

SELLERS GUIDE

2023 EDITION

DARREN
MCGEE
REAL ESTATE



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ABOUT DARREN MCGEE

DARREN MCGEE IS A WELL KNOWN AND RESPECTED REAL ESTATE PROFESSIONAL SERVING THE BEAUTIFUL HARBOUR CITY OF NANAIMO, BRITISH COLUMBIA.

DARREN'S EXPERTISE WILL BE ABLE TO ASSIST YOU IN THE SALE OF YOUR HOME OR THAT NEW SEARCH FOR THE PERFECT PROPERTY. BORN AND RAISED ON VANCOUVER ISLAND, DARREN HAS BEEN A MEMBER OF THE TOP REAL ESTATE COMPANY ON VANCOUVER ISLAND, ROYAL LE PAGE NANAIMO REALTY FOR TWENTY-FIVE SUCCESSFUL YEARS.

FRIENDLY AND PROFESSIONAL, DARREN MCGEE HAS BEEN A CONSISTENT, AWARD-WINNING REALTOR AS WELL AS A PROUD SPONSOR OF THE ROYAL LE PAGE SHELTER FOUNDATION. ALWAYS STRIVING TO MEET AND EXCEED HIS CLIENT'S GOALS, DARREN'S LEADING-EDGE MARKETING TOOLS COMBINED WITH EXCELLENT RESEARCH, NEVER-GIVE-UP ATTITUDE, AND KEEN NEGOTIATING SKILLS HAVE LEAD TO HUNDREDS OF HAPPY CLIENTS, BOTH SELLERS AND BUYERS.

FROM MARKETING STRATEGY'S THAT GAIN EXPOSURE TO MARKET KNOWLEDGE THAT CLOSES THE SALE, DARREN MCGEE IS ON YOUR SIDE.

FOR MARKET INFORMATION, TO SELL OR BUY REAL ESTATE, OR FOR THE PURCHASE OF INVESTMENT PROPERTIES,

THE RIGHT CALL IS TO **DARREN MCGEE.**



PHOTOGRAPHY: MILLENIUM MEDIA



EVALUATIONS & INSPECTIONS



PHOTOGRAPHY: MILLENIUM MEDIA

SELLING YOUR PROPERTY OR HOME

SELLING YOUR PROPERTY OR HOME IS AN EASY, HASSLE FREE PROCESS WHEN YOU ENLIST THE SERVICES OF A REAL ESTATE PROFESSIONAL TO HELP WITH EVERYTHING FROM LISTING YOUR PROPERTY, TO HOLDING OPEN HOUSES, TO ENSURING YOU RECEIVE THE BEST POSSIBLE PRICE.

SINCE YOUR REAL ESTATE PROFESSIONAL HELPS PEOPLE BUY AND SELL HOMES ON A DAILY BASIS, THEY KNOW TIPS AND TRICKS TO HELP YOU THROUGH EVERY STEP OF THE PROCESS, INCLUDING SELECTING A REASONABLE LISTING PRICE THAT WILL HELP YOUR HOME SELL FASTER, ADVERTISING YOUR HOME AND ITS FEATURES, NEGOTIATING THE BEST SELLING PRICE, AND ADVISING YOU OF WAYS TO MAKE A GOOD FIRST IMPRESSION ON POTENTIAL BUYERS.

YOUR REAL ESTATE PROFESSIONAL WILL BE ABLE TO SUGGEST WAYS TO REARRANGE YOUR HOME CONTENTS TO BETTER APPEAL TO BUYERS AS WELL AS OFFER HOME-STAGING ADVICE THAT WILL ENSURE YOUR HOME DOES NOT REMAIN ON THE MARKET LONG.

HOME EVALUATIONS

YOUR REAL ESTATE PROFESSIONAL WILL BE ABLE TO ENSURE YOUR HOME IS ACCURATELY EVALUATED BEFORE SETTING A LISTING PRICE. THEY WILL BE ABLE TO CONDUCT A COMPARATIVE MARKET ANALYSIS, WHICH PUTS YOUR HOME UP AGAINST SIMILAR PROPERTIES THAT HAVE SOLD, EXPIRED, OR HAVE BEEN RECENTLY LISTED FOR SALE IN YOUR AREA. THIS ANALYSIS ALSO TAKES INTO CONSIDERATION THE FEATURES THAT ARE PRESENT OR NOT PRESENT IN YOUR PROPERTY VERSUS THE COMPARABLE PROPERTIES. FOR INSTANCE, A HOME WITH A POOL WILL TYPICALLY SELL FOR MORE THAN A COMPARABLE HOME WITHOUT A POOL. AS WELL, A FINISHED BASEMENT MAY ALSO BRING IN A HIGHER SALE PRICE.

PASSING INSPECTIONS

WHEN THE POTENTIAL SALE OF YOUR HOME RESTS ON A HOME INSPECTION, YOU WANT TO ENSURE YOU HAVE DONE EVERYTHING POSSIBLE TO MAKE SURE YOUR HOME PASSES THE INSPECTION.



SELLING TIPS FOR THE CURRENT MARKET

SELLING DOESN'T HAVE TO BE A HEADACHE, IT'S SIMPLE. YOUR REAL ESTATE PROFESSIONAL'S JOB IS TO GET YOU THE BEST PRICE FOR YOUR HOME, WHILE ALSO ENSURING IT DOES NOT REMAIN ON THE MARKET FOR AN EXTENDED PERIOD OF TIME. FOLLOWING ARE 10 HOME STAGING TIPS THAT MAY HELP YOU SELL YOUR HOME FASTER AND AT A HIGHER PRICE.


MAKE AN IMPRESSION. PROSPECTIVE BUYERS MAKE UP THEIR MINDS ABOUT YOUR HOUSE EVEN BEFORE THEY GET OUT OF THE CAR. TO ENSURE THEY HAVE THE RIGHT IDEA, CLEAN UP YOUR YARD, GET RID OF UNSIGHTLY WEEDS, AND SWEEP YOUR DRIVEWAY AND PORCHES. GET OUT THE RAGS AND CLEANSER AND SPEND 30 MINUTES SCOURING YOUR FRONT DOOR, PORCH, RAILINGS AND STEPS. THEN TUCK AWAY ALL YOUR RECYCLING CANS AND BINS AT THE BACK OF THE HOUSE OR IN A CORNER OF THE GARAGE.

UNCLUTTER. A COMMON PHRASE USED TO DESCRIBE THE IMPORTANCE OF UNCLUTTERING IS: CLUTTER EATS EQUITY. SO PURGE YOUR CLOSETS, EMPTY CUPBOARDS AND BOX UP SMALL APPLIANCES. YOU MAY EVEN WANT TO RENT A STORAGE LOCKER TO KEEP ITEMS YOU SIMPLY CANNOT PART WITH, WHILE THROWING OUT ITEMS YOU'VE COLLECTED OVER THE YEARS THAT YOU DO NOT WANT TO TAKE WITH YOU TO YOUR NEXT HOME. THIS WILL ALSO SAVE YOU VALUABLE TIME LEADING UP TO YOUR MOVING DATE. ENSURE YOU PAY CLOSE ATTENTION TO YOUR COUNTERTOPS AND COFFEE TABLES AS WELL.

IMPERSONAL WORKS. YOU WANT BUYERS TO IMAGINE THEMSELVES LIVING IN YOUR HOME, SO STASH ANYTHING CONNECTED TO YOUR FAMILY OR PERSONAL INTERESTS. HIDE YOUR SON'S HOCKEY TROPHIES, STORE FAMILY PHOTOS AND REMOVE ALL TRACES OF DAY-TO-DAY LIFE. THIS ALSO INCLUDED REMOVING PERSONAL EFFECTS FROM THE BATHROOMS.



SELLING TIPS FOR THE CURRENT MARKET PT.2



KEEP IT FRESH. THERE'S NOTHING WORSE THAN STEPPING INTO A HOUSE THAT SMELLS OF SMOKE, DAMPNES OR PET ODOURS. THE EASY SOLUTION IS TO KEEP YOUR WINDOWS OPEN FOR 10 MINUTES A DAY. THIS STRATEGY WORKS BETTER THAN DEODORIZERS SINCE A LOT OF PEOPLE HAVE ALLERGIES TO ARTIFICIAL ROOM FRESHENERS. THE OLDEST TRICK OF ALL INVOLVES BAKING A FRESH BATCH OF CHOCOLATE CHIP COOKIES. WHEN THEY'RE ALMOST READY, TURN OFF THE OVEN AND LET THEM COOL DOWN. THE SCENT WILL PERMEATE THE HOUSE AND WELCOME VISITORS.

DECLARE WAR ON GRIME. CLEANLINESS HELPS PUT A BUYER'S MIND AT EASE SINCE IT SUGGESTS THAT YOU'VE PROBABLY TAKEN GOOD CARE OF YOUR RESIDENCE IN OTHER WAYS AS WELL. SO CLEAN EVERYTHING: WALLS, DOOR HANDLES, LIGHT FIXTURES AND CUPBOARDS. AND DON'T FORGET TO DUST YOUR FURNACE ROOM AND FURNACE, SINCE THIS MAKES YOUR FURNACE LOOK NEWER. POWER WASHING WINDOWS, WALKWAYS, EAVESTROUGHS AND PATHWAYS CAN ALSO DO WONDERS FOR YOUR HOME'S EXTERIOR.

HIRE A HANDYMAN. IF YOU DON'T HAVE THE TIME OR EXPERTISE TO DEAL WITH THE AESTHETICS OF YOUR HOME, CONSIDER HIRING A PROFESSIONAL. DRIPPING FAUCETS, CRACKED TILES AND MOULDY CAULKING AROUND THE BATHTUB CAN KNOCK THOUSANDS OF DOLLARS OFF THE PRICE OF YOUR HOME.

COLOUR IT UP. YOUR SINGLE BEST INVESTMENT MAY BE A FRESH COAT OF PAINT IN KEY AREAS OF YOUR HOME. TRY PAINTING YOUR FRONT DOOR AND PLACING SOME URNS WITH BRIGHTLY COLOURED FLOWERS ON YOUR FRONT STEP OR JUST INSIDE THE ENTRYWAY. REMEMBER THAT SMALL TOUCHES CAN MAKE A HOUSE SEEM CARED FOR AND IMPORTANT.

REDUCE FURNITURE. AN EASY WAY TO CREATE A SENSE OF SPACE IS TO GET RID OF SOME FURNITURE. MOVING A SOFA AND END TABLES INTO STORAGE CAN GIVE A SMALL ROOM SOME MUCH-NEEDED BREATHING SPACE. IF YOUR FURNITURE DATES FROM THE MULRONEY ERA, CONSIDER PACKING IT AWAY AND RENTING OR BORROWING SOME MODERN, STYLISH FURNITURE OR A COUPLE OF WELL-CHOSEN PIECES OF WALL ART. KEEP YOUR ROOMS CLEAN AND SIMPLE LIKE A HOTEL ROOM OR THE SHOWROOM FOR A NEW HOUSE.



SELLING TIPS FOR THE CURRENT MARKET PT.3

PHOTOGRAPHY: MILLENIUM MEDIA

LIGHTEN UP. THE BRIGHTER AND SUNNIER A SPACE, THE EASIER IT IS TO SELL. IF YOU DON'T HAVE THE TIME OR ENERGY TO CLEAN ALL OF YOUR WINDOWS - INSIDE AND OUT - IT MAY BE A WISE INVESTMENT TO HIRE A PROFESSIONAL WINDOW-CLEANING COMPANY. THOROUGHLY CLEAN THE SHADES ON YOUR LIGHT FIXTURES, CHANGE LIGHT BULBS AND ADD FLOOR LAMPS IF AN AREA SEEMS DIM. FINALLY, WHEN IT COMES TIME TO SHOW YOUR HOME, MAKE SURE ALL THE LIGHTS ARE ON, ESPECIALLY IN HALLWAYS.

ADD A TOUCH OF HUMANITY. A COUPLE OF PLANTERS ON YOUR FRONT PORCH, A VASE OF FLOWERS ON YOUR DINING ROOM TABLE, OR EVEN A SIMPLE ROSE IN A VASE CAN WARM UP A ROOM. CANDLES CAN ALSO DO WONDERS IN LIGHTING AND WARMING A ROOM. MAKE SURE, OF COURSE, THAT THEY'RE LOCATED IN SAFE AREAS AND WILL NOT CAUSE A FIRE. USING ESSENTIAL OILS WITH REED DIFFUSERS ARE A SAFER ALTERNATIVE TO CANDLES IF YOU WANT TO FRESHEN UP THE AIR WITHIN YOUR HOME.



PREPARING FOR AN OPEN HOUSE

ENSURING YOUR HOME RECEIVES MAXIMUM EXPOSURE IS A KEY PART OF ANY HOME SALE.

THAT'S WHY IT PAYS TO SELL YOUR HOME WITH THE HELP OF YOUR REAL ESTATE PROFESSIONAL THROUGH THE MULTIPLE LISTING SERVICE (MLS). THE MLS PROVIDES DETAILS OF YOUR HOME TO ALL REAL ESTATE PROFESSIONALS IN THE AREA, AND MARKETS THE PROPERTY TO A BROAD RANGE OF POTENTIAL BUYERS. TO FURTHER MAXIMIZE EXPOSURE, YOUR REAL ESTATE PROFESSIONAL MAY RECOMMEND YOU HOLD AN OPEN HOUSE AS SOON AS THE PROPERTY GOES ON THE MARKET.

MOST OPEN HOUSES FOR THE PUBLIC ARE HELD ON A WEEKEND AFTERNOON WHEN POTENTIAL BUYERS OFTEN HAVE MORE TIME TO DRIVE THROUGH NEIGHBORHOODS.

FOLLOWING ARE THREE THINGS TO KEEP IN MIND PENDING AN UPCOMING OPEN HOUSE:

PLEASE REMOVE YOUR FURRY FAMILY MEMBERS.

IF YOU HAVE PETS, PLEASE REMOVE THEM FROM THE HOME FOR THE OPEN HOUSE, SINCE THEIR PRESENCE COULD BE DISTRACTING OR AFFECT THOSE WITH ALLERGIES.

MAKE PLANS TO GO OUT AND RELAX!

IT'S BEST IF YOU AND YOUR FAMILY ARE NOT PRESENT DURING AN OPEN HOUSE. IF YOU REMAIN HOME, PROSPECTIVE BUYERS MAY FEEL COMPELLED TO RUSH THEIR VISIT TO AVOID DISTURBING YOU. YOU WANT THEM TO FEEL RELAXED AND TAKE THE TIME TO REALLY SEE THE FEATURES OF YOUR PROPERTY. POTENTIAL BUYERS ALSO FEEL UNCOMFORTABLE COMMENTING ON YOUR HOME IN YOUR PRESENCE.

BE PREPARED - TOP DOLLAR COMES WITH PRESENTATION!

YOUR PROFESSIONAL WILL SUGGEST WAYS TO PREPARE YOUR HOME FOR AN OPEN HOUSE TO MAKE THE ENVIRONMENT MORE INVITING BOTH INSIDE AND OUT. THIS MAY ENTAIL REARRANGING FURNITURE, PAINTING AN AREA, OR REMOVING CLUTTER. ALL OF THIS, OF COURSE, WILL HELP YOU PREPARE FOR YOUR EVENTUAL MOVE AS WELL.

PHOTOGRAPHY: MILLENIUM MEDIA



SEASONAL HOME MAINTENANCE TIPS

FOR A FREE DETAILED HOME MAINTENANCE PACKAGE TO HELP YOUR HOME OR PROPERTY'S VALUE REMAIN CONSISTENT IN THE CHANGING REAL ESTATE MARKET PLEASE GO TO:

WWW.SOLDBYMCGEE.COM

MORE INFO ON:

SPRING HOME MAINTENANCE TIPS
SUMMER HOME MAINTENANCE TIPS
FALL HOME MAINTENANCE TIPS
WINTER HOME MAINTENANCE TIPS

OR

CONTACT DARREN DIRECTLY & WE WILL MAIL/EMAIL THIS DOCUMENT TO YOU.

PHOTOGRAPHY: MILLENIUM MEDIA



SOCIAL MEDIA MARKETING

MARKET YOUR HOME ONLINE WITH #SOLDBYMCGEE

ALL OF MY LISTINGS ARE COMPLIMENTED WITH A PROFESSIONAL PHOTOGRAPHY SESSION FOR MARKETING PURPOSES, BUT AS WELL A KEEP-SAKE FOR MY CLIENTS TO REFLECT ON THE MEMORIES OF THEIR HOME OR PROPERTY.

YOU WILL ALSO RECEIVE A YOUTUBE HD VIDEO FOR YOUR ACTIVE LISTING AND BRANDED MARKETING MATERIALS.

ALL OF MY LISTED ARE POSTED AND SHARED ON THE MOST POPULAR SOCIAL MEDIA PLATFORMS IN TODAY'S VIRTUAL WORLD TO GIVE YOUR HOME AND PROPERTY THE MOST EXPOSURE POSSIBLE.

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ROYAL LEPAGE
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kijiji Used.ca



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PHOTOGRAPHY: MILLENIUM MEDIA



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ABOUT NANAIMO

THE HARBOUR CITY

NANAIMO IS A CITY AND FERRY PORT ON THE EAST COAST OF VANCOUVER ISLAND, IN BRITISH COLUMBIA, CANADA.

AT ITS HEART, THE NANAIMO MUSEUM DISPLAYS EXHIBITS ON THE CITY'S INDUSTRIES AND INDIGENOUS PEOPLES. NEAR THE HARBOURFRONT WALKWAY, THE BASTION IS AN 1853 WOODEN TOWER WITH CANNON FIRINGS IN SUMMER. SHOPS AND CAFES FILL THE OLD CITY QUARTER. OFFSHORE, ON NEWCASTLE ISLAND, TRAILS LEAD TO BEACHES AND FIRST NATIONS SITES.

PHOTOGRAPHY: MILLENIUM MEDIA



FRANK JAMES NEY

(MAY 12, 1918 – NOVEMBER 24, 1992)

FRANK WAS A MAYOR OF NANAIMO, BRITISH COLUMBIA, CANADA, SERVING FOR TWENTY-ONE YEARS. NEY ALSO SERVED A TERM AS A MEMBER OF THE LEGISLATIVE ASSEMBLY OF BRITISH COLUMBIA. FRANK WAS ALSO THE PRESIDENT OF NANAIMO REALTY LTD. CURRENTLY RECOGNIZES AS RLP NANAIMO REALTY.



ROYAL LEPAGE NANAIMO REALTY

ABOUT OUR COMPANY

ROYAL LEPAGE IS CANADA'S OLDEST AND LARGEST CANADIAN OWNED REAL ESTATE COMPANY. FOUNDED IN 1913 BY ALBERT LEPAGE WHEN HE WAS JUST 26 YEARS OLD, ROYAL LEPAGE IS NOW CANADA'S LARGEST REAL ESTATE COMPANY WITH MORE THAN 14,000 PROFESSIONALS ACROSS THE COUNTRY. AND WE FIRMLY BELIEVE THAT YOU CAN ONLY BECOME THE OLDEST AND LARGEST COMPANY BY BEING THE BEST.

OVER THE LAST 95 YEARS, ROYAL LEPAGE HAS LED THE REAL ESTATE INDUSTRY. WE HELPED FOUND THE TORONTO REAL ESTATE BOARD AND ONTARIO REAL ESTATE ASSOCIATION, AND SET THE STANDARDS FOR ALL OTHER REAL ESTATE COMPANIES TO FOLLOW. WE HAVE EXPANDED ACROSS THE COUNTRY SO THAT WHEREVER YOU WANT TO LIVE, YOU WILL FIND A ROYAL LEPAGE PROFESSIONAL READY TO HELP. WE HAVE ADDED NEW SERVICES TO HELP OUR CLIENTS REALIZE THEIR DREAMS AND SECURE THEIR FUTURE.

FOR MORE INFORMATION GO TO WWW.SOLDBYMCGEE.COM



PHOTOGRAPHY: MILLENIUM MEDIA



TESTIMONIALS

"DARREN MADE THE ENTIRE HOME BUYING PROCESS NOT ONLY STRESS-FREE BUT ALSO ENJOYABLE. HIS WEALTH OF EXPERIENCE AND KNOWLEDGE OF REAL ESTATE PAID OFF FOR US IN A BIG WAY --WE LOVE OUR NEW HOME!!"

- JIM AND NANCY CUNNINGHAM

"OUR HOME IS LOVELY! WE KNEW YOU WOULDN'T LET US BUY ANYTHING THAT IS NOT GOOD! THANK YOU!"

- GEORGE AND CRYSTAL CLARK

"I WANTED TO THANK YOU DARREN FOR ALL YOUR HARD WORK TOWARDS SELLING OUR HOME. WE ALL KNOW IT WAS A DIFFICULT SELL, AND US BEING OUT OF TOWN DID NOT HELP THE SITUATION. YOU DEFINITELY WENT ABOVE AND BEYOND MY EXPECTATIONS. KEEP UP THE HARD WORK AND BEST OF LUCK IN THE FUTURE."

- KELLY AND CHRIS SMITH

"DARREN MADE THE PROCESS OF BUYING AND SELLING OUR HOME SEEM EFFORTLESS. WITH HIS VAST EXPERIENCE IN THE REAL ESTATE INDUSTRY, HE EDUCATED AND CONSULTED US INTO WHAT ALWAYS TURNED OUT TO BE THE BEST DECISION FOR US."

- LISA AND MARK ROBINSON

"DARREN IS SUCH A GREAT GUY AND WORKS HARD TO FIND YOU EXACTLY WHAT YOU ARE LOOKING FOR! I RECOMMEND HIM TO EVERYONE!"

- SHELLY CURTIS-WAKE

SUBMIT YOUR TESTIMONIAL ONLINE @ WWW.SOLDBYMCGEE.COM





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