

CITY OF SURREY & WHITE ROCK

SURREY & WR MONTHLY RESIDENTIAL REAL ESTATE ANALYSIS

JUL & AUG 2017

Detached

August
New Listings: **655**

12%
DECREASE

vs. Aug 2016

AVERAGE
Days on Market

29

12% INCREASE
vs. Jul 2017

CITY OF
SURREY

HPI BENCHMARK PRICE:
\$1,088,300

7.8% INCREASE vs. Aug 2016
PRICES ARE INCREASING

Townhome

August
New Listings: **352**

1%

DECREASE

vs. Aug 2016

AVERAGE
Days on Market

17

13% INCREASE
vs. Jul 2017

AVERAGE SOLD PRICE

\$371 Per Sq.Ft.

24%

INCREASE

vs. Aug 2016

Condos

August
New Listings: **318**

13%

INCREASE

vs. Aug 2016

293

New Listings for
\$600,000

or **LESS** in Aug 2017.

1 Bed / 1 Bath Median Sold
\$433 Price Per Sq.Ft.

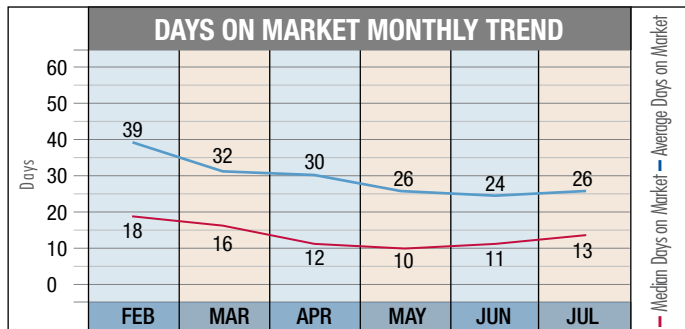
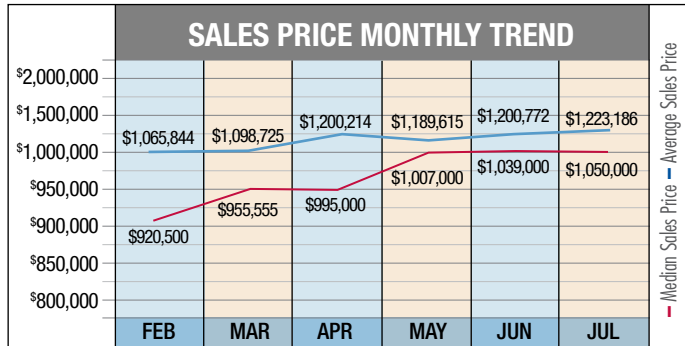
32%

INCREASE

since Jul 2016

JULY - SINGLE FAMILY DETACHED HOMES

THE REAL NEIGHBOURHOOD RESULTS: JULY 2017



Month	2016	2017	CHANGE
February	740	348	-53.0%
March	840	487	-42.0%
April	804	602	-25.1%
May	745	616	-17.3%
June	566	524	-7.4%
July	338	368	8.9
Totals	4,038	2,945	-27.1%

Price Segment (\$)	New Listings Added	Unit Sales	Sales-to-New Listings Ratio
0 - 800,000	82	39	48%
800,001 - 900,000	132	57	43%
900,001 - 1,000,000	125	68	54%
1,000,001 - 1,200,000	161	72	45%
1,200,001 - 1,400,000	163	57	35%
1,400,001 - 1,600,000	81	29	36%
1,600,001 - 1,800,000	41	13	32%
1,800,001 - 2,000,000	36	9	25%
2,000,001 - 2,200,000	17	5	29%
2,200,001 - 2,400,000	23	5	22%
2,400,001 - 2,600,000	13	2	15%
2,600,001 - 2,800,000	11	1	9%
2,800,001 - 3,000,000	17	3	18%
3,000,000 - 4,000,000	27	5	19%
4,000,000 - 5,000,000	13	2	15%
5,000,001 +	9	1	11%
Totals	951	368	39%

THE REAL NEIGHBOURHOOD RESULTS: JULY 2017

MLS® Neighbourhood	Units Sold	HPI Benchmark	1 Month	1 Year
Central Surrey	135	\$988,000	2.8%	10.7%
Cloverdale	67	\$994,500	6.0%	13.5%
North Surrey	73	\$925,100	4.8%	4.0%
S Surrey/White Rock	93	\$638,400	3.1%	15.0%
City of Surrey	368	\$1,079,000	3.4%	7.8%

The MLS® HPI takes into consideration what averages and medians do not – items such as lot size, age, number of rooms, etc. The most commonly traded set of these attributes describes the composite of the typical or ‘benchmark’ property type in a given area. Prices paid for homes with these attributes determine benchmark home prices.

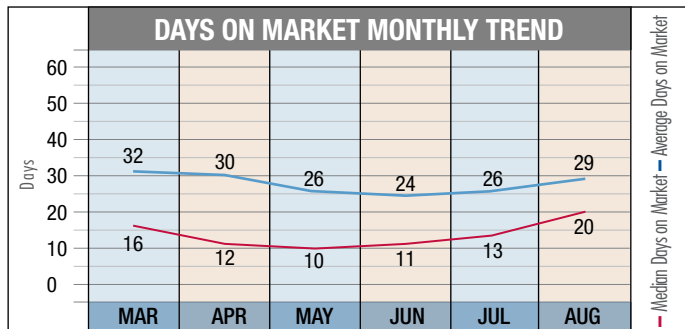
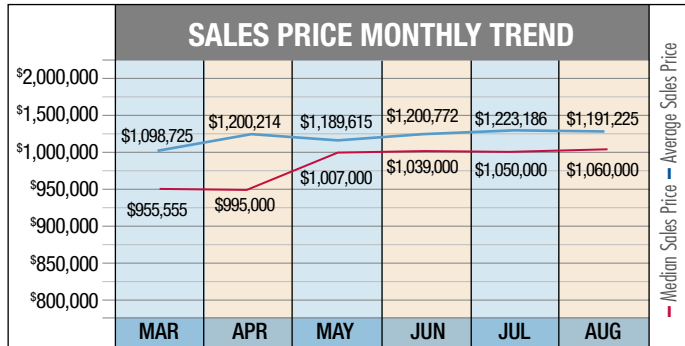
Benchmarks and indices for “Detached single family homes” are generated as a composite of One- and Two-storey detached single family homes. These homes are independent structures that are typically built on land that exceeds the footprint of the building on each of its sides. Ownership of the surrounding land (typically less than 40,000 square foot lot), entrance and associated lesser structures is an integral and inseparable part of the home. The generation of indices for this particular composite category of homes is generated for FVREB.

FAITH'S KEY INSIGHTS:

- Detached house sellers in South Surrey-White Rock likely know that sales have slowed but they may not be aware that there is also increased competition in the current market. While new listings in July were down 3.3% in July from a year earlier, active listings have increased 30% from, to 663, because sales so far this year are down 39.3% from 2016. Part of this can be credited to the traditional summer slowdown but detached sales have been lower, month-over-month, since May. The 85 detached sales in July was the lowest level since February. This is the time when detached house sellers must be certain they are working with the very best real estate agency available. A professional agent will determine the correct listing price, and provide the broad reach and multi-platform marketing needed to attract the most buyers. Faith Wilson Group offers all this, plus our Peace of Mind Guarantee for Sellers. Your property deserves no less.
- Detached house buyers aspiring to own in South Surrey-White Rock would be wise to be shopping right now. There is a generous selection with more than 600 active listings and, in July, new listings were coming to the market at a pace of 9 every day. Meanwhile the benchmark price for a detached house is fairly stable, just 4.3% higher than now a year ago, at \$1.52 million. In July, 15 new listings were priced at less than \$1 million and 40 were listed at \$1.2 million or less. South Surrey-White Rock is among B.C.'s fastest-growing regions and may represent the best long-term residential investment market in the Lower Mainland.

AUGUST - SINGLE FAMILY DETACHED HOMES

THE REAL NEIGHBOURHOOD RESULTS: AUG 2017



	2016	2017	CHANGE
March	840	487	-42.0%
April	804	602	-25.1%
May	745	616	-17.3%
June	566	524	-7.4%
July	338	368	8.9%
August	248	307	23.8%
Totals	3541	2904	-18.0%

Price Segment (\$)	New Listings Added	Unit Sales	Sales-to-New-Listings Ratio
0 – 800,000	68	42	62%
800,001 – 900,000	89	49	55%
900,001 – 1,000,000	96	48	50%
1,000,001 – 1,200,000	107	66	62%
1,200,001 – 1,400,000	86	49	57%
1,400,001 – 1,600,000	53	21	40%
1,600,001 – 1,800,000	29	6	21%
1,800,001 – 2,000,000	24	3	13%
2,000,001 – 2,200,000	11	4	36%
2,200,001 – 2,400,000	15	4	27%
2,400,001 – 2,600,000	14	2	14%
2,600,001 – 2,800,000	10	5	50%
2,800,001 – 3,000,000	15	2	13%
3,000,000 – 4,000,000	20	6	30%
4,000,000 – 5,000,000	12	0	0%
5,000,001 +	6	0	0%
Totals	655	307	47%

THE REAL NEIGHBOURHOOD RESULTS: AUG 2017

MLS® Neighbourhood	Units Sold	HPI Benchmark	1 Month	1 Year
Central Surrey	124	\$998,100	1.0%	10.8%
Cloverdale	41	\$1,012,800	1.8%	13.3%
North Surrey	64	\$932,100	0.8%	5.2%
S Surrey/White Rock	78	\$1,521,000	-0.2%	3.9%
City of Surrey	307	\$1,088,300	0.9%	7.8%

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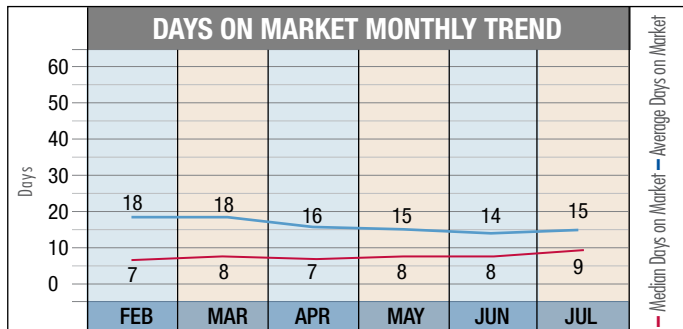
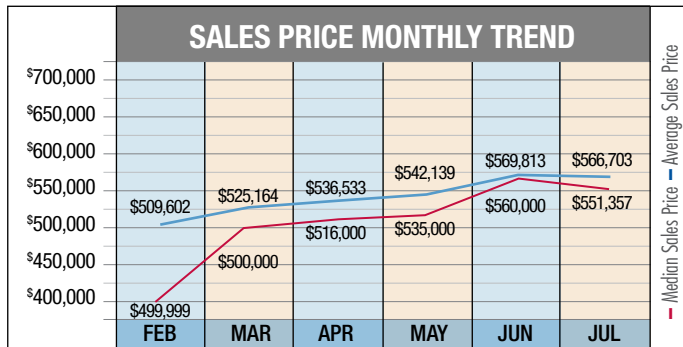
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FAITH'S KEY INSIGHTS:

- People often refer to Surrey as B.C.'s fastest-growing municipality and the common estimate is that 1,000 people are arriving every month. We think it is higher than that. In the year ending July 1, a net total of 52,845 people moved to B.C. from across Canada and around the world. That is 4,403 people per month, and more than 90 per cent settle in the Lower Mainland. And I would bet many of them – plus hundreds more from across Metro Vancouver – choose affordable, vibrant and multi-cultural Surrey to call home.
- A look at Surrey's detached housing market gives evidence of what is happening. In August, while detached sales slowed in most Metro municipalities, they soared 23.8% in Surrey, to 307 houses. The benchmark price of a Surrey detached house is \$1.08 million, which is nearly \$600,000 less than in Greater Vancouver. In August, 288 buyers purchased a Surrey detached house for less than \$1 million and 42 of these paid \$800,000 or less, a price not seen north of the Fraser River in years.
- Even with the high sales numbers, Surrey has a great selection of detached houses to choose from, with 655 new listings added in August alone and at least 1,400 active listings on the market. I must say it is a pleasure to work in such a balanced market, with a sales-to-new-listing ratio of nearly 50% and with great opportunities for both sellers and buyers. There is an excellent selection of detached houses in every price range, from less than \$800,000 to more than \$5 million, and in each of the four unique Surrey neighbourhoods.

JULY - TOWNHOUSES

THE REAL NEIGHBOURHOOD RESULTS: JULY 2017



Month	2016	2017	CHANGE
February	350	249	-28.9%
March	379	309	-18.5%
April	395	333	-15.7%
May	387	364	-5.9%
June	333	327	-1.8%
July	274	302	10.2%
Totals	2118	1884	-11.0%

Price Segment (\$)	New Listings Added	Unit Sales	Sales-to-New-Listings Ratio
0 – 300,000	10	5	50%
300,001 – 350,000	6	11	183%
350,001 – 400,000	23	9	39%
400,001 – 450,000	32	15	47%
450,001 – 500,000	33	32	97%
500,001 – 550,000	48	47	98%
550,001 – 600,000	56	53	95%
600,001 – 650,000	35	22	63%
650,001 – 700,000	20	13	65%
700,001 – 750,000	15	12	80%
750,001 – 800,000	8	4	50%
800,001 – 850,000	7	5	71%
850,001 – 900,000	7	7	100%
900,001 – 950,000	3	1	33%
950,001 – 1,000,000	8	4	50%
1,000,000+	13	3	23%
Totals	324	243	75%

THE REAL NEIGHBOURHOOD RESULTS: JULY 2017

MLS® Neighbourhood	Units Sold	HPI Benchmark	1 Month	1 Year
Central Surrey	128	\$521,200	5.8%	23.2%
Cloverdale	59	\$538,600	5.5%	16.2%
North Surrey	38	\$480,000	2.5%	29.1%
S Surrey/White Rock	77	\$638,400	3.1%	15.0%
City of Surrey	302	\$532,000	4.8%	20.6%

The MLS® HPI takes into consideration what averages and medians do not – items such as lot size, age, number of rooms, etc. The most commonly traded set of these attributes describes the composite of the typical or ‘benchmark’ property type in a given area. Prices paid for homes with these attributes determine benchmark home prices.

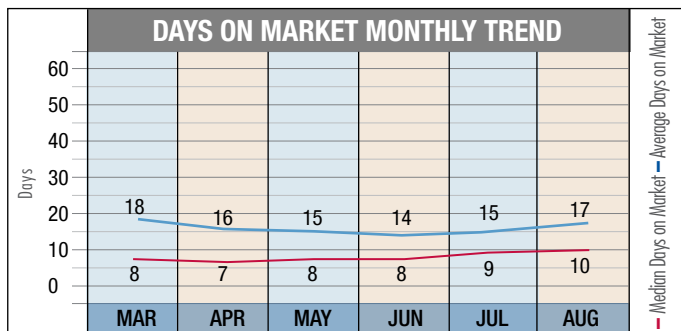
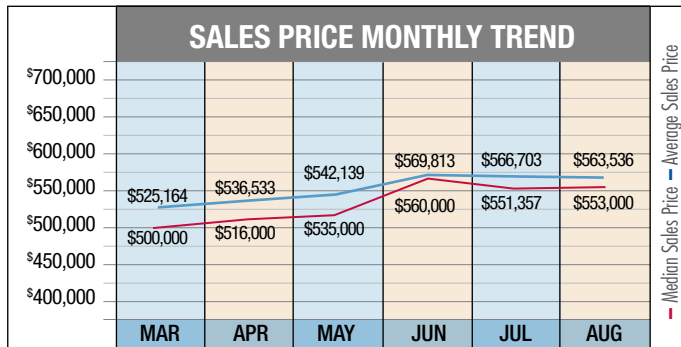
Townhouses have configurations which lay between apartment units and freehold non strata buildings, such as bungalows and two-storey houses. Owners typically pay co-ownership fees for maintenance and enjoy exclusive access to a part of the lot.

FAITH'S KEY INSIGHTS:

- One word may best describe the townhouse sector in South Surrey-White Rock. Healthy. That is good for both buyers and sellers. For buyers, listings for townhouses are rising, price increases are fairly moderate and there remains a selection of townhouses priced at less than \$500,000, a price rare to find in most of Metro Vancouver. For sellers, the sales-to-new-listing ratio was 68% in July, sales were up 36.5% from July 2016 and it takes a median of just 10 days for the typical new listing to sell. This would be impressive at any time, but it is very encouraging during the traditionally slower summer season. We believe that townhouse sales will track even higher as we enter the often more active late summer and early fall season.
- While the overall sales-to-new-listing ratio for townhouses in South Surrey-White Rock in July was impressive, it was incredible at certain price points. For instance, all 10 the new listings priced at from \$500,000 to \$550,000 sold, as did the 7 priced at from \$700,000 to \$750,000. This gives a clue to the broad demand for townhouses and the continual search for value. It is a perception of value, not price, that ultimately convinces a buyer to act. Sellers, therefore, must be certain that their listing price is accurate. For instance, while 100% of the townhouses listed in July between \$850,000 and \$900,000 sold, only 57% of those priced a bit lower, at from \$800,000 to \$850,000 sold and none of the 6 listed at bit higher, at from \$900,000 to \$950,000 sold. Yes, even a 10% price gap can make a huge difference in this competitive market. Faith Wilson Group is third-party recognized for our ability to ascertain the exact listing price that leads to quicker sales and the maximum return for sellers.

AUGUST - TOWNHOUSES

THE REAL NEIGHBOURHOOD RESULTS: AUG 2017



Month	2016	2017	CHANGE
March	379	309	-18.5%
April	395	333	-15.7%
May	387	364	-5.9%
June	333	327	-1.8%
July	274	302	10.2%
August	207	259	25.1%
Totals	1975	1894	-4.1%

Price Segment (\$)	New Listings Added	Unit Sales	Sales-to-New-Listings Ratio
0 - 300,000	10	9	90%
300,001 - 350,000	5	3	60%
350,001 - 400,000	20	13	65%
400,001 - 450,000	24	26	108%
450,001 - 500,000	45	28	62%
500,001 - 550,000	72	49	68%
550,001 - 600,000	70	57	81%
600,001 - 650,000	40	29	73%
650,001 - 700,000	21	16	76%
700,001 - 750,000	8	9	113%
750,001 - 800,000	9	3	33%
800,001 - 850,000	5	6	120%
850,001 - 900,000	6	0	0%
900,001 - 950,000	2	3	150%
950,001 - 1,000,000	5	1	20%
1,000,000+	10	7	70%
Totals	352	259	74%

THE REAL NEIGHBOURHOOD RESULTS: AUG 2017

MLS® Neighbourhood	Units Sold	HPI Benchmark	1 Month	1 Year
Central Surrey	109	\$526,000	0.9%	21.3%
Cloverdale	59	\$551,600	2.4%	17.0%
North Surrey	32	\$501,200	4.4%	29.9%
S Surrey/White Rock	59	\$637,500	-0.1%	11.1%
City of Surrey	259	\$539,400	1.4%	18.9%

The MLS® HPI takes into consideration what averages and medians do not – items such as lot size, age, number of rooms, etc. The most commonly traded set of these attributes describes the composite of the typical or ‘benchmark’ property type in a given area. Prices paid for homes with these attributes determine benchmark home prices.

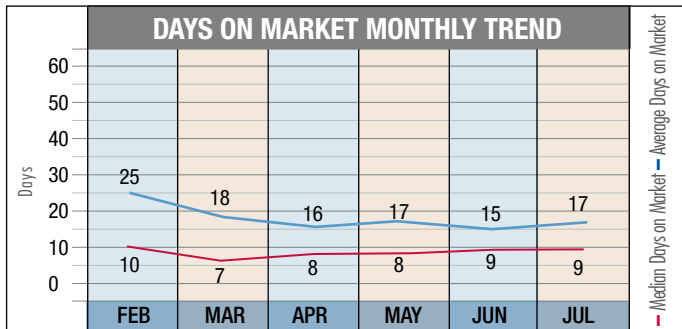
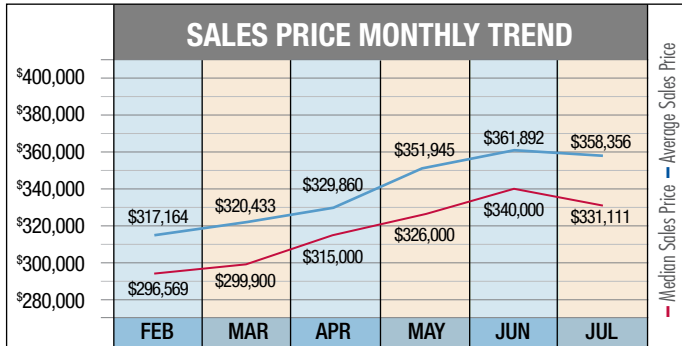
Townhouses have configurations which lay between apartment units and freehold non strata buildings, such as bungalows and two-storey houses. Owners typically pay co-ownership fees for maintenance and enjoy exclusive access to a part of the lot.

FAITH'S KEY INSIGHTS:

- Townhouses are incredibly popular now right across the Lower Mainland but there is also a shortage of townhouses in most municipalities. Which is among the reasons that so many people are buying in Surrey, which, as of August, had 352 new listings for townhouses. In August, 259 Surrey townhouses sold, creating a sales-to-new-listing ratio of 74%, which is clearly a seller's market.
- Yet, even with the intense demand, the benchmark price of a Surrey townhouse in August increased a rather modest 1.4% from a month earlier, to \$539,400, and in Central Surrey, where 109 townhouses sold, the price was virtually unchanged from July, though 21.3% higher than in August 2016. While Central Surrey led the sales action, 59 buyers purchased in Cloverdale at a benchmark of \$551,600; 32 bought a townhouse in North Surrey at a benchmark of \$501,200 and 59 chose to buy in South Surrey, which has the highest benchmark price, at \$637,500, a price also unchanged from July.
- We are seeing a very broad spectrum of Surrey townhouse buyers now. There are young families, many of them moving from north of the Fraser River – where the benchmark townhouse price in August was \$240,000 higher than in Surrey. We are seeing mature buyers who are downsizing from detached houses, and we continue to work with many first-time buyers who recognize that Surrey is on track to become the largest city in the province and who want to share in that potential. In August, it was likely first-time buyers who purchased most of the 79 Surrey townhouses that sold for \$500,000 or less. We are also seeing very active investors, attracted by a near-zero rental vacancy rate and year-over-year price appreciation of 20%. Surrey is an inclusive city of opportunity and, very likely, B.C.'s city of the future.

JULY - APARTMENTS / CONDOS

THE REAL NEIGHBOURHOOD RESULTS: JULY 2017



Month	2016	2017	CHANGE
February	287	298	3.8%
March	276	364	31.9%
April	350	353	0.9%
May	322	365	13.4%
June	329	355	7.9%
July	265	365	37.7%
Totals	1829	2100	14.8%

Price Segment (\$)	New Listings Added	Unit Sales	Sales-to-New-Listings Ratio
0 – 200,000	13	11	85%
200,000 – 225,000	10	12	120%
225,001 – 250,000	37	38	103%
250,001 – 275,000	25	32	128%
275,001 – 300,000	72	42	58%
300,001 – 325,000	29	40	138%
325,001 – 350,000	59	40	68%
350,001 – 375,000	39	25	64%
375,001 – 400,000	51	34	67%
400,001 – 425,000	22	26	118%
425,001 – 450,000	31	21	68%
450,001 – 500,000	33	16	48%
500,001 – 600,000	22	13	59%
600,001 – 700,000	10	6	60%
700,000 – 800,000	7	3	43%
800,000 +	17	6	35%
Totals	477	365	77%

THE REAL NEIGHBOURHOOD RESULTS: JULY 2017

MLS® Neighbourhood	Units Sold	HPI Benchmark	1 Month	1 Year
Central Surrey	53	\$344,600	5.4%	39.0%
Cloverdale	34	\$394,000	4.6%	35.5%
North Surrey	175	\$324,400	4.0%	32.0%
S Surrey/White Rock	103	\$434,900	3.5%	24.6%
City of Surrey	365	\$353,500	3.9%	33.8%

The MLS® HPI takes into consideration what averages and medians do not – items such as lot size, age, number of rooms, etc. The most commonly traded set of these attributes describes the composite of the typical or 'benchmark' property type in a given area. Prices paid for homes with these attributes determine benchmark home prices.

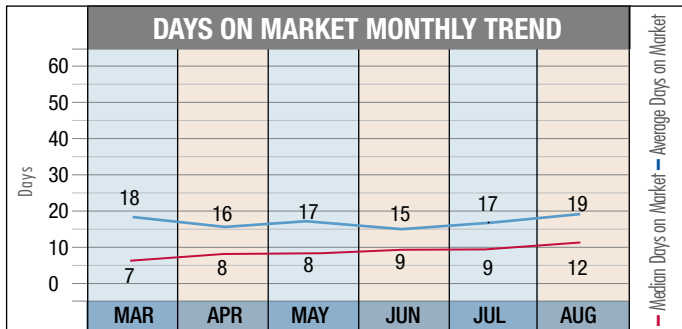
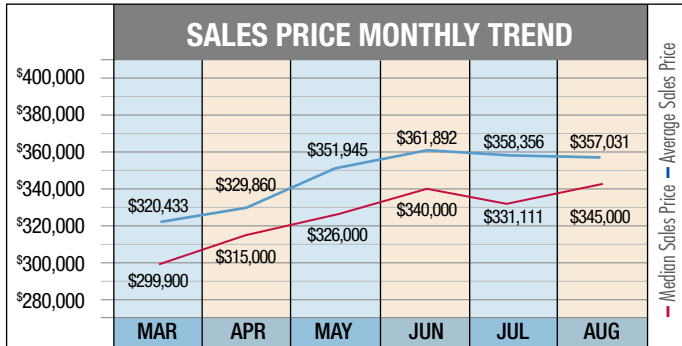
Apartment units are characterized by being part of a multi-unit building. Occupants of apartment units may or may not have direct access to the lot from their units. There are also no parts of the lot whereby access is reserved for only one of the co-owners or apartment occupants.

FAITH'S KEY INSIGHTS:

- South Surrey-White Rock has likely never experienced a condominium apartment market as strong as it is right now. In July, when sales are normally slower, condo sales increased 35.6% from a year earlier. But just wait: we believe condo apartment sales in South Surrey-White Rock will continue to increase into the fall. The reason is that so many people recognize that condo prices are a relative bargain for such a premiere community. At a benchmark price of \$434,900 in July, condo apartments in South Surrey-White Rock were \$110,000 less than in the Lower Mainland and \$180,000 less than in Greater Vancouver. But few areas of the Lower Mainland have the fabulous beaches and the lifestyle found in White Rock or South Surrey.
- More new condo apartments are coming to the South Surrey-White Rock market, one of the few areas in Metro Vancouver where multi-family project starts are higher this year than in 2016. In Surrey 515 new strata units started in the first six months of this year, up from 312 a year earlier, and White Rock saw multi-family starts increase from 6 to 25 in the same period. This means that developers are presenting a lot of pre-sale condominiums. We advise those looking at pre-sales to bring your trusted real estate agent with you to the developer's showroom. An experienced agent can translate the developer's sales contract and advise you on comparing prices from one new condo project to another, and with local existing condominiums in the same neighbourhood.
- It is wise to consider purchasing a resale condo close to where new condo developments are ascending. Generally, resale condominiums are priced lower than new units but increase in value as the new projects, and their related amenities, complete. Often developers will improve community amenities as part of the permit process, and attract new shops and services. Faith Wilson Group knows all the new condo projects and can direct buyers to the best opportunities in South Surrey and White Rock.

AUGUST - APARTMENTS / CONDOS

THE REAL NEIGHBOURHOOD RESULTS: AUG 2017



Month	2016	2017	CHANGE
March	276	364	31.9%
April	350	353	0.9%
May	322	365	13.4%
June	329	355	7.9%
July	265	365	37.7%
August	211	304	44.1%
Totals	1753	2106	20.1%

Price Segment (\$)	New Listings Added	Unit Sales	Sales-to-New-Listings Ratio
0 - 200,000	12	5	42%
200,000 - 225,000	14	20	143%
225,001 - 250,000	21	22	105%
250,001 - 275,000	24	21	88%
275,001 - 300,000	34	31	91%
300,001 - 325,000	19	31	163%
325,001 - 350,000	41	32	78%
350,001 - 375,000	30	38	127%
375,001 - 400,000	39	26	67%
400,001 - 425,000	15	23	153%
425,001 - 450,000	15	17	113%
450,001 - 500,000	21	15	71%
500,001 - 600,000	8	14	175%
600,001 - 700,000	9	5	56%
700,000 - 800,000	3	1	33%
800,000 +	13	3	23%
Totals	318	304	96%

THE REAL NEIGHBOURHOOD RESULTS: AUG 2017

MLS® Neighbourhood	Units Sold	HPI Benchmark	1 Month	1 Year
Central Surrey	45	\$345,900	0.4%	36.7%
Cloverdale	30	\$404,200	2.6%	36.1%
North Surrey	146	\$333,900	2.9%	32.0%
S Surrey/White Rock	83	\$449,400	3.3%	24.6%
City of Surrey	304	\$363,000	2.7%	33.8%

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Apartment units are characterized by being part of a multi-unit building. Occupants of apartment units may or may not have direct access to the lot from their units. There are also no parts of the lot whereby access is reserved for only one of the co-owners or apartment occupants.

FAITH'S KEY INSIGHTS:

- Simply put, Surrey has never seen as many sales of condominium apartments as has been experienced this year. In the past six months alone, 2,106 condos have sold in the city and, in August, sales increased a startling 44.1% from August 2016, to 304 units. That is more than 10 condos selling every day, seven days a week. Breathtaking, really, especially when you consider that the average new listing is on the market for a median of only 12 days before it sells, with many selling much quicker than that.
- It is easy to understand the attraction of buying a Surrey condo apartment. First is the benchmark price of \$363,000, among the lowest in the entire Lower Mainland. Then there is the excellent transit system. Surrey has SkyTrain service that links the city with Greater Vancouver through three SkyTrain stations. The most popular is likely the Central Station terminal in downtown Surrey, where Simon Fraser University has located a new campus and where the tallest buildings between Vancouver and Calgary now act as a beacon to buyers, who are often surprised to find that the benchmark condo price is still less than \$346,000.
- The white-hot Surrey condo environment has one disadvantage: the sales-to-new-listing ratio in August was 96%, despite 318 new listings being added to the market. Yes, we are seeing multiple offers on some prime properties and yes, the benchmark condo price is accelerating by 2.7% per month and is up 33.8% from just a year ago. Some buyers, especially the many first-time buyers, may be overwhelmed by the sheer activity in Surrey. This is among the reasons that Faith Wilson Group provides the industry-exclusive Peace of Mind Guarantee for Buyers. With more than 20 years of award-winning client service, we offer this Guarantee to ensure our buyers can act with calm, cool confidence, regardless of the market cycle. There is a Surrey condo apartment to fit your budget and your lifestyle, and we can help you find it.

14 IMPORTANT QUESTIONS

SELLERS need answered *before hiring* a real estate agent to market & sell your home!

Literally tens of thousands of dollars are riding on the agent you hire to market, present and negotiate the sale of your Vancouver home. And let's face it - in real estate, as in life - not all things are created equal. Honest answers to these questions from the agents you are interviewing will help you to decide whom to entrust to market and sell your home for top dollar with the least amount of hassle.

1 What makes you different? Why should I list with you? What unique strategies do you use?

Today, it is a much tougher and more dynamic real estate market than it was even 5 years ago. A successful agent stays up-to-speed on the complex, multi-dimensional marketing needed to reach all buyers, including mobile and internet-savvy consumers and international prospects.

2 How many properties have you marketed and sold in the last 12 months?

Did you know that only 10% of Vancouver agents sold more than 10 homes in the last 12 months? Working with top producers ensures you are receiving the benefit of their experience, resources and their proven plan to deliver a successful sale.

3 How many contracts have you negotiated in the last 10 years?

The more contracts negotiated and the more exposure to cross cultural scenarios translate into better advice which delivers better results for you.

4 Do you work solo or with a team?

There are simply too many steps in the full process for a solo agent to do a great job of everything. A team approach is the only way to ensure you receive the attention to detail and the full service and consistent coverage that you deserve.

5 How do you manage all showings across all of your listings?

Consider that taking off the basic two

weeks of holidays, stats and 1 day per week means your solo agent misses 74 days (20%) of the year to meet face to face with prospective buyers and highlight the best of your home. Does the agent have licensed property showing specialists as part of their team or do they miss opportunities to show and sell?

6 What is your pricing strategy for my home?

A realistic, market-based price point will attract the full scope of buyers and not just those looking to "steal the deal". Setting the right price requires skill, experience, plus local market trends knowledge.

7 How long, on average, does it take your listings to sell?

Ask if the agent tends to sell a home faster or slower than average and compare that answer to your goals; this is an indicator of their expertise.

8 Beyond posting my home on MLS and its related pickup sites, where will my home be marketed online?

Today, 92% of home buyers use the internet during their home buying process and nearly half of buyers look online as their first step. Does he/she have a website dedicated exclusively to showcasing their clients' homes? Does the agent's internet marketing plan assure accessibility in Chinese and optimization for mobile devices?

9 Do you provide references from past clients?

A trustworthy agent will be delighted to provide references from satisfied clients for you to review.

10 What homes have you sold in my area?

An informed agent will provide you with their performance in your neighbourhood and area.

11 Do you provide a written schedule of the services you deliver?

A set of performance promises will clearly detail what you can expect from the agent, including recourse if they don't deliver.

12 Do you provide regular, updated market evaluations on my home?

Once your home is listed, how often do you update me on relevant market activity and overview?

13 What is your marketing budget for my home so as to stand out versus comparable listings?

What percent of the agent's commission will be dedicated to the marketing budget and how does this compare?

14 What marketing media mix will you use to display my home to the widest array of potential buyers?

Successful agents use a mix of search advertising, social media plus web sites for Vancouver, China, the U.S. and other international markets, and print media.

In closing, the sale of your home is likely one of the largest financial decisions you will make. The right agent with the skills, the plans and the commitment will deliver distinctly better results.

We present these questions for your consideration in order that you make the right decision for you and your family. Please use these questions as a foundation for making the right choice for your needs.

Faith



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