

Get Your Guaranteed Selling Price

www.DarbyHiles.ca/guaranteed

It's Better Than Risk Free

Your home will sell for **100% of market value in less than 14 days** or we'll pay you!* + **You keep 99% of the profit** above our guaranteed price

We are able to guarantee results because **we only work with 5 clients at a time** and we have a proven system for selling homes. We give you the time, services, and focus required to market your home and sell for more.

Every Step We Take to Sell Homes Fast and For Top Dollar

- Realtor.ca Listing
- Online Syndication
- DarbyHiles.ca Listing
- Social Media Listings
- Toronto Board Listing
- Professional Staging Consultation
- Professional Photography
- HWH Curb Appeal
- Professional Cleaners
- Virtual Staging
- Virtual Tour
- Floorplans
- Database of Potential Buyers
- Top Buyer Software
- Top Buyer Agents
- Unbranded Marketing Approach
- Neighborhood Blitz
- Web Marketing Blitz
- Referral System

- Smooth Transition Program
- Best Buyer Magnets
- Look Books and Brochures
- Showing System and Software
- Lockbox and Software
- Local Statistics
- Weekly Listing Report
- Guarantee Selling Price
- Superior Negotiation
- The Everyday Open House
- Reverse Offer System
- 24/7 Helpline
- 24/7 Buyer Request Hotline
- Ultimate Moving Checklist
- 27 Selling Tips
- 21 Step Staging
- Listing App
- CREA News and Stats
- + More

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Our Community



"Darby, I can't thank you enough for being involved in the sale of my home. Not only was it sold faster than I thought it would be it was sold for above asking. Your standard of excellence made all the difference. So much time and effort went into the sale and I thank you for everything you did to make it happen." **Kelly Haslan**

"Darby was a fantastic realtor. He was very professional and went above and beyond for my family. He is great at his job and gets to know his clients on a more personal level. He truly loves his career and it shows. Thank you for everything Darby." **Katrina Cormack**

"Darby was very helpful in our search for a new home in the area. Good attention to detail and very attentive to our needs. Found us a home that fit our needs perfectly in a very difficult market." **Chris Chapman**

"Darby is amazing in not only selling my home but finding me my new dream home. He puts everything into perspective and really helps you find the home that you will love. He is sincere about his professionalism as well as finding something you would love. Would definitely use him again!" **Gab Quinn**

"It wouldn't have happened without the hard work of my realtor Darby Hiles. It was so refreshing to work with a young person that actually cares about his job! He is very professional but is not afraid to get his hands dirty. Darby came to my house numerous times to help the kids and I. He is caring, intelligent, and a diligent worker. Thank you, Darby! I couldn't have done this without you, you're my angel in disguise! If anyone is selling or buying in Simcoe County or the GTA I would highly recommend Darby Hiles and Selecta Service." **Tracey Pletz**

"Darby is knowledgeable and will not pressure or coax you, he wants you to be absolutely certain. If I ever sell or buy another house I would not hesitate to go with Darby again. " **Rachel Brocklebank**

I love my clients, and there's nothing that I enjoy more than hearing how happy my clients are with my work.



Buy or Sell First?

Here are some questions you should ask yourself when you're trying to decide if you should buy or sell first:

1. How difficult will it be to find your dream home? If you're looking for a unique property that rarely comes on the market, you may have to buy it when it becomes available or run the risk that you won't see another one for a long time. If there's tons of inventory of the type of home you are looking to purchase, you may lean towards selling first.
2. How fast do you think your property will sell? If you're sitting on a 'hot property' that's likely to sell within a few days, then you might feel comfortable buying first. If you have a house that might not sell quickly, then you'll probably want to sell first. You can find out exactly how much you can sell for and how long it will take by visiting the link at the bottom of this page.

Buy First

- You get to lock down your dream home and know exactly where you're going to move once you sell.
- You'll know your closing date for your new property so that you can coordinate the closing date for your existing property to coincide.
- While you're house-hunting, you don't have the pressure of a looming closing date. You don't have to settle and you can take the time to find the perfect property.
- If you're in a 'hot sellers market,' you have the luxury of taking your time as it will be easy to sell your house once the time comes.

Sell First

- You know exactly how much you have to spend on your new property.
- You're not going to be caught carrying mortgages on two properties. Although, you may have to find temporary living accommodation if you sell first and haven't yet found your dream home.
- This option generally offers far more peace of mind. This is what makes it a common choice in a balanced market.

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Buy or Sell First?



The Problem

We've all heard the old saying about being caught between a rock and a hard place. Well, unfortunately, that's where most homeowners find themselves when they decide to move from one home to another. You see, if you buy before selling, you could run the risk of owning two homes. Or, just as bad, if you sell first, you could end up homeless. That's what is known as the Real Estate Catch 22, and for thousands of homeowners, it's an extremely stressful position they find themselves in.

The Dilemma

The biggest dilemma when considering moving is deciding whether to buy first or sell first. Either way is risky because you could end up owning two homes or no home at all. Let's face it, the real estate market has become a tough environment for buyers and sellers alike. The fact is that it's more difficult to buy a home today due to the competition and rising prices. Therefore it's essential that real estate agents look for new and innovative ways to meet the demands of the market.

The Solution

A new and innovative program that Selecta Service offers actually guarantees the sale of your home and takes away all of the worry and stress associated with selling and buying another home.

How it Works

1. Our agent will prepare a market analysis of all comparable home sales and listings in your area.
2. With this information you and our agent will determine a market value for your home.
3. This establishes your guaranteed price and list price which you will receive up front (and in writing) before your home is marketed and presented for sale.
4. It is better than risk free, you know that your home will sell for at least the guaranteed price and if you receive a higher offer from an outside buyer, you get the higher offer.
5. You can confidently look for your next home and immediately place a firm offer when you find a home that you like because you know when and how much your home will sell for.
6. This service eliminates the usual stress and worry (the emotional roller coaster ride) of whether to buy first or sell first so you can avoid the risk of getting stuck with two homes or no home at all.

Remember, not all agents are alike. You should only consider those that will guarantee the result you want.



Our Approach

The Meeting

The first time you meet with us, we just want to get to know you. We will have a conversation about your goals, your current situation and together we will start to create a picture of where you are currently, where you want to be/what you want, we will go through our services and together we will decide whether or not we can get you the results that you're after.

The Agreement

We will collaboratively create a service agreement and commission that is perfect for you and your needs. You'll also have the opportunity to select a guaranteed result, whether that is a timeframe, price etc. If you decide to work with us and you're not satisfied with our service, you can cancel our agreement, if you want to cancel after 30 days, I will actually pay you \$1000* for your time and faith in us. We are confident that we will sell your home fast because we only work with 5 clients at a time and we have a proven strategy to sell homes in Simcoe County.

The Result of Working with Selecta Service

Your home is sold, it didn't take long, and you got the price that you wanted or perhaps even more. While working with us, you had the comfort of knowing that no matter what, you were going to come out as the winner. We took all the risk so that you didn't have to and you experienced none of the typical worry, stress, and work that is associated with selling and buying another home because we took care of everything. You're now happily moved into your new home and you are sharing our information with everyone that you know because you don't want them to work with anyone except us (this is exactly what our clients tell us).

The Ultimate Goal

Our ultimate goal is to create clients and friends for life, we want you to be so happy with our services that you enthusiastically refer everyone you know and you will never use a different company again. We want to help everyone that we serve build wealth through real estate, accomplish their goals and live the life that they deserve.

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9 Step System to Selling Fast and For Top Dollar

1. Know Why You're Selling

The reasons behind your decision to sell affects everything from setting a price to deciding how much time and money to invest in getting your home ready for sale. What's more important to you: the money you walk away with, the length of time your property is on the market, or both? Different goals will dictate different strategies which is why Selecta Service tailors our service to your needs and goals.

2. Setting the Price

Setting an asking price shouldn't be done lightly. Once you've set your price, you've told the buyers what to compare your home against. Pricing too high is just as dangerous or more dangerous than pricing too low. Remember that the average buyer is looking at 15-20 homes at the same time they are considering yours. This means that they have a basis of comparison, and if your home doesn't compare favorably with others in the price range you've set, you won't be taken seriously by prospects or agents. As a result, your home will sit on the market for a long time, and, knowing this, new buyers on the market will think there must be something wrong with your home.

3. More Homework

(your agent should do this for you) Find out what homes in your own and similar neighborhoods have sold for in the past 3-6 months, and research what current homes are listed for. That's certainly how prospective buyers will assess the worth of your home.

4. Join Forces with Selecta Service

Nearly three-quarters of homeowners claim that they wouldn't use the same realtor who sold their last home. Dissatisfaction boils down to poor communication, lack of ability, and the agent's failure to meet the seller's expectations. When you work with Selecta Service, we establish your expectations, tailor our service to your needs and guarantee the results you want or we will actually pay you*. Working with Selecta Service is better than risk-free and you'll always come out as the winner.

5. Maximize Sale Potential

Each year, corporate North America spends billions on product and packaging design. Appearance is critical, and it would be foolish to ignore this when selling your home. You may not be able to change your home's location or floor plan, but you can do a lot to improve its appearance. The look and feel of your home generates a greater emotional response than any other factor. Before showings, your home will be cleaned like never before. Pick up, straighten, unclutter, scrub, scour, and dust. Everything will be fixed, no matter how insignificant it may appear. Your home will be presented to get a "WOW" response from prospective buyers. We allow the buyers to imagine themselves living in your home. The decision to buy a home is based on emotion, not logic. Prospective buyers want to try on your home just like they would a new suit of clothes. The goal is to get them to feel comfortable enough to imagine themselves living in your home.

6. Make it Easy for Prospects

You may be surprised to learn that some marketing tools that most agents use to sell homes (eg. traditional open houses) are actually not very effective. In fact, only 1% of homes are sold at an open house. At Selecta Service, we know and do what actually works.

7. Know Your Buyer

What is your buyer's motivation? Does s/he need to move quickly? Does s/he have enough money to pay you your asking price? Knowing this information and understanding the market gives us the upper hand in the negotiation because we know how far we can push to get you the result you want.

8. Complete the Paperwork

Now is not the time to take any chances and have the deal fall through, use a professional such as Selecta Service.

9. Don't Moveout Before Selling

It looks forlorn, forgotten, simply not appealing. It could really cost you money. If you move, you're also telling buyers that you have a new home and are motivated to sell fast which can, of course, give them an advantage at the negotiating table.



21 Steps to Stage a Home for Top Dollar Offers



1. Boost Curb Appeal
2. Create an inviting porch/entrance
3. Get your house sparkling clean
4. Clear away all clutter
5. Create a "lived in but clean" look
6. Style the dining room table and kitchen
7. Take a good look at your floors
8. Rearrange furniture to be optimal
9. Choose neutral colors
10. Create gender neutral master bed and bath
11. Open and arrange those closets!

You can download the full step-by-step report for
free by visiting:

DarbyHiles.ca/resources





Ready to Get Started?



www.DarbyHiles.ca/guaranteed
to receive your guaranteed selling price



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