

YOUR GUIDE TO

SELLING YOUR HOME

DOMA GROUP | eXp REALTY

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MEET

The Specialists

We are a highly successful real estate team at eXp Realty, offering professional, powerful, and proven service to our clients. As an award-winning team, we offer full-service solutions from assisting clients sell single-family homes to strata lots and bare land. Partnered with eXp Realty, we harness cutting-edge technology to deliver unparalleled support.

The Doma Group is committed to delivering exceptional results in Vancouver's dynamic real estate industry with land assemblies, development and residential properties. As market leaders with over 26 years of experience and over $1.5 billion in sales to date, we pride ourselves on our ability to identify and capitalize on opportunities while providing unmatched service to our clients.



*Denotes Personal Real Estate Corporation

DOMA
INSTITUTE

MEET

The Founder



Zeljko Mlinar
Founder | Lead Instructor

Zeljko is a top realtor with over 25 years of experience. His background as a builder includes numerous personal projects, demonstrating his knowledge of construction and development. As a mentor and coach, Zeljko shares his experience with aspiring realtors, focusing on land use and assemblies through Doma Institute. His specialized knowledge has made him a valuable resource, helping professionals navigate complex property transactions.

Our mission is to continue to lead the industry through innovative thinking, strategic planning, and a relentless pursuit of excellence. We are dedicated to building long-term relationships with our clients, partners and stakeholders, by providing integrity, transparency and excellence in everything we do.



DOMA INSTITUTE

Zeljko Mlinar founded Doma Institute to share his experience with aspiring realtors, focusing on land use, assemblies and complex negotiations. His specialized knowledge has made him a valuable resource, helping professionals navigate complex property transactions.

Why Work With Doma Group?

We focus on building long-lasting relationships through outstanding an real estate service. Our approach centers on your needs, with your success as our primary goal.

Our unique collaborative strategy delivers personalized, professional guidance throughout your real estate journey. Our team of specialists works in harmony to provide expert advice tailored to your specific needs at every stage of the process. This approach consistently exceeds our clients' expectations, setting a new standard in the industry.

We believe that real estate is not just about transactions; it's about building relationships. That's why we focus on fostering long-lasting connections with our clients. Our commitment to your satisfaction extends beyond the closing date, ensuring that your experience with us is not only successful but also fulfilling and enjoyable.

Our diverse group of experts offers a distinct competitive edge in the market:

- Multicultural and multilingual proficiency: Our team members speak various languages, allowing us to communicate effectively with clients from various backgrounds.
- In-depth local area expertise: Our specialists have comprehensive knowledge of different neighborhoods, school districts, and local amenities.
- Diverse transaction experience: We have expertise in various transaction types, including traditional sales, short sales, foreclosures, and luxury properties.

LOCAL REALTORS®, LOCAL EXPERTS

As a global Realty serving the needs of our clients, WE ARE proud of being local Vancouverites, experts and advisors. We know the unique features, trends, changes and regulation of Vancouver neighbourhoods and sub-market because we understand that these offer priceless value that will affect how we market your property.

LOCAL MARKET ANALYSTS

Our expert advice and specialized knowledge of local market activity and neighborhood trends, stats and being up to date about any real estate regulation and governmental changes, benefits our clients to navigate easily through every real estate market.



COMPREHENSIVE LINKS IN A DIVERSE COMMUNITY

Our collaborative approach enhances our ability to deliver impactful marketing campaigns, secure public relations exposure, and drive social media engagement. These strategies attract more potential buyers for your property. We ensure your listing stands out and reaches qualified prospects, elevating its visibility and positioning it in front of potential purchasers.

VALUE ASSESSMENT SPECIALISTS

We assess your property against dynamic market conditions to craft an optimal pricing approach. This analysis enables us to position your home strategically, enhancing its appeal and attracting qualified buyers. Our method maximizes your property's value in the current market, increasing the likelihood of a successful sale.



The Home Selling Process

The 6 Steps to Selling a Home

PREPARE YOUR HOME



Decision and Preparation
Enhance the property's appeal to potential buyers by creating an inviting and neutral living space.

- Evaluate your reasons for selling and financial readiness.
- Declutter, clean and depersonalize the home.
- Address any necessary repairs and make improvements.
- Stage the home to highlight its best features (Optional).

SELECT A REALTOR®



Hire a Real Estate Agent
Pick a professional to guide you through the selling process and maximize your home's value.

- Interview multiple agents.
- Choose an experienced professional with local market knowledge.
- Discuss marketing strategies for your home.

MARKETING & LISTING



Market & List Your Home
Create a compelling listing for your home and implement our marketing strategy to attract buyers.

- Conduct a market analysis to determine a strategic price for your home.
- Take professional photos and videos.
- Highlight unique selling features and lifestyle benefits.



The Home Selling Process

The 6 Steps to Selling a Home

SHOWINGS & FEEDBACK



Showings and Feedback
Facilitate property viewings and receive feedback from buyers about the listing.

- Prepare the home for each showing and open house.
- Evaluate your listing and market conditions.
- Collect and review feedback from potential buyers and agents.

OFFERS & DUE DILIGENCE



Review Incoming Offers
Navigate the offer process to secure the best deal for your listing.

- Consider factors beyond price (contingencies, closing date, etc.).
- Pre-closing walk-through.
- Finalizing fund transfer and loan process.

CLOSING & POSSESSION



Closing & Possession
Finalize the sale, transfer ownership, and smoothly transition out of your old home.

- Review and sign final closing documents
- Receive and verify the proceeds from the sale.
- Transfer utilities and cancel home insurance.
- Prepare your home for its new owners.

Our Method to Sell Your Home

Our 18 Point Marketing Strategy

Navigating the complex stages of home selling is best done with a REALTOR®'s expertise. To assist you, here's a broad outline of our marketing strategy to sell your home.



1

Upload your home to our regional Multiple Listing Service®.

2

Set a competitive price to attract more buyers, not limit your market.

7

Large company social presence (Instagram, TikTok, Facebook).

8

Digital outreach strategies to maximize buyer visibility and engagement.

13

Constantly update you as to any changes in the marketplace.

14

Provide regular market insights and market updates.

"Success in real estate comes down to two factors: taking care of and valuing the customer."

— Michael Miedler

3

Present your listing at our agency's local, national and international meetings.

4

Create a list of your home's unique features to promote to prospective buyers.

5

Send a listing feature sheet to leading local Realtors® for their clientele.

6

Capture professional photos and videos* to showcase property features.

9

Additional creative marketing (video and virtual staging)* to maximize your exposure.

10

Persistent community outreach to geo-farm local buyers for your home.

11

Outreach to office leads, circle-of-influence, and former clients for potential buyers.

12

Provide gathered feedback and make changes to make your listing more salable.

15

Add additional exposure through a professional signage and lock box*

16

Pre-qualify any prospective buyers to ensure they are serious*.

17

Provide resources to the buyer and agent to ensure the buyer goes forward with their offer*.

18

Provide resources to you such as interim-financing, professional contacts and home-transition support.

Strata Essentials

Streamlining Your Condo/Townhome Selling Process



- Order strata documents
- Review all bylaws and rules
- Discuss the strata restrictions and limitations
- Lists of pros and cons in strata
- Form B review and matching parking & locker with strata plan
- Discussing special assessments and levies in strata
- Contacting strata property management for additional information
- Review the strata insurance premium and deductible

Spectacular Visuals

The First Impression is the Last Impression

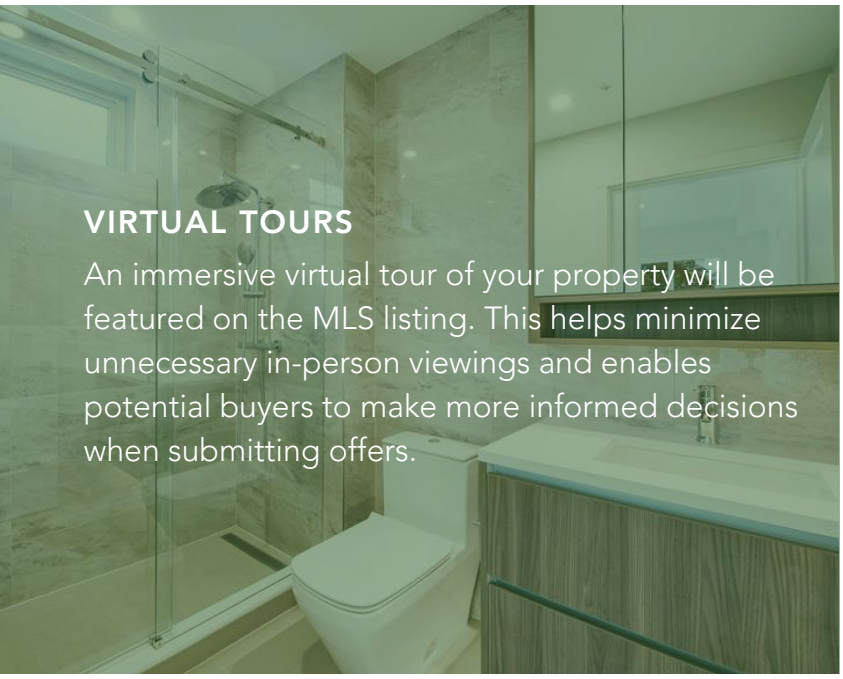


CAPTIVATING PHOTOGRAPHY

Professional, high-quality images showcasing your entire property will be featured on our website, MLS®, and various online and offline platforms to create an outstanding initial impact.

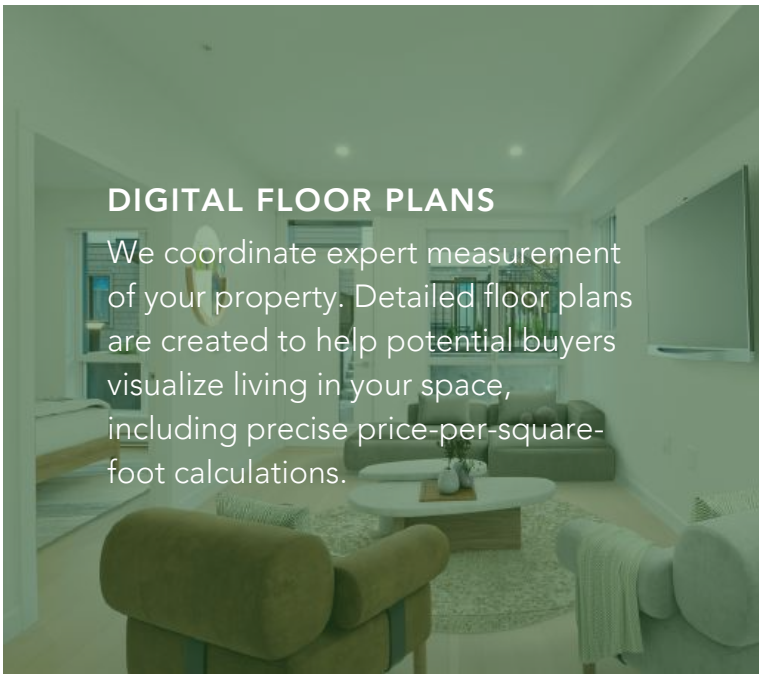
VIRTUAL STAGING

Effective presentation plays a crucial role in property sales, influencing buyers' impressions. This process involves arranging furnishings and decor to highlight strengths and create an inviting ambiance. We provide complimentary virtual staging services to enhance your listing's appeal.



VIRTUAL TOURS

An immersive virtual tour of your property will be featured on the MLS listing. This helps minimize unnecessary in-person viewings and enables potential buyers to make more informed decisions when submitting offers.



DIGITAL FLOOR PLANS

We coordinate expert measurement of your property. Detailed floor plans are created to help potential buyers visualize living in your space, including precise price-per-square-foot calculations.

Our Notable Home Sales

3846 Price St - Burnaby

STARTED a multiple offer situation
OVER 120 showings
SECURED above market price offer

Doma Group successfully helped our clients downsize. Selling their home within 7 days. Within one weekend, we had over 120 showings and multiple offers in hand. Doma Group facilitated this through community marketing.





1337 Glenbrook St - Coquitlam

SECURED ideal closing dates
SEAMLESS negotiations
SOLD in a highly competitive market

Doma Group helped these home owners successfully downsize into a newly purchased home. This was a sale in a highly competitive market where there were 30 similar listings all sitting on the market for 90+ days.

Our Notable Home Sales

5233 Christopher Ct - Burnaby

SECURED multiple offer situation
SEAMLESS negotiations
SOLD over $800,000 above market price

Doma Group helped this family in a sale to a unique buyer who has been trying to secure the property for many years. With our help, we negotiated over $800,000 above the residential market value and created a multiple offer situation.





2779 E 1st Ave - Vancouver

SOLD $200,000 over BC ASSESSMENT
SEAMLESS move-out process
OVER 100 groups in 2 weeks

Doma Group secured an amazing offer for this family. Doma Group successfully negotiated with multiple offers to craft the best one for our sellers. The sellers were able to arrange dates that went seamlessly with their home purchase.

Our Notable Home Sales

3275 Mason Ave - Coquitlam

RECEIVED $100,000 over market value
SOLD in 8 days
OVER 100 viewings in 2 days

Doma Group sold this amazing home in Burke Mountain within days. With over 100 groups in one weekend, the sellers received multiple offers and were able to select the one that suited them the best.





406 5380 Crooked Branch Rd - Vancouver

SOLD in a highly competitive market
OVER 15 groups in 2 days

Doma Group sold a 1 bedroom unit in newly completed West Wind within 5 days. This market was highly competitive with several similar units in the same building and area. The sellers were happy to sell their investment this fast.

Our Notable Home Sales

2104 4485 Skyline Dr - Burnaby

SEAMLESS negotiations

SOLD in 2 weeks

Doma Group sold this amazing home in Brentwood in the Altus building within 2 weeks. We were able to sell the home for full price whereas other units were selling for below market value. Congratulations to our clients.





534 13728 108 Ave - Surrey

SOLD in a highly competitive market

SOLD in 6 days

Doma Group sold this 1 bedroom unit in Quattro 3 within one week. This was done through our competitive pricing strategy and phenomenal marketing.

What Our Clients Say About Us



I cannot say enough about Amanda. To describe her I would say she is on the ball, always quick to respond, if she doesn't know the answer she will go out of her way to find an answer for you. Always ensuring the strictest standards of integrity and professionalism. She listens to your needs and wants and goes that extra mile to find you your dream home. I would 100% recommend using Amanda Helou as your realtor - she will not let you down! - **A.P.**

Sasha is an outstanding professional with exceptional market insights! Working with Sasha was an absolute pleasure. Sasha is incredibly organized, proactive, and attentive. She also brings broad regional expertise, she has thorough knowledge of the Lower Mainland market, but she was also able to provide invaluable, strategic advice regarding the Okanagan region. If you want a knowledgeable, dedicated, and highly skilled professional in your corner. I cannot recommend Sasha highly enough! **- R.P.**





Emily’s knowledge of the market helped us quickly find the perfect home. Emily was friendly and engaged throughout the process which helped it all go smoothly. Emily's use of technology streamlined and expedited the negotiation and signing procedures. I would highly recommend Emily to anyone looking to buy or sell their home. Emily is principled with integrity you can trust to have your best interests at heart. **- S.C.**

Home Staging Tips

Some Great Tips to Elevate Your Home



Clear & Clean the Kitchen
When the counters and appliances are cleared off, buyers can use their imagination for the space.



Clear & Clean the Bathroom
Hide your soaps, bottles, razors, etc. in a bin under the bathroom sink. **Remember to close your toilet lids.**



Replace Burned Out Light Bulbs
Be sure to check all your ceiling lights, lamps and exterior lights to make sure they all work. In dark areas, add lighting like lamps.



Remove Unnecessary Furniture
One of the most important but difficult things to do. Removing and storing excess/large items is key to opening up the floorspace.



Hide Personal Items
Make sure to hide all shoes and store jackets in closets. Also clear night stands and dressers of personal items.



Light Up Your Home
Make sure your home is lit up. Turn on lights and open window treatments. A blend of natural and artificial light is key.



Make All of the Beds
An obvious but overlooked tip. Make sure all beds are made & are decorated with matching sheets, blankets and pillows.



Clear All Cars From Driveways
Try your best to remove all cars, trucks and RVs from the front and rear driveways to make the home more inviting



Clean & Clear the Exterior
Tidy your yard and ensure your landscaping is done. Remove any items that are not necessities from the exterior.

Notes

Your Home Selling Specialists

domagroup.ca

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