



Darci Sellers

REAL ESTATE PROFESSIONAL

THE EXPERIENCE

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 an 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 CENTURY 21 Assurance Realty Ltd. 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 no obligation to list your home.

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 of 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.

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, 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.

WHAT OTHER SERVICES ARE INCLUDED?

- Professional Photography + Drone Coverage for Luxury Listings
- Custom Property Brochures + Marketing Pieces
- Open Houses
- CENTURY 21 Assurance Realty Ltd. Office Tour
- MLS® Tour
- Traditional Media Marketing
(ie: Newspaper, Neighborhood Mailers)
- Social Media Marketing
(ie: 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...

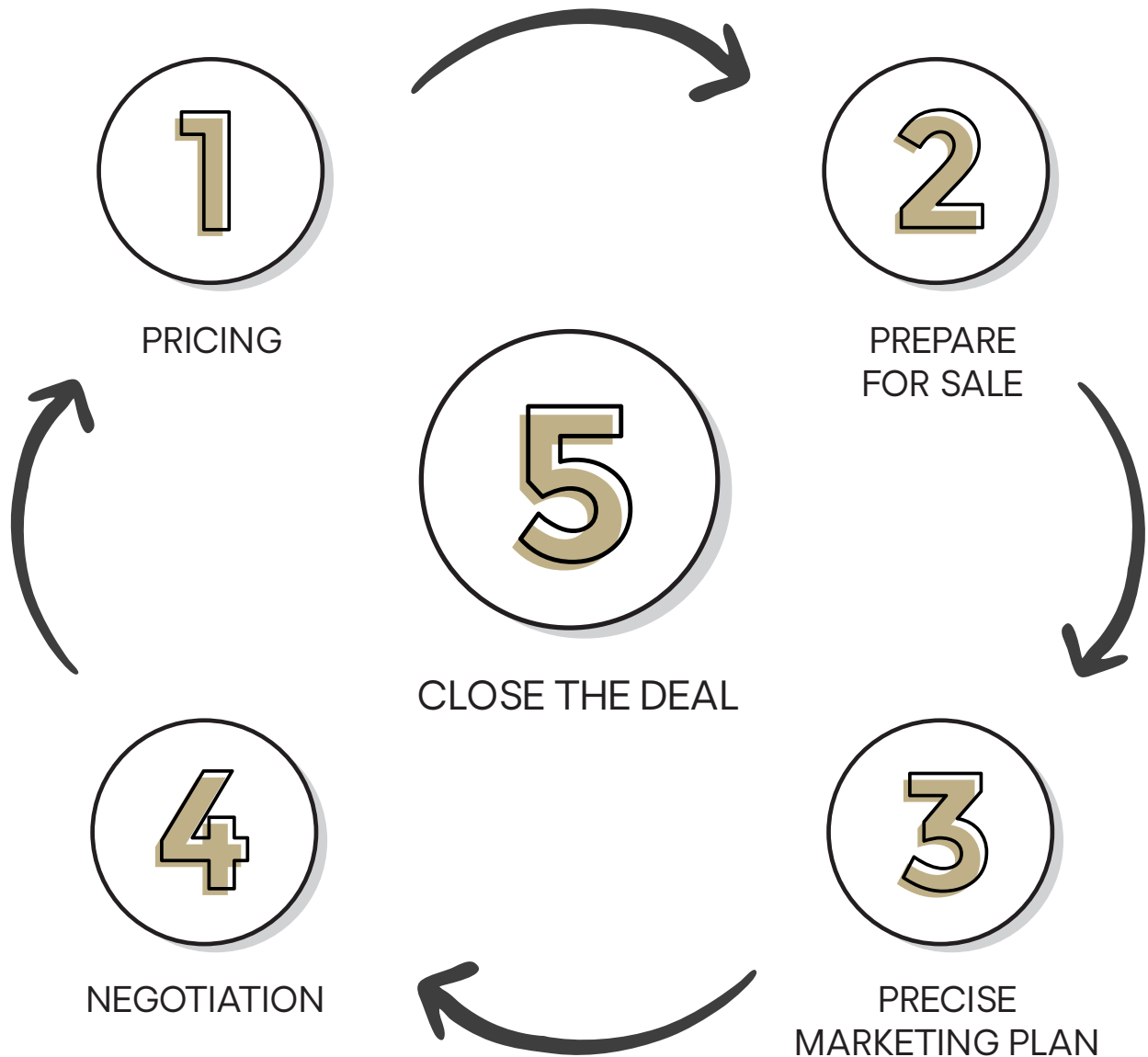
www.251HarveyAve.info



Darci Sellers
DarciSellers.com

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, Matterport Virtual 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

NEGOTIATION

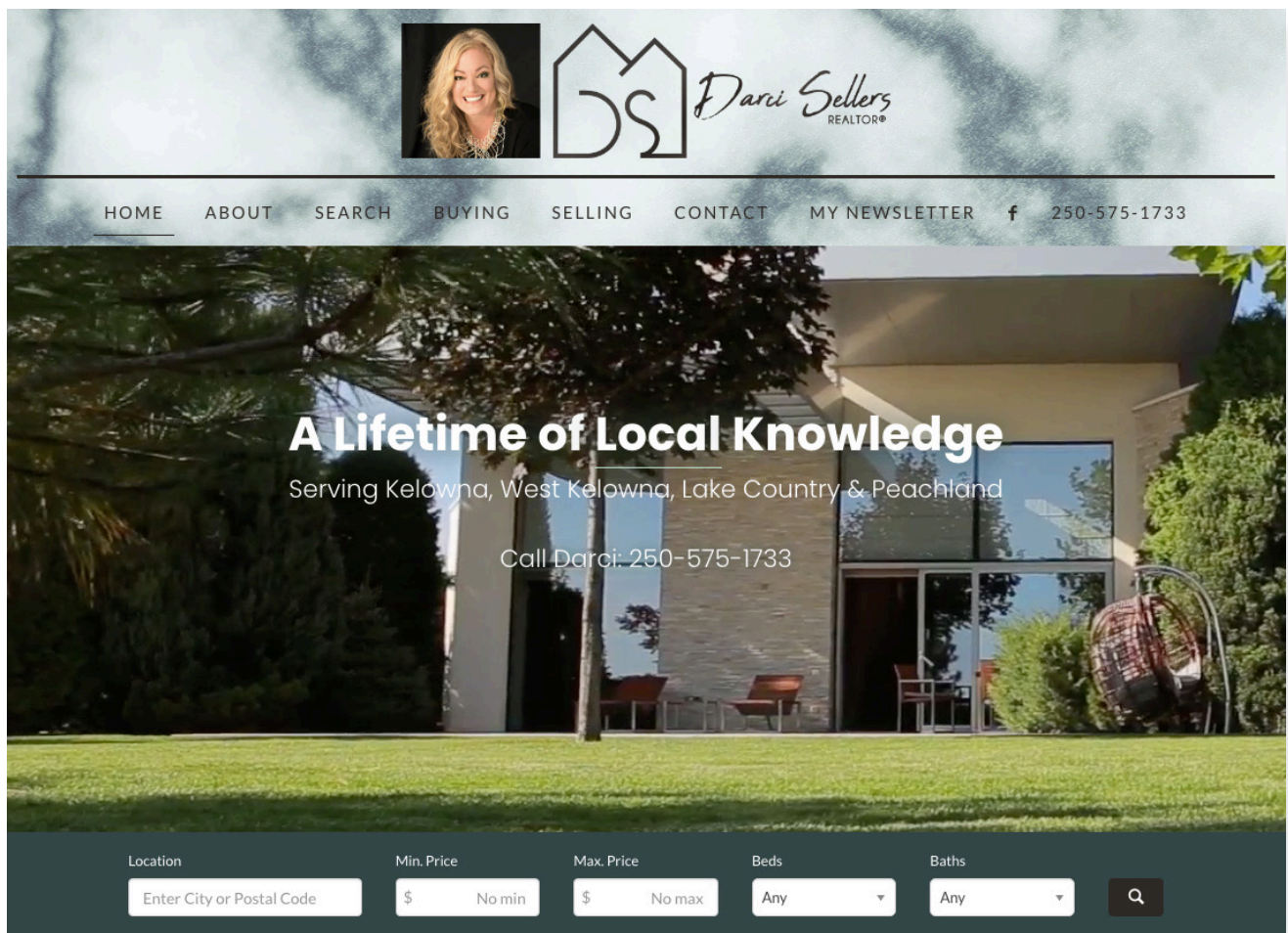
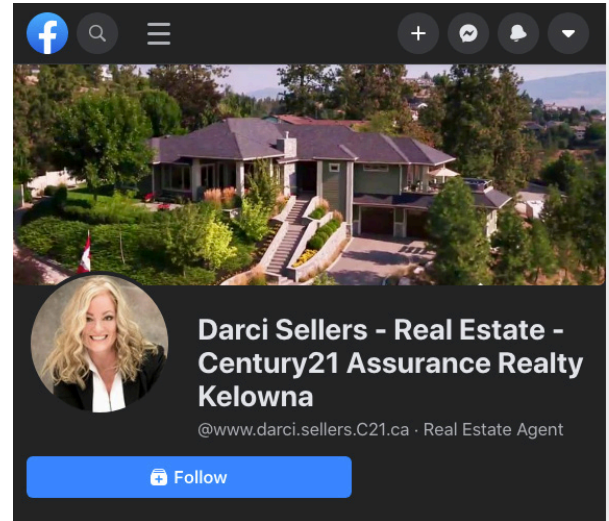
Successfully negotiating a real estate contract is more of an art than a science. When you receive an offer, or multiple offers, having an agent like me, with a proven track record and win/win negotiating style together can make a huge impact on your final sales price. Rather than approaching negotiations 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 work with the CENTURY 21 Assurance Realty Ltd. Conveyance Team to keep tabs on all deadlines to make sure the buyers follow their contractual obligations to a smooth closing.

ONLINE MEDIA PRESENCE



250.575.1733

darci.sellers@century21.ca

darcisellers.com

ONLINE + PRINT MARKETING



DMS MARKETING

- 20 touches / year from extensive personal database
- Direct access mail
- Precise, professional photos & print
- Your listing is seen over 1900 times!



3111 HAROLD ROAD

\$799,000

This is a VERY UNIQUE/ONE OF KIND Opportunity! This home was a former private care home with 8BR 8Bath Including 2 SEPARATE/SELF CONTAINED SUITES (shared laundry in main home with private access). Wheel-chair adapted with 2 chair lifts for the split plan in the main home. Main level is perfect for large families and entertaining. Huge Kitchen w/island featuring solid, well made custom cabinetry throughout.

Need it SOLD? Call SELLERS!

CENTURY 21 Assurance Realty Ltd.
C 250.575.1733
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darci.sellers@century21.ca
darcisellers.com
251 Harvey Avenue, Kelowna, BC V1Y 8C2

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MARKETING YOUR HOME

SOCIAL MEDIA + AREA SPECIFIC MAILOUTS



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MARKETING YOUR HOME

CUSTOMIZED BROCHURES + JUST LISTED FLYERS



BRIGHT CORNER UNIT

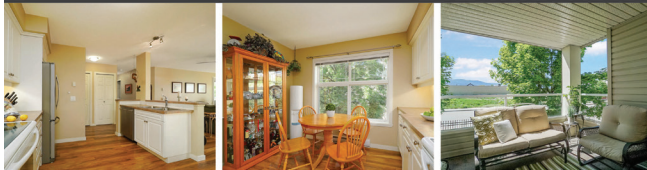
This beautiful, bright & spacious 2Bed 2Bath SW facing CORNER UNIT in the NEWER BUILDING of this 19+ complex has plenty of storage space with large bedrooms, a large, open kitchen and TONS OF WINDOWS! Terrific features w/OPEN CONCEPT floor plan (WHEELCHAIR ACCESSIBLE), kitchen w/island & nook, ample white cabinetry w/valance lighting, in-suite laundry, master bed walk-in closet & 4-piece en-suite with separate soaker tub & shower. A covered outdoor balcony surrounded by beautiful landscaping is the perfect place for sunny mornings and shady evenings! Secure underground parking, storage unit, 2 guest suites & access to the exceptional clubhouse that boasts a full kitchen, pool table, big screen TV, exercise room and a HUGE concrete terrace w/beautiful gardens for entertaining. This complex is well-cared for and is just steps to parks, schools, transit, pharmacies, shopping & restaurants. YLW and UBCO only a short drive away.

#118 515 HOUGHTON ROAD

2 BDRM | 2 BATH | 1100 SQ FT | 2006

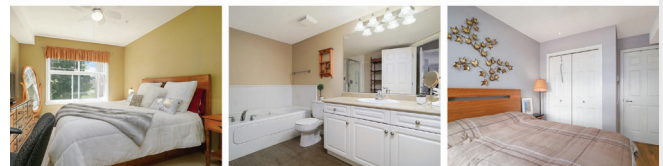


www.118MagnoliaGardens.info



CENTURY 21.
Assurance Realty Ltd.

CLUBHOUSE, TERRACE + 2 GUEST SUITES!



For Additional High Resolution Pictures, Floor Plan and Virtual 3D Walk-through visit:

www.118MagnoliaGardens.info



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C 250.575.1733
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251 Harvey Avenue, Kelowna, BC, V1Y 6C2
Each office is independently owned and operated.



JUST LISTED!



CENTURY 21.
Assurance Realty Ltd.

#118 515 HOUGHTON ROAD | WWW.118MAGNOLIAGARDENS.INFO
MLS 10210753 | 1100 SQ FT | 2 BED | 2 BATH

*Not intended to solicit properties currently listed for sale, under contract or induce breach of agency.

JUST LISTED!



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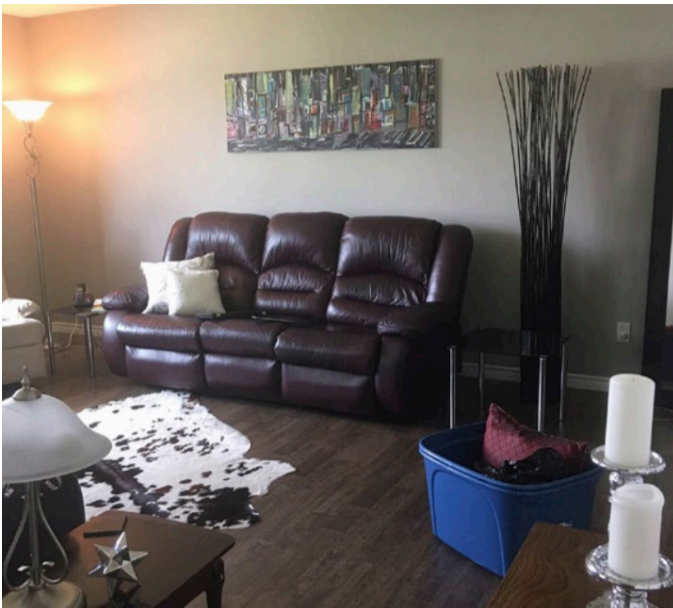
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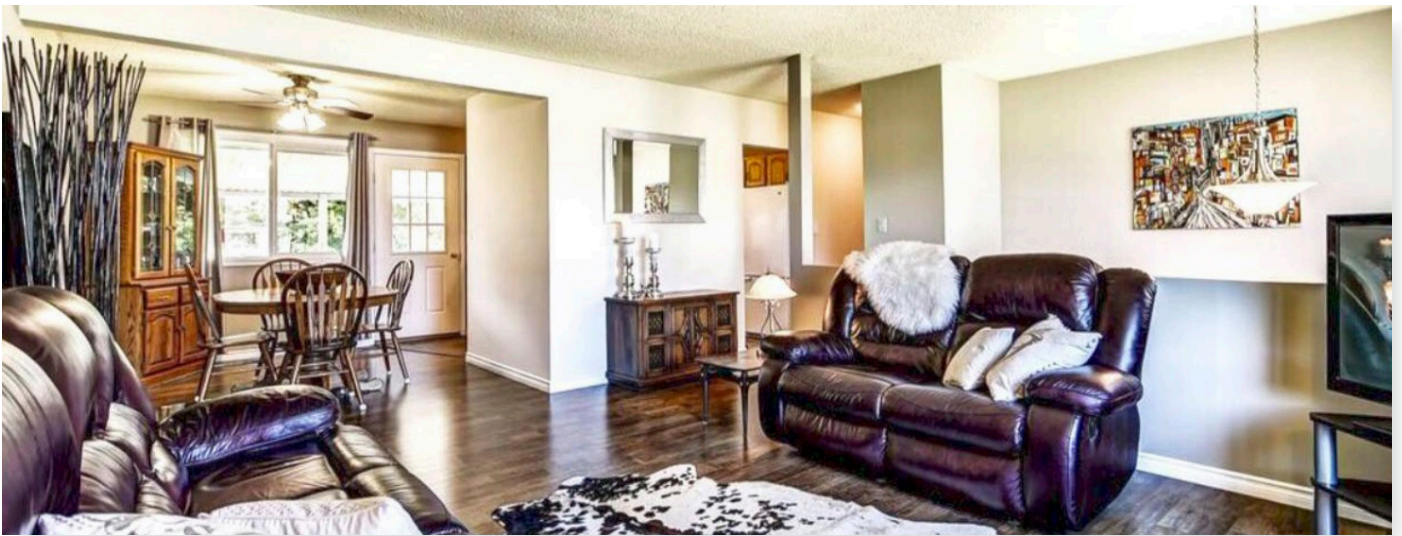
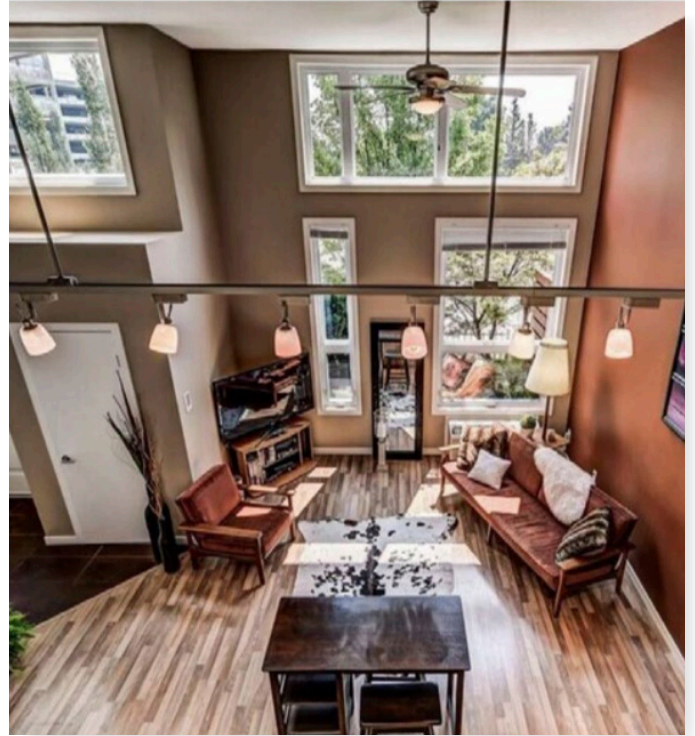
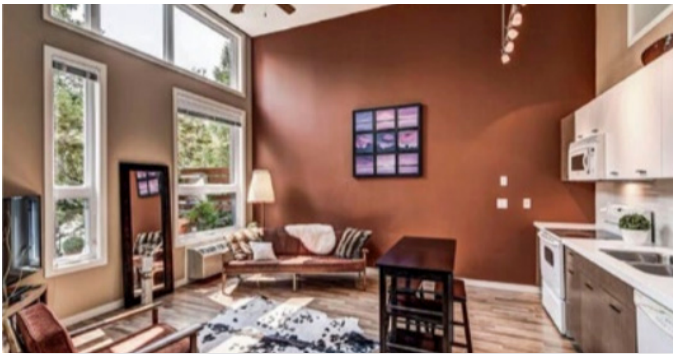
PROFESSIONAL PHOTOS

HOME STAGING "BEFORE"



PROFESSIONAL PHOTOS

HOME STAGING "AFTER"



ABOUT DARCI

Darci came to Kelowna with her family at the age of two and was raised in Springvalley neighborhood of South Rutland.

Her mother was a retail clerk and bookkeeper and her father 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 and 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



My family and I could not be more please with our overall experience with Darci Sellers. She exceeded my expectations in every way. Darci is extremely personable and flexible and very knowledgeable at marketing homes. Darci organized a professional photographer who came out to our home and the photos were amazing! She went above and beyond helping with staging and spent her time getting the home ready for showings. It is clear she has an eye for detail and knows what buyers are looking for. An agent with a huge heart who puts her clients needs first is what shone through in each interaction. I feel confident recommending Darci as the best Real Estate Agent in Kelowna.

VICTORIA GRAHAM SWEETMAN | Kelowna, BC

Buying a house in Kelowna from Vancouver was so much easier with Darci's help! She was kind, friendly, and helpful through every step of the way, and truly cared about helping us buy the house we wanted. Darci was very insightful and gave us advice and information about the city and neighborhoods that we would not have otherwise known. Thank you so much for helping us with our purchase, my family and I are so happy to have worked with you!

ZACK & OLIVIA | Burnaby, BC

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!!

SURE AND MURRAY NOBLE | Kelowna, BC

Darci Sellers is the most exceptional REALTOR® we have ever worked with! Over the years, my husband and I have had several occasions to sell our current home and purchase another. Working with Darci this past year has been the most gratifying experience ever. Darci is a true professional, who pays close attention to clients needs while carefully adhering to all important details. She always made us feel that we were her top priority and that she was always available to take our call or respond to an email. As a skilled marketer, it was not long before she was able to bring us a good offer on our property. On the other side of the situation, Darci listened carefully to our needs and skillfully sourced suitable properties and helped us select the best one for our current needs. Above and beyond the usual, Darci always made us feel like her number one priority. Always personal service and always with a beautiful smile. This is one professional lady who is the best of the best in her field.

JOHN AND RHONA RYAN | January 2020

COMMUNITY INVOLVEMENT

GOALIE MOM

Female PeeWee Junior Rockets



GUEST WINE JUDGE

BC VQA (Vintners Quality Alliance)



BOYS & GIRLS CLUB

Community Engagement Team



Boys & Girls Clubs
of the Okanagan



COMMUNITY INVOLVEMENT



THE HONORABLE NORM LETNICK



CATHY FARROW

BC Ovarian Walk of Hope



CITY OF KELOWNA

"RCMP Gratitude" Event



ROSEMARY THOMPSON

Okanagan Symphony Orchestra

