

KYLE GOULET

PERSONAL REAL ESTATE CORPORATION

“Integrity is doing the right thing when no-one else is watching”

~ C.S.Lewis

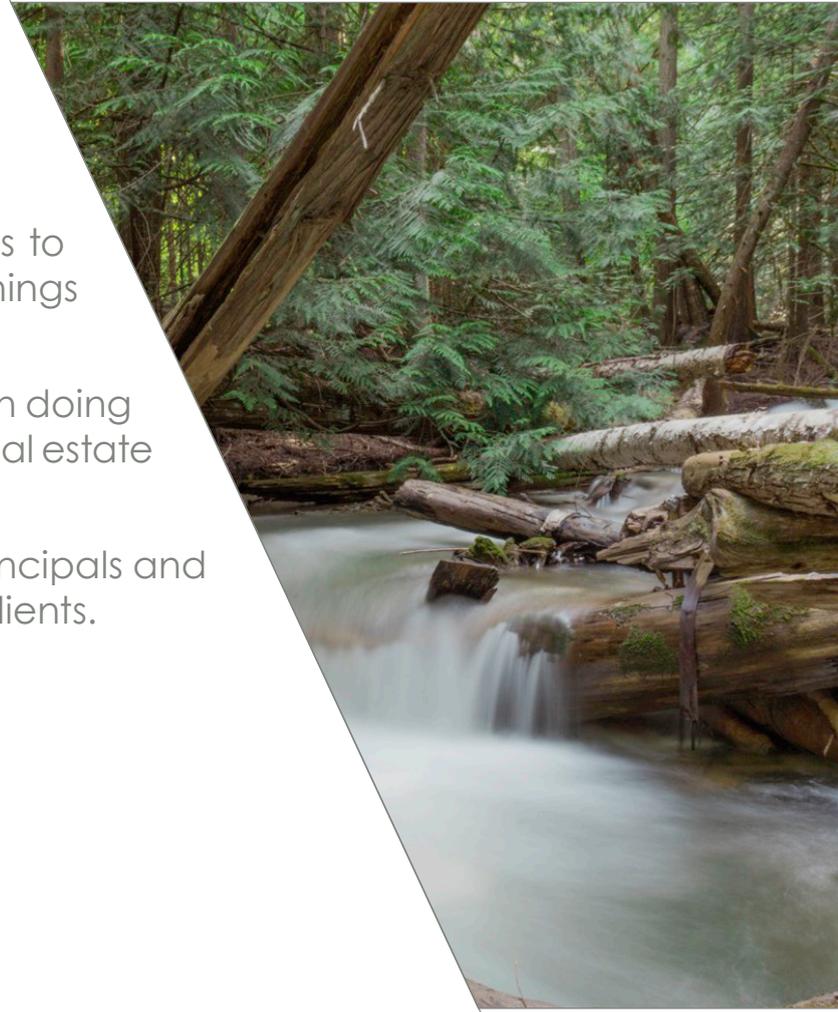
OUR VALUES

In everything we do, we believe in challenging what it means to provide outstanding real estate service; we believe in doing things differently.

Right from the start, we put our clients and their properties first; in doing so, we have become one of the most admired and respected real estate offices in Vernon.

Today, as our business continues to grow, we stay true to our principals and continue to strive for the highest standards and results for our clients.

We are committed to being great Realtors.



PERCEPTION OF VALUE



Patrons will pay substantially more for a bottle of wine in a fine dining restaurant than they will pay for the same bottle in other restaurants. **How it's presented to them is as important as the wine itself.**

Real estate is very similar. If a Buyer perceives a higher level of care in the presentation and marketing of your property, they will predictably be willing to pay more for it. **The value of your home is not a fixed price, it is elastic and changes depending on the manner in which it is presented to the buyer.**

By listing your home with a professional agent from a highly respected real estate office, you are sending a clear message to Buyers that you are serious about selling and have top quality representation. This will inevitably lead to more serious offers and a higher sale price for your home.

My entire home selling system is built around this principal and ensuring that Buyers see maximum value in your property.



WHY RE/MAX?

We chose to work with RE/MAX because it is the most recognized and respected real estate brand in the world. Here in Vernon, RE/MAX has unrivaled market dominance (approximately 43% of active listings) and continuously ranks #1 in customer satisfaction.

Within the real estate community, RE/MAX agents are highly respected and regarded as the most professional, experienced and educated in the industry. As RE/MAX professionals, we are part of a massive global network of over 110,000 agents with which to market properties, collaborate ideas and exchange referrals from out-of-town buyers.

Ultimately we chose RE/MAX because it gives our clients a competitive advantage and a better chance to sell for maximum value.



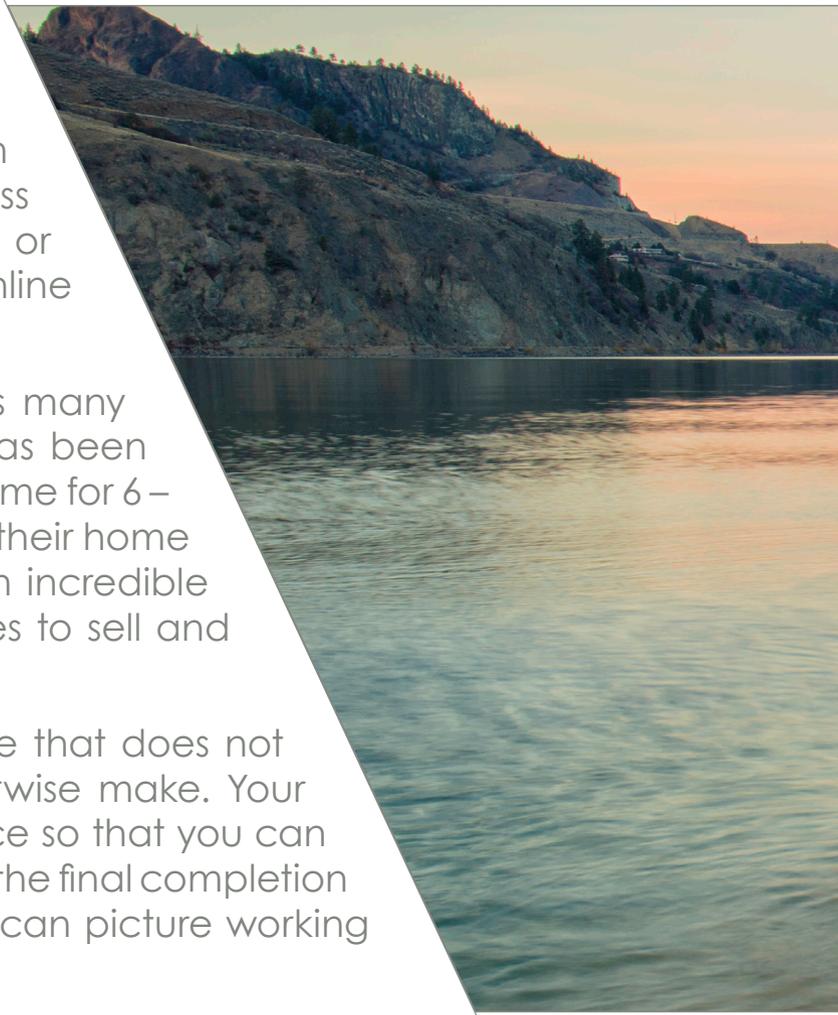
CHOOSING THE RIGHT AGENT

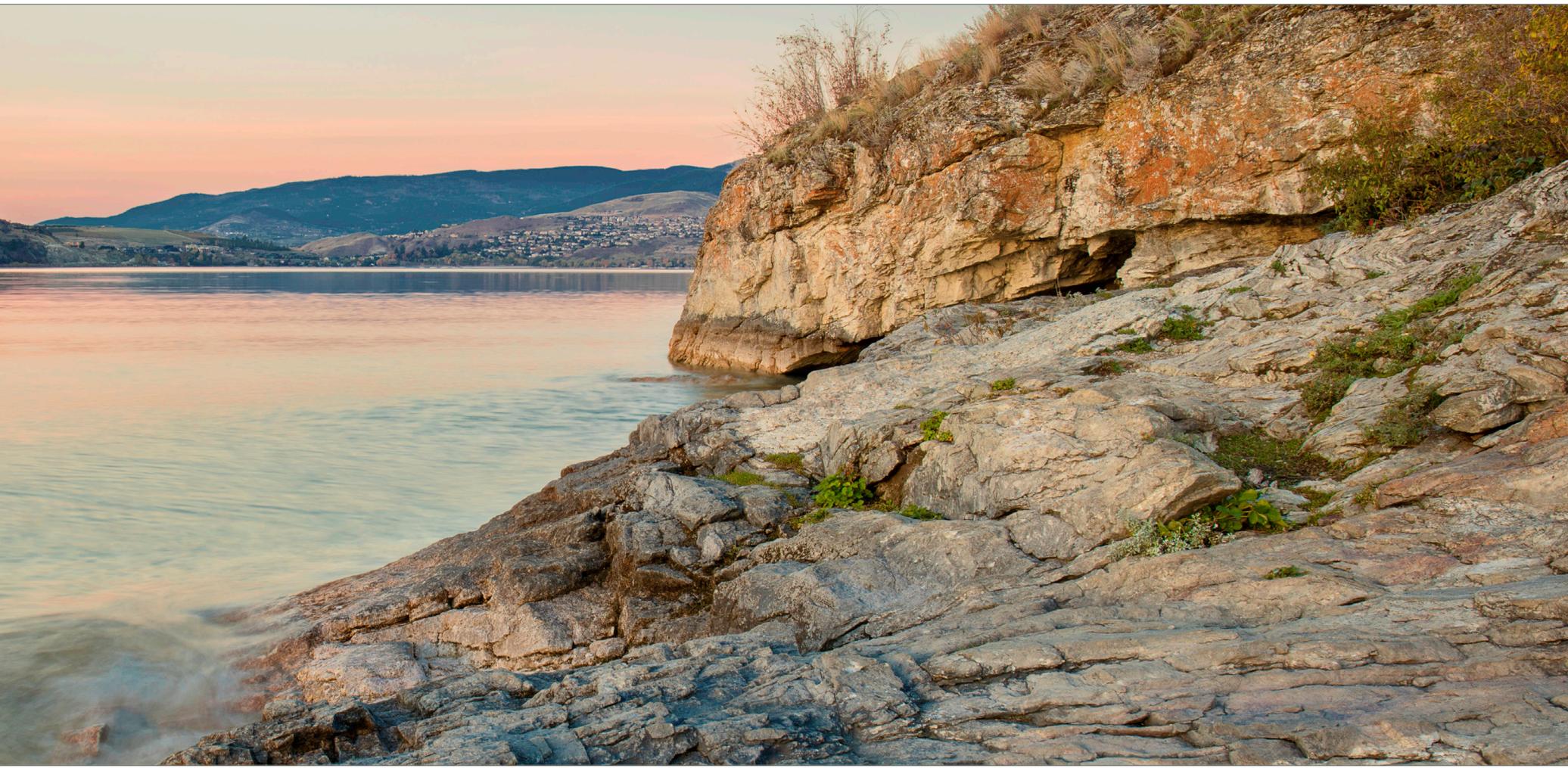
Real estate has evolved significantly over the last decade. Long-standing techniques of selling properties are no longer enough.

Through social media and the Internet, consumers have become accustomed to getting large amounts of information with very little effort. This means real estate Buyers have less tolerance for listings that exhibit poor quality photographs or incomplete information. Buyers today will do more research online and look at fewer homes in person than in the past.

Properly marketed homes can generate more than twice as many showings as homes marketed with a lower level of care. It has been shown that an agent with a comprehensive system can sell a home for 6 – 8% more over traditional marketing methods. For most people, their home is their largest asset and the Realtor they select can make an incredible difference on how much their home sells for, how long it takes to sell and how smoothly the transaction is handled.

Choose an agent you feel comfortable working with and one that does not intimidate you into making decisions that you wouldn't otherwise make. Your agent's job is to provide you with all the information and advice so that you can make the best decisions. The process from listing a property until the final completion day can be lengthy and complex, so hire an agent that you can picture working with throughout this process.





FACTORS OF SELLING A HOME

Selling your home for its maximum market value narrows down to four factors: **Condition** of your property, **Marketing**, **Pricing** and **Negotiating**.

Condition - When preparing your home for sale, we typically advise our clients to repair but not to renovate. It rarely makes sense to complete large scale renovations as the cost to complete the renovation is typically higher than the increase in resale value will be. Completing minor repairs and cosmetic upgrades however is extremely beneficial. De-cluttering and a thorough cleaning will make a world of difference in how Buyers perceive your home.

Marketing – The real estate business has changed so much over the last decade and yet many things have stayed the same. The marketing has become very online based and Buyers want accurate information very quickly. Once Buyers have narrowed down to homes they are interested in, the process of viewing homes with their chosen agent and writing offers has not changed. Successfully selling homes now requires listing agents that combine progressive marketing and a high level of personal service to prospective Buyers and their agents.





Pricing – Correctly pricing your property from the beginning is so important to obtaining the best price for it. Underpricing or overpricing a home will be detrimental to selling for the maximum market value. Please take some extra time and care to price correctly as this is so important.

Negotiating – When an offer comes in on your property, the agent you have chosen to list your home will be representing you so it's so important to list with someone intelligent and respected! Successful negotiations can be the difference of thousands or tens of thousands in the final sale price. Sometimes the best deal is the deal you don't make and it's important to look at all the factors of an offer to decide if it is right for you.

ABOUT KYLE - PERSONALLY



I was born in the beautiful town of Vernon and have been proudly raised locally ever since. I currently live in Coldstream with my wife and our two lovely little girls. We are a busy family with soccer, gymnastics, piano and the regular seasonal activities that come with living in the Okanagan.

Growing up I gained some strong passions in life. In my early 20's, after attending the business program at OUC, I ventured into aviation. I obtained my private pilot license (and still hold a current license). I have flown within B.C. and even down south, across the border, on both land and floats. Once I started a family, I joined the Coldstream Volunteer Fire Department. After ten years I am still a proud volunteer.

In addition to being an enthusiastic member of the community, I try and take in all that the Okanagan has to offer on the mountains, lakes and trails.



ABOUT KYLE - PROFESSIONALLY



I grew up within the construction industry; my father still works to this day building houses. After gaining some work experience within the industry, I decided to get some insight at OUC's business program. Within the same period, I was working within the Insurance Restoration Industry and remained there for over thirteen years. During which time, I attained many designations, including: Applied Remedial Technician (mould abatement, AMRT) and Master Fire and Smoke Restorer (MSR). I developed the Asbestos Division and was a Senior Manager capable of all projects of any type or size.

I have always had a passion for Real Estate and over the past decade have researched and ventured into many investment income properties. I own multiple investment units and enjoy the complete process from research to purchase. I would love to pass along my knowledge.

I now work within Remax Vernon and am very appreciative of the support, connections and professionalism that comes with that partnership.



ABOUT MARTY - PERSONALLY

I am originally from Calgary and moved to Vernon in 1995.

I currently live on an acreage in Vernon with my wife and three kids (plus dogs and chickens). We are a family of outdoor enthusiasts and spend as much time as we can hiking, camping, skiing and swimming. We always strive to maintain a healthy work/family balance.

Other than family and real estate, I have two passions. Firstly, I am an auto enthusiast and secondly, I enjoy landscape photography. Many of the photos in this book are images I have captured around the Okanagan.

Prior to starting my real estate career I worked as an auditor and an investment advisor (I have always been a bit of a math nut... my wife calls me her "walking calculator"). Also, I am a real estate investor and a director of the Vernon Land Trust, which is a non-profit organization helping to solve the lack of rental property in Vernon.



ABOUT MARTY - PROFESSIONALLY



I obtained my real estate license in 2003 and have spent my entire career with RE/MAX Vernon. I have always enjoyed the professionalism, support and connections that come with being part of RE/MAX.

I have had the privilege of helping hundreds of families sell and buy all types of property in the Vernon area: first homes, family homes, investment properties, and dream retirement places. I feel my role is to provide the progressive marketing, partnership, and insightful advice that clients need whenever it's time for a move.

I have awards and accomplishments with RE/MAX that I am proud of, but that isn't what drives me and I don't believe that is what inspires my clients to work with me. I am driven by the humble appreciation I feel when clients place their trust in me to represent them with their important decisions.

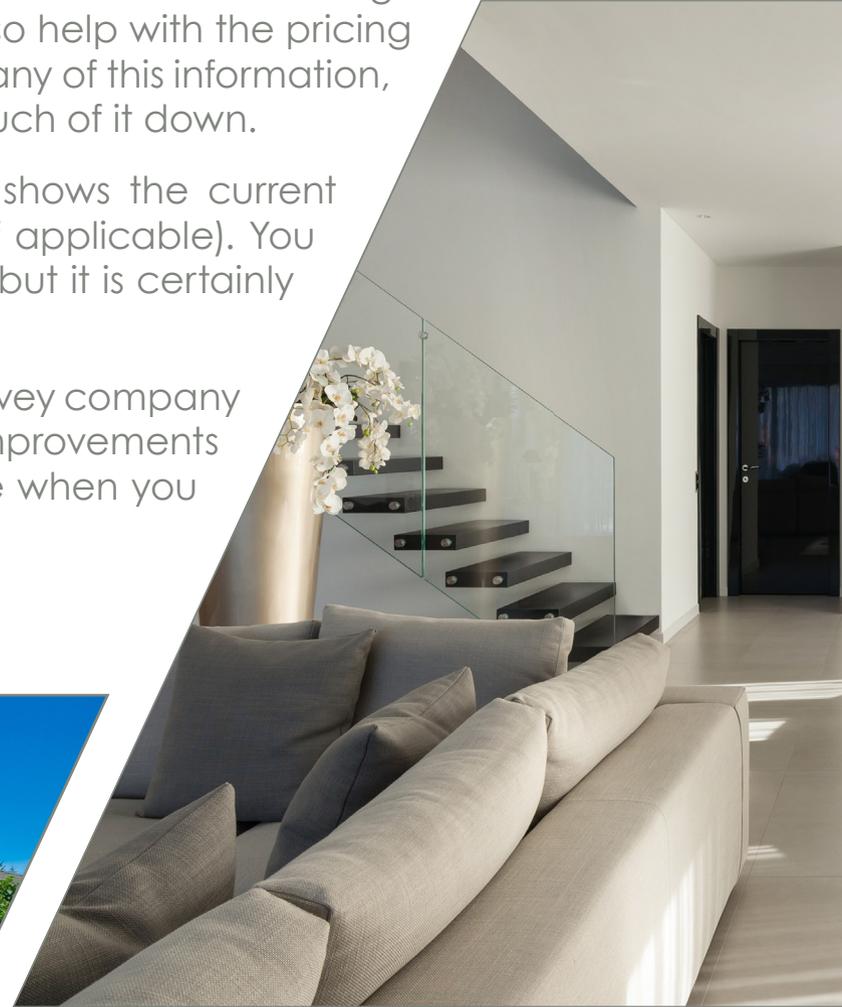


LISTING PREPARATION

If you are preparing to list your home for sale, the following information will be very helpful in streamlining the process. The more details you can provide, the easier it will be to get them into the hands of interested Realtors and Buyers. It will also help with the pricing and marketing of your property. If you have trouble accessing any of this information, please let me know as we can certainly help you can track much of it down.

Mortgage Verification – A statement from your lender that shows the current amount owing on your mortgage and any payout penalty (if applicable). You don't need to share this if you would prefer to keep it private, but it is certainly something to look into before you consider listing your home.

Survey Certificate - This is a drawing prepared by a qualified survey company of your property that shows the location of buildings and improvements on your property. You may have received a Survey Certificate when you purchased your home.



LISTING PREPARATION - CONTINUED



Insurance paperwork – Buyers looking at property will often ask what the insurance premium is, if there have been any recent claims and which company insures the property.

Permits for any Improvements on your Home - If there have been any improvements to your home that involve changes to structural, electrical, plumbing, or gas, you may have obtained a permit from the municipality. Any permits you may have for work done prior to owning the home would also be beneficial.

Utility Bills - Buyers that are seriously considering your home may have questions regarding utilities, and how much it costs to operate your home.

Receipts for Major Repairs - If you have completed any significant repairs to the property, it is beneficial to verify the details in order to mention them in the listing/marketing materials. Also include any documentation related to warranties on these particular items.

LISTING PREPARATION - CONTINUED

Strata Documents - If your home is part of a strata development, please find any strata documents that you would have available, along with any recent updates.

Rental/Service Contracts - Details of any contracts for items such as alarm systems, rented furnaces or water softeners that form part of the property, but are not currently owned.

Property Tax Assessment - Your most recent Property Tax Assessment including any municipal notices regarding your property.

Well & Septic information - If your home is on a well or has a septic system, any information or maintenance receipts you have will be very helpful.

Tenancy Agreements - If any portion of your property is occupied by tenants, a copy of any relevant tenancy agreements and any rental increases will be beneficial. Potential buyers will require those agreements if they decide to take on the existing tenants (or for supporting documentation for financing).

Extra Keys - Have extra key(s) ready to go into a realtor lockbox so agents can access your property when they are showing buyers your property. The lock box would be secured to the outside of your home so licensed agents could access the keys once they have confirmed an appointment.





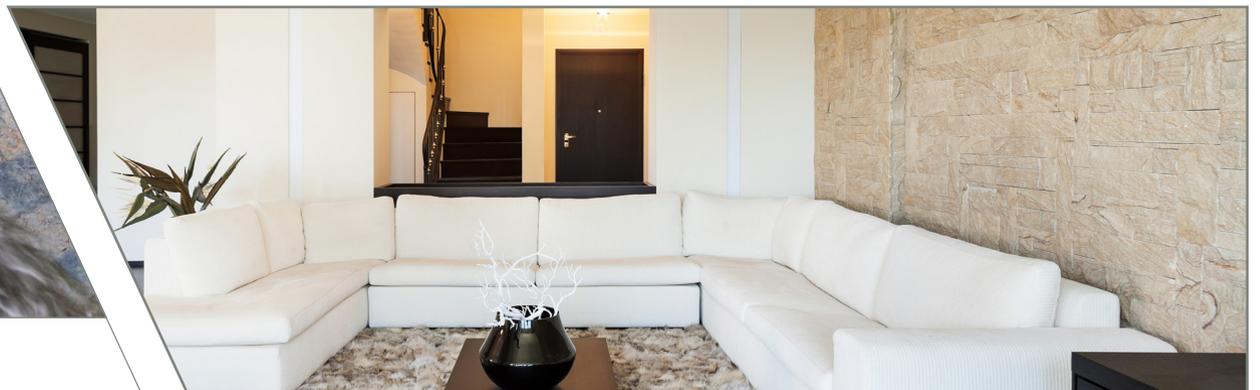
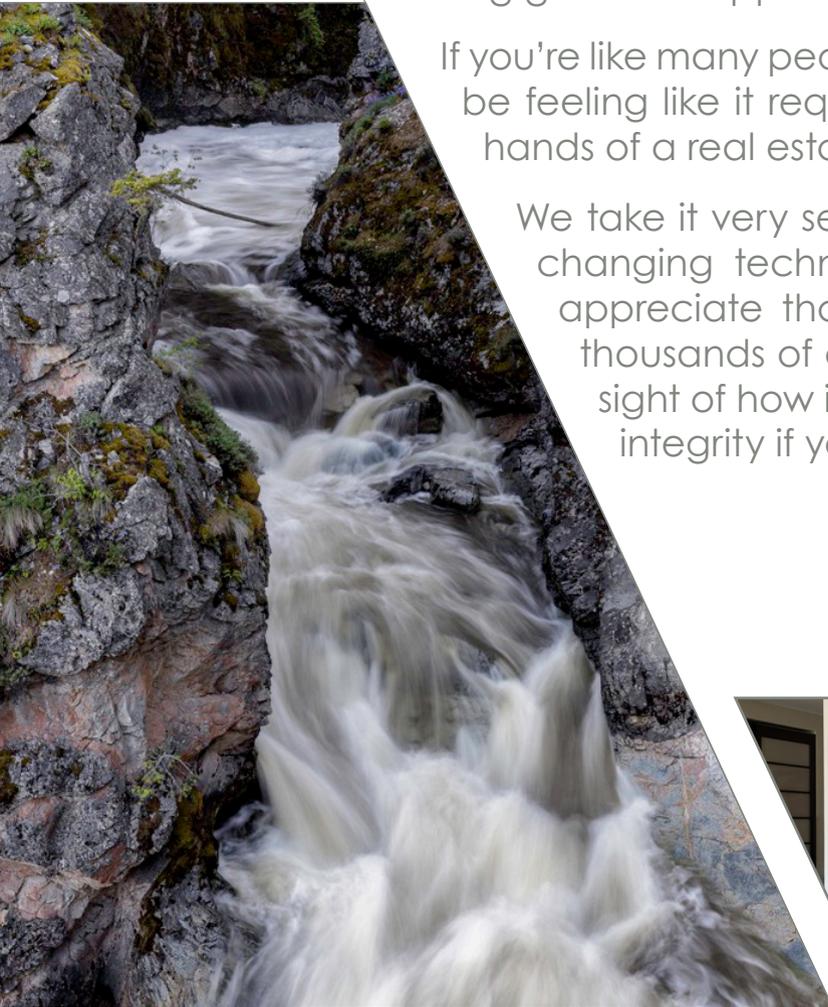
THANK YOU

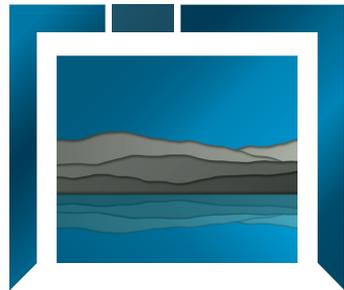
Thank you so much for taking us into consideration for your potential move. we appreciate being given the opportunity to earn your business.

If you're like many people, your home may represent your largest asset, and you might be feeling like it requires exceptional trust to place the sale of your home into the hands of a real estate agent.

We take it very seriously to ensure we utilize progressive marketing and the ever changing technology required to represent your home effectively. We fully appreciate that the realtor you select can make the difference of tens of thousands of dollars to your net worth. We assure you that I would never lose sight of how important this is to you and would represent you with the utmost integrity if you decide our services would be of interest to you.

MARTY GILBERT AND KYLE GOULET





KYLE GOULET

REAL ESTATE AGENT



250-308-4429 | KYLE@GOULETHOMES.COM | WWW.GOULETHOMES.COM