



dirk vanderwal
real estate



pre-listing package



About Dirk | Experience & Background

Dirk's background in digital marketing, graphic design, photography, and videography have proven to be tremendous assets to his clients, complemented by an ardent passion for customer service developed during an award-winning career with a luxury hotelier.

He completed his studies at UBC in late 2014 and joined Newport Realty | Christie's International Real Estate, where he began building a residential real estate practice focused on service, client experience, and results. His passion for self-development and continuing education saw him complete his Managing Broker's license in 2020 join the firm's management team, where he contributes to training, research, creative marketing, coaching and tech. In addition, he co-authors an in-depth quarterly housing market report – The Q Report – and volunteers as a Victoria Real Estate Board director, where he has chaired several committees and task forces.

An avid learner, Dirk also enhances his skill set through ongoing education, having completed supplemental programs focusing on strata properties, tenant-occupied properties, new construction, negotiation, assessment & presentation, risk management, the latest trends in technology, and earned his Certified Luxury Specialist designation.

trusted. respected. recommended.

About Newport | The Friendliest Office in Town

With offices in downtown Victoria and Sidney, we are widely recognized for our distinctive advertising and our high-calibre Sales Force. Newport has recruited and developed the brightest professionals who all combined, negotiate over a thousand successful transactions each year. We open a lot of doors... for our Buyers and Sellers.

We are guided by *your* best interests, providing full disclosure regarding all pertinent information to the transaction. We owe a duty to act fairly and honestly with all parties, every time. You can count on us... with high expectations



About LuxuryRealEstate.com | An Unbeatable Combination

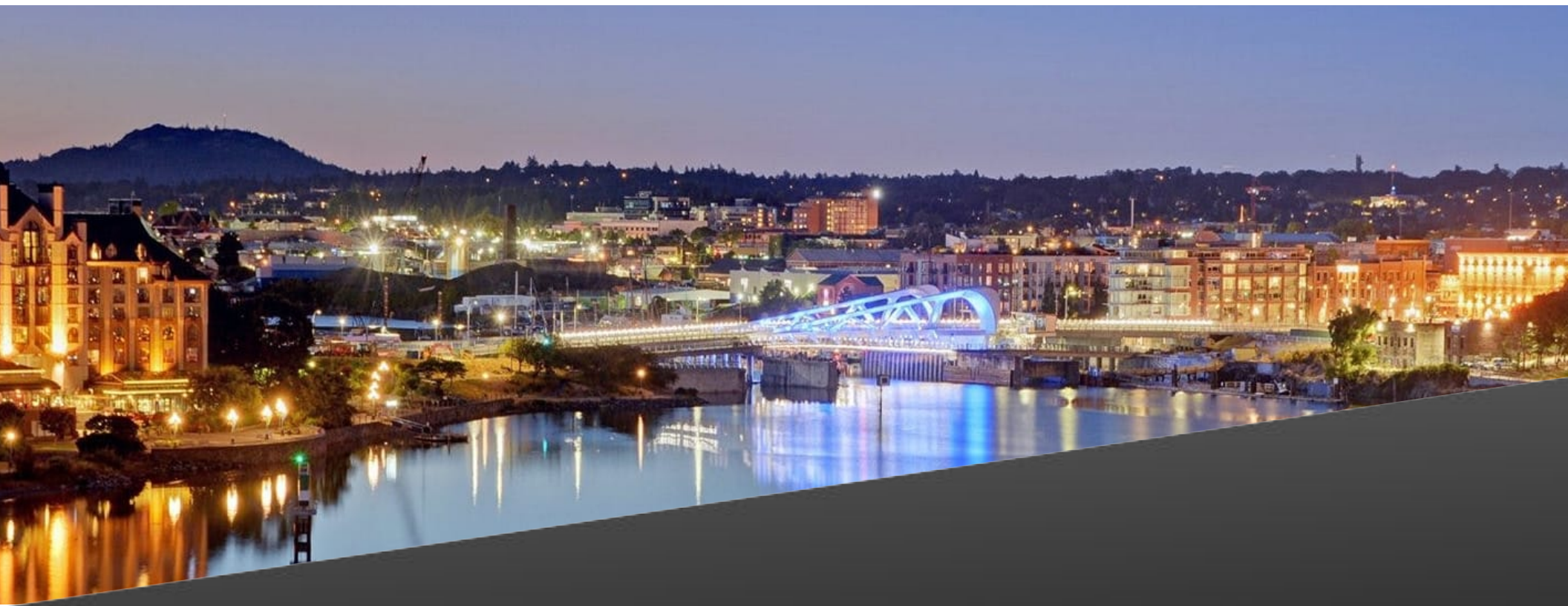
Newport Realty has been a recognized leader in the marketing of homes in all price ranges on Southern Vancouver Island for over 40 years. LuxuryRealEstate.com hosts the largest collection of luxury home listings in the world, with a global network of over 125,000 Agents in over 55 countries, completing \$300 Billion+ in real estate annually. LRE® has invited Newport Realty to join their Board of Regents as the exclusive Regent for Southern Vancouver Island.



Getting Started

Selling your home is often consequential decision in one's life, and also one of the most complex transactions you may ever undertake.

Your first step involves deciding your approach: who you will work with throughout the process, and how you will work with them. It's important to find someone you feel comfortable with, trust, and who listens and understands your needs, not to mention someone skilled and experienced. Scheduling an initial consultation will help determine your choice of professional representation and see how the right agent can help you achieve your goals.



Understanding Agency, Listing Agreement, & Brokerage Fees

When you are the client of a real estate professional, an agency relationship is created, and the individual representing you owes special legal duties to you, including:

- ▶ **Loyalty.** They will act only in your best interests.
- ▶ **Full Disclosure.** They must tell you everything they know that might influence your decision in a transaction.
- ▶ **Avoid conflicts of interest.** They must avoid any situation that would affect their duty to act in your best interests.
- ▶ **Confidentiality.** They must not reveal your private information without your permission, even after your relationship ends. That includes:
 - ▶ your reasons for buying, selling or leasing
 - ▶ your minimum/maximum price
 - ▶ any preferred terms and conditions you may want to include in a contract

REALTOR®s in BC have a statutory requirement to explain this agency relationship to you using a document called “Your Relationship with a Real Estate Professional.” You will be asked to provide your initials acknowledging that you received this disclosure, but signing the disclosure does not form a service agreement.

Listing Agreement

Under a Listing Agreement, the term of the listing, listing price, brokerage fee, services to be provided by the brokerage, and the rights and obligations of the client and agent are spelled out.

Brokerage Fees

Newport Realty's fee structure is competitive with other brokerages in our market area, and allows our listings to offer a 'cooperating' brokerage fee (the portion of the fee paid to the buyer's brokerage) that will readily attract buyers. As your agent, the gross brokerage fee in the listing contract covers all marketing expenses, media production, MLS® fees, and other advertising costs.



Listing & Sale Process Overview

There are three main phases to the listing and sale process:

Preparation and Groundwork

- Establishing agency representation and discussing duties owed to you as a client
- An in-depth consultation to understand your sale goals, motivation and timing, communication preferences and style, and any other important considerations
- A comprehensive written market analysis, pricing recommendation, and marketing proposal
- Entering into a Listing Agreement with a licensed real estate brokerage
- Collecting information and documentation on the property for the listing and prospective purchasers
- Preparing the property for sale: cleaning, touch-ups, repairs, de-cluttering, or staging, as needed
- Preparation of marketing materials such as digital photographs, video, 3D virtual tour capture, precision-measured floor plans, aerial imagery, or other materials as determined by the marketing plan

On Market

- Launching your listing on VIVA MLS® (Vancouver Island & Victoria Multiple Listing Service), Realtor.ca, NewportRealty.com Xposure, ChristiesRealEstate.com (if eligible), and other platforms as per the marketing plan
- Actively marketing your home to prospective buyers as outlined in the marketing plan
- Scheduling showings for prospective buyers and their agents
- Hosting open houses for other agents and/or members of the public
- Soliciting feedback from prospective buyers and their agents
- Receiving and presenting any offers received
- Negotiating the most favourable price and terms for you

Completing the Sale

- Providing information and organizing access for due diligence as agreed to in an accepted offer
- When the sale contract is finalized, transferring your file to your lawyer to prepare the closing documents, including financial adjustments as well as title transfer, tax, and mortgage forms
- Meeting with your lawyer to sign closing documents
- Providing keys to your agent upon completion and receiving proceeds of sale from your lawyer
- Congratulations! Your home is sold!



Testimonials

"Dirk went above and beyond what I would have expected from a realtor. From beginning to end, he was reliable, knowledgeable, available and trustworthy. I was thoroughly impressed with the service he provided and would recommend him to anyone."

– Nathan B.

"My husband and I used Dirk as our Real Estate Agent for buying and selling our place and would highly recommend you use his services as well. He was very responsive, honest, and thorough in everything he did for us. His attention to detail, knowledge of the market and the corresponding metrics of recent sales or comparable listings really helped in the decision to buy and sell our properties. Would highly advise that if you need a Real Estate Agent in Victoria, Dirk's your guy!"

– Kate K.

"Dirk is positive, professional, prompt with communication and reliable. He goes above and beyond - I highly recommend!"

– Deborah B.

Dirk went over and above for us! He is very knowledgeable, professional, reliable, and friendly. I highly recommend him as a realtor. We are very happy in our new home.

- Sarah S.

10 “Deadly” Mistakes that Sellers can Make

Protect yourself from these common pitfalls...

1. Choosing the wrong REALTOR®

Getting an experienced, competent agent with your best interests in mind generally costs the same as hiring someone who is inexperienced. Bringing that experience to bear on your transaction could mean a higher price at the negotiating table, selling in less time, with a minimum of headaches. There are many REALTOR®s who are wrong for you: the part-time agent who sells an occasional home because they need a little pocket change, the insurance salesman who believes he can handle two careers, or perhaps your cousin who really needs your business. The sale of your home could be the most important financial transaction you ever make. The person you select can make it a satisfying and profitable activity or a costly, negative experience. It's your home and your money. Choosing the right REALTOR® is up to you.

2. Incorrectly pricing your home

Every seller wants to net as much money as possible when selling their home. Unfortunately, a listing price that is too high often gets the seller less than a listing priced at market value. If your house is not priced competitively, people looking in your price range may reject your house in favour of other larger or nicer homes for the same price. At the same time, the people who *should* be looking at your house may not see it because it is priced above their bracket. Overpricing usually increases the time on the market and adds to the seller's carrying costs. Ultimately, many overpriced properties sell below market value. Make sure you hire an agent who will provide you with a comprehensive, data-based market analysis to help you set the right asking price.

3. Failing to “Showcase” your home

Buyers are looking for homes, not houses. They buy emotionally and then justify logically. Sellers who fail to make necessary repairs and don't spruce up the house inside and out, touch up the paint and landscaping, and keep it neat and clean, chase buyers away as rapidly as agents can bring them. If you were selling a car, you would wash it or likely even detail it, to sell it quickly at the highest price. Houses are no different.

4. Staying home during showings

As mentioned above, buying a house is an emotional decision. People like to “try on” a house and see if it is comfortable. This is difficult for buyers to do if you are present and even harder if you follow them around, pointing out every improvement you have made. It will probably have the opposite effect you want. Buyers may feel uncomfortable because they are intruding on your private space rather than making them feel at home. The best strategy is to leave the house when a prospective buyer is looking at your home. Once you have prepared your house for showing, let your house ‘sell’ itself.

5. Mistaking “lookers” for “buyers”

People who try to sell their home themselves do tend to get activity – but REALTOR®s will only bring qualified buyers. Because REALTOR®s are paid for successfully connecting buyers with homes, they don't spend their time showing properties to unqualified prospects. As your agent, I work with other REALTOR®s (including those from other companies) in bringing qualified prospective buyers to see your home, and soliciting their feedback after a showing.

6. Not knowing your rights and obligations

Real estate law is extensive and complex. A purchase agreement is a legally binding contract. If improperly written, the contract can cause a sale to fall through, or cost you thousands of dollars to address items included in or excluded from the offer. You will also want to know how any title or zoning restrictions may affect your transaction. If there are defects in your title or your property is in conflict with local regulations, your REALTOR® can advise remedies to help you avoid losing money.

7. Signing a long-term listing agreement with no way out

Many times an agent will talk a good game about marketing your property (any may even have good intentions), but once the agreement is signed, the service doesn't live up to their hype. In cases where your agent can't or won't perform, you should have the right to fire that agent. In some companies, the broker will assign your listing to someone else in the office, someone you didn't personally select. Always protect yourself by getting a guarantee of performance. Ask about my “Love it or leave it” easy-exit listing agreement.

8. Getting the wrong marketing and exposure

Two obvious marketing tools – open houses and newspaper ads – are surprisingly ineffective, on a percentage basis of closed sales. Your REALTOR®'s presentation of your home should be eye-catching, thorough, and accurate, and advertising should be strategic, focused, and effective. In addition, your REALTOR® should be actively marketing your property directly to their professional network.

9. Not getting a performance guarantee

Most REALTOR®s don't guarantee anything. If they get your home sold, great – they get paid, but if they don't, tough luck. Every year, hundreds of listings are put on Victoria's MLS® that fail to sell. Make sure that your REALTOR® has a proven track record and make sure they will be accountable to you if they don't do their job.

10. Making it difficult for buyers to get information on your home

Anything that can be done to remove barriers between buyers considering your home and committing to actually buying it will maximize your success. Be open and transparent with property information and disclosures, and make sure you hire an agent who will collect, organize, and all pertinent documentation available to perspective buyers and their agents during the listing period.

Frequently Asked Questions

- **Are there things I should do to my home to help ensure the maximum price?**
Yes. There is a benefit to making sure your home looks its best prior to offering it for sale. There are also small remodelling jobs that will pay off at resale. I can advise you about specific improvements that will increase your home's marketability and value.
- **How often will you advertise our property?**
I don't just list homes; I market them. I will make sure your home is marketed to potential buyers around the clock, and I will customize a marketing plan to reach the types of buyers most likely to purchase your home. I know how to maximize the power of the Internet for my clients, while also using more traditional methods, and I will leverage the power of my professional network to get the word out about your home.
- **Will you be present at all showings?**
For private showings by appointment, prospective buyers will bring their own agents to see your home. Most buyers prefer only their own agents be present when evaluating a potential new home, but if you would prefer that I be there for each showing, it is a service that I offer.
- **What if another agent tells me they can get me more for the house?**
Some agents will quote a higher listing price just to get your business, but be cautious: an overpriced house will not sell. If you choose to work with me, I will conduct a thorough, data-based market analysis prior to recommending an asking price for your home. I will explain how I arrived at the price, but ultimately the decision is up to you. I will offer my professional opinion on how the market will value your home.
- **Do I have any responsibilities during the marketing of our home?**
Your primary job during the sale of your home is to keep it neat and clean for showings and open houses. I will advise you on how to stage your home well, giving you easy tips and quick fixes to maximize your home's appeal.
- **What happens once I get an offer?**
I will help you consider each offer and negotiate the best deal for you. Once you've accepted an offer, I will handle the paperwork and guide you through the entire closing process and ensure everything proceeds smoothly.

Typical Sale Costs

Because the amounts of closing costs are variable depending on the particular sale, and subject to change, a clearer idea specific to your situation can be detailed during your consultation. As an overview of what costs to bear in mind, you may wish to consider the following:

- Costs of preparing your home for sale
- Real estate brokerage fees
- Legal fees
- Mortgage disbursement fees/penalties (if applicable)
- Capital gains tax (if applicable)
- Moving costs and utility charges

A Network of Trusted Professionals

Part of any successful sale is putting together a great team to look after the different needs that arise during different parts of the transaction. I pride myself on working well with a wide variety of service providers, and I am always happy to provide recommendations to professionals in my network whom I trust to provide you with the same A+ level of service.

- Staging Companies
- Cleaners & Home Detailers
- Home Inspectors
- Lawyers
- Underground Utility Scanning
- Hazardous Materials Testing & Abatement
- Movers
- Insurance Brokers
- Plumbers, Electricians, Carpenters, & other licensed Tradespeople

Ready to get started?

Call or email now to set up your complimentary,
no-obligation consultation!

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