



KRISTY MATTIAZZO
 .COM
(604) 831-7321

SELLERS BROCHURE

Kristy is the consummate professional. She worked tirelessly to give us a real advantage when listing our home. We would not entrust this job to anyone other than Kristy!

- P & C Von Stefenelli

We were blown away with Kristy's professionalism, dedication, ethics and attention. She gave us heart-and-soul! Our gratitude for her help is boundless.

- N & K Keen

Kristy was fully available at all times and made me feel like a priority. I can't imagine working with anyone else!

- T. Carroll

Kristy is always professional, reliable and on time (usually early). She does those extras that mean a lot and are very helpful.

- T & M Mumford

Kristy presents herself in a professional and pleasant manner. She is a great communicator, knows her business very well and was always available to answer any of our questions.

- Marshall and Madina



**An experienced,
award-winning,
full-service REALTOR !**

Kristy Mattiazzo's success and education reaches for beyond earning a basic real estate license. Since earning her license in 2004, she has earned the following designations:

Accredited Buyer's Representative®
Seniors Real Estate Specialist®
Real Estate Negotiation Expert RENE

Kristy is a **trained negotiator** and believes that negotiations are about finding a way to give the other side what they want so that her clients can get what they need. Her online marketing strategy allows Sellers to maximize their exposure beyond MLS and her unique website allows Buyers to have more information up front with early access to new listings.

Sellers receive:

- Superior negotiation skills to promote & protect your interests
- Expertly designed print & online marketing to expose your beyond the traditional MLS service
- Industry-leading sales strategy expertise
- Intelligent, assertive, efficient, creative, punctual, educated, driven representation



kmattiazzo@shaw.ca
www.kristymattiazzo.com




KRISTY MATTIAZZO
COM
(604) 831-7321

SELLERS BROCHURE

Designations & Accreditation

**Accreditation you want to see in a
top-performing REALTOR®.**



Seniors Real Estate Specialist®

Kristy has received the **Seniors Real Estate Specialist® or SRES®** Designation. This coveted designation is awarded by the SRES® Council to its members who have successfully completed its education program.

Seniors Real Estate Specialists® or SRES® designees are REALTORS® qualified to address the needs of home buyers and sellers aged over 50.

By earning the SRES® Designation, Kristy has demonstrated the necessary knowledge and expertise to counsel clients aged over 50 through major financial and lifestyle transitions involved in relocating, refinancing, or selling the family home.

Kristy has received special training and gets regular updates from the SRES® Council on relevant matters. As a qualified Seniors Real Estate Specialist®, Kristy is prepared to offer the options and information needed in making life changing decisions when it comes to your living arrangements.



Real Estate Negotiation Expert

Kristy has also earned the **Real Estate Negotiation Expert RENE** certification for real estate professionals who want to sharpen their negotiation skills for successful outcomes. The RENE certification program gives REALTORS® the tips and tools they need to be skillful advocates for their clients.



Accredited Buyer's Representative®

Kristy has earned the **Accredited Buyer's Representative ABR®** designation by the Real Estate Buyer's Agent Council (REBAC), an affiliate of the National Association of REALTORS®. The coveted Accredited Buyer's Representative (ABR®) designation is the benchmark of excellence in buyer representation. This designation is only awarded to real estate practitioners, or REALTORS®, who meet the specified educational and practical experience criteria. This includes successfully completing the Accredited Buyer's Representative (ABR®) Designation Course, as well as other specialized training.

Buying a new home may be the largest and most complex financial transaction you will ever undertake. When buying a home make sure you work with the most qualified real estate professional you can find. When you work with Kristy, you can feel confident that you'll receive the highest level of buyer representation services and your home buying experience will go as smoothly and successfully as possible.



www.kristymattiazzo.com




KRISTY MATTIAZZO
COM
(604) 831-7321

SELLERS BROCHURE

Continuing Education Brings...

Expertise, knowledge and skill.

Real Estate Board of Greater Vancouver

- Seniors Real Estate Specialist **SRES***
- Accredited Buyer's Representative **ABR***
- Real Estate Negotiation Expert **RENE**
- Condo 101 - Strata Law for REALTORS*
- Condo 202 - Advanced Strata Law for REALTORS*
- Risky Business - Protecting Buyers & Sellers
- Project Marketing for the Leading Edge Professional
- Representing Buyers in the Sale of New Homes & Condominiums
- Professionalism - Safe or be Sued
- Selling Tenant-Occupied Properties
- Purchasing Strata
- Does your Buyer know?
- Foreclosures and Court Ordered Sale
- Municipal Update - Vancouver East
- What Brokerages and Realtors Need to Know About Agency
- Electrical and Insurance Issues for Older Homes
- Annual Legal Update Courses
- Municipal Update for Burnaby, New West & Tri-Cities
- Listing & Selling Development Sites
- Contract Nightmares - How to Detect, Avoid, Disarm and Survive
- Negotiating and Presenting Offers
- Homeowner Protection Act
- Ethics for the Real Estate Professional
- Anti-Money Laundering in Real Estate
- Rule Changes: Agency and Disclosures

British Columbia Institute of Technology

- Negotiating Skills
- Marketing Communications Essentials
- Special Event Marketing
- Essentials of Marketing

CSP International Business Academy™

- **Canadian Certified Staging Professional™**
- Real Estate Staging Association's **Rising Star CANADA 2012**
- Real Estate Staging Association's **Rising Star NORTH AMERICA 2012**
- Real Estate Staging Association's **Top 10 Stager CANADA 2013**
- Real Estate Staging Association's **Top 10 Stager CANADA 2014**
- Real Estate Staging Association's **Top 10 Stager CANADA 2015**



www.kristymattiazzo.com




KRISTY MATTIAZZO
COM
(604) 831-7321

SELLERS BROCHURE

Promoting & Protecting Your Interests!

**Any REALTOR® can sell a home.
The value of a REALTOR® is proven by
how quickly and for how much!**

INDUSTRY LEADING MARKETING FORMULA

results in:

- Increased buyer interest
- Reduced days on market
- Elimination of price reductions
- Prevention of low-ball offers
- Multiple offers!

The winning formula consists of **measurable and customized strategic plans for pricing, promotion and presentation** of your home. The formula is meticulously calculated to lower your risk, protect your equity and provide a return.

Kristy is a natural fit to the real estate industry as she is **reliable, resourceful and pro-active**. She makes it a habit to be flexible, driven and up-to-date with current information. Kristy's **assertive negotiating skills** have resulted in award-winning recognition at her Brokerage, Dien Realty.

Kristy is also an **International Award-Winning Home Stager** and offers value-added services to her Seller Clients as a **Canadian Certified Staging Professional™**. Kristy is a former Owner and Operator of **Private Property Staging**, which specialized in assisting Homeowners and Realtors in selling their vacant homes and listings faster and for the highest possible price. **Staged homes sell an average of 78% faster and for 7-10% more** than similar homes that are left vacant! This valuable marketing tool allows her Sellers to gain a competitive edge.

Kristy's education in **real estate, negotiation and marketing** set her apart from most Realtors. She has been ranked in the **Top 15% of all Lower Mainland Realtors** and in the **Top 15% of all Canadian Home Stagers!** With Kristy's real estate expertise and home staging talents, you have a recipe for success to sell your home quickly and for top dollar!



www.kristymattiazzo.com



KRISTY MATTIAZZO
.COM
(604) 831-7321

SELLERS BROCHURE

Full Service Marketing Formula

Kristy provides a cutting-edge marketing approach that covers all the bases.

When you hire Kristy Mattiazzo, REALTOR[®], RENE ABR[®], SRES[®], CCSP[™], you are choosing to work with a professional that offers a **FULL SERVICE MARKETING FORMULA**. Kristy's formula is highly effective and customized to the uniqueness of each home. Services available but not limited to:

- Listing on the **Multiple Listing service (MLS)**
- **For Sale sign** (if applicable)
- Private showings
- **Open House** - minimum 2 - if deemed safe and appropriate
- Professional **Photography**
- Professional **Videography**
- Professional **2D property measurements**
- Professional **3D Matterport video**
- Professional **Drone video**
- Professional **Home Staging advice**
- Professional **Partial Home Staging**
- Professional **Virtual Home Staging**
- **Priority placement on Real Estate Weekly online**
- **Google maps** with **aerial** and **street views**
- Design, print, and distribution **online** and in-person of **full colour flyer advertisements**
- Paid drip online marketing campaigns with **Google, Facebook, Instagram** and **Real Estate Weekly**

As each listing agreement differs in details, so does the uniquely designed marketing plan for each home. In advance, Kristy will discuss which services will be offered and included in each listing agreement.

There is no standard fee. Kristy's commission rates are transparent and non-negotiable in order to establish a platform of trust and fairness.

Repeat/Referred Clients:

7% on the 1st \$100,000 and 2.55% on the balance

New Client Homes:

7% on the 1st \$100,000 and 2.75% on the balance

New Client Condos/Townhomes:

7% on the 1st \$100,000 and 2.95% on the balance

Some listings may require additional and specific services wherein the investment may be higher. This will be discussed upfront with the Seller. All commission rates are subject to the GST rate of 5%.



www.kristymattiazzo.com



KRISTY MATTIAZZO
COM
(604) 831-7321

SELLERS BROCHURE

Online Website Presence

**User-friendly, interactive,
and searchable.**

www.kristymattiazzo.com



95% of Buyers search online for properties

- Google priority positioning
- Easy to navigate
- Professionally designed
- Searchable by major search engines
- Up-to-date listings
- Optimized for exposure
- Interactive maps
- Social Media Buttons
- Unlimited photo uploads
- Video tour uploads
- Walk score
- Buyer Capture Forms



www.kristymattiazzo.com

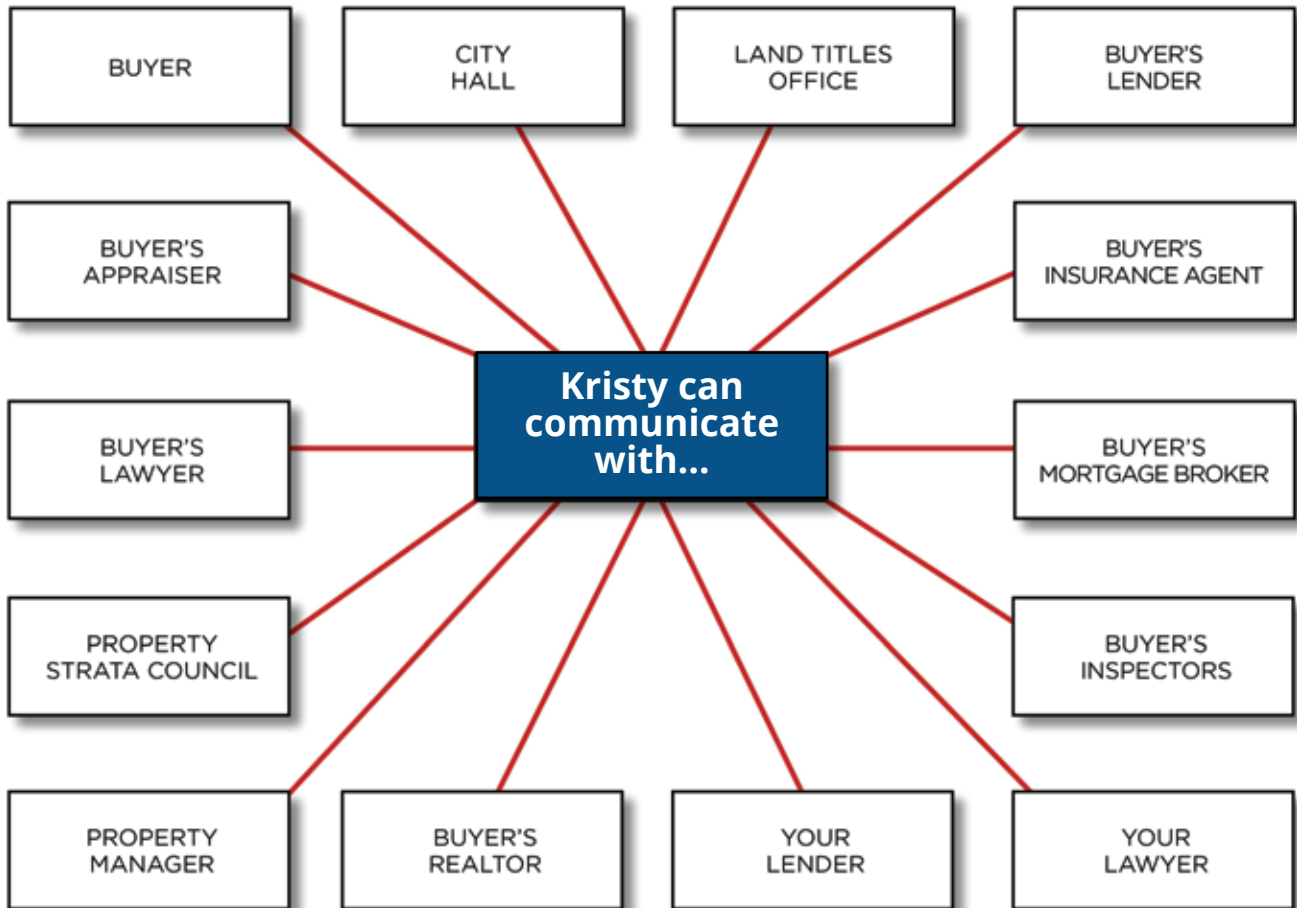


KRISTY MATTIAZZO
COM
(604) 831-7321

SELLERS BROCHURE

Communication Process

**Constant communication enables
a smoother transaction throughout.**



www.kristymattiazzo.com



KRISTY MATTIAZZO
COM
 (604) 831-7321

SELLERS BROCHURE

Listing & Selling Process

From list day to possession day.





KRISTY MATTIAZZO
COM
(604) 831-7321

SELLERS BROCHURE

Client Testimonials

There are so many REALTORS® ... why hire Kristy?

"After a disappointing experience with another Realtor, and on the recommendation of a friend, we contacted Kristy to sell our home. We were blown away with her professionalism, dedication, ethics and attention. She gave us heart-and-soul. Her good advice (even when we didn't want to hear it), market knowledge (constant updates), staging advice and practical tips all added up to the successful sale of our home; \$130,000 over asking! We would highly recommend Kristy to everyone. Our gratitude for her help is boundless."

- Nicholas & Kandyce Keen

"If we had to sum up what impressed us most about Kristy, it is that she is the consummate professional. She worked tirelessly and gave us a real advantage. Her knowledge and experience set our minds at ease and allowed us to make the best decision. Whether it was quality real estate advice, home staging or referring us to her mortgage experts, she provided us with full service. In short, making the sale and purchase of a lifetime is something that we would not entrust to anyone other than Kristy."

- Philip & Catherine Von Stefenelli

"We could not have asked for a more proficient and enthusiastic person to handle the sale of our condo. You went way above and beyond what a conventional Realtor would have done to facilitate this sale. Being out of town owners your straightforwardness and self-confidence made it unproblematic event for us. You deserve our highest acclamation!"

- Douglas & Helga Beguin

"Kristy is always professional, reliable, on time (usually early!) and can really work on your behalf in negotiations. Everything you want in a Realtor. She also does those extras that mean a lot and are very helpful... along with lots of sound advice. Thanks to Kristy the buying and selling of our properties was as smooth, easy and stress-free as it could be!"

Tim & Margaret Mumford

"I highly recommend Kristy to anyone looking to buy or sell a home. Kristy is a person of great integrity. She is knowledgeable, efficient, responsive and personable and always goes above and beyond the call of duty to produce the desired results."

- Amy Mraze



www.kristymattiazzo.com