SOLD by Craig



THE SELLER'S STARTER KIT

Selling your most *valuable* asset.

A plan, not just a sign in the yard. How your home is priced, presented and negotiated, with the checklists my sellers use from photo day to moving day.

Craig Johnston, REALTOR®

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Craig Johnston Personal Real Estate Corporation · Royal LePage Elite West

ROYAL LEPAGE®
ELITE West



WELCOME

Thank you for opening this.

If you're thinking about selling, you're probably weighing a lot at once: what your home is worth, when to list, where you'll go next, and who to trust with it.

For most families, the house holds more of what they've built than anything else they own. I treat it that way. This kit walks you through how I'd sell your home: how I price it, how I present it, how I negotiate, and every step from our first conversation to the day you hand over the keys.

It also has the practical pieces my sellers use: the photo-day checklist, staging advice, a cost worksheet so you know your real walk-away number, a change-of-address list and packing tips for moving day.

Read it once from start to finish, then keep it handy. And when you're ready to talk about your home specifically, I'd love to hear from you. I reply the same day.

Craig Johnston

REALTOR® · Craig Johnston Personal Real Estate Corporation · Royal LePage Elite West

A NOTE BEFORE YOU START

This kit is general information, not legal, tax or financial advice. Market conditions, costs and rules change, so confirm the details of your situation with me, your lawyer or notary, and your mortgage professional before you list or sign anything.

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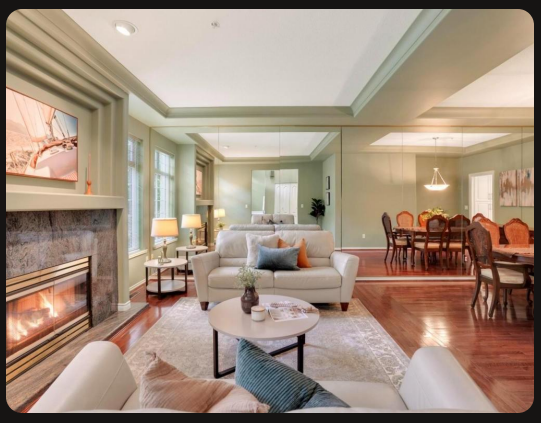
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MEET CRAIG

Craig Johnston, REALTOR®

I was born in Port Moody, grew up on Ioco Road and have lived in the Tri-Cities for more than 47 years. I spent the better part of two decades working in downtown Vancouver, and today I help sellers and buyers from West Vancouver to Langley, and as far as the Sunshine Coast and Bowen Island.

I love strategy, I love a good conversation, and I love to negotiate. When you list with me, I'm your point of contact from the first call to the keys. You'll always hear what I really think, including when the answer is to wait.

My wife Malika is a professional home stager with Stagemasters Home Decor, and she's always ready to help my sellers present their homes at their best.

TEAM RECOGNITION

Awards earned as a member of my Royal LePage team, based on team sales.

Medallion Club Team, Greater Vancouver REALTORS®, 2021–2025

- ✓ Top 1% Team — Greater Vancouver REALTORS®, 2023–2025
- ✓ Top 2% Team — Royal LePage nationwide, 2023–2025
- ✓ President's Club, Royal LePage, 2023–2025
- ✓ 36+ Google reviews of my own
- ✓ BCFSA licence 187645 · Royal LePage Elite West

HOW I WILL HELP YOU

What you can expect from me.

Selling a home involves pricing, marketing, legal paperwork and negotiation, usually while you're planning your next move. My job is to make every one of those decisions clearer, and to protect your position at each step.

On your listing

- A walk-through of your home and a written pricing strategy, with the comparable sales behind it.
- Your Equity Map within 24 hours of your request: what you'd walk away with at different prices.
- Honest advice on what to fix, what to leave and whether staging will pay off.
- Professional photography and floor plans, with video and a property website where they fit the home.
- Every enquiry and showing handled, with buyer feedback passed on to you.
- Every offer reviewed with you side by side, in the dollars you'd actually keep.

In how we work together

- Same-day replies, by phone, text or email, whichever you prefer.
- Your goals first: I'll learn what matters to you, not just the price.
- Clear explanations of every form you sign, before you sign it.
- Coordination with your lawyer or notary, lender and movers.
- If you're also buying, one plan and one calendar for both moves.
- A follow-up after completion, and I'm here for questions long after.

WHY USE A REALTOR®?

In BC, real estate professionals are licensed by the BC Financial Services Authority, carry errors and omissions insurance, and their brokerage holds deposits in a trust account. You also get someone whose job is to negotiate for you, which is hard to do well on your own home.



PRICING STRATEGY

The three market conditions.

How fast homes sell, and how much room you have on price, depends on the balance between buyers and listings. Greater Vancouver REALTORS® measures it with the sales-to-active-listings ratio: the share of homes for sale that actually sold that month.

Seller's market

ABOVE ABOUT 20%

Few homes, many buyers. Well-priced homes can draw more than one offer, and sellers have more say on terms.

Balanced market

ABOUT 12% TO 20%

Neither side has the edge. Homes priced in line with recent sales sell in a normal time frame.

Buyer's market

BELOW ABOUT 12%

More homes than buyers. Price and presentation matter most, and buyers negotiate harder on price and terms.

UPDATED EVERY MONTH

Where it stands *this month.*

Scan for the current numbers for Coquitlam, Port Moody, Port Coquitlam and their neighbourhoods:

- ✓ Sales-to-active ratio, and which of the three markets each city is in
- ✓ Benchmark prices by home type, and the 12-month change
- ✓ Days on market, and sale price versus asking price

Refreshed after Greater Vancouver REALTORS® publishes its monthly figures, usually in the first week of the month.

Scan for this month
soldbycraig.ca/market-reports/

What that means for you

In a buyer's or balanced market, the homes that sell for the most are priced in line with recent comparable sales from day one and presented properly. Testing a high price usually costs time, and time on the market tends to cost money.

Reading it for your home

Look at your city and home type, not the region-wide number, and watch the trend over two or three months. Conditions change month to month and street by street. Your Equity Map uses the latest numbers for your neighbourhood and home type.



PRICING YOUR HOME

Priced from proof, not hope.

Pricing is the most important decision you'll make. No amount of marketing fixes the wrong price, and buyers' agents will compare your home against the same few sales I do. So that's where your price starts.

What goes into your price

- ✓ **Recent sold prices**, not asking prices, of homes that match yours on type, size, age, layout, lot and location.
- ✓ **Paired-sale analysis:** comparing sales that differ by one feature, such as a view or a suite, to see what buyers in your area pay for it.
- ✓ **Your competition today:** the listings buyers will see the same weekend as yours.
- ✓ **Expired listings:** homes buyers already said no to, at a price.
- ✓ **Search ranges:** buyers filter by round numbers, so a price just above $1,000,000 can hide your home from everyone searching up to $1,000,000.

Why the first two weeks matter

A new listing gets the most attention it will ever get in its first days. Buyers who have been waiting see it at once, and their agents book showings right away. If the price is wrong, that moment passes, and the longer a home sits, the more buyers wonder why.

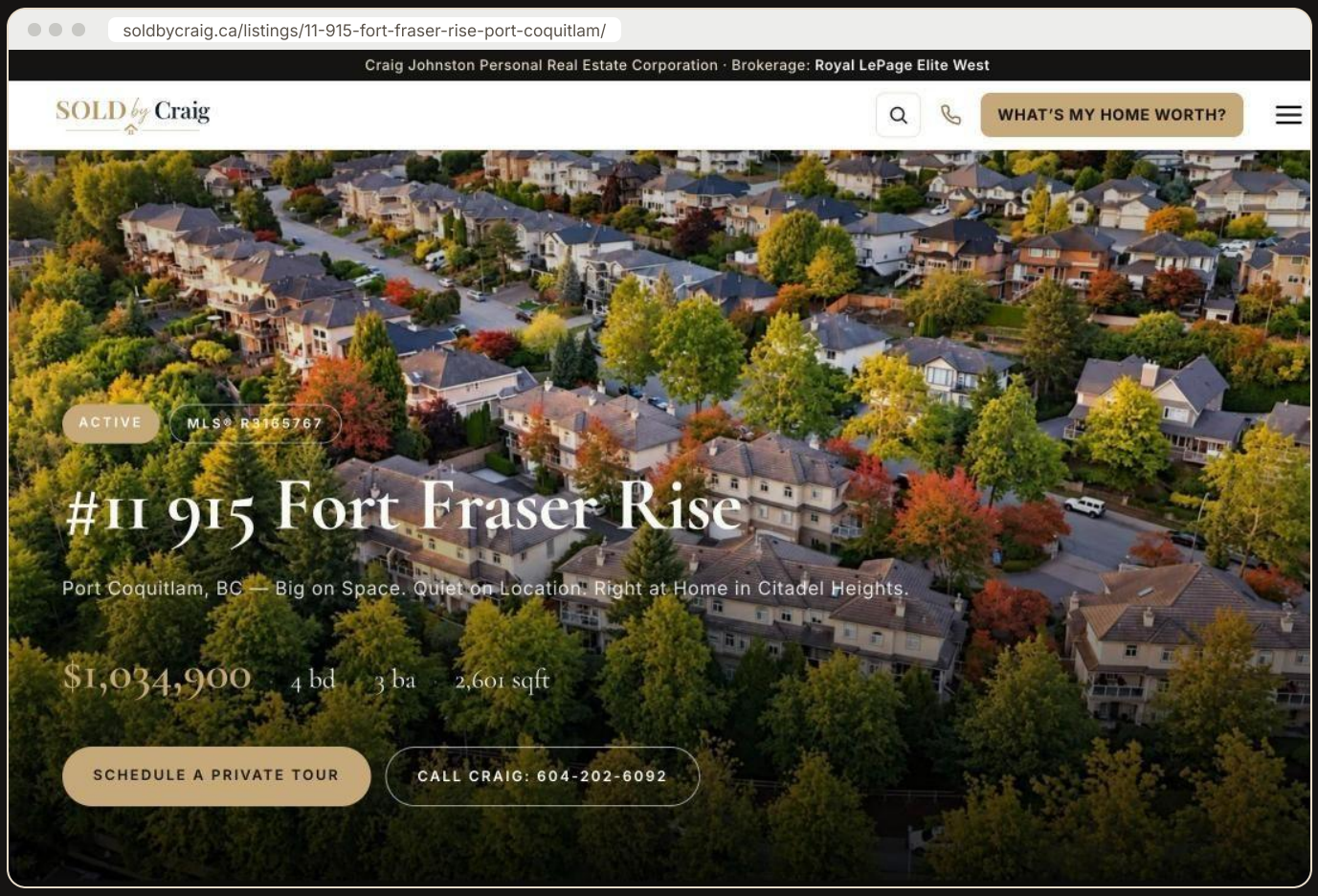
What you get from me

A written pricing strategy with the comparable sales, my adjustments and a recommended price, plus your net walk-away at different sale prices. The decision on price is always yours.

HOW YOUR HOME WILL BE FEATURED

Your home gets its own website.

Most buyers decide which homes to see from their phones. The listings that get chosen are the ones a buyer can understand without leaving the couch. So my listings typically get a dedicated property page on SoldByCraig.ca, built around how buyers really shop.



A property page from my listing at #11 915 Fort Fraser Rise, Port Coquitlam, listed by Craig Johnston.

The first impression

A full-screen opening image, the price and key facts, and a one-tap button to book a private tour.

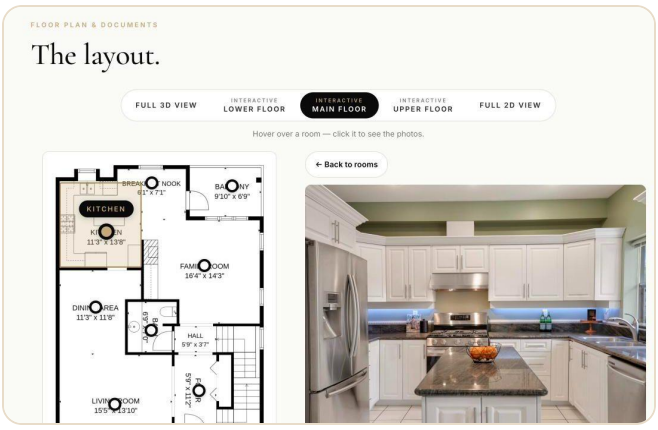
Everything in one place

Photos, video, floor plans, property facts, documents and the neighbourhood, all on one page.

Straight to me

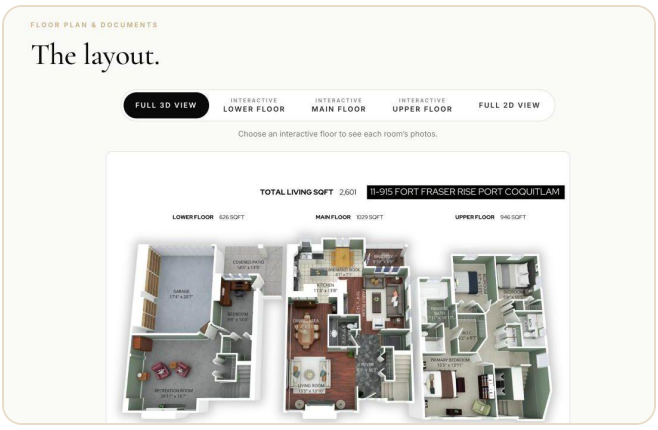
Tour requests and questions come directly to me, not to a call centre, and get a same-day reply.

WHAT BUYERS SEE ON YOUR PROPERTY PAGE



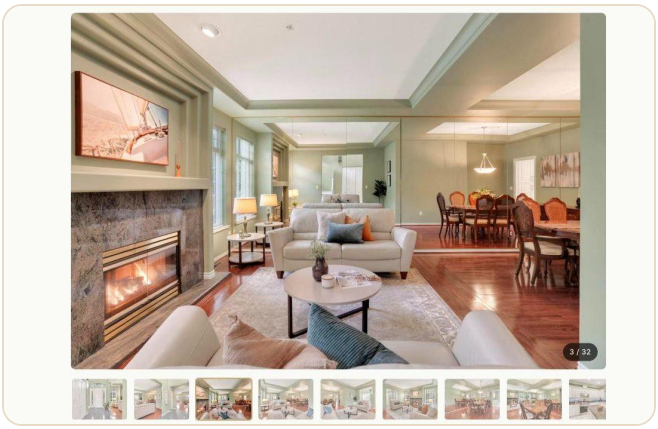
Interactive floor plan

Buyers hover over any room to highlight it, and click to see its photos and measurements. They understand the flow before they arrive.



3D and 2D floor plans

3D floor plans with the square footage by level, plus the measured 2D plan.



Professional photography

A full gallery, shot and ordered to walk through the home room by room, with full-screen viewing.



Video walk-through

A branded video tour for out-of-town buyers, parents, and the partner who couldn't make the showing.



AERIAL FOOTAGE

The setting, from above.

Drone footage shows what photos can't: the street, the view and how close the parks and trails really are. I use it where the lot, view or setting adds something.

Watch the drone reel and explore a live listing page
soldbycraig.ca/sell-your-home/

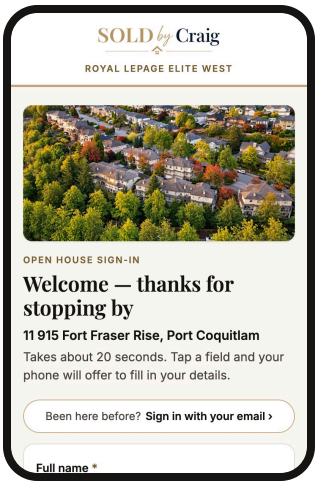
Every guest signs in. *You* get the follow-up.

No clipboard at the door. I built a QR sign-in for my own listings: guests scan the code and sign in on their phone in about 20 seconds. In return they get a guided tour of your home on their phone, and you get a record of who came through.



The sign at the door for 11 915 Fort Fraser Rise, Port Coquitlam. QR blurred in this example.

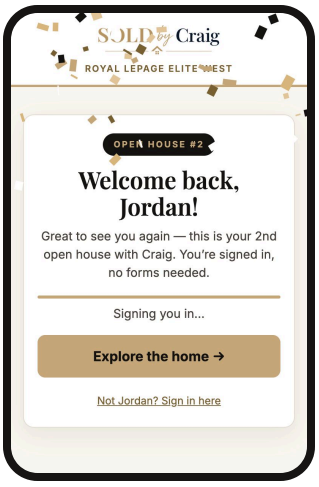
- ✓ **Every guest signs in** for the security of your home, and is told at sign-in how their details will be used.
- ✓ **REALTOR®-aware.** Guests who already have an agent say so, and I follow up through their agent.
- ✓ **Returning guests are recognised.** A second visit is a strong buying signal, and I know right away.
- ✓ **One-tap questions** like “Any offers yet?” and “Monthly costs?” come straight to my phone, even when the room is busy.
- ✓ **Automatic follow-up** about three hours later: a thank-you and a request for feedback.
- ✓ **Feedback for you in writing**, not just a head count, so we know what buyers liked and what held them back.
- ✓ **Their choice.** Guests decide for themselves whether to join my monthly newsletter.



1

Scan and sign in

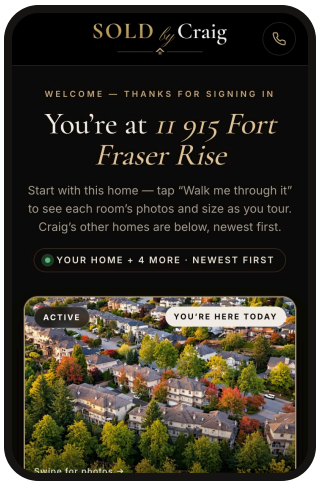
About 20 seconds on their own phone.



2

Welcome back

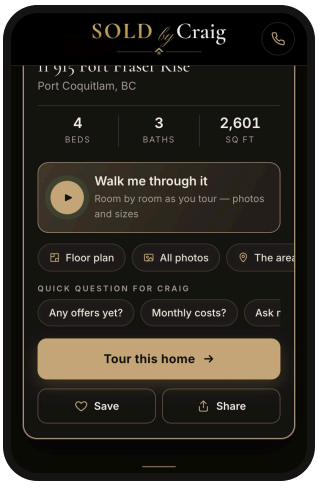
Returning guests are greeted by name. (Demo name.)



3

Your home first

Marked “You’re here today” at the top of their tour.



4

Questions in one tap

They reach my phone directly.

Room by room, and where *the sun* lands.

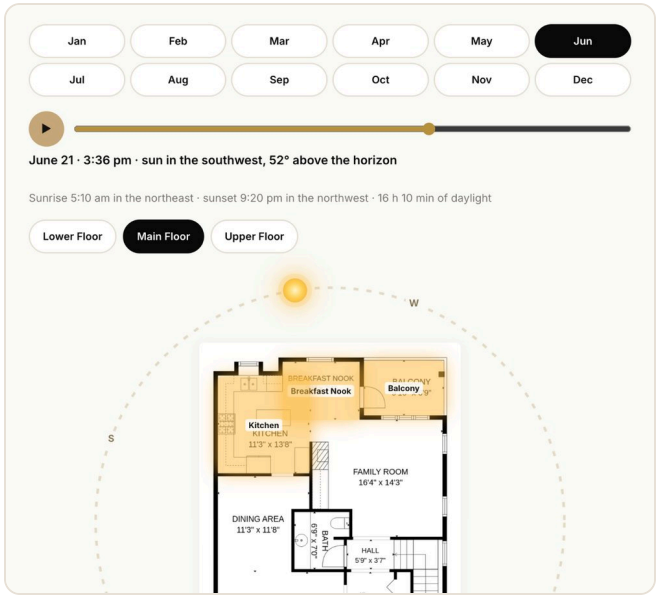
The same property page that buyers find online travels through the house with them. Two tools do most of the work: a walk-through that follows the floor plan, and a sun and light view that answers the question every buyer asks at the window.



"Walk me through it"

The walk-through starts at the front door and steps through every room on the floor plan, with the room highlighted, its photos and its measured size. Buyers understand the layout while they're standing in it.

That evening, a partner or parent who couldn't come can "walk" the home from the same page. The interactive floor plan works the same way: tap any room for its photos and dimensions.



The sun and light view

Pick a month and slide through the day: the plan shows where the sun is and which rooms are in direct sun, floor by floor. It opens at the current month and time, so a buyer standing in your kitchen sees what's happening right now.

Shown: 11 915 Fort Fraser Rise, Port Coquitlam. The view is a model based on the home's orientation and window sides; buyers should verify in person.

AFTER THE OPEN HOUSE

Same day
Thank-you
Each guest gets a thank-you and a feedback request about three hours later.

Each open house
Your report
Who came, who came back, who has an agent, and what they said, in writing.

Through agents
Agent follow-up
Guests with an agent are followed up through their agent, the right way.

Next time
Adjust
Their questions shape the next brochure, listing description and showing.

Scan for the full open house plan and a live demo

PROFESSIONAL MARKETING STRATEGY

The marketing plan.

What gets a home to its best price is having as many qualified buyers as possible looking at the same time, and every one of them seeing it at its best. This is what goes into that. Exactly what your home gets depends on the home, and we'll agree on it together.

- Professional photography
- Video walk-through
- Aerial footage, where it fits
- 2D, 3D and interactive floor plans
- Your own property website
- MLS® and REALTOR.ca
- Staging advice
- Agent outreach and my buyer list
- Social media and email
- Feature sheets and print
- Open houses and private showings
- Offer management and negotiation

"No matter value of the property, Craig puts great care into preparing high-quality marketing content, ensuring each listing is presented at its absolute best."

ALLAN LIANG · SELLER · GOOGLE REVIEW

"The media and internet exposure, salesmanship and presentation were all top tier."

RICH & ANDREW · SELLERS · GOOGLE REVIEW

Some homes suit a quieter sale. A few of my sales have completed off-market, with the seller's written instructions, through agents and buyers I already know. It can work well, but fewer buyers compete, so we'll weigh it against your price goal before deciding.

THE PROCESS

From first call to keys.

Most sales follow this order, and you always know what's next.

01 **First conversation**
A 20-minute call about your plans, timing and next home. No pressure.

02 **Walk-through and Equity Map**
I see the home in person. Your Equity Map shows your likely net at different prices.

03 **Pricing strategy**
The comparable sales and my recommendation, in writing.

04 **Listing agreement**
We go through the listing agreement and the required disclosures together, so you know exactly what you're signing.

05 **Preparation**
A short list of fixes, decluttering and staging, if it pays.

06 **Photos, video and floor plans**
Photo day, video, aerial where it fits, measured plans and your property website.

07 **Launch**
MLS®, REALTOR.ca and your property page go live together, with outreach to agents and buyers.

08 **Showings and feedback**
Private showings and open houses, with feedback passed on to you as it comes in.

09 **Offers and negotiation**
Every offer reviewed side by side, and negotiated on price and terms.

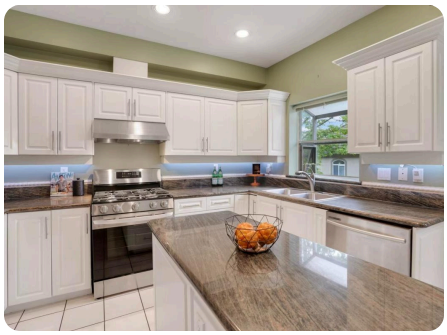
10 **Subjects removed: SOLD**
The buyer removes their conditions and pays the deposit into trust. BC buyers also have a 3-business-day rescission period from acceptance.

11 **Completion**
Your lawyer or notary pays out your mortgage and the proceeds come to you.

12 **Possession and keys**
The buyer gets the keys, usually the day after completion.







YOUR TIMELINE

Your 60-day countdown.

The strongest launches are planned backwards from list day. Not every home needs 60 days, but starting early means the first week on the market is your best week, not the one spent fixing what buyers noticed.

DAYS 60 TO 45

Decide and plan

- [ ] Book a strategy call and walk-through.
- [ ] Get your Equity Map and the pricing strategy.
- [ ] Ask your lender for a written mortgage payout and penalty quote.
- [ ] Pick your top repair projects and book the trades.
- [ ] If you're buying too, decide whether to sell or buy first.

DAYS 44 TO 30

Prepare the home

- [ ] Declutter one room at a time: donate, sell or store.
- [ ] Paint touch-ups, small repairs, caulking and bulbs.
- [ ] Staging consultation, if it's worth it for your home.
- [ ] Gather documents: strata papers, permits, warranties, utility costs.

DAYS 29 TO 14

Present it

- [ ] Deep clean before photo day.
- [ ] Photography, video, aerial footage and floor-plan measuring.
- [ ] Review and approve the listing copy and your property page.
- [ ] Plan showing times that work for your household.

DAYS 13 TO 0

Launch

- [ ] Listing agreement and disclosures signed.
- [ ] MLS®, REALTOR.ca and your property page go live together.
- [ ] Agent outreach, email and social posts.
- [ ] Showings and open houses, with feedback passed on to you.



NEGOTIATION

Top dollar is price *and* terms.

On a $1.2 million home, every 1% is $12,000, and the wrong terms can cost as much as the wrong price. I love to negotiate. I stay calm, I do the math before the offer arrives, and I work all six parts of every offer.

01 Price
Backed by the same comparable sales the buyer's agent will show their client.

02 Deposit
How much, and how quickly it's paid. A buyer with more at stake is less likely to walk away.

03 Subjects
Financing, inspection, strata documents, or the sale of the buyer's home. Fewer and shorter is stronger.

04 Dates
Completion and possession built around your next move, so you don't pay for two homes or move twice.

05 Inclusions
What stays and what goes, and how repair requests after the inspection are handled.

06 Other buyers
When one offer arrives, I go back to every agent whose client has seen the home.

How I run offer day

- ✓ **Your floor, in writing, before we list:** your net walk-away, plus the terms you need.
- ✓ **Every buyer checked** before you see their offer: pre-approval, deposit, subjects and dates.
- ✓ **Offers side by side**, shown as the net amount you'd keep, with the risks of each.
- ✓ **Counters with reasons** the other agent can take back to their buyer.
- ✓ **Competition kept alive**, so the strongest buyer brings their best offer.

The highest number isn't always the best offer. An offer is only worth what actually completes. The decision is always yours.

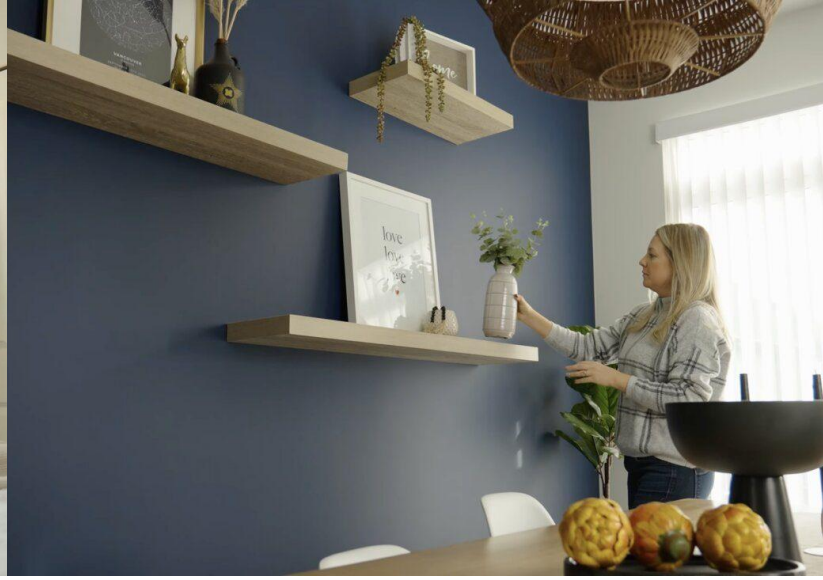
"We received seven offers, and Craig held firm on our priorities: no subject to sale and achieving our price."

JIM TURNBULL · SELLER · GOOGLE REVIEW

"After receiving one offer, he quickly reconnected with all the other realtors who had viewed the property, and before I knew it, we had multiple offers—all over asking price!"

HEATHER FOX · SELLER · GOOGLE REVIEW





PREPARING YOUR HOME

Staging: present it, don’t renovate it.

Most homes don’t need a renovation before they sell. They need to be clean, bright, uncluttered and easy to imagine living in. For many homes, decluttering, a few rented pieces and good styling of the living areas and the primary bedroom do most of the work. Vacant homes often benefit from full staging.

My wife Malika, a professional stager with Stagemasters Home Decor, is always ready to help my sellers. Staging is your choice, and I’ll tell you honestly when it won’t pay for itself.

Keep, box or replace

Family photos and personal collections	**Box**	Buyers need to picture their own life here.
Worn or dated furniture	**Replace or remove**	A stager can bring in a few pieces for the main rooms.
Heavy dark rugs	**Swap for light and neutral**	Brightens the room on camera.
Neutral, current furniture	**Keep**	It already photographs well.
Fridge magnets, counters, cords	**Clear**	Visual noise in photos.
Scented candles and diffusers	**Remove**	Buyers wonder what’s being covered.

USUALLY NOT WORTH IT BEFORE LISTING

Big-ticket projects such as a new roof, new counters or a new furnace rarely return their cost before a sale, and buyers will inspect and price them anyway. Spend on paint, repairs, cleaning and presentation first. Ask me before you start anything large.

Tips for the best photos and showings.

Buyers arrive hoping this is the one. Everything you do to help them picture it pays off. Use this list the day before photos and before every showing.

Outside

- [ ] Move cars off the driveway and away from the front of the home.
- [ ] Put garbage and recycling bins out of sight.
- [ ] Coil hoses, tidy toys and pet items, straighten patio furniture.
- [ ] Mow, edge and sweep; pull weeds from cracks.
- [ ] Remove seasonal decorations.
- [ ] Turn on porch and exterior lights for evening showings.

Kitchen and bathrooms

- [ ] Clear counters completely: small appliances, dish racks, soap.
- [ ] Hide garbage cans, cleaning products and sponges.
- [ ] Clean the sink, taps and appliance fronts until they shine.
- [ ] Fresh white towels, toilet lids down, shower curtain straight.
- [ ] Remove bath mats, razors and toiletries.

Every room

- [ ] Turn on every light and lamp; replace burnt-out bulbs.
- [ ] Open blinds and curtains where there's a good view.
- [ ] Turn off ceiling fans and TVs; hide cords.
- [ ] Make the beds and close closets.
- [ ] Remove family photos and small rugs.
- [ ] Take pets, bowls, beds and litter boxes out for the visit.
- [ ] Keep the temperature comfortable.

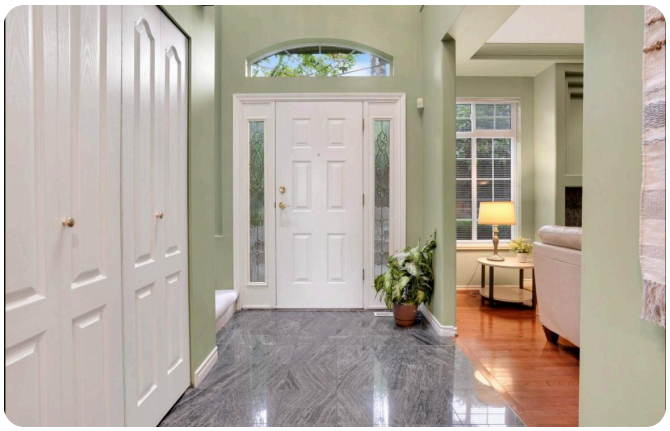




Photo-ready in practice: bright, clear and simple. From my listing on Fort Fraser Rise, Port Coquitlam.

What it costs to sell, and what you keep.

The number that matters isn't the sale price. It's what you walk away with. Know these costs before you list, so your next-home budget is real.

Cost	What to expect	Notes
Real estate commission	Negotiable, agreed in writing before you list	Usually shared between the listing and buyer's brokerages. One structure often quoted is 7% on the first $100,000 and 3% on the balance: on a $1,200,000 sale that is $40,000.
GST on commission	5% of the commission	$2,000 in the example above.
Legal or notary fees	Typically about $1,200 to $2,500	Get a written quote. More for complex title or non-resident sellers.
Mortgage discharge fee	Typically about $200 to $500	Charged by your lender.
Mortgage prepayment penalty	Depends on your mortgage	On many fixed-rate mortgages it's the greater of three months' interest or the interest rate differential (IRD), which can be large. Ask your lender for a written quote early.
Adjustments	Pro-rated on completion	Property taxes and strata fees are split as of the adjustment date (usually possession day). Metered utilities are closed out by a final reading.
Your choices	As you decide	Repairs, cleaning, staging, moving and storage.
Capital gains tax	Only in some cases	Usually not on a principal residence, though the sale is still reported on your tax return. Rentals, second homes and homes owned under two years (BC Home Flipping Tax) can be taxed. Check with your accountant.

Property Transfer Tax is paid by the buyer, not the seller. Figures are examples and typical ranges, not quotes.

YOUR NET WALK-AWAY WORKSHEET

Expected sale price	$ _____
Commission + GST	– $ _____
Mortgage payout and any penalty	– $ _____
Legal and discharge fees	– $ _____
Repairs, staging, moving	– $ _____
Net to you	**= $ _____**

Let me run it for you

Your Equity Map does this math with real numbers for your home, at several sale prices, within 24 hours. It's free and doesn't commit you to anything.

Get your Equity Map
soldbycraig.ca/home-evaluation/



AFTER IT SELLS

Sold is the start of the finish.

Getting your home sold is the goal, but there are still a few important steps. Here's what happens next and what I'll help with.

01 **SOLD!**
Once the buyer removes their subjects, the deposit is in trust and the 3-business-day buyer rescission period has passed, the sale is firm. The SOLD sign goes up and your property page is updated.

02 **Your lawyer or notary**
I send the paperwork to your lawyer or notary. They prepare the transfer documents and arrange to pay out your mortgage. You'll sign about a week before completion.

03 **Completion day**
The buyer's funds arrive, title transfers and your lawyer sends you the proceeds after paying out the mortgage and costs.

04 **Possession day**
Usually the day after completion. The home should be clean, empty of anything not included, and in the condition agreed. Leave keys, fobs, remotes, manuals and garage openers.

05 **Moving out**
Book movers early, arrange utilities to end on possession day, and use the change-of-address list on the next page.

06 **After the move**
I'll follow up after completion, and I'm here for questions any time: property taxes, your next purchase, or a friend who's thinking of selling.

Change of address.

Tick these off in the two weeks before you move. Start with mail forwarding so nothing goes missing in between.

Mail and government

- [ ] Canada Post mail forwarding
- [ ] ICBC: within 10 days after you move
- [ ] Health Insurance BC (MSP)
- [ ] Canada Revenue Agency
- [ ] Elections BC and Elections Canada
- [ ] Passport (if renewing soon)

Home and utilities

- [ ] BC Hydro
- [ ] FortisBC (natural gas)
- [ ] Internet, TV and phone
- [ ] City utilities and property tax
- [ ] Home insurance (cancel and start new)
- [ ] Alarm and security monitoring

Money

- [ ] Bank and credit cards
- [ ] Mortgage lender (new address for statements)
- [ ] Investment and pension accounts
- [ ] Car insurance and loans
- [ ] Reward programs

Family

- [ ] Schools and daycare (check new catchment)
- [ ] Doctor, dentist, optometrist
- [ ] Veterinarian and pet licence
- [ ] Employer and payroll
- [ ] Prescriptions and pharmacy

Services and subscriptions

- [ ] Online shopping accounts
- [ ] Streaming and subscription boxes
- [ ] Magazines and newspapers
- [ ] Gym and club memberships
- [ ] Charities and alumni associations
- [ ] Cleaners, lawn care, other regular services

Tip: take a photo of each meter reading on possession day, and keep your lawyer's statement of adjustments with your tax papers.



MOVING DAY

14 tips to pack like a pro.

Moving is easier with a plan and the right supplies. Start with the rooms you use least.

01 Start a master packing and to-do list so nothing important is forgotten.

02 Purge first: donate, sell or recycle what you no longer need before you pack it.

03 Ask yourself how often you use something, and how you'd feel without it.

04 Pack like with like: kitchen with kitchen, toys with toys.

05 Keep valuables, documents, medication and family photos with you, not on the truck.

06 Use the right box for the item. Loose items are the ones that break.

07 Heavy items go in small boxes; keep each box comfortable to lift.

08 Don't overfill boxes. Full but not bulging stacks safely.

09 Wrap fragile items one at a time and pad the bottom and sides.

10 Label every box on the side and top with the room and contents.

11 Colour-code by room, and tape a matching floor plan up in the new home.

12 Keep the movers' contact details and paperwork together.

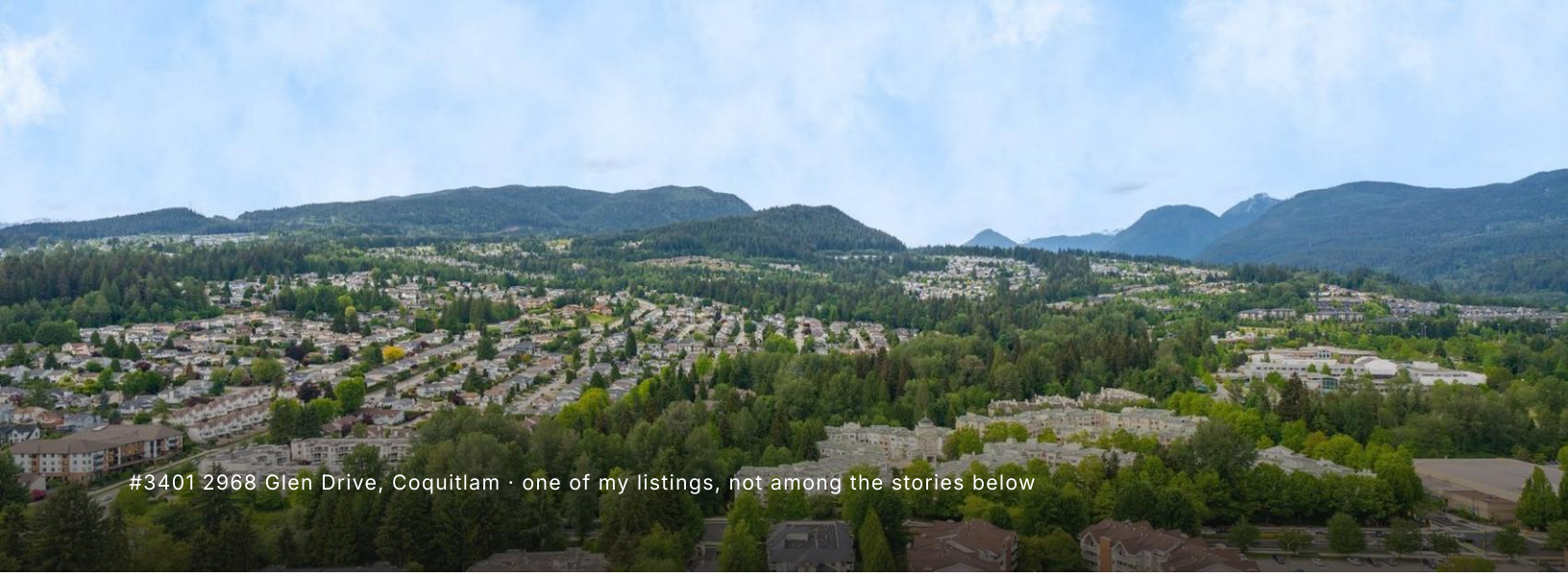
13 Back up your computer and phone before moving day.

14 Check boxes and furniture for damage as they come off the truck.



OPEN-FIRST BOX

- [ ] Phone chargers and laptop
- [ ] Medication and toiletries
- [ ] Kettle, coffee, mugs, snacks
- [ ] Toilet paper, soap, towels
- [ ] Bedding for the first night
- [ ] Basic tools, tape and a box cutter
- [ ] Pet food and bowls
- [ ] Light bulbs and cleaning supplies



#3401 2968 Glen Drive, Coquitlam · one of my listings, not among the stories below

RESULTS

Where one decision changed the outcome.

Four seller files from my sold record. Each one is written up in full on the signature sales page at soldbycraig.ca/signature-sales/.

WEST VANCOUVER

Sold in 14 days

Relisted after 14 months on the market with a previous brokerage. Sold in 14 days after repositioning the price and the marketing.

WESTWOOD PLATEAU, COQUITLAM

Multiple offers after three collapsed deals

Rebuilt buyer confidence after three accepted offers fell apart. Every new offer beat the earlier accepted price.

SECHELT

Sold in a buyer's market

Kept working buyer agents through the holiday slowdown, then relaunched with qualified buyers already waiting.

WESTWOOD PLATEAU, COQUITLAM

Sold in 17 days

Priced to the market from day one, photographed after a staging consult, and the sellers were ready to respond to offers quickly.

Every sale is different, and past results don't guarantee future outcomes. My full sold record is at soldbycraig.ca/sold/.

HOMES I'VE MARKETED

Every home, presented at its best.

A few of the homes I've listed, from Port Coquitlam to Langley, Surrey and the Sunshine Coast. Different homes, different buyers, the same standard of presentation.



#102E 3655 Shaughnessy Street
PORT COQUITLAM



13090 111 Avenue
NORTH SURREY



5951 Compass Lane
SECHELT



#105 20240 54A Avenue
LANGLEY



#11 915 Fort Fraser Rise
PORT COQUITLAM



#3401 2968 Glen Drive
COQUITLAM

See current listings at soldbycraig.ca/listings/ and the full sold record at soldbycraig.ca/sold/.

WHAT MY CLIENTS SAY

In their own words.

Excerpts, word for word, from my Google reviews.

"We received seven offers, and Craig held firm on our priorities: no subject to sale and achieving our price. We took the home off the market over Christmas, but behind the scenes Craig continued working. When we re-listed in January, it sold in just three days to buyers he had been nurturing — at the price we wanted."

JIM TURNBULL · SOLD AND BOUGHT, JANUARY 2026

"Craig kept me informed of the local market for a couple of years before I asked him to handle my Coquitlam sale. He laid out the strategy upfront, the listing generated a lot of interest, and we had an acceptable offer in under a month. I was stressed going in — Craig helped me overcome a lot of my anxiety. I've already introduced him to my sister, who plans to sell soon."

FJ YOUNG · SOLD IN COQUITLAM, JULY 2026

"Craig sold my property in just 6 days, which is an incredible feat. After receiving one offer, he quickly reconnected with all the other realtors who had viewed the property, and before I knew it, we had multiple offers—all over asking price!"

HEATHER FOX · SOLD, AUGUST 2024

"Craig was there with us everyday. Guiding us to our next step we were kept informed daily sometimes multiple times a day as to what was happening... Our home sold in only 6 days with multiple offers."

GERRY & ALINE HOWITSON · SOLD, NOVEMBER 2025

WHAT MY CLIENTS SAY

"One of the sales was my Mom's home. She is 97 and so this was a very emotional issue to be leaving her beloved home of so many years... Craig was extremely patient in explaining the market and was very sensitive to her concerns. We can't thank him enough for his empathy and understanding in working with an elderly person through a difficult time in a very caring manor!"

ANN ENGLISH · THREE TRANSACTIONS, MARCH 2024

"He went above and beyond what was required and managed to sell our condo at one of the slowest times of the year! From helping with the staging to being available to show to the unit at any time, Craig managed to sell our place when other comparable units nearby had been sitting for weeks!"

ALEX KADHIM · SELLER, FEBRUARY 2023

"Craig is a true professional and I would highly recommend him to anyone looking to buy or sell their home. His approach is clear, data-driven and resulted in multiple offers for our sale."

ROBERT SHIN · SELLER, JULY 2025

"...Craig met with me prior to listing and gave helpful advice for making my home shine to potential buyers. The media and internet exposure, salesmanship and presentation were all top tier."

RICH & ANDREW · SELLERS, AUGUST 2025

"Craig Johnston recently sold my townhouse in West Vancouver in less than 6 days for over asking price!!!!! Craig is one of the most prolific and highly motivated realtors I have seen in the Realty business, and I have extensive experience buying and selling properties of all sorts."

RIVERPLATE EQUITIES · SELLER, NOVEMBER 2023

Read all 36+ reviews at soldbycraig.ca/reviews/

YOUR NEXT THREE STEPS

Ready when you are.

You don’t need every detail worked out before we talk. You just need to be far enough along that the conversation is useful.

01

Get your Equity Map

Your home’s likely value and your net walk-away at several prices, within 24 hours. Free.

soldbycraig.ca/home-evaluation/

02

Book a 20-minute call

Your timing, your next home and how I’d market and negotiate yours. No pitch and no pressure.

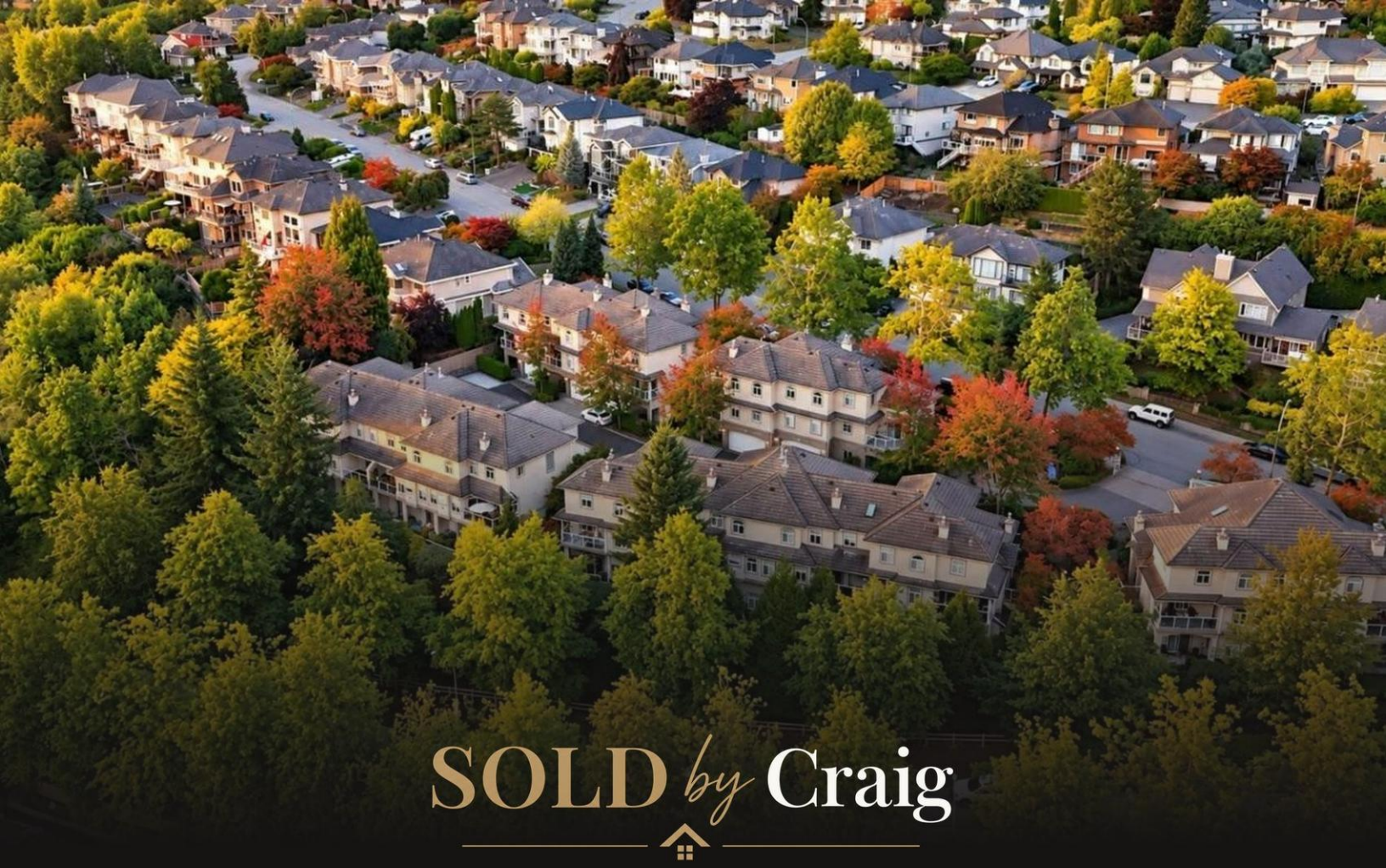
soldbycraig.ca/book-a-strategy-call-with-craig-johnston/

03

Call your lender

Ask for a written mortgage payout and prepayment penalty quote. That one number can reshape your whole plan.

Or call or text me directly: **604-202-6092** · Craig@SoldByCraig.ca



SOLD by Craig

Let's plan *your SOLD.*

Start with a conversation about your home and your next move.

Craig Johnston, REALTOR®

Craig Johnston Personal Real Estate Corporation

604-202-6092 · Craig@SoldByCraig.ca · soldbycraig.ca

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