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elevation  
IT'S THE EXPERIENCE

# WHO ARE WE?

## OUR VISION

Real estate doesn't have to be overwhelming. Instead, it should be exciting.

We've dedicated ourselves to combining in-depth industry insight with creative solutions to facilitate an enjoyable buying and selling experience.


Through this, we guide our clients through the education of their marketplace conditions, evaluation of their property potential, and negotiation of their desired outcome.

## OUR TEAM

We compromise of a team of experienced agents that live in, know and love the Fraser Valley.

We could tell you about our combined 75+ years of experience or flaunt that we have achieved recognition for continually being in the top 1% of Realtors in the Fraser Valley, but that would be to braggadocious.

Instead, we'll tell you that we are in this because we care about people and that you can expect the same care and attention that we would give our granny.



YOU ARE NOT JUST GETTING ONE **REALTOR**, BUT A TEAM OF EDUCATED, CARING AND DEDICATED PROFESSIONALS WITH SPECIFIC KNOWLEDGE ABOUT YOUR PROPERTY AND MARKET AREA.

## Joel Schacter

Due to his longevity in this industry, Joel has exceptional experience in almost all areas of real estate. He has been successful in land assembly work, rezones and development consulting, commercial sales and leasing. His greatest joy, however, is still sitting across the kitchen table from a young couple assisting them through the process of buying their first home, a relocating family, or with empty nesters discussing their downsizing and retirement real estate options.

## Tyler Schacter \ PREC

Tyler believes in educating his clients to instill a basis of comfort and understanding with regards to the buying and selling process. Strategizing with people puts Tyler in his sweet spot, exploring the options available and empowering them to make wise decisions.

## Mark Dana \ PREC

Having been a licensed Realtor since 2007, Mark specializes in helping clients purchase and sell in Cloverdale, Langley, Abbotsford, Mission, and Chilliwack. Keeping up with the latest market trends and technology, he expertly navigates negotiations and provides his clients with exemplary service and care.



## Anna Poppleton

Anna is an expert in both Pre-Sale Developments and Residential Purchase and Sales. She is motivated by her desire to help people fulfill their real estate dreams. Whether helping them find a new home or selling a property, she takes great care in preparing her clients for their next chapter.

## Donavon Ash

Donavon grew up in Langley and first became a licensed Realtor in 2013, starting his career as a part of a residential development land specialist team in Langley and Surrey. After gaining some industry experience, Donavon decided to temporarily leave the real estate industry behind in order to volunteer overseas. After three years, Donavon returned to Canada and shortly after, joined the Elevation Real Estate Group, which allows him to offer an unmatched level of service to his clients.

## Brendan Link

After spending some time in the Greater Vancouver Area, Brendan has moved back to his home base in Langley to begin his journey into the real estate industry. With a strong background in financial management and over 20 years of customer service experience, Brendan is eager and willing to help his clients achieve their ultimate real estate goals.

## Kim Domingo \ Manager

Kim has a background and focus on customer care. She strived to deliver a stress and worry free experience as clients navigate one of the most significant transactions of their lives. Kim believes educating and informing clients empowers them to arrive at the best decision for their specific real estate plans and goals.

## Sharon Schacter \ Transaction Coordinator (UA)

Sharon has over 30 years of administrative experience. Her expertise in administration, property management and accounting has allowed for the group to provide smooth and exemplary services to the clients.

## Jozenelle Abad \ Client Care Coordinator (UA)

Jozenelle has a background in customer service. She is responsible for client care and inquiries, while also assisting the group with various tasks, both in and out of the office, helping maintain a smooth and worry-free process for all parties involved.



In addition to industry leading marketing and unrivaled service and care, these areas of priority set **Elevation Real Estate Group** above the rest!

## EDUCATION

At Elevation, we don't believe in telling people what they should or shouldn't do. We believe in providing the relevant information and creative solutions, enabling you to make an informed decision to the betterment of you and your family.

## EVALUATION

Our level of expertise and engagement in the marketplace has honed our abilities in the evaluation of properties and current trends. This is a crucial skill in the marketing of a property as well as ensuring you don't overpay when it comes time to purchase.

## NEGOTIATION

Whether buying or selling a property, we work with you to skillfully craft a thoughtful strategy and build a case to support the evaluation of the property you are looking to purchase or sell, and masterfully communicate to the opposing party in order to achieve your desired outcome.

# THE ART OF NEGOTIATION (EXCERPT)

## What should we offer?

All too often a negotiation is predicated around achieving a price that is relative to the asking price. This stems from the misconception that if you acquire a property by paying a certain amount below the asking price, you have obtained a reasonable, fair, or good deal. The reality is, the Seller has chosen the asking price and it may be close to the property's fair market value, or it may be considerably higher (or lower) than the actual market value.

## Ping Pong VS. Logic Based

It is not uncommon today to see negotiations go back and forth between a buyer and seller with no explanation for the offer or each counter offer. We call this a "Ping Pong" negotiation, because it's just about passing the offer back and forth a few times until the buyer and seller meet in the middle. While it is valuable to know if the party you are negotiating against is employing this strategy (so you can structure your counter offer(s) accordingly), it is not a strategy that we recommend if you are looking to purchase a property for fair market value or better.

Contrary to the Ping Pong method or negotiation, we recommend a logic based negotiation. After we have determined the range of fair market value for a property, we will devise (with you) a strategy to obtain the property at or below this range. Most commonly, we will use the listings of comparable properties that are currently for sale, and more relevantly, the listings of comparable properties that have recently sold to support the valuation that we have established. We will also bring in additional information that reinforces the value that we have presented, such as current market stats & trends, market forecasts, newspaper articles, neighbourhood development details, or any other relevant information. Our goal is to inform or educate the other party to induce a shift from the value they have in mind towards the value that we are presenting.


## The Presentation

At the Elevation Real Estate Group, our years of experience and thousands of offer presentations, have honed our abilities in negotiation and offer presentation. We would be happy to share our strategies with you in person (so as not to give away trade secrets), to demonstrate how to effectively communicate your offer or counter offer, whether buying or selling to achieve your desired outcome.





# THE BUYING PROCESS



BUYING A HOME IS A MAJOR EVENT AND **ELEVATION REAL ESTATE GROUP** FEELS IT IS IMPORTANT FOR YOU TO UNDERSTAND THE PROCEDURES NORMALLY INVOLVED, TO RECOGNIZE THE SIGNIFICANCE OF THE DOCUMENTS YOU WILL ENCOUNTER AND TO UNDERSTAND THE ROLE OF THE PEOPLE WHO MAY BE INVOLVED IN THE TRANSACTION.

## STEP 1: PRE-QUALIFICATION

We work closely with trusted mortgage advisors who can provide options and help you explore the financing products that best suit your long-term goals. They assist in determining the maximum purchase price you qualify for and explain the associated monthly payments to ensure your comfort and satisfaction.

## STEP 2: DECIDING WHAT YOU WANT

Once you are pre-qualified, we help you determine the answer to the following question:

- Where do you want to live?
- What type of home will meet your needs now and into the future?
- What are your must-haves and deal breakers?

## STEP 3: THE SEARCH

Now the fun begins! We will work diligently for you to arrange viewings and gather additional information about properties you are interested in, keeping you updated on all new listings and market influences as they evolve.

## STEP 4: MAKING A SMART OFFER

We draft a Contract of Purchase and Sale according to your wishes, and present, and negotiate the best price, terms, and conditions on your behalf.



# THE BUYING PROCESS

## CONTINUED

### STEP 5: ONCE THE OFFER IS ACCEPTED

Once you have agreed on the price and terms, you have a conditionally accepted offer in place. Now is the time to start the process of satisfying them before the deadline and firm up your purchase. Our team will help you navigate the due diligence period with ease.

### STEP 6: REMOVING SUBJECT CONDITIONS

Once your home has passed inspection, your financing is approved, and you feel completely comfortable with your choice of home, we will prepare the subject removal documents for your signature, making your contract “unconditional”. Your deposit is typically due within 24 hours of removing conditions. We provide a comprehensive moving checklist to help you prepare for your pending move.

### STEP 7: PREPARING FOR CLOSING DAY / LAWYERS

We will need your lawyer or notary information as soon as possible so that we can send them all the required documents in a timely manner, ensuring they will have enough time to process the closing of your purchase. We can provide you with a list of contacts if you are unsure of whom to use. You will need to set up an appointment with them a few days before completion of your new home to sign the mortgage and transfer documents.

### STEP 8: PREPARING FOR CLOSING DAY / DOWN PAYMENT AND CLOSING COSTS

Make the necessary arrangements to have these funds available prior to closing or when the lawyers has requested the funds.

### STEP 9: CLOSING DAY

Money and title are transferred on your behalf.

### STEP 10: POSSESSION DAY - YOUR NEW HOME!

It's time to get the boxes in the truck and a new key on your keychain ~ moving day is here!

# WHAT WE DO FOR YOU

## PLATINUM BUYERS SERVICE PACKAGE



### PROFESSIONAL CONSULTATION

We discuss the process, outline your desired criteria, and preview the required paperwork with you. We also assist in arranging an appointment with a professional mortgage broker (as necessary), estimate the expenses involved in the purchase, review your expectations, and address any questions or needs that you might have.



### HOME MATCH PROGRAM

Once we have discovered your needs, we enroll you in our home match program where we search for properties that match your criteria.



### PROFESSIONAL HOME BUYER TOUR

We organize a tour with you to view the properties that you have requested. We will answer any questions you might have about the properties or find the information you are looking for if we don't have it already.



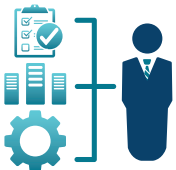
### IN-DEPTH MARKET ANALYSIS

Once you have chosen a home that you can see yourself living in, we will prepare an assessment based on the property's location, features, and condition. If you would like to proceed, we will explain and discuss an offer strategy.



### PROFESSIONALLY PREPARED CONTRACTS & NEGOTIATIONS

We carefully prepare and present our offers to ensure that we successfully negotiate the strongest possible terms and protect your interests while minimizing surprises.



### COMPLETE TRANSACTION MANAGEMENT

We manage all the details of the real estate transaction, coordinating with mortgage brokers & lawyers to deliver a smooth completion.



### AFTER SALE CARE

**Moving Package** \ We provide you with a personalized moving package with checklists and guides along with necessary materials (such as moving boxes) to assist you on a smooth move.  
**Communication** \ We stay in communication with you even after the sale to ensure that all loose ends are taken care of.



### CLIENT APPRECIATION PROGRAM

Even after closing, we are available to assist you with all your real estate needs. You receive valuable information monthly including invites to our regular client appreciation events.





# THE SELLING PROCESS



SELLING A HOME IN TODAY'S MARKET CAN BE CHALLENGING.

**ELEVATION REAL ESTATE** GROUP UNDERSTANDS THAT. WE PRIDE OURSELVES IN THE USE OF TECHNOLOGY AND INNOVATION TO MAXIMIZE THE EXPOSURE OF YOUR HOME. YOU CAN COUNT ON US TO BE THERE THROUGH EVERY STEP OF THE PROCESS TO MAKE SURE NO DETAIL IS OVERLOOKED.

## STEP 1: PROFESSIONAL CONSULTATION

You will receive a thorough inspection and assessment of your property's location, style, features, and condition. We discuss your needs and expectations, which include options on how you can achieve your real estate goals.

## STEP 2: IN-DEPTH MARKETING ANALYSIS

You will receive a Comprehensive Market Evaluation of your property and explanation of the OPTIMAL PRICING STRATEGY for your home.

## STEP 3: PREPARE YOUR HOME FOR LISTING

We provide expert knowledge on how to prepare your home for tours and photos.

## STEP 4: LIST AND MARKET YOUR PROPERTY

We design a strategic marketing plan that is suitable for you and your property. We utilize web-related and conventional methods to blanket the market and advertise your property to its peak level.

## STEP 5: SHOWCASING YOUR HOME

We will coordinate all the showings with prospective Realtors and their buyers and provide detailed feedback on all showings.



# THE SELLING PROCESS

## CONTINUED



### STEP 6: OFFERS

We will negotiate an offer that is in your best interest.

### STEP 7: ACCEPT AN OFFER

Once you accept an offer, it will likely have subject conditions. We will ensure that the buyer's Realtor has the required information to remove all subject condition.

### STEP 8: SUBJECT REMOVAL

Once subjects are removed, your home is SOLD! We will need your lawyer or notary information as soon as possible so that we can send them the sale documents in a timely manner.

### STEP 9: COMPLETION AND POSSESSION

Completion is the official date the funds and the title will be transferred for your home. We will arrange keys to be delivered to the buyer's Realtor for possession.



# WHAT WE DO FOR YOU

## PLATINUM SELLERS SERVICE PACKAGE

WITH A PROVEN TRACK RECORD, THE RIGHT SKILL SET, AND YEARS OF EXPERIENCE, **ELEVATION REAL ESTATE** GROUP HAS THE TOOLS TO SUCCESSFULLY SELL YOUR PROPERTY FOR TOP DOLLAR. IF YOU'RE SERIOUS ABOUT SELLING, WE'RE SERIOUS ABOUT GETTING THE JOB DONE!



### PROFESSIONAL STAGING AND CONSULTATION

We collaborate with a professional stager to prepare your home to attract prospective buyers. The stager brings imagination, insight and excitement to your property.



### PROFESSIONAL PHOTOGRAPHER

We work with a professional photographer to showcase your home in the best possible light.



### 3D MATTERPORT TOUR

Our 3D Tours give potential buyers a preliminary walkthrough experience sparking greater interest. .



### BOXES

We provide you with boxes to help prepare you for your sale and your move.



### MULTIPLE LISTING SERVICE (MLS)

We will prepare and submit accurate information to the Multiple Listing Service, ensuring maximum exposure to potential buyers and their Realtors.



### FEATURE SHEETS/LISTING FLYERS

Feature Sheets and Listing Flyers are designed to provide potential buyers more information about your property and the neighbourhood.



# WHAT WE DO FOR YOU

## PLATINUM SELLERS SERVICE PACKAGE (CONT.)



### RE/MAX TREELAND OFFICE PROMOTION

Elevation Real Estate Group shows off your property to our fellow top producing Realtors who may have potential buyers for you.

### ONLINE PROMOTION

Your property will be featured on the following web and social media sites:



[www.ElevationRealEstate.ca](http://www.ElevationRealEstate.ca)

[www.Instagram.com/ElevationRealEstate](https://www.instagram.com/ElevationRealEstate)

[www.ReMax.ca](http://www.ReMax.ca)

[www.Twitter.com/Elevation\\_REG](https://www.twitter.com/Elevation_REG)

[www.Realtor.ca](http://www.Realtor.ca)

[www.Vancouver.Craigslist.ca](http://www.Vancouver.Craigslist.ca)

[www.REW.ca](http://www.REW.ca)

[www.Kijiji.ca](http://www.Kijiji.ca)

[www.Facebook.com/ElevationREG](https://www.facebook.com/ElevationREG)



### PROFESSIONAL CLEANING SERVICES

We bring in professional cleaners to take care of the cleaning before listing or once the final box is moved after the sale.



### AFTER SALE CARE

**Moving Package** \ We provide you with a personalized moving package with checklists and guides along with necessary materials (such as moving boxes) to assist you on a smooth move.

**Communication** \ We stay in communication with you even after the sale to ensure that all loose ends are taken care of.



### CLIENT APPRECIATION PROGRAM

Even after closing, we are available to assist you with all your real estate needs. You receive valuable information monthly including invites to our regular client appreciation events.

"IMPRESSED BY YOUR QUICK  
RESPONSES. EVEN FROM 1,000 KM  
AWAY, SOMEONE ALWAYS GOT BACK  
TO ME IN A TIMELY MANNER. YOU  
ACCOMMODATED US VERY WELL AND  
WE ALWAYS FELT IMPORTANT."

Steve & Audrey Leyenhorst





# IT'S THE EXPERIENCE



**ELEVATION REAL ESTATE** GROUP'S PHILOSOPHY IS TO PROVIDE OUR CLIENTS WITH THE BEST POSSIBLE SERVICE, ENSURING A SMOOTH TRANSACTION WHERE THE CLIENT GETS THE MOST OF THEIR MONEY. OUR GOAL IS THAT YOU ARE SO SATISFIED WITH US THAT YOU WILL REFER ALL YOUR FRIENDS AND FAMILY TO US. **ELEVATION REAL ESTATE** GROUP IS WORKING TO BE YOUR GO-TO REAL ESTATE TEAM FOR LIFE.

"The Elevation experience was great from start to finish. Appreciated the market analysis of my realtor and the assurance that I was selling my home at the best price. The photos and 3D tour were top-of-the-line features. Highly recommend" *Tom Lawson*

"Elevation was fantastic through all the stages of our first time home purchase. Joel was even kind enough to help advise us when we had some issues with our rental agreement - before we even made a purchase! We worked mostly with Kim who was easily available by any means of communication possible. She answered all our questions promptly and liaised seamlessly with all the other professionals involved in the purchase. She even provided us with packing boxes for the big move! We are now in our brand new home and could not be happier with the services we were given. Thanks Elevation!" *Anna Aquino*

"From the first moment that we met with Tyler and his team, all the way till today we absolutely feel taken care of. The Elevation team went to great lengths to make sure we were up to date on the market and 100 % allowed us to make the very best decisions for our family. Did I mention that with their help, we likely got \$20,000 more for our home, that we could not have gotten ourselves. We are customers for life" *Jodi Bueckert*

"Tyler and Joel were amazing! They helped us with whatever we needed. They were easy to get ahold of and they were great to work with. They sold our house in a slow market within a few days and they found us a perfect home. We are so grateful for everything that Elevation real estate did for us. I would most definitely use their company again and I would refer them to anyone." *Jennifer Dyck*

"I highly recommend Elevation Real Estate for their excellent and professional service. We have sold and bought three houses with them and also attained an office lease for our non profit. They always go above and beyond and over exceed expectations. Good people!" *Andy Harrington*

"We worked with Tyler Schacter to purchase our first home and then sell it five years later and we received excellent service. It's not only Tyler's attentiveness and skill but also the efficiency of the office staff that made the whole experience great. I am quick to refer them knowing that all clients will receive the same care and expert advise we did" *Desirae T*

"We have used Tyler multiple times for buying and selling our homes. He (and his team) are wonderful to work with. They are honest, professional, and work hard to meet their clients expectations. We have referred Elevation Real Estate to numerous people and they have all had positive experiences. They host numerous family events for their clients (E.g. movies, fairs, etc.) that are always fun to attend" *Jennifer Coimbra*



"Tyler and Joel have been absolutely amazing for me. During a very difficult time they helped me sell my townhome, and then find me a new beautiful apartment. They were extremely prepared, professional, and very caring during this time. Joz and Kim were also very helpful organizing behind the scenes and supplying me with moving boxes. I will definitely be using them going forward, and would highly recommend them to anyone. Thanks again" *Jeff Nolan*

"Awesome Team provided service beyond my expectations. Strongly recommended to anyone who wants superior house presentation and marketing and get top value for your old home and get qualified advice on anything related to your new home" *Bojan Krtnic*

"We have used Elevation Real Estate Group a number of times and have always been more than satisfied with the excellent service they give. They are a great group of people to work with and I highly recommend them" *Brent Smith*

"The team at Elevation Real Estate is professional, knowledgeable, and really good at what they do. We have used their services twice and it has been a pleasure working with them" *Robynn Friesen*

"I had such a personable, organized, professional experience with Tyler and the Elevation team the first time that when it came to sell 7 years later I picked up the phone to contact them without even considering other realtors. They know the market and understand how to navigate the real estate world with integrity, even during times when sales trends are unprecedented or unique" *Rita Kampen*

"What did we enjoy while working with you? Many things... Friendly, genuine, caring, understanding our needs, responsive, attentive, focused on getting results, generous in making a deal happen. You need to keep doing what you have been doing - stay focused on customer service as you have been. Fantastic service! You have exceeded our expectations in many ways. Thank you for all your hard work and constant attention to our needs. Best experience in buying a home that we have ever had with any realtor (this is our 6th house purchase). Use us as a reference anytime" *Terry & Sonya Chmelyk*

"Phone calls were returned promptly. You guys were great. We were treated great and of course will use you all in the future. Thanks!" *Kathy & Rick Germain*

"We liked your team approach to all communication, good advice on pricing and the current state of the Real Estate market" *Bruce & Leigh Lonsbery*

"We found you dependable, professional, knowledgeable and honest. Sold on Schacters for life!" *Keith & Melissa Reed*

"We sold our house at a challenging time in the market following banking rule changes. Despite softening of the Vancouver house market, we were able to conclude our transaction within a three month window. Anna and team worked with us every step of the way and we appreciate the personal service we received and the results achieved." *Chris & Ahmie McCarthy*

"I don't think I've dealt with a realtor who has spent this much time with me on real estate and been this patient with me. I ask a lot of questions! I have had many chats with him and countless emails and texts with all sorts of questions. He answered them all. Tyler even went so far as to help us show the unit to a potential renter when we were unable to be there... and he continues to help me with questions as it's my first time being a landlord" *Nigel Chuah*

**Hire us today and let our team go to work for you!**

604.533.3491

[info@elevationrealestate.ca](mailto:info@elevationrealestate.ca)

[www.elevationrealestate.ca](http://www.elevationrealestate.ca)



**RE/MAX**

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This communication is not intended to cause or induce a breach of any existing agency relationship