

Karla Knows Quinte

**Selling your Home
with the**

Sail Away Method

Presented by Karla Brennen



www.karlaknowsquinte.com

" FOR YEARS YOUR HOME WAS PERFECT"

Time goes on, kids grow up...

The kids have grown up and moved on, the rooms that were once filled are now left empty. The kids don't sleep over anymore, visit less, everyone is busy.

There is too much space

Only one or two people living in a family home is too much work, inside and out. Grass cutting, vacuuming and basic home care is overwhelming.

I'm not going to sugar coat it, It's time to downsize!

Dad's knees can't take the stairs anymore. Mom can't keep tidying those dusty bedrooms or empty basement rec rooms.

You have lots of questions? It's time to decide what to do next?

You haven't been in the real estate market for some time, where do you start? You don't want to be a burden on the kids, there are a ton of emotions attached to this home and you aren't even sure you want to move let alone have a clue to where? What are you going to do with all this stuff? What is your home worth? What price point do you need to sell at to afford to move on? Will you still have a mortgage? Will there be room to have family over for Dinner?



The Sail Away Method

I UNDERSTAND

Finding Value

Solving problems, creating strategies and analyzing the current market data.

Increasing Value

Presentation is key, I will help you along the way.

Matching People

Marketing to the right audience

Karla Knows Quinte

I understand how stressful it is to have aging parents and feeling like you don't know where to begin. It's time to sell the family home or cottage and move on to a new chapter. I help families like yours move with ease. So you can have the quality of life you've been wanting for a while. Without putting the burden on your grown children or aging parents.



The Sail Away Method

"YOU WANT A SUMMER HOME"

A place to escape the city and relax
without booking a flight

The time has come to make that decision to
invest in your free time, the quality time you
have worked so hard to earn.

The kids aren't getting any younger

Time stops for no one, the kids deserve a
place to roam free, make memories, enjoy
nature, enjoy the freedom of cottage
ownership or waterfront living.

A place you can work from and enjoy the
water

Just pack your food and clothes and some
great books because you are cottage bound.

Looking for a cottage, summer home,
second home or investment property?

It's a big step, an exciting step, this money
isn't money you need to spend but it's money
well spent on your family's quality of life.

You have a few things to decide. Are you
looking for year round access or would a
seasonal cottage resort check the boxes for
your family? Are you looking to use the
property to also generate some income? Do
you have a desire to retire on the waterfront?



WHAT WE DO

Finding that perfect location

Working with a local agent, I know the area, we can work together to find what suits your family.

Determining your needs & wants

Are you looking for waterfront, year round or seasonal accommodations? Do you like close proximity to water or amenities?

Matching People

Finding the right property for you is my passion!



The Sail Away Method

Background

Hospitality, Cottage Sales and Relationship Building. Lifelong resident of the Bay of Quinte Community. I worked for years in Hospitality bringing tourists to this area. I managed Hotels, Restaurants and Cottage Resorts. Now I help residents find their new happy place and find a permanent vacation home for tourists. Married my University Sweetheart Pete and Mother of 3 beautiful boys. I cherish this area and feel blessed to be able to share my knowledge and love of the area with your family! You can live where others vacation! I love helping downsizers increase their quality of life.

Expertise

Cottage Sales, Second Homes & Investment Properties & Navigating Downsizing

Karla Brennen



The Sail Away Method

WHAT DO YOU WANT?

Best Values

You deserve top dollar in this market with the least worry. You deserve to work with a dedicated agent who has your goals and best interest put into action. Trustworthy, Honest, Integrity.

Hassle-free Transaction

Working with a dedicated, local , solo agent allows you to have personal service around the clock. Your transaction will be my priority and your mission is my goal.

Quick Turnaround

This market moves fast, you will want your agent to be responsive and agile. So you get everything you wish for in the transaction.



Sail Away Method



1

Charting the Course -Consult and Set Your Vision

2

Navigating New Horizons-Research and Plan the Search for your New Home

3

Set Sail-Prep & Declutter & Market

4

Anchors Aweigh-List & Navigate the Offer Process

5

AHOY! Voyage Complete- Close, Move & Celebrate

The Sail Away Method

STEP 1: *Charting the Course*

Consult and Set Your Vision:

Your home is an investment in your quality of life. My team takes that seriously. That's why, when we first meet, we focus on the vision you have for your family and future. We will do a thorough walk through of your property and talk about what you envision for your new space and prioritize what's most important to you. I will ask questions and take notes/measurements. We will discuss what you like/dislike, about your home. We will get a vision of your life ahead to get a clear foundation for our search.



The Sail Away Method

STEP 2: *Navigating New Horizons*

Research and Plan the Search for your New Home:

The road ahead is new for you - even if you've sold a home before. So having a vision gives you something to focus on. It helps you stay grounded in your family's future. Next we will review comps sold in the area, list price and sold price and # of days on the market. I will recommend a strategy for listing price. Once we decide this we will discuss and define the offer process. I will help you find your new property, put in an offer, and secure the deal. I will work tirelessly to find the home you envisioned in step one. Combing through MLS, finding exclusive listings. I also find off-market listings for you. I know you're busy, so I can preview homes and do a virtual walkthrough for you. That way, you're only visiting homes that you think are right for your family. When we've found the right home for you, we'll put in an offer.



The Sail Away Method

STEP 3: *Set Sail*

Prep & Declutter & Market:

Prep the Property: We'll make an appointment, spend time going room by room with you and making recommendations. We'll give you a list by email with everything we recommend. We'll then discuss which suggestions will bring value to your sale. Once your home is ready, it's time to market it. We set the list price using detailed market data. We book a photographer. They'll come through and take photos and videos of the home. The video is important. We're in a time where more than 500 million people are watching videos on social media EVERY DAY! Featured in the video, we use the reasons why YOU bought your home and why you love it, to help sell it to the next YOU! Finally, we'll arrange for accurate laser measurements. This will ensure accurate measurements and floor plans for MLS. We place your home on the MLS and leverage social media to get it sold. We use Facebook and Instagram ads to drive qualified buyers to your home. We also host open houses. We'll keep in touch with you on a weekly basis. This ensures you know what's happening at all times! You always have access to the listing salesperson through WhatsApp.



The Sail Away Method

STEP 4: *Anchors Aweigh*

List & Navigate the Offer Process:

This is the exciting part. Offers roll in on your home. We go over each one with you in detail. The highest amount isn't always the best offer. We'll either accept, counter, or refuse. Regardless of what we do, we work to get you to the closing table as efficiently as possible. I'll receive and organize the offers, bring them to you and explain the critical differences. I will negotiate the contract, have them sign off acceptance & acknowledgement. Ensure you clearly understand every step and all of the contract/offer prior to signing. Reminding you of your goals if you start to wander. Always proving that I am working in your best interest. I will be there to assist you beyond the signature, making sure your questions are answered and you don't feel alone.



STEP 5: *AHoy! Voyage Complete*

Close, Move & Celebrate:

With accepted offers come inspections. We have trusted partners we can refer you to. After this, our team's work ramps up. While you pack, we deal with paperwork. Your lawyer and finance company will arrange the final signatures. We also touch base with your buyer's agent. This avoids surprises! Right up to the week of closing, we may be arranging revisits for the buyer. This helps us avoid closing issues. On closing day, you'll meet with your lawyer and sign off on any final paperwork. Leave them with a set of keys and let us handle the final parts of the transaction. Once we close this will Complete the transaction. This is the final moment of everything we've worked towards. The last hurrah! Once we have money in the bank and the keys exchanged, we can crack open a bottle of champagne! I will share the news on social media (only with your written permission include a photo)



HERE'S WHAT LIFE CAN LOOK LIKE AFTER YOU HAVE DOWNSIZED:

You will be living in a more comfortable space, your worry, arguments, stress about the things that bothered you in your last home will be relieved. Your family will be happier, your quality of life overall will improve.

You won't feel like a burden on your family or partner. Your going to be able to enjoy your living space to the fullest without all those empty rooms or property to clean and care for.



The Sail Away Method

OUR TRACK RECORD

Karla Knows Quinte



In 2021 Karla Knows Quinte successfully helped clients sell, cottages, townhouses and detached homes. More than 80% of her business came from referrals.



The Sail Away Method



What We Can Do For You

Valuation

We offer a free market evaluation of your home . You can see how your home stands up to the comparables in your area.

Home Inspection

For \$300 we can arrange a pre-home inspection on your behalf.

Marketing

Depending on the property we offer photography, ariel shots, drone footage and matterport/video. Staging is optional..

Selling

We are socially connected throughout the area and province. We use social media, MLS and Realtor.ca partners to market your property.

KCB

Our Listing Process



Inspection and Repairs

We will do a thorough walk through of your property and discuss any minor repairs or items that need to be addressed prior to listing.



Staging and Photography

Once we feel good about declutter and repairs we will move to the staging and photography of the property



Listing and Support

Once listed I will keep you informed of showings, and number of views and feedback along the way.

The Sail Away Method

Marketing Materials

1

PHOTO/VIDEO/DRONE

We will use media to show the value of the property on all media channels.

2

SOCIAL MEDIA

Your property will be in front of buyers and investors and targeted.

3

POSTCARD/FLYER

If print media is needed we will use it to compliment our online efforts

4

OPEN HOUSE

Your home will be visible across the country. Virtually and we can host an OPEN HOUSE



The Sail Away Method

Our Social Marketing Channels

LinkedIn

<https://www.linkedin.com/in/karla-brennen/>

Instagram

<https://www.instagram.com/karlaknowsquinte/>

Facebook

<https://www.facebook.com/KarlaKnowsQuinte>

Twitter

<https://twitter.com/karlabrennen>



The Sail Away Method

KARLA BRENNEN

Sales Representative

Re/Max Quinte Ltd., Brokerage

Phone Number

613-848-2252

karla@remaxquinte.com



karlaknowsquinte.com



The Sail Away Method



“IF YOU KNOW THAT YOU ARE READY TO DOWNSIZE, LIST YOUR HOME OR YOUR FAMILY IS READY TO OWN A COTTAGE OR SUMMER HOME, CLICK ON ONE OF THE BUTTONS BELOW TO GET THE PROCESS STARTED!”



SCHEDULE YOUR CALL

**START CHAT IN
FB MESSENGER**

Karla Brennen

The Sail Away Method