set Sail-Prep the Property/ Create a Custom Marketing Plan
- 3** Navigating New Horizons-Sell/Market the Property
- 4** Anchors Aweigh-Time to Buy/Search for new home/
Offer Process
- 5** AHOY! Voyage Complete- Close, Move & Celebrate

Karla Brennen

STEP 1: *Charting the Course*

Consult and Plan:

It's important to me that I really get to know you. We'll walk through your home together and discuss what you like/dislike. I want to ensure my services are efficient and respectful of your time. If your partner can't be present I offer a virtual service. Using WhatsApp and FB messenger we'll make sure everyone is on the same page.

Next, I review/research comps sold in the area. Combining this knowledge with your home's condition and your goals for the future, we can establish a Listing Price, I'll define the offer process and we will sign a Listing Agreement.

I need to understand your likes and dislikes, pains and problems, and your ultimate goals. You need to see my organization and strategies. By the end of this step, we've built some trust in each other and plan to move forward.

STEP 2: *Set Sail*

Prep the Property/ Create a Custom Marketing Plan

Everyone's property is unique. That's why we need to create a Custom Marketing Plan. Once we've done that, we set appropriate timelines. If your home needs cleaning, repairs or painting I will recommend ideas and trusted contractors. I have a master decluttering list that takes you room by room. We want to make sure that buyers can see themselves in your property. So cleaning up and creating a fresh space is key. This may involve some light staging or organizing or full staging. Once we figure out what your home needs, I will work the cost into my commission.

Once things are looking their best, I set up a day and time for photos/drone/ 3D imaging. I will keep you informed, communicate often, adjust and be agile.

We need to agree on what needs to be improved and addressed before selling. The more detailed and efficient we are at this stage, the more money your home will sell for.



STEP 3: *Navigating New Horizons*

Sell and Market the Property:

Armed with marketing materials, we launch your listing! I will navigate the process. The sign goes up on your lawn at this point! Using the MLS, I will launch a "just-listed" campaign. I use social media and networking to promote the sale of the property.

As the showings start, I will concierge you. You'll be updated regularly along the way, with respect to your time. I will be there for you, above and beyond with services that can help make your move easier. I aim to make you feel informed. I'll organize cleaning services, downsizing help, moving quotes and storage options for you.

We need to bring the property to market. You need to know what's happening and feel included and updated on the process. I want it to feel seamless and not stressful for you.. It's time for the offer process. We will receive offers, decide to accept/decline or counter. We will negotiate the contract, sign off acceptance & acknowledgement. Ensure you understand every step and the contract/offer before signing. I am working in your best interest. Your business matters to me. I will return your calls and messages promptly and personally.

STEP 4: *Anchors Aweigh*

Time to buy/Search for a new home:

I will find you homes based on the search criteria we have discussed. I will research the comps, point out the pros and cons and location differences and ensure your list of must haves are highlighted. I will send you options and set up times to view in person or virtually based on your schedules.

I will navigate the process for you. Ensure you have all of the relevant information to make a decision. With many moving parts and emotions running high at this time, my guidance will reduce your stress and protect your best interest.

While the property is now listed we need to look for a new place to live, a lot is going on at this moment. It's my goal to make this less stressful for you..



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STEP 5: *Ahoy! Voyage Complete*

Close, Move & Celebrate:

Congratulations! This is the final leg of our journey. Once we clear conditions, we are almost complete with this transaction. I'll be busy behind the scenes, making sure the right paperwork goes in the right direction. You are busy packing and planning for your new home! Start picking out paint colors, this is really happening!

We meet at your new home and I get to hand you your new keys! Let's pop the bubbly and order pizza. I love to brag about your big day, so with your permission, I'll snap your pic for social media.

This might feel like the end of our relationship. But it's not! It's only the beginning. I'll reach out regularly to see how you're doing. Always remember I'm just a phone call away. You have went through a huge emotional event and you need to feel rewarded and happy. It's time to celebrate and enjoy this next chapter.



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HERE'S WHAT LIFE CAN LOOK LIKE AFTER YOU HAVE DOWNSIZED:

You will be living in a more comfortable space, your worry, arguments, stress about the things that bothered you in your last home will be relieved. Your family will be happier, your quality of life overall will improve.

You won't feel like a burden on your family or partner. You're going to be able to enjoy your living space to the fullest without all those empty rooms or property to clean and care for.

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What We Can Do For You

Re/Max has worldwide reach!



Valuation

We offer a free market evaluation of your home . You can see how your home stands up to the comparables in your area.

Home Inspection & Staging

For a fee we can arrange a pre-home inspection on your behalf.
(approx. \$500)

We also include a complimentary Staging Consultation !

Marketing

We offer complimentary photography, aerial shots, drone footage and video. Staging is optional ** fee may apply.

Selling

We are socially connected throughout the area and province. We use social media, MLS and Realtor.ca partners to market your property.

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Marketing Materials

1

PHOTO/VIDEO/DRONE

We will use media to show the value of the property on all media channels.

2

SOCIAL MEDIA

Your property will be in front of buyers and investors and targeted.

3

POSTCARD/FLYER

If print media is needed we will use it to compliment our online efforts

4

OPEN HOUSE

Your home will be visible across the country. Virtually and we can host an OPEN HOUSE



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Testimonials



The first time we met Karla was at a showing and we were immediately impressed by her honesty and knowledge of the housing market. After this, she brought us to many different houses to view. Through the process she was great about pointing out both the pros and cons of each of the properties we looked at.

She was also very responsive to all our requests and got us in to see houses quick. Once we found our dream house and were ready to put in an offer, Karla made it easy for us. As first time home buyers everything was new to us but Karla had prepared us well and there were no surprises through the process. She answered every question we had and addressed every concern. I

would recommend Karla to any of my friends and family. I cannot thank her enough for getting us into the house we love so much!

-Zak & Jenna



Testimonials



"Thank you so much for your hard work and dedication to your friends and clients.

You really have went above and beyond for Jolene and I . You are by far the hardest worker I've worked with in many many yrs . This coming from a roofer of 30 yrs plus . I will definitely refer your unbelievable service to all friends and family and look forward to working with you again . My favourite part of working with you is how you responded to all text ,phone calls and emails within minutes no matter day or night or time . We love you Karla ❤️"

-Dan and Jolene

"It is Karla's attentiveness.

She is also very good in talking with me through the sale process when I got frustrated. She went extra miles in taking care of our cottage when the boiler needed to be replaced and the bathroom below was a mess, and we were away on the other part of the country! Karla is the kind of agent that anyone would need to have for the sale. "

-Liying



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