



NICOLE  MCGILLIS
Real Estate

01. About Us

We have one simple philosophy:

To do the absolute best for each client.
We rely on the power of our team, our market expertise and tailor our services to ensure your home sale has the optimal outcome.



Meet the Team



NICOLE MCGILLIS

It's no surprise that Nicole has risen to the top three percent in sales in her marketplace. You will never meet anyone that will out-hustle this accomplished go getter. She is a powerful leader of the team, and will ensure every client gets the very best service.

Nicole has resided in the Okanagan area since 1999 which has given her a vast knowledge of our community and an extensive network base. She has a degree in dental science and was a successful business owner of a local gym and a personal trainer. Nicole is creative, has an outgoing, passionate personality and strong negotiation skills. She's known for her integrity and commitment, and her approach is built on creating lasting relationships based on trust and commitment.

Nicole is a mother to 2 beautiful children, a fitness enthusiast and a driven entrepreneur. When she's not working, you can find her spending time with her children, enjoying the beautiful Okanagan outdoors and teaching group fitness.



KRISTA JOHNSTONE

Krista was born and raised in Kelowna. She grew up playing every sport the Okanagan has to offer, but eventually found success in triathlons and basketball. She was a member of the National Junior Triathlon Team, but after high school switched gears to obtain her Bachelor of Physical Education and play on the varsity basketball team at the University of Alberta. After University she became immersed in a career with her family's construction company for over 15 years. With her extensive knowledge of the local neighbourhoods and schools, connections with homebuilders, experience in sales and marketing along with her tenacious spirit, she found her calling in real estate. Krista is dedicated, motivated, and pours her heart and soul into her clients. Her work ethic, optimistic attitude, negotiating skills and communication ensure a 5 star experience every time. Her goal is to not just to help you buy or sell with confidence, but is to create an experience you'll feel compelled to tell your friends and family about.





ARIANE STEVENSON

Ariane is our behind the scenes rock star! As the Contract Manager, Listings Coordinator and Office Administrator, she wears a lot of hats, and does everything with tremendous attention to detail and efficiency. Ariane ensures that all real estate agreements from the Accepted Offer to Firm process happen smoothly, on time, and without hiccups. With a background in Property Management she is familiar with all aspects of real estate and brings so much experience to the team.

In her free time you'll find Ariane wakesurfing in the summer and up at Big White ski mountain in the winter.



JESCA ENRIGHT

Social Media is one of the most effective tools for marketing your home and Jesca knows how to get your home in front of as many Buyers as possible. She runs Peach Media and is a genius at online marketing. She is a creative rock star that is responsible for putting together beautiful feature sheets, print advertising and all the popular social media platforms to market your home (Instagram, Facebook, LinkedIn, YouTube and Twitter).

MANAGEMENT TEAM

Wade Webb, Francis Braam, Steve Gray

Our support staff and managing brokers are the best in the business. They ensure only the highest standards, quality training, unparalleled support, and industry compliance. Our conveyance department handles everything contract management, to deposits and making sure all documents are sent to your lawyer's office. There is truly no better management team to be on your side when it comes to listing your home.

Our Clients

TESTIMONIALS



"The selling of my home was a sensitive situation. Nicole handled things professionally and promptly and took care of everything from cleaners, stagers and photos which left time to deal with personal issues. Nicole was fair and honest with pricing and I couldn't be happier when our place sold in 48 hrs for over asking. Nicole made what was an emotional and sensitive situation into an easy and stress-free sale. I highly recommend Nicole McGillis to anyone looking for a kind hearted, caring and professional realtor. She holds a special place in my heart for everything that she's done for me during this stressful time going over and above. Not only is she my realtor but I consider her a friend. Thanks Nicole!!"

-Willow Cyz

"Trying to put into words how grateful I am for Nicole and the dedication she puts into being an outstanding realtor has me getting rather emotional. My 2 girls and I relocated from the Coast and I am so fortunate that Nicole was recommended to help find us a home in Kelowna, in what can only be described as an incredibly volatile, aggressive and competitive real-estate market. Nicole's level of professionalism and knowledge of this evolving market resulted in us finally finding the perfect home! The irony is that as a determined, and admittedly stubborn individual, I initially insisted on steering things myself, which Nicole graciously went along with, but it was only once I truly accepted her advise and guidance that we got the home we wanted...in other words, trust Nicole to know how to get you an amazing house ;) You will not be disappointed!"

-Crystal Gordon

"We chose Nicole based on her dedication to her family, her health, and her past career endeavours, we knew we would be in good hands and taken care of in terms of selling and purchasing a new home. What blew us away was her passion and determination to win the battle against 4 other offers. She knew we wanted our new home and she made it happen. We are forever grateful.

This is my 7th purchase/sale and never have I been taken care of like this. Nicole over exceeded our expectations. She's prompt, she's passionate, she's extremely knowledgeable and dedicated to her clients.

Do not think twice! She's your girl!!"

-DeAnna Zein

"Nicole and her team stand out because they care. They put you as a priority, and take customer service to the next level. Selling your home can be an emotional experience, and Nicole showed us understanding, care, positivity and ultimately peace of mind step by step through the entire process. If you are selling or buying a home, I highly recommend these real estate professionals, who bend over backwards for their clients, and show up for you in the time sensitive matters of finding your dream home."

-Jessie Henry

"Nicole was a pleasure to deal with from start to finish, and made the purchase of our first home much easier than we were expecting. She was always available if we had questions or concerns, and was excellent at narrowing down exactly what we wanted in a house and then putting in the extra effort to find it for us. I wouldn't hesitate to use her services again."

-Tim Baker

02 Pricing

Pricing your home correctly can be the single **MOST** important factor when selling your house.

BIGGEST MYTHS

Myth#1: Price your home higher to make more money.

One of the biggest mistakes you can make is to overprice your home. A higher list price will not translate to more money in your lap. Listing your home above market value will cause it to sit on the market longer...and time is not your friend when selling.

Myth#2: Let's start higher, and we can always come down in price later

If we had a penny for every time we hear this! This backfires almost every time. Your listing will be old and stale by the time it's priced right...and now buyers think something is wrong with it (or someone else would've bought it).

Myth#3: Include the cost of renovations or updates you've made in your home's list price, dollar for dollar.

Unfortunately not all home renovations have a positive ROI. Some upgrades will recoup more than others -so talk to us about what should be done (or not done). There are many projects that will make your home more "sellable", but not necessarily more "valuable".

PRICING MISCONCEPTIONS:

COST TO
REBUILD
TODAY

WHAT
YOU
WANT

WHAT
ANOTHER
AGENT
SAYS

WHAT
YOUR
NEIGHBOUR
SAYS

WHAT
YOU
NEED

WHAT
YOU
PAID



Myth#4: If you accept the first offer that comes your way, you priced your house too low.

With an effective marketing plan in place, a correctly-priced home will immediately draw the attention of potential home buyers and depending on the market inventory available, offers can potentially be forthcoming within hours! Don't hesitate to accept the first offer. It could be the best one you get. Plus, full price offers are a sign that you priced your house right.

Myth#5: Overpricing a property leaves extra room for negotiation.

By actually believing this home selling myth that overpricing a property is meant to give an extra cushion during negotiations, you will have willingly pushed away any serious buyers. Why would any home buyer in their right mind be offering anything on a clearly overpriced property, knowing they can put in offers on comparable homes which are already lower in asking price to begin with?! Home buyers are more read up and researched than ever before!

Myth#6: It's worth more because another agent gave us a higher price.

Here's a dirty little secret. Some agents need the business so will tell you what you want to hear. Although this may be tempting to work with them...you have one chance to make a first impression...and the market doesn't lie. Only a full market comparative analysis will give you an accurate price range.

03 DETERMINING PRICE

REMEMBER: The **BEST** marketing will **NOT** sell an overpriced home.

- 1** *Equivalent comparables*
Check similar properties that have sold in the last 1-3 months. Also know your competition and current active listings. Keep in mind listings that are priced too high (if their days on market are over 30)
- 2** *Check market history*
Asking price vs final sales price, days on market
- 3** *Consider upgrades & remodelling*
- 4** *Supply & Demand*
BUYER'S MARKET -Plenty of supply and low demand means consider asking less to attract more buyers
SELLER'S MARKET -Less supply and high buyer demand means you can ask a bit more and maximize your profit.

PRICING IT RIGHT

The FIRST 30 days are critical

 Time on market works **AGAINST** you

- A property generates the **MOST** amount of interest when it first hits the market
- Pricing your home right the **FIRST** time is key
- Starting too high, and dropping the price later **MISSES** the excitement and fails to generate strong activity
- Many homes that start too high, end up selling **BELOW** market value
- The number of showings is **GREATEST** during this time if it is priced at a realistic market value



The 3 Pillars to a successful sale

Price Price it right the 1st time and you'll attract the most amount of buyers.

Product How well does your home show? You don't get a second chance to make a first impression.

Promotion Our effective marketing plan will contribute to a successful sale every time.

Recognize your challenges

There may be hurdles you need to overcome. Location -is it on a busy road, what neighborhood is it in?...you know what they say -location, location, location! Also supply and demand -how much inventory is there? There are many factors will all affect selling a property...but it always comes back to our three PILLARS to SUCCESS! (above)



04. Staging



Staging your home will drive up perceived value and sell **FASTER** and for **MORE** money than comparable non staged homes.

Rule #1 CLEAR THE CLUTTER

If you are serious about staging your home, all clutter must go, end of story. It's not easy, and it may even require utilizing offsite storage (or a nice relative's garage) temporarily, but it is well worth the trouble.

STAGING TIPS

first impressions are crucial!

1 *living room*

- Remove unnecessary furniture
- Pull furniture away from the wall
- Replace dark curtains with lighter colors
- Remove or tuck away wires and cords. Pack away family pictures

2 *dining room*

- Properly set dining table.
- Hang light colored, floor to ceiling curtains.
- Open blinds to add in natural light.
- Use 100W light bulbs to add in more light.
- Add plants to add more light and color.

3 *kitchen*


- Remove most items off the counters.
- Add a bowl of fruit to add color.
- Stain or replace dated cabinets.
- Replace old knobs and hardware.
- Add a new backsplash to add personality.

4 *bedrooms*

- Remove TV & other entertainment items.
- Use fresh white textured linens on bed.
- Add fun pillows and throw pillows.
- Bed should not be pushed in a corner.
- Pack away 50% of things in closet.

5 *bathrooms*

- Put away toothbrush and toiletry items.
- Hang new white towels (in thirds).
- Put away waste basket
- Hang a new shower curtain.
- Use neutral colors.



Nicole is someone you need on your team when buying or selling a home!!! She is always there for you!! Very responsive to calls or texts!!! She definitely has your back!!! Nicole is such a hard worker and always has your best interest at heart!!! We can't thank her enough!!!!
-Chrissy Murphy

05.

MARKETING

what you should expect

- 1** *Professional photography*
Once the home is prepared, we bring in our professional photographer to ensure that your home STANDS out.
- 2** *3D virtual tour, and floor plans*
With more people searching for homes from the comfort of their couch, 3D tours create a connection with your home as if you were really there.
- 3** *Videography & Lifestyle Videos*
Video creates feeling, and allow buyers to imagine themselves in a home. Nowadays buyers want to be visually blown away by a property
- 4** *Aerial Photography*
This allows a buyer to get a better feel for the location, or capture breathtaking views. Properties with aerial imagery are 68% more likely to sell than those without it (according to MLS statistics)
- 5** *MLS & Realtor.ca*
Still ranked as the #1 resource that buyers use to research homes for sale.
- 6** *DDF (data distribution facility)*
We provide widespread distribution of your listing through hundreds of participating members and third party websites (including RE/MAX, C21, Coldwell Banker, Royal LePage, Sutton, Zolo and more).
- 7** *Social media marketing*
Facebook, Instagram, YouTube, Twitter...Social media has become the most influential and important virtual space for advertising. We make sure to hit all these platforms
- 8** *Local Platforms and the Power of Royal LePage*
Royal LePage is the largest resource and networking pool for all brokerages across Canada, and has the largest market share in OMREB with nearly 1 in 3 homes are sold by Royal LePage Realtors®. We also advertise on Castanet, Kelowna Now, and a the Orchard Park Mall Kiosk

I was buying in Kelowna from out of province and Nicole made it smooth, professional, and was so helpful. I bought site unseen because I had full trust in the process with her and couldn't be happier. She was there every step of the way. I highly recommend Nicole!

-Clare Mechan



06.

THE TIMELINE

your home is 'live'...now what?

- 1** *showings*
Interested parties will ask to see your home with their realtors. It's best to accommodate showings whenever possible, and make sure your home looks just like it does in the photos. Turn the lights on, make sure your home smells good, and soft music playing can help.
- 2** *offer time*
Interested parties will submit offers, you can choose to accept, counter, or reject. You are in complete control.
- 3** *the negotiations*
We will fight for every penny as though it was our own money.
- 4** *accepted offer*
The subject removal period is typically 7-14 days where buyers satisfy their conditions on the offer (financing, home inspection, strata doc review etc). We continue to show your home during this time and leverage a back up offer.
- 5** *managing the details*
We manage all the details necessary to get you to close.
- 6** *subject removal*
Once the buyers have removed their conditions the contract is firm and binding. They pay the deposit which is held in their realtors' brokerage trust account.
- 7** *closing*
You will get paid and we hand the keys over to the buyers' agent.
- 8** *after closing*
We pride ourselves on maintaining life-long relationships with our clients and continuing to add value.

CRUSH IT: We are committed to excellence and embrace change
COMMUNICATION: We seek to understand and communicate clearly
RESPECT: We respect the thoughts and time of those around us
INTEGRITY: We always choose to do the right thing and operate professionally
LEADERSHIP: We seek to edify, motivate and inspire others
HUMBLE: We are grateful and check our ego's at the door
OWN IT: We are accountable and are accountable for our actions
WELL BALANCED: With our commitments and our temperaments
PROACTIVE: We innovate and constantly improve
UNITY: We have fun, encourage and celebrate the journey TOGETHER!

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OUR COMMITMENT

to YOU

Communication is KEY

We understand this is one of the biggest factors in creating a smooth and successful sale. Our goal is to never have you wonder about any details or what happens next.

Creating a 5 star experience

Our goal is to turn you into an advocate for life, where you refer us to your friends and family.





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