



SELLER'S GUIDE

ROCH & WEEKS
REAL ESTATE GROUP

A team dedicated to your ultimate real estate experience.

TABLE OF CONTENTS

CURRENT MARKET EVALUATION 07

PRICING STRATEGIES

COMMON FEARS AND CONCERNS

THE ROCH & WEEKS TEAM DIFFERENCE 08

THE TIMELINE TO SELLING YOUR HOME

ROCH & WEEKS SALE ROAD MAP 09

A MARKETING PLAN TAILORED TO YOUR SALE

16-POINT ACTION PLAN FOR SELLING YOUR PROPERTY 10

PREPARING YOUR PROPERTY FOR MARKET - WHAT WE DO 12

PRE-INSPECTION - IS IT NEEDED? 13

DIGITAL MARKETING OF YOUR PROPERTY

A TAILORED PROPERTY DESCRIPTION 14

CLIENT SATISFACTION 15

CLOSING COST WORKSHEET 16

WHAT OUR CLIENTS ARE SAYING 17

One of the top producing and most trusted real estate teams in Vancouver, Roch & Weeks Real Estate Group is a group of laser-focused, highly-motivated individuals seamlessly integrated to produce impactful results.

AS THE TOP 1% OF VANCOUVER REALTORS SINCE 2011, ROCH & WEEKS REAL ESTATE GROUP PROVIDES ULTIMATE VANCOUVER MARKET KNOWLEDGE, SERVICE, AND RESULTS.

With an integrated approach behind each client, this unmatched duo brings experience, energy, and consistent communication to ensure smooth and successful real estate transactions.

2021 PERFORMANCE

TOP 1%
OF VANCOUVER
REALTORS SINCE 2011

20 DAYS
AVERAGE LISTING
ON THE MARKET

\$260M+
TOTAL SALES
IN 2021

140+
HOMES SOLD
IN 2021

100.4%
SOLD PRICE TO
LIST PRICE RATIO

OUR TEAM

The insight of two leaders, the dedication of a whole team.



PATRICK WEEKS

PERSONAL REAL ESTATE CORPORATION

Born and raised in Vancouver, Patrick’s honesty, professionalism and sincerity have helped him consistently remain at the top 1% of all Greater Vancouver Realtors. His motivation comes from a desire to make sure his clients get the very best knowledge, advice and expertise to help them make wise real estate choices.

DEVIN ROCH

PERSONAL REAL ESTATE CORPORATION

With 17 years of real estate experience in both sales and development, Devin offers a unique perspective and expertise. His attention to detail, unwavering determination and good old-fashioned work ethic ensure his clients achieve their real estate goals. His principles are simple: work hard, be honest and build lasting relationships.



JENNY DO

REALTOR

Jenny has worked several years in project sales for renowned developers in Greater Vancouver. Her experience and attention to detail enable her to understand and deliver exceptional client service, while providing all the tools needed to ensure the best results are achieved.



NOAH ARMSTRONG

REALTOR

Before joining Patrick Weeks Real Estate, Noah worked as a luxury rental agent, allowing her to bring her extensive knowledge of the Vancouver rental market to analyze properties for investment potential. Noah’s strengths are her charisma, great communication skills, and commitment to building trust and strong relationships with clients.



MATTHEW GIBSON

PERSONAL REAL ESTATE CORPORATION

Born and raised in West Vancouver, Matt brings excellent knowledge of the North Shore region to the team. Matt has the capability to quickly analyze a property and neighbourhood for living, investment and redevelopment purposes. Matt’s success is based off of trust and excellent communication.



GEORGIA MOSCOVICH

REALTOR

Born and raised in Vancouver BC, Georgia discovered her passion for real estate at a young age as she grew up learning about all aspects of the real estate industry from her father, who is a realtor. Georgia joined Patrick Weeks Real Estate team in January 2022. Georgia’s proactive work ethic and diligent customer service skill set have allowed her to seamlessly transfer to real estate.



“WE WERE EXTREMELY PLEASED WORKING WITH THIS SUPER PROFESSIONAL TEAM! WE TRULY APPRECIATED THEIR GUIDANCE, TRANSPARENCY, TENACITY AND STEADFASTNESS THROUGHOUT THE WHOLE PROCESS. THEY DID A FANTASTIC JOB IN GETTING A VERY UNIQUE PROPERTY SOLD THAT REQUIRED ADDITIONAL STEPS TO APPROVAL FOR COMPLETION OF THE SALE.”

BRAEDEN

CURRENT MARKET EVALUATION

Led by two iconic Vancouver real estate agents, Devin Roch and Patrick Weeks, we thrive on end-to-end client satisfaction to create happy clients and lasting relationships. Once we’ve been in contact with you we’ll arrange an initial appointment with our team to meet with you to discuss your property and goals. This process is usually a 60-minute appointment where we walk through your property, take notes, and discuss the features that make it unique.

After our meeting, we’ll research the current market value and prepare a Current Market Evaluation based on an in-depth analysis of the recent sales, active listings and market trends in your neighbourhood as they relate to your property. This will give you the current estimated value of your property.

PRICING STRATEGIES

Correctly pricing your property is one of the most important factors when considering selling. When priced correctly, you will have the ability to negotiate the highest possible sale price and most favourable terms.

COMMON FEARS AND CONCERNS

Selling a home affects every client differently. Discussing your fears or objections beforehand allows you and our team to address those concerns, so you’re prepared and confident before your home even hits the market.

We’ll sit down with you and address any questions or concerns that you may have as they relate to the sale of your home. Loving what we do means helping our clients succeed. Our interest lies in establishing long-term relationships with our clients through consistent and clear communication every step of the way.

THE ROCH & WEEKS TEAM DIFFERENCE

With a combined experience of over 50 years in real estate, Roch & Weeks represent the most knowledgeable realtors in Vancouver. Through a streamlined and effective process, our diligent research, expansive market data, and innovative technology ensure the success of your experience.

Your goals are our goals, and we assure that every one of our team members is behind our client’s needs. An agency with strong family values, with Roch & Weeks you’ll feel welcome and looked after. Our door is always open to welcome our clients as friends, there to support your family for future generations.

THE TIMELINE TO SELLING YOUR HOME

Certain times of the year have their advantages and disadvantages when it comes to listing your property.

Spring is usually the busiest time of the year to sell, but that also means the market has more competing inventory. Listing in the winter can mean less competition in the marketplace, however, some buyers may be less motivated to move at that time of year.

This is an important discussion to have with your Realtor to determine the ideal time for you to list your property.

WE’LL HELP YOU TO ADDRESS:

- Will I have a home to move into in time?
- How will I feel about selling my home?
- What if my home sells too quickly?
- Do I need to do any work on my home before selling?
- What if my home does not sell?
- Do I need to complete the projects in my home before selling?
- Are the showings going to impact my day-to-day life?
- What if I don’t have the funds to complete outstanding projects?
- How will I get my home ready to sell?

ROCH & WEEKS SALE ROAD MAP

- 01

MARKETING PLAN

Every home is different and therefore deserves to have a tailored marketing plan that conveys its special features.
- 02

TARGETING

Defining a home’s target market is our first key objective. We include factors such as demographics, location, and audience interests to define the target market.
- 03

TARGET AREA

Defining the areas for interested audiences allow for the proper advertising vehicles to be put in place to drive traffic to your property.
- 04

WHO’S BUYING?

Is the buyer coming from out of town or are they local to the area? Keeping in mind different types of buyers is an essential part of our successful marketing plans.
- 05

TARGET INTERESTS

Narrowing in on the interests of the target audience allows us to drive more visits to your home from motivated buyers.
- 06

SPREADING THE WORD

With our extensive Vancouver connections and deep network of agents and clients, we’re able to increase visibility and awareness of your property through meaningful connections.
- 07

NARROW THE SPECIFICS

Our strategy becomes more effective as we continuously narrow in on audiences that are most suited for your property.

SOLD!

MARKETING PLAN TAILORED TO YOU

- CHANNELS

Websites | Print Marketing | Targeted Mailing | Agent Events & Open Houses Phone Calls & Networking | Digital and Social Media Marketing
- DIGITAL ASSETS

Floor Plans | Photography | Videography | Story-Telling | Comparison Sales | Content Writing & Production

16-POINT ACTION PLAN FOR SELLING YOUR PROPERTY

- 01

Provide you with a professional, well-researched and formulated opinion of the true and actual market value of your property to establish a competitive list price.
- 02

Arrange a custom photoshoot and a virtual tour which includes 20 handpicked photos and an HD video tour of your property to showcase it in the best light possible.
- 03

Arrange and provide a custom floor plan for your property.
- 04

Promptly and accurately file your data with the Multiple Listing Service.
- 05

Arrange a buyer's due diligence package which includes highlights and technical details of your property.
- 06

Prepare a customized marketing theme for your property to be used across various channels.
- 07

Maximize your property's exposure through our digital marketing channels.
- 08

Place a 'For Sale' sign in a desirable location on the property so that prospective buyers will take notice.
- 09

Leverage our realtor database of over 5,000 subscribers with email marketing campaigns that promote your property to other top producing agents.
- 10

Attend to all inquiries and pre-qualification due diligence of buyers until your property is sold.
- 11

If needed, provide real estate services in languages outside of English and Vietnamese.
- 12

Assist prospective buyers and their agents in overcoming common obstacles and providing top-notch resources.
- 13

Ensure an iron-clad transaction by utilizing extensive and exhaustive financial conduits to prequalify ALL prospective buyers.
- 14

Provide timely and detailed reporting of each showing to keep you informed and in the loop.
- 15

Explain every facet of the purchase agreement and all that it entails in an effort to assess the purchaser's overall ability to perform and execute the contract.
- 16

Put your trust in us and we'll assure you a real estate experience that's not only enjoyable but yields exceptional results. We've created a team of skilled and agile experts that ensure a smooth transactional process from our initial meeting until the final papers are signed.

PREPARING YOUR PROPERTY FOR MARKET - WHAT WE DO

STAGING

One of the most important things you can do when listing your property is to make sure it shows in the best possible light. It's critical to create the best first impression when a buyer walks through your property. Buyers need to envision their possessions in the home and not be focused on too many distractions. We work with a home staging team that helps you prepare your home for sale.

PROFESSIONAL DIGITAL MEDIA

Photos are typically the first thing that a buyer will see when searching for their new home. Because of this, we believe that stunning photography and captivating videography can have a large impact on the sale of a property. We work closely with our industry-leading professional digital media team to produce some of the most progressive marketing content in the industry. Each property we list receives 20 carefully chosen edited photos and an HD video tour.

PROFESSIONAL FLOORPLAN

For every listing, we provide a professionally laser-measured floorplan showing the exact square footage of your property. The floorplan can be very helpful for listing your property on MLS as some buyers have specific needs for square footage, room sizes and layout.

CLEANING

Another pivotal pre-listing item is to have your property professionally cleaned before the first showings. We can help you arrange professional cleaners to ensure your property is as presentable as possible.

PRE-INSPECTION - IS IT NEEDED?

Depending on the age and condition of your property, a pre-inspection report is an effective marketing tool that can help overcome a buyer's reservations, such as:

- Confirmation that your property is sound, and make you aware of any issues a buyer might bring up during negotiations as a result of an inspection.
- Bring light to issues with the property that a buyer would uncover in their own inspection, which you will address before the property is listed, in order to gain control over the inspection.
- Providing a comprehensive pre-inspection report to serious buyers before they write an offer may give them the confidence to waive the subject to inspection clause. This may result in a shorter subject removal period and may even encourage 'subject-free' offers.

DIGITAL MARKETING OF YOUR PROPERTY

Did you know that 92% of home buyers start their search online? Roch & Weeks is highly effective at gaining maximum online exposure through digital media, viral marketing, search engine optimization and targeted demographics-based advertising. The online components of our strategic marketing plan include:

- Detailed posts at rochandweeks.ca, RE/MAX Select Properties, MLS.ca, REW.ca, HomeFinder.ca, Realtylink.org and 1,100+ other websites through our cooperation with other real estate firms and fellow Realtors.
- SEO & Google Adword Campaigns targeted to specific demographics by our professional team of online marketers.
- A targeted email campaign to our database of over 5,000 subscribers and potential buyers with your listing details.
- Promotion on all key social media platforms such as Facebook, Instagram, LinkedIn, Twitter and TikTok with targeted ads.



A TAILORED PROPERTY DESCRIPTION

Stunning photography and captivating videography will capture the attention of potential buyers, but it's often a well-written property description that gets them in the door. The detailed listing write-ups created by our team convey the essential details and tap into

a buyer's emotions. Our descriptions will successfully tell the unique story of your property.

BROCHURES

Each listing with Roch & Weeks receives a professional 4-page glossy brochure with a unique write-up, professional photos, an accurate floor plan and an enticing feature sheet for each Buyer to take away with them once they have left your property. We also provide these for any Agent and Public Open Houses held at your property during the duration of your listing.

SIGNAGE

We place a 'For Sale' sign on a post outside every listing so that prospective buyers who pass by will immediately take notice.

OPEN HOUSES

Our team of Agents, as well as several other referral partners within RE/MAX, can hold Open Houses and Private Showings for our listings. Depending on your schedule, location of your home and time of the year, Open Houses can be a very effective tool in selling a home.

WEEKLY MARKET UPDATES

Our Agents provide our clients with a weekly comprehensive market update. This update includes the current evaluations on your competition, sales in your area, and feedback

and showings happening on your property. This unparalleled client experience keeps you in the know while reassuring you that our highly-motivated team is working hard to yield exceptional results.

CLIENT SATISFACTION

REFERRAL PROGRAM

An agency with strong family values, with Roch & Weeks you'll feel welcome and looked after. Our door is always open to welcome our clients as friends, there to support your family for future generations.

Our Referral Program: If you've enjoyed working with our team and know of a friend or family member who might be interested in selling or purchasing a property in the near future, we have a fantastic referral program we'd love to share with you.

01 SEND US A CLIENT

Give us a call, text or email anytime with the name and phone number of the person you know who is looking to purchase or sell a home. You can also give them our information if they would prefer to give us a call.

02 CALLING THE CLIENT

After receiving their information we will give them a call right away to review their current situation, and start helping them as soon as they are ready.

03 WE PAY YOU

To say thank you for referring a friend or family member to our team, we will give you a \$500 referral when their purchase or sale has been completed!



CLOSING COST WORKSHEET

ESTIMATED CLOSING COSTS

A. SALE PRICE

\$

B. SERVICE FEES

Realtor Professional Service Fee
(7% on the first \$100,000 - 3% on the balance)

\$

Lawyer/Notary Conveyance Fee
(\$750 to \$1,500)

\$

Mortgage Penalty (if any)

\$

Movers (if any)
(\$1,000 to \$4,000)

\$

Total Service Fees

\$

C. NET PROCEEDS OF SALE (A) - (B)

\$

NOTE: GST IS PAYABLE BY THE BUYER ON THE COMMISSION

WHAT OUR CLIENTS ARE SAYING

“WE HAVE NO HESITATION IN RECOMMENDING THIS TEAM. AN IMPRESSIVE MARKETING PLAN WAS PRESENTED TO US AND AN IN-DEPTH CONVERSATION REGARDING HOW TO PRESENT OUR HOME. OUR HOME SOLD VERY QUICKLY ABOVE THE ASKING PRICE, DUE MAINLY TO THE NEGOTIATING SKILLS OF PATRICK AND DEVIN. A VERY PROFESSIONAL AND DILIGENT TEAM WHO ALWAYS LISTENED TO OUR INPUT RESPECTFULLY. THE PROCESS OF SELLING OUR HOME HAS BEEN SUCH A POSITIVE EXPERIENCE. WE APPRECIATE YOUR WARM, PERSONABLE AND DILIGENT WORK ETHIC.”

BONNIE & BILL

“A TRULY PROFESSIONAL EXPERIENCE FROM DEVIN AND PATRICK WITH THE SALE OF OUR HOME. THESE SITUATIONS ARE OFTEN COMPLEX, MINE INCLUDED. DEVIN DID AN EXCELLENT JOB OF REPRESENTING THE SELLERS AND THE HOME WITH TRUE CLASS AND RESPECT. I COULD NOT HAVE ASKED FOR A BETTER EXPERIENCE. RESULTS WERE THERE TOO; THE HOUSE WAS SOLD IN DAYS OVER THE ASKING PRICE IN A BUYERS MARKET.”

JAMES

LOOKING TO BUY?

Led by two iconic Vancouver real estate agents, Devin Roch and Patrick Weeks, we thrive on end-to-end client satisfaction to create happy clients and lasting relationships. If you’re interested in buying a property with Roch & Weeks, contact us today to see why we provide the ultimate real estate experience.





A stylized, dark blue map of Vancouver, British Columbia, serves as a background for the entire page. The map features a grid of streets and is partially obscured by the text and other elements. The word "ROCH&WEEKS" is prominently displayed in the upper center, with the ampersand in a lighter blue color. Below it, "REAL ESTATE GROUP" is written in a smaller, dark blue font. The text "TOP 1% OF VANCOUVER REALTORS® SINCE 2011" is centered below the main title. The website "ROCHANDWEEKS.CA" is displayed in a large, bold, dark blue font. Below the website, the email "INFO@ROCHANDWEEKS.CA" and the phone number "604.803.9335" are listed. At the bottom, there are two social media icons: a Facebook 'f' and an Instagram camera icon, both in dark blue. To the right of each icon is the text "ROCHANDWEEKS" in a dark blue font. The overall design is clean and professional, with a focus on the company's name and its local market success.

ROCH&WEEKS

REAL ESTATE GROUP

TOP 1% OF VANCOUVER REALTORS® SINCE 2011

ROCHANDWEEKS.CA

INFO@ROCHANDWEEKS.CA
604.803.9335



ROCHANDWEEKS



ROCHANDWEEKS