

JOHANNSEN

group real estate

We Sell The Cowichan Valley!



Seller Orientation Guide

*Selling your home for the most money,
in the least amount of time, and with the least inconvenience.*



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Let the Johannsen Group work for you!!

Our real estate business demands teamwork. It would be impossible for us, as individual Realtors, to handle all aspects of the complicated buying and selling process, and do all of them extremely well. In order to provide balance in our business, we've created a level of team synergy that has escalated us to our current success at an unprecedented rate, and without compromising quality client service.

Why Hire Us To Sell Your Real Estate?

- We'll sell your property for MORE money and in LESS time!
- Free pre-list home preparation consultation
- Free Comparative Market Analysis
- Complete Seller's Information Package
- Proven, highly effective Marketing plan
- Professionally designed information packages & feature sheets
- Strong Marketing presence
- Quality colour ads
- Advertising in Victoria and out of province
- Healthy Marketing Budget
- Experienced & professional full time agents available seven days a week
- Pre-qualification of buyers
- Friendly, courteous & efficient administrative staff
- Prompt feedback from all showings
- Marketing Service Reports every 30 days until Sold
- Regular Market updates
- International referral network
- Largest number of qualified leads
- Virtual tours & strong on-line presence
- Top-ranking website with over 1,000,000 visits per year
- Award winning service
- RE/MAX - The best service oriented & most widely recognized Real Estate organization in the world
- Experienced in new home construction & project marketing
- Experienced in Subdivision & Property Development
- Waterfront & Acreage specialists
- Consistently ranked in the Top 100 Teams in RE/MAX Western Canada
- Innovative marketing and technology programs
- Exceptional customer service.
- RE/MAX sells more Real Estate than any other company in the Valley.
- The Best reason for choosing the Johannsen Group . . .

**We provide exceptional
service that is second to none!**

***Need more reasons? Call us!!
It's your time and your
money...you'll be
SOLD!***



Kim Johannsen
Team Leader

Kim was licensed in 1993 and joined RE/MAX in 1994. Kim is consistently in the top 1% of all Realtors selling in the Cowichan Valley. Formal education & a 10 year career with the Canadian Navy have helped him immensely with his career in Real Estate. A personal background in both investment and property development gives him an edge in providing his clients with helpful information and tips in market preparation & renovations. Kim enjoys a challenge and uses innovative techniques to bring offers together that work for both sellers and buyers.



Jitka Johannsen
Office Coordinator

Jitka is not only Kim's wife, she is also an integral part of the Team. As the Office Coordinator, Jitka has a key role in keeping the flow of information and business activities on track, and coordinates our advertising and marketing efforts. When Jitka is dealing with your business whether it's processing your contract or arranging for an appointment, you know it's being done right. Jitka looks forward to answering your call when you're ready to talk to real estate experts in the Cowichan Valley.



Rod Macintosh
Associate Realtor

Rod joined the team in 2011 & brings with him 20 years of local knowledge of the Cowichan Valley & has a thorough understanding of why this is a wonderful place to live. He is a member on the Advisory Planning Commission for his local area within the CVRD & is familiar with local planning & development issues. He looks forward to developing a solid relationship with you & guiding you through the intricacies of the real estate market.



Theresa Carter
Associate Realtor

Theresa joined the Johannsen Group in 2007 as an administrative assistant & developed an enjoyment for real estate. In 2012 she put all the knowledge & skills she had learned & became a licensed agent. She is driven to accomplish excellence in everything she does & utilizes her strong problem solving skills & assertive nature to get things done. She is a good listener, extremely organized & is not afraid to be creative to help her clients achieve their goals.



Renee Eastland
Office Administrator

Renee has been with the Johannsen Group since 2003 and has been involved in almost every aspect of the office from answering the phones, to processing paperwork, to implementing new technologies & systems. Her goal is to ensure that when you call our office, your needs are met with prompt, courteous & friendly service. She also ensures all your paperwork is in order & assists the licensed agents in keeping you up to date.



Kyle Johannsen
Multimedia & Marketing

**Team Work
Makes The
Dream Work**

"And this is the bathroom . . ." or SHOWING THE PROPERTY

Showing the property is the most critical of phases of home buying yet the most often under emphasized. A well cared for, neat and attractive home will sell more quickly. The following are but a few suggestions on preparing your home for showing:

- Reduce clutter. Sort through closets, drawers, and storage areas. Toss what you can, organize the rest. If you have too much furniture in your home, put some pieces in storage to make a better first impression.
- Clean. Not only should your home be spotless, it must be clean. Apply elbow grease and strong cleansers to surfaces inside and outside your home. Clean the window sills. Consider painting if cleaning doesn't do the job.
- Sparkling windows are a signal to buyers that you care about your home. Clean your interior and exterior windows. Repair cracked panes, torn screens, broken sashes, and ropes or cords. Whenever your home is being shown, open your curtains to let the light in - especially if the view is nice.
- Make minor repairs. Tighten loose knobs, fix leaky faucets and discolored sinks, lubricate squeaky hinges, clean out clogged drains, replace filters, secure loose shingles, fix holes in screens, tighten loose banisters, repair doors, door knobs and remove stains.
- Clean all curtains & draperies; shampoo rugs & wax floors.
- Arrange furniture to make each room appear larger.
- Make sure all lighting fixtures work. Add new bulbs with the highest wattage allowed for each fixture to make your room seem brighter.
- Appeal to the senses. Create an aroma during the open house. Burn candles or potpourri, boil a pot of cinnamon sticks, or put a dab of vanilla on cold lightbulbs before turning them on. If you have pets or if someone in your home smokes, the odors can linger and lessen your home's appeal. You might not notice these smells if you live with them every day, but an unchanged cat box or an ashtray filled with cigarette butts can mean your home will get no further attention.
- Clean up the front entrance. A coat of paint on the door; brass accents such as house numbers, a door knob, and a kick plate; and pruned bushes and blooming plants can help your home make a good first impression.
- Make sure your doorbell works.
- Paint. Light, neutral colors such as beige, white, off-white, or gray have a broader appeal and can make small rooms seem larger and airier. If you have dated wallpaper, remove the paper and paint the walls. Choose premium quality paint. Caulk and fill nail holes before painting.
- Repair a leaky roof, and then paint over any water marks on the ceiling. Don't paint to hide a problem, always fix, then paint.
- Repair a wet basement as applicable. The problem can be as easy to fix as installing covers over window wells. If the moisture problem calls for more extensive repairs and you are not able to make them, be prepared to explain the problem to a buyer. Don't try to cover up the signs of a wet basement.
- Exterminate. One bug, dead or alive, can make a bad impression on a buyer. Call in a professional to rid your home of insects, and allow time for the smell of the pesticide to disappear before showing your home.
- Organize the kitchen. Clear off the counters. Add drawer organizers to suggest efficient use of space. Store seldom-used small appliances and large baking pans.

- Update the bath. If cleaning and painting can't make a dingy bath dynamite, consider replacing the vanity and sink, installing a new floor covering, or resurfacing a stained bathtub. Even a new shower curtain or toilet seat can work wonders.
- Install outdoor lighting that properly illuminates your entrances, walkways, and drive. Turn on all those outdoor lights when your home is being shown.
- Put potted flowering plants by the front door. Give shutters a fresh coat of paint. A window box full of flowers is an inexpensive way to add an accent of color to your home's exterior.
- Buy a new doormat.
- Pick up tools and toys from the yard. Put garbage cans in the garage and shut the door. Make sure the garage is swept, and try to remove any stains from the floor.
- Paint your mailbox and lamppost.
- Clean gutters and downspouts. Straighten and paint if necessary.
- Depending on the season, hose down the house, walkway, and drive at least once a week.
- Repair cracks and pull weeds from walkways and the drive.
- Carpeting has a major impact on the look of your home. If yours is badly worn, outdated or stained, consider replacing it.
- Hardwood floors add to the beauty and value of a home and deserve special attention. If you live in an older home, check for hardwood floors under the carpeting. You may be able to pull up the carpeting and refinish by simply cleaning and waxing the floors to create a classic fresh look.
- Ask a friend to care for your pets or take them to the kennel when your home is being shown. Park your camper boat, or extra car at another location.
- Buy or cut fresh flowers for a dramatic arrangement in any room.
- Take a picture - it will last longer. If your home is surrounded by flowering or fruit-bearing trees, low-maintenance landscapes, and herbal or flower gardens, be sure to take pictures when everything is in full bloom. Photographs are proof of the breathtaking view of your lawn and garden and tell prospective buyers the full story of your home - no matter the season.
- Edge between your lawn, drive and walkways.
- Remove dead leaves, limbs, and other debris from lawn.
- Trim trees and hedges. Prune evergreens and shrubs.
- Put fresh mulch around trees, shrubs, or hedges.
- Put away lawn equipment and gardening tools.
- Make sure the exterior paint and siding are in good condition, and that the roof, gutters, and spouts are in good repair.
- Weed and cultivate flower gardens.
- Repair fences and gates, and give them a fresh coat of paint if necessary.
- Mow your lawn. For more lushness, be sure to water, mow, and fertilize it regularly. Remove dandelions and other weeds that are visible. A good rule of thumb for mowing is to never cut off more than one-third of the blade at one time. For example, if the recommended height is 2 inches, mow when your grass is 3 inches.
- If you are an absentee seller, make arrangements for lawn care.



Children's Miracle Network

RE/MAX International, Inc. and Kim Johansen participate in the Children's Miracle Network which is a charity that supports the numerous Children's Hospitals throughout Canada. Children's Hospitals provide medical service to thousands of children every year without regard to cost. This most worthwhile charity has become the official charity of RE/MAX International, Inc. and its over 50,000 real estate professionals. Kim & Jitka have been touched personally by the CMN, when their twin Boys Erik & Kyle were born in 1999. Erik received life saving heart surgery in BC Children's Hospital at 10 days old, and Kyle needed treatment for a clubfoot. We all respect and understand how important it is to support such a worthwhile charity.



I hereby pledge a portion of the proceeds from the sale of your property that will be donated to the Children's Miracle Network on your behalf. This truly makes your home a "Miracle Home"