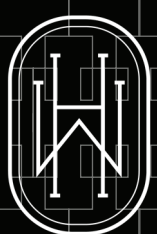
SELLING



GUIDE





Shawn Brown

Real Estate Specialist

604 999 6261
SHAWN@THEWESTHAVENGROUP.COM

Shawn Brown is a top-producing real estate agent with the West Haven Group, and was awarded the President's Club award in 2021 recognizing him in the top 1% of producers within the Real Estate Board of Greater Vancouver. 2025 marked the thirteenth consecutive year that he was awarded the Board's Medallion Club achievement award, as was his team the West Haven Group.

Shawn specializes in marketing properties to sell. He brings with him an advertising and marketing agency background that he has leveraged to become one of the most effective listing marketers in the region. Shawn also has a proven track record in working with investors in sourcing the savviest real estate investments that Metro Vancouver has to offer. He invests significant time creating strategic alliances with key individuals, which consistently proves to benefit his clients—being just one of the many reasons he has such an excellent client services track record.



Steven Forlin

Real Estate Specialist

604 613 2145
STEVEN@THEWESTHAVENGROUP.COM

Steven Forlin is an award-winning real estate agent with over 11 years experience in navigating Vancouver's real estate market. His team, the West Haven Group, has sold over $800M, and in 2025 it was awarded the Board's Medallion Club achievement award for the sixth consecutive year.

With a successful background in new development pre-sales as well as an unparalleled eye for detail and value, his specialized skill set provides him with the opportunity to think outside the box and obtain outstanding results for his clients. His marketing and design abilities are also leveraged immensely by clients and West Haven Group in the listing preparation and property marketing process.

His excellent eye for quality real estate allows him to see the potential in properties, and guide his buyers in making the smartest possible real estate purchases.

West Haven Group is a Vancouver-based team of real estate and marketing specialists, with the mission of providing clients with a dynamic set of tools to help realize their real estate goals. With in-depth market knowledge, an impeccable eye for detail, and a keen focus on the end goal, we put our full efforts into every listing and acquisition—without compromise. We believe that integrity, professionalism and perseverance lead a well marketed property to sell, and guides a successful home or investment purchase.

When selling a home or investment property, it is critical to work with a specialist who understands the nuances of every neighbourhood, the attributes that will resonate with buyers, and the details that fit well with the objective and subjective needs and desires of each homebuyer. West Haven Group agents understand the importance of achieving these criteria, along with an unparalleled level of service, honesty, and responsiveness.

We love real estate, and you'll love our definitive results.




OVER 26 YEARS OF EXPERIENCE
MEDALLION CLUB 13 YEARS IN A ROW
OVER $800M SOLD
Image credit Third Aesthetic Pty Ltd.



CHOOSE YOUR REALTOR®

Having a REALTOR® to guide you through the process of selling a home is an absolute necessity. As Seller's agents, we are there to guide you through the process and advise you of the nuances of selling your home. We will create a to-do list, and work with you to take care of any objectives prior to presenting your property for sale.

DETERMINE THE MARKET PRICE

We present a list of comparable sold properties, with adjustments made for various features and market conditions, in order to ascertain the best market value for your home. From this, we will decide on the best list price in order to achieve the best selling price.

LISTING PREPARATION

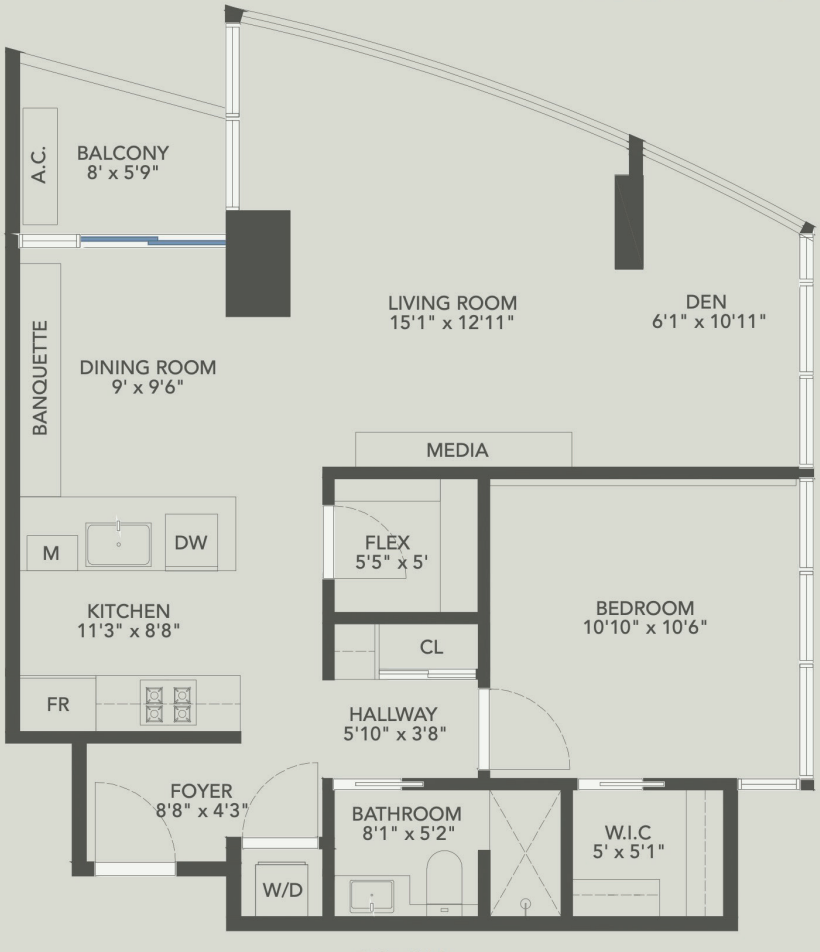
Maximizing prospective buyers' perception of value is critical to achieving the highest possible sale price. We create a detailed list of what must be done to accomplish this, including what to remove, what to acquire, what must be repaired or refreshed, and what would be the most effective staging plan. We take listing preparation very seriously, and our results show it!

MARKETING

Marketing a listing effectively entails more than simply listing on the MLS® system. Professionally managed social media ad campaigns, strategic video footage to maximize digital exposure and engagement, and exposure on appropriate local or international publications and blogs are among the tools I use to achieve additional strategic exposure to a listing.

2206 - 1438 RICHARDS STREET
YALETOWN // VANCOUVER

Interior Area	758 Sq
Terrace Area	54 Sq
Total Living Area	**812 Sq**



Ceiling Height
8'-0"

Floor plan and measurements are approximate, typicall within +/- 2% and are intended for marketing purposes only. Buyers to verify if deemed important and to refer to the strata plan.





1

ASSISTED STAGING TO SELL

West Haven group believes that preparation guidance is critical in maximizing a properties perception of value. We do this by working with expert staging companies as well as utilizing the West Haven Group's own personal warehouse inventory of curated accessories.

2

PROFESSIONAL PHOTOS

Superior real estate photography ensures that each listing is captured in it's best way possible, and presented online to catch the attention of prospective buyers.

3

CUSTOM FLOOR PLAN

Envisioning and captivating buyers is at the core of real estate sales. Floor plans and visual layouts provide an elevated shopping experience and maximizes efficiency for all parties involved.





DYNAMIC BRANDING



4 CUSTOM PROPERTY VIDEO

If a photo is worth a thousand words, then advanced videography is worth an infinite amount. We offer agency-quality videography and include it as part of our marketing package which draws thousands of views on various media platforms.





ONLINE E

Typically, our competitors will simply list to the **MLS system**. This feeds the listing to websites such as **Realtor.ca** and **REW.ca**.

While these websites are the most powerful local real estate search platforms, we have learned that selling real estate can happen via various digital platforms.

Here is a case study that shows how our listing achieved 20 times more exposure online than our competitor lisitngs, resulting in faster and more successful sales. This is indicative of all West Haven Group listings.

Realtor.ca

This platform is formally the public MLS® website, and where every property that is listed is posted.

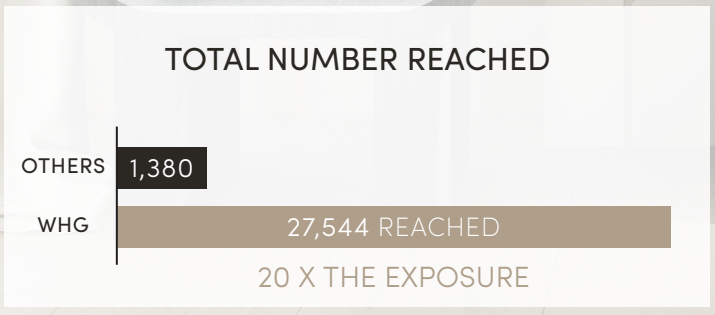
REW.ca

REW has surpassed Realtor.ca in user functions and now users. We rank among the top agents in recommendations, and have paid-for boosting on our lsitings - prioritizing them to the top of the search list for your property type an neighbourhood when users are searching.

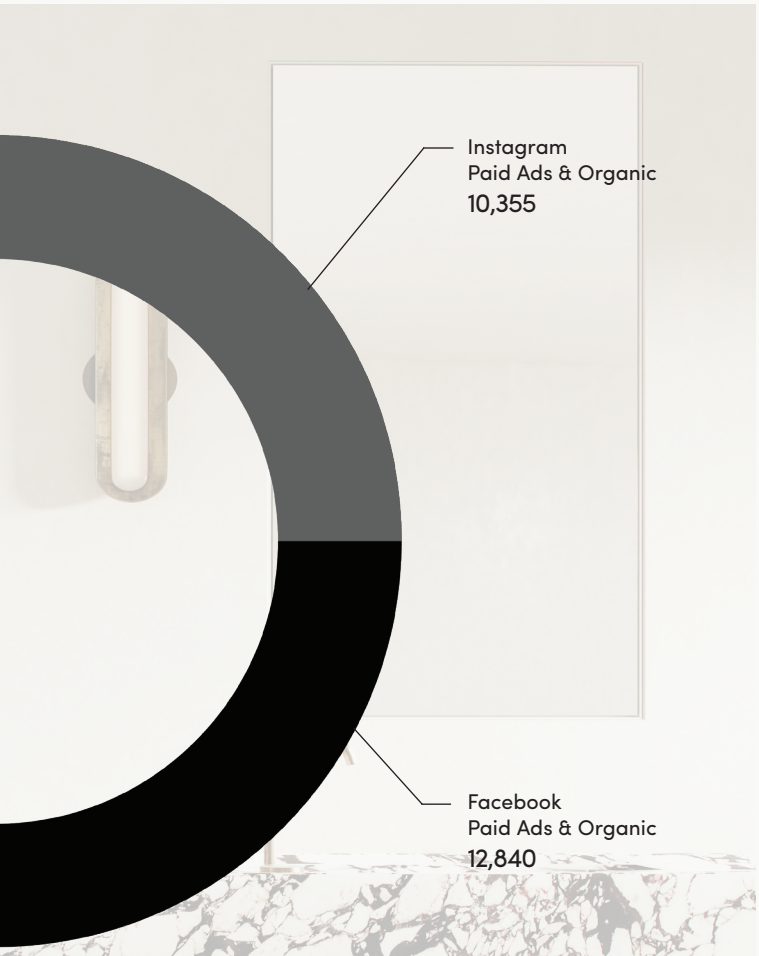
FACEBOOK

Facebook Ads consists of paid-for and organic ad campaigns that allow us to create specific goals withing the campaigns to help us reach our objectives.





XPOSURE



INSTAGRAM

Instagram allows for various forms of content to be posted through the Facebook Ads backend to create organic and paid campaigns. We have custom-built templates for feed posts, story posts, and Reels - which we use for our eye-catching ad campaigns.

YOUTUBE

YouTube has become the world's largest video content platform (now owned by Google) and a crucial part in all digital content marketing. Your listing video will be uploaded and SEO to appear in relevant searches.

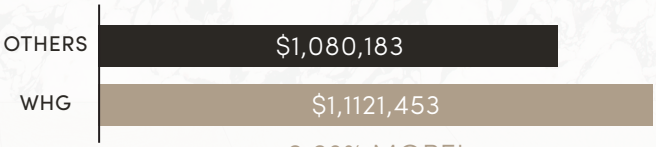
LINKEDIN

LinkedIn might be one of the more underrated platforms for use in real estate marketing. The platform allows us to carefully refine our campaign by target and over 20 audience attributes — examples include company name, company size, member groups, member interests, member schools, job title, job seniority, and skills.

THEWESTHAVENGROUP.com

Our custom designed and built website is a portfolio for real estate listings and a resource for neighbourhood and building information in Vancouver. With over 25,000 monthly visitors, we have thought outside of the box when it comes to online real estate listing information and presentation.

AVERAGE SALE PRICE



Autograph

WE CREATED A SPECIAL DESIGNATION FOR THE MOST PRESTIGIOUS PROPERTIES

West Haven Group are specialists in property preparation and presentation with our tailored listing system but there are still some properties that stand out above the rest. These properties capture your imagination and allow you to get lost in their refined details, exceptional views, or both.

These properties are so special that West Haven Group created the elite designation of '**Autograph**', focused on elevating the standard of marketing with a fully customized package that'll showcase the intricacies, and unique perspectives of your property, as well as multiple video assets.



THEWESTHAVENGROUP.COM



Image credit Third Aesthetic Pty Ltd.



