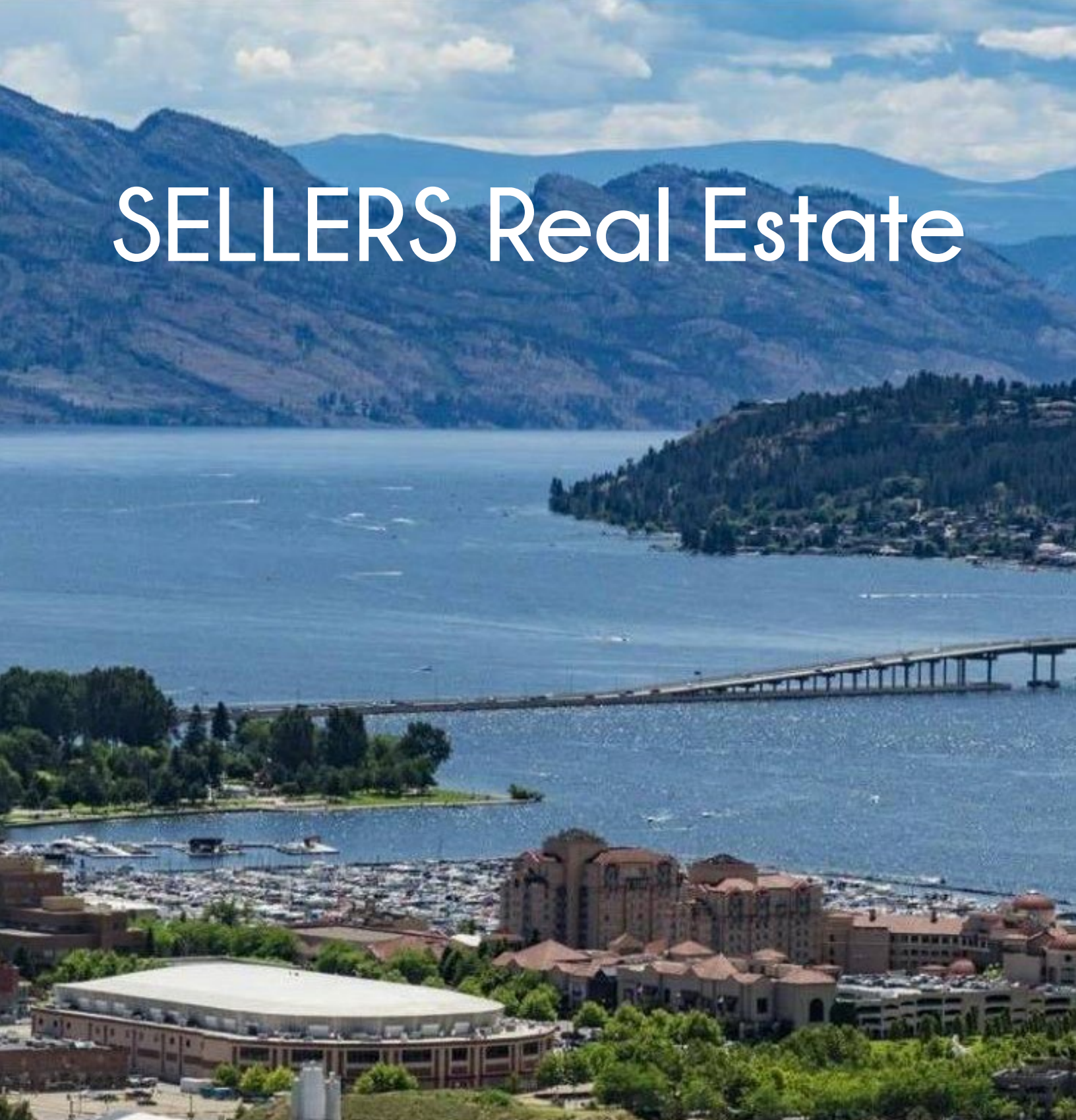


# SELLERS Real Estate



250.575.1733  
darci@kelowna.remax.ca  
darcisellers.com

**RE/MAX Kelowna**  
An independent member broker.

darci  
**SELLERS**  
REALTOR®

*It's not just a house... it's a part of your story.*

o: 250.717.5000 | f: 250.860.0016 | tf: 1.800.663.5770 | 100-1553 Harvey Ave, Kelowna, BC V1Y 6G1





# How Can I Help You?

Chances are, if you've lived in your home for more than a few years, you can likely turn a tidy profit. That's great news!

But sealing the deal requires more than just a handshake. You'll have to consider if now's a good time to sell? What's the best way to get the word out? How do you get top dollar for your property?

These are just some of the questions that a REALTOR® can help answer.



## I can determine your home's asking price

Lots of people out there want to buy your home. The right asking price will attract attention and get you maximum return. With my help you can set a fair market value on your home to get the most out of interested buyers. As a REALTOR®, I know the general factors affecting the market, so work with me to get a price that's right for you.



## I know all the factors affecting the market

Maybe larger families are moving into your neighbourhood. That makes homes with three plus bedrooms and large yards more appealing. Perhaps a large employer is opening a plant nearby, which will increase demand for housing in general. You can ask me these questions and, more importantly, we can work together and understand how these factors can affect the price of your home.



## I can calculate your home's value within your market

Using the extensive background information available to me through the MLS® System, I can compare your home to a collection of similar homes that have recently been sold in your area. No two homes are the same, but I can calculate those differences and help find where the value lies in your home.



## I know urgency is key

I believe urgency is key and it's nearly impossible to replace the initial flurry of interest and activity a new listing will generate. I will help advertise your home before it's even listed via social media blasts, email flyers & with other REALTORS® in my business. Be sure you're priced and poised to capitalize on this first wave of excitement.

# Selling Your Home...

## For Sale Sign

Despite our leaps in technology, the "For Sale" sign continues to be an extremely effective way to advertise. Anybody responding to your sign is a solid lead because they've seen your home with their own eyes.

## MLS® System

If you decide to have your home listed on a real estate Board's MLS® System, you can also have your home advertised on [www.REALTOR.ca](http://www.REALTOR.ca), Canada's most popular Internet research tool for residential real estate and a big reason why over 85% of Canadians who search for a home start their search on the internet.

## Professional Photography

## Custom Property Brochures and Marketing Pieces

## Open Houses

## RE/MAX Kelowna Office Tour

## MLS® Tour

## Traditional Media Marketing

(i.e. newspaper, neighborhood mailers)

## Social Media Marketing

(i.e. Facebook, LinkedIn, Instagram)

## Mass Marketing - Web Pres. Brochure

## DarciSellers.com



# Networking Is Key!

As a part of an extensive community who collectively represents hundreds of eager buyers. I can call other REALTORS®, who can call other REALTORS®, who can call other REALTORS®. You know the drill...

# MY MARKETING PLAN

## *The Process*



# MY MARKETING PLAN

## *The Steps*

1

### PERFECT PRICING

Lots of people want to buy your home. The right asking price will attract attention and your maximum return. Research shows that overpriced homes take longer to sell so it is crucial that your initial price reflects the most current market conditions. With my help we will set a fair market value on your home to get the most out of interested buyers. I know the current factors affecting the real estate market and that will help determine the optimal list price.

2

### PREPARE FOR SALE

The old saying goes! You never get a second chance to make a first impression! It's time to give your home a mini-makeover. We walk through your home together to help you identify and prioritize home repairs and improvements that provide the best return on your investment. My experience with home building and interior design will help identify which home improvements will get the attention of potential buyers to make your home stand out. We will connect you with reputable contractors who can get the job done, and if necessary, home stagers to make every room look its best.

3

### PRECISE MARKETING PLAN

Most agents are great salespeople, but few are proficient at advertising. My extensive background in sales and marketing together with my professional home marketing plan, provides a proven method to promote your listing. I will identify your target buyer profile and implement a tailored home marketing package designed to reach them. My marketing campaign is executed through mass online, social media, email, direct mail, print marketing, REMAX Tour and open house(s), all designed to reach potential buyers to sell your home quickly and for top dollar. While your home is on the market I provide you with regular status reports, feedback from your showings, marketing activities and any recommended course adjustments.

Despite leaps in technology, the "For Sale" sign continues to be an extremely effective way to advertise. Anybody responding to your sign is a solid lead because they've seen your home with their own eyes - they are pre-qualified.

4

### NEGOTIAION

Successfully negotiating a real estate contract is more of an art than a science. When you receive an offer, or multiple offers, having an agent like me, with a proven track record and Win/Win negotiating style together can make a huge impact on your final sales price. Rather than approaching negotiations from an adversarial winner-take-all perspective, I will focus on your top priorities and strive to keep emotions from running over that may prevent us from achieving the successful outcome of selling your home.

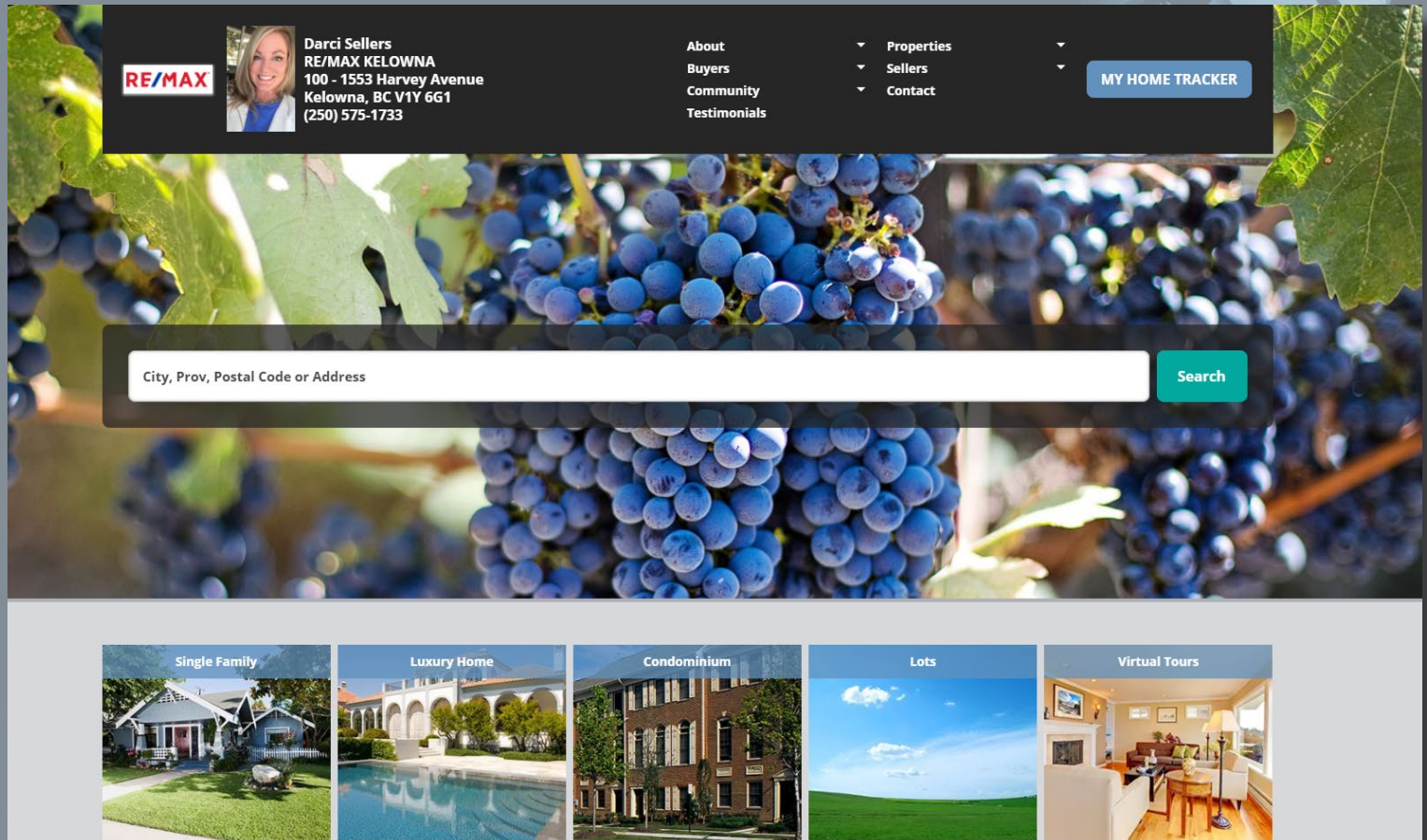
5

### CLOSE THE DEAL

Once your home receives an offer, I use the REMAX Transaction Management System to keep tabs on all deadlines to make sure the buyers follow their contractual obligations to a smooth closing.



# Online Media Presence



**cityblast**  
Real. Social. Experts.™



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# Online & Print Marketing



## Market Connections Inc

20 touches / year in extensive personal database  
Direct access ?  
Precise, professional photos & print  
Your listing is seen over 1900 times



Thank you for your confidence, support and referrals!  
In this business, there's no greater gift than the confidence and ongoing support of loyal clients. That's why you need to know how much you're appreciated. Thank you not only for your loyalty, but also for the referrals of friends, family members and colleagues too.  
Please don't hesitate to call if you, or anyone you know, is thinking of moving before the winter blows in. Call to receive an update on local market conditions, and a no-obligation real estate consultation.  
There's still time to get you and your family home for the holidays!



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DARCI SELLERS  
RE/MAX KELOWNA  
100-1553 HARVEY AVE  
KELOWNA, BC V1Y 6G1



## CAPITAL news

The Central Okanagan's Best-read Newspaper

### 253 CLIFTON ROAD



CONNECT WITH NATURE surrounded by tranquil and serene lake and mountain views from near every room in this perfect family home. You have lovely lake views from all front rooms and then you have a private, forested mountainside to the back of the property. This home is well laid out and spacious containing 4 bedrooms and 2 full bathrooms plus much more!  
Many upgrades including NEW kitchen, NEW roof, 200amp service. This one won't last. MLS®10145455



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**Need it SOLD! Call SELLERS!**

## realtyreport Online®

November 2017 Issue



Darci Sellers

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[www.darcisellers.com](http://www.darcisellers.com)

### Dear Sam Sample

CENTRAL OKANAGAN  
OCTOBER 2017

As you and I have probably noticed, there are many different 'kinds' of REALTORS in this business. Sometimes it may feel like some REALTORS are interviewing YOU to see if they have time to take you on as a client in their already packed schedule. Some REALTORS just want your listing and then you never hear from them. Others, well, they just want to collect a commission and move on as quickly as possible. And then once in awhile, you meet a truly caring, committed and engaged REALTOR who wants to exceed your expectations at every step of your real estate transaction. My focus is being this 'kind' of REALTOR.

I am a friendly, professional, and knowledgeable "Home Expert" who will be there to assist you for all steps of your real estate needs.

Getting to work with great people like you is the most satisfying to me - personally and professionally. My goal is to see you excited, happy and pleased with the purchase or sale of your new home.



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# Marketing Your Home



**HOME INFORMATION**  
 Year Built 1957  
 Taxes (2016) \$2,709.24  
 Finished Floor Area 2960 sqft  
 Main 1660 sqft  
 Basement 1300 sqft

**HOME FEATURES**  
 3 Bedroom / 3 Full Bathroom  
 Gas Fireplace  
 Appliance Package  
 Window Coverings  
 Private Fenced Yard  
 Sun Deck  
 Lots of Parking  
 RV Parking

**ROOM MEASUREMENTS**  
 Living Room L1 19'10"X13'11"  
 Dining Room L1 11'3"X13'11"  
 Kitchen L1 20'7"X9'4"  
 Master Bdrm L1 14'1"X13'  
 Walkin Closet L1 11'5"X7'6"  
 Bedroom L1 12'10"X10'8"  
 Bedroom L1 9'4"X9'8"  
 Living Room B 18'6"X14'4"  
 Kitchen B 14'5"X11'7"  
 Den / Office B 16'8"X10'11"  
 Storage B 31'X11'  
 Laundry B 7'10"X9'8"  
 Patio L1 31'X8'



**One-of-a-kind opportunity in the highly desirable S. Boucherle area!**

This near 3,000 sqft 4 bedroom, 3 bath rancher with basement suite; including separate laundry and entrance, offers a terrific "Family Package" with a mortgage helper opportunity. The main floor boasts huge windows that look out over a fully fenced, large flat yard and across to gorgeous, vineyard, mountain, and partial lake views. Gleaming maple heart hardwood runs throughout the open concept main living space to the large open kitchen with an island and raised eating bar. On the main level there is a spacious master bedroom with 3-piece ensuite featuring a large walk-in tile shower. 2 additional bedrooms plus a large main bathroom complete this terrific living space. Downstairs you will find a private 1 bedroom suite with a bright and spacious living area plus a kitchen with eating bar. Portion of large storage area could be converted into another bedroom or office space. The roof is newer and in excellent condition. Just move in and enjoy or renovate/rebuild to make this a spectacular home in a luxurious neighbourhood!



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 REALTOR®

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 darcisellers.com

MLS® 10133437

**RE/MAX Kelowna**



Measurements are approx. please verify if important. E. & O. E.  
 The information contained herein is assumed correct but is not guaranteed by the listing agent and should be verified. An independent member broker.

## Social Media Posts

**OPEN HOUSE 253 Clifton Road**  
 Sunday November 12th 1pm - 3pm



4 Bed / 2 Bath  
 New Kitchen  
 New Roof  
 0.34 Acre Property  
 2322 Sqft Living Space  
 RV Parking  
 Covered Deck  
 Lake & Mountain Views



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 REALTOR®

Call Today!  
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**OPEN HOUSE 1130 Stockley Street**  
 Sunday November 5th 1pm - 3pm



16000+ Sqft Property 4182 Sqft Living Space  
 Triple Car Garage + Lower Single Bay Garage  
 Wired 7.1 Media Room

Legal Suite  
 12" ft Ceilings Throughout Main level



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# Customized Brochures



Beautiful Citi-Home at The MODE. URBAN, INSPIRED, GREEN - Live Centrally, Stylishly, and Smartly at The MODE. Located in the Landmark Corridor, this Tonnie Award Winning, Loft-Style Citi-Home comes with a fenced front courtyard - all the benefits of a single-family home, none of the maintenance and Close to EVERYTHING! The MODE uses Thermal Heat Pumps, super-efficient, low "E" windows and uses a solar heat system for your water. Enjoy the soaring ceiling and huge windows to maximize light and space in this sleek, ultramodern design. Level 1 features an open floor plan to welcome, cook, socialize and dine. On Level 2 enjoy your Master Bedroom complete with Ensuite featuring a deep, oval soaker tub. An open Loft area is perfect to retreat and lounge. Down the hall you'll find the full BR w/ walk-in shower plus the Den space which can be converted to hold a guest bed or futon. Perfect for home or investment. NO AGE RESTRICTIONS. RENTALS ALLOWED. 1 dog or 2 cats.



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**\$394,900**  
**MLS 10139082**

**RE/MAX Kelowna**

Measurements are approximate, please verify if reported E. & O.E. The information contained herein is assumed correct but is not guaranteed by the listing agent and should be verified. An independent member broker.



## HOME INFORMATION

Year Built 2009  
Taxes (2016) \$1,873.40  
  
Finished Floor Area  
Main 372 sq.ft  
Above Main 668 sq.ft  
Total 1040 sq.ft

## ROOM MEASUREMENTS

Kitchen L1 12'10"X10'  
Living Room L1 12'10"X7'  
Loft L2 9'6"X13'8"  
Master Bdrm L2 11'7"X10'3"  
Den / Office L2 10'7"X8'6"

## HOME FEATURES

1 Bed / 2 Bath  
Street & Underground parking  
Window Coverings  
Patio  
Fully Landscaped  
Great Location

## Area Specific Mailouts



## SOLD in 3 days!



**1425 Collison Road**

I came to Kelowna with my family at the age of two and was raised on Creekside Road in the Springvalley area of South Rutland. I went to Springvalley Elementary And Highschool.

My Mother was a retail clerk and bookkeeper and my Dad was a sales professional with Procter & Gamble. Being the daughter of a dedicated and hard-working family, I have learned the value of persistence, perseverance, education and a positive attitude.

I know and appreciate your area for offering some of the best features that Kelowna has to offer to families and investors.

Let someone who knows the area, that you can trust and has the expertise....  
**TO SELL YOUR HOME**

**IT IS STILL A SELLER'S MARKET, PLEASE CALL ME FOR YOUR FREE MARKET EVALUATION OF YOUR PROPERTY.**

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**darci**  
**SELLERS**  
REALTOR®

There are buyers, and then there are SELLERS.





# Marketing Your Home

*Before*





# Professional Photos

*After*





# About Darci

Darci came here with her family at the age of two and was raised in the Springvalley neighbourhood of South Rutland.

Her mother was a retail clerk and bookkeeper and her Dad was a sales professional with Procter and Gamble. Being the daughter of a dedicated and hard-working family she has learned the value of persistence, perseverance, education and a positive attitude.

These core attributes plus education in marketing and communications led her to excel as a sales professional in the BC wine industry, the hotel and tourism industry and then into regional sales with Xerox Canada. With the world class training offered through Xerox it was here that Darci learned expert negotiation skills which she utilizes for her clients to this day.

After Xerox and needing to stay in Kelowna for her new family, she took a position at Kelowna's largest Home Improvement Store. During her years here, she advanced quickly and worked as the Department Manager for Kitchen and Bath, Plumbing, Electrical and finally into Contract Sales.

From here she was hired by a local developer and began her career as a Sales Manager in Real Estate sales and development.

With years of experience in Sales and Marketing and knowledge of building materials and construction she found that these were invaluable tools to her clients. Using her friendly and hands on approach she assisted clients to choose and design their homes from the ground up at The Arboretum, Brandt's Crossing and Bay Vista to name a few.

Darci has a very high level of integrity with a 30+ year track record in achieving success using a friendly, win/win negotiation style.

These skills, plus her expert knowledge of Kelowna as a local will help you find a new home, piece of property or the perfect investment!

Darci enjoys spending time with her husband, daughter and son. She enjoys volunteering at community events, is a Professional face painter and is occasionally a judge for BC Wine Events.





# Testimonials

*After having lived in the same house for over 43 years, this was the year my mom decided to sell the family home. We called Darci and had a meeting to explain to her the difficult and highly emotional decision mom had made to sell the house. Darci was wonderful. She treated my mom like she was her own; with such compassion and respect. Darci took the time to explain the process to my mom, answer all of her questions, and allowed her time to come to terms with her decision. Darci walked mom through the entire process, including helping her stage the house and scheduling showings in "batches" so mom didn't have to be out of the house all day. From start to finish, Darci has been there for my mom and for our family. I, personally, have bought and sold many houses, and I have never seen such a smooth and strategic process and outcome. Darci is not only a good friend, and a genuinely kind person, she's also a fantastic realtor. From the bottom of my heart, thank you for all that you've done to help mom. She's happy, stress free and ready to take on the world!*

**Tracy Barrie**  
General Manager  
250-826-9581  
tbarrie@industrialshuttle.co.



*"Choosing Darci as our realtor certainly was the right decision! She personally helped us stage our unit for sale and attended to every detail of the sale, ensuring that all went very smoothly. Darci is an excellent communicator, and someone who truly cares about her clients and their needs. Her expertise helped us find the perfect property in Kelowna, and she was with us right until the end. Thanks for everything Darci. You are the best!!"*

**Sue and Murray Noble**  
Kelowna, BC

# Community Involvement



➔ *Proud Goalie Mom*



Facepainting  
Business →



# Why Work With Darci?

## *Trusted, Dependable, Experienced, Expert*

My main objective is to sell your home for the highest price, in the shortest amount of time, and with the least amount of disruption to you. Within the first two weeks of a new listing we see the most action and interest in homes; therefore, we enter the market with exceptional value. Using professional photography and design we give your house the exposure necessary for sale.

## *Personality & Service*

Once you decide to sell your home, it is important to choose a realtor that both you and your family can trust and feel comfortable working with. As a sales associate for RE/MAX Kelowna I am that real estate professional you are looking for. I provide my clients with all the benefit of my knowledge and experience they need during the process of selling their home. I am dedicated to making sure that the process goes smoothly. My full-time, full service approach means I'm always there for support and guidance when you need me.

## *Home Evaluation*

I Carefully evaluate your home upgrades, renovations, proximity to schools and amenities, comparison to the market and other homes in the neighborhood to determine the appropriate selling price for your property. Remember, the market dictates price for the most part and as your REALTOR®, I am trained in Home Evaluation. This service is free of charge with obligation to list.

## *Home Staging*

With a keen eye for Interior Design, I encourage and help my clients to "stage the dream" of the home buyer. Sometimes moving around a few pieces of furniture makes all the difference.

If staging is a key factor that will help sell your home faster, I'd be happy to sit down and create a proposal that works well for everyone.

## Marketing Guru

With 30 years combined of Marketing & Real Estate, I am confident I will reach and exceed your expectations. I hold a passion for helping people succeed in real estate by applying my knowledge and experiences to an ever-changing Okanagan real estate market. When I am selling your home, I personalize the selling experience to you and your needs.

**I make your real estate priorities, mine.**



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