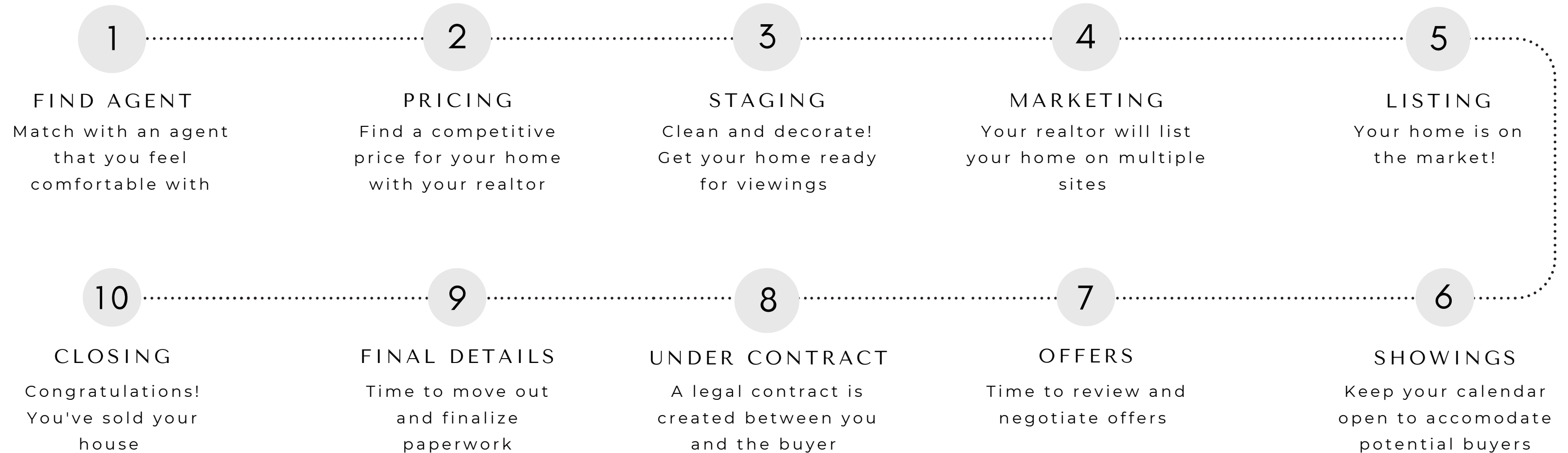




# SELLER'S *Guide*



# Home Seller's ROADMAP



”

HOME...  
IS WHERE  
YOUR STORY  
BEGINS.

A decorative graphic of a branch with several leaves, rendered in a light gray, semi-transparent style, positioned in the upper right corner of the page.

# *Ten steps to* SELLING A HOME

01 FIND A GREAT AGENT

02 ESTABLISH A PRICE

03 PREPARE YOUR HOME

04 MARKETING

05 LISTING

06 SHOWINGS

07 OFFERS AND NEGOTIATIONS

08 UNDER CONTRACT

09 FINAL DETAILS

10 CLOSING



# Preparing to Sell





# FINDING *a Great agent*

Finding a real estate agent that you trust and feel comfortable with is as hard as finding the right house to call a home. A purchase of this magnitude is a huge life decision and you want to make sure that your real estate agent is as invested in this sale as you are.

We have a great selection of agents who have over 50 combined years of experience.



## INDUSTRY KNOWLEDGE

Our agents have access to a wide variety of resources that is not readily available to the public. They can help you determine the best price and time to sell.

## SMART NEGOTIATING

With our collective experience and expertise, we can help you negotiate the best price for your home.

## PROFESSIONAL EXPERIENCE

Our agents must undergo annual training and compliance to ensure that they are up to date on any changes in legal or administrative paperwork.

## CUSTOMER SERVICE

Our agents are dedicated to helping you answer any questions that arise from this process. We treat you, how we would like you to treat us!

# ESTABLISH *a Price*

02



## LISTING PRICE

Setting a reasonable listing price is one of the most important aspects in the entire home selling process. If you list too high, you might not get any offers and it can take you a while to sell your home.

Alternatively, if you price too low, you might be missing out on a greater return on your investment.

# ESTABLISH *a Price*

02

## WHAT DETERMINES THE PRICE?

You have two options in order to price your home for sale:

- You can engage with a third party home appraiser, who will perform an analysis on your home and the neighbourhood.
- You can get your real estate agent to perform an analysis on other homes for sale in the area.





# PREPARE *your Home*

03

## HOME STAGING TIPS

- The way you style your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home.
- Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.



Be sure to put away any personal photographs, memorabilia, and artifacts as it will look like clutter to a potential buyer.

You can replace photos with wall art.

# PREPARING *Checklist*

## OUTSIDE THE HOME

- Take care of the landscaping (i.e.: cut the grass, water the flowers, trim the trees and bushes)
- Clean out the gutters of any leaves or twigs
- Remove weeds
- Test all lighting fixtures and motion sensors
- Repaint or re-stain any porches, entry ways, and doorways
- Fill in any cracks in the driveway, sidewalks and foundation



## INSIDE THE HOME

- Repaint the home in a neutral colour (preferably white)
- Remove and replace any personal artifacts
- Find arrangements for pets and children, and remove toys and clutter from main spaces
- Make sure that walkways are clear



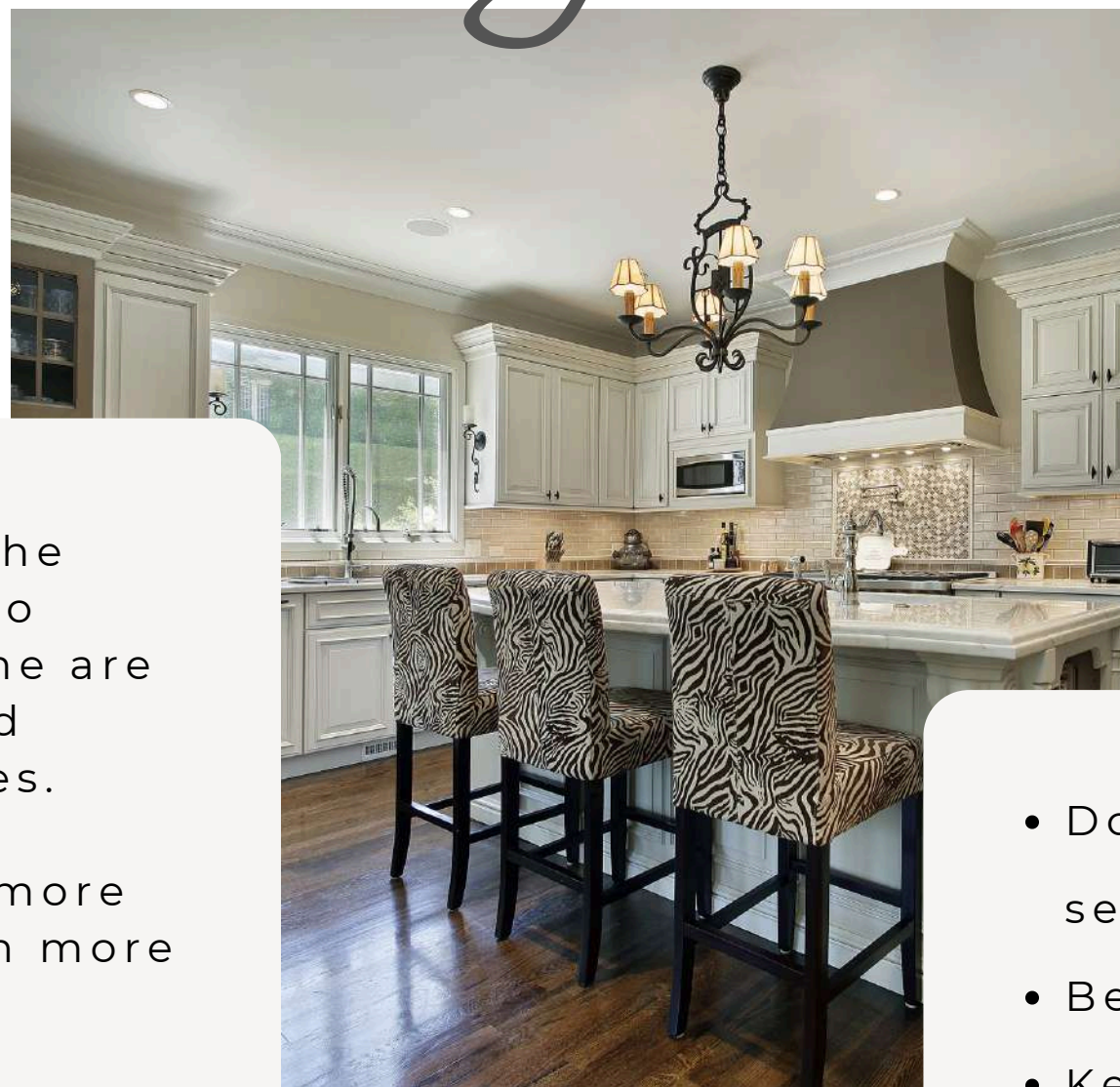
# *Finding a Buyer*





# Marketing

04



Make sure that the photos you use to market your home are bright, clear, and capture all angles.

Buyers will feel more comfortable with more photos.

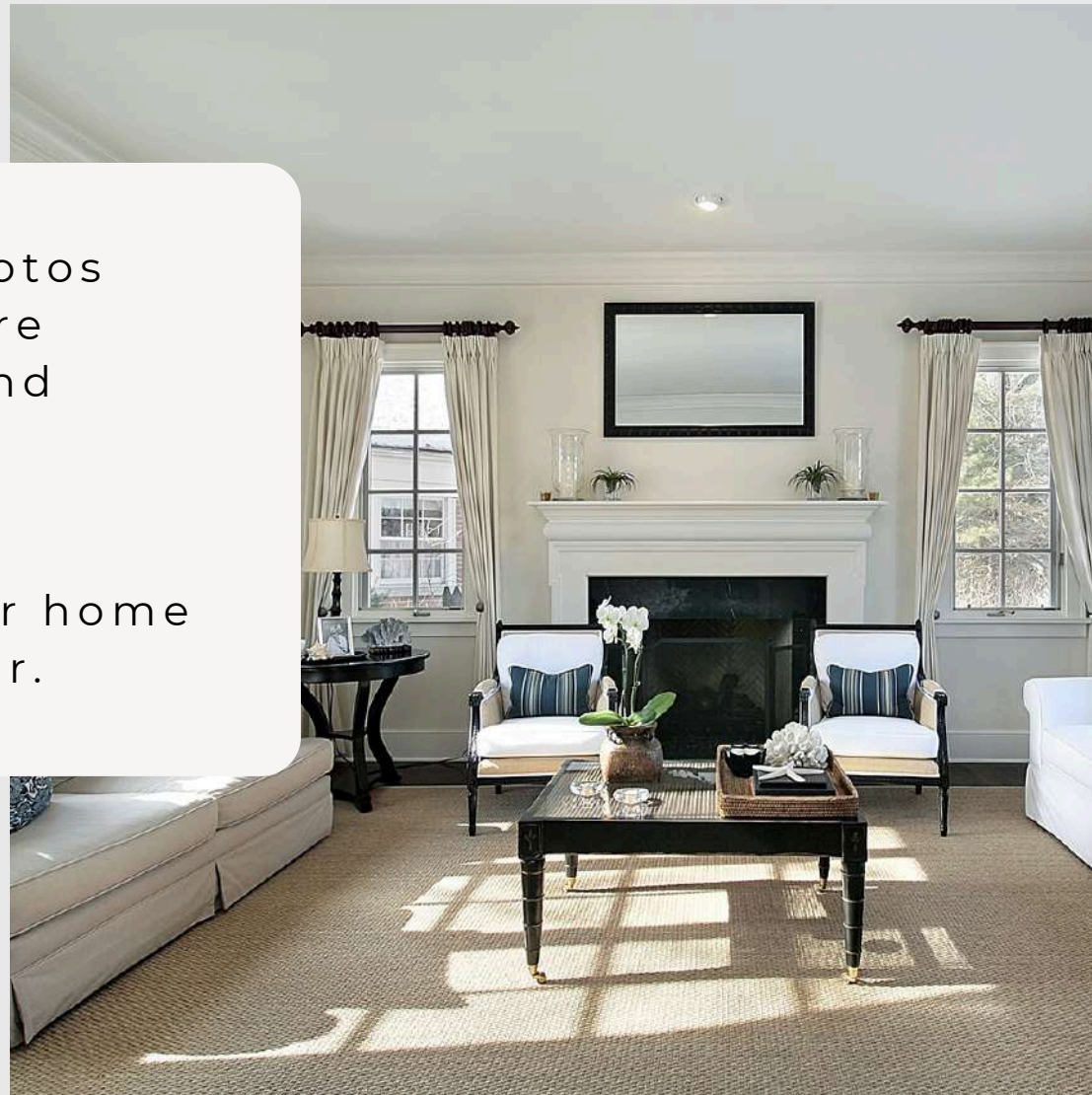
## MARKETING TIPS

- Do not list on one site only, be sure to list your house on several different platforms
- Be detailed in your description
- Keep your calendar as flexible as possible! You don't want to miss out on any opportunities!

# Listing

Make sure your photos and descriptions are clear, attractive, and relevant.

These are the first impressions of your home to a potential buyer.



Congratulations! You have officially listed your home for sale.

Our real estate agents will use their network to ensure that your listing is as visible as possible, and reaches the appropriate audience.

If you want, we can supply a sign for your front yard to let passerby's know of your intentions to sell.

05



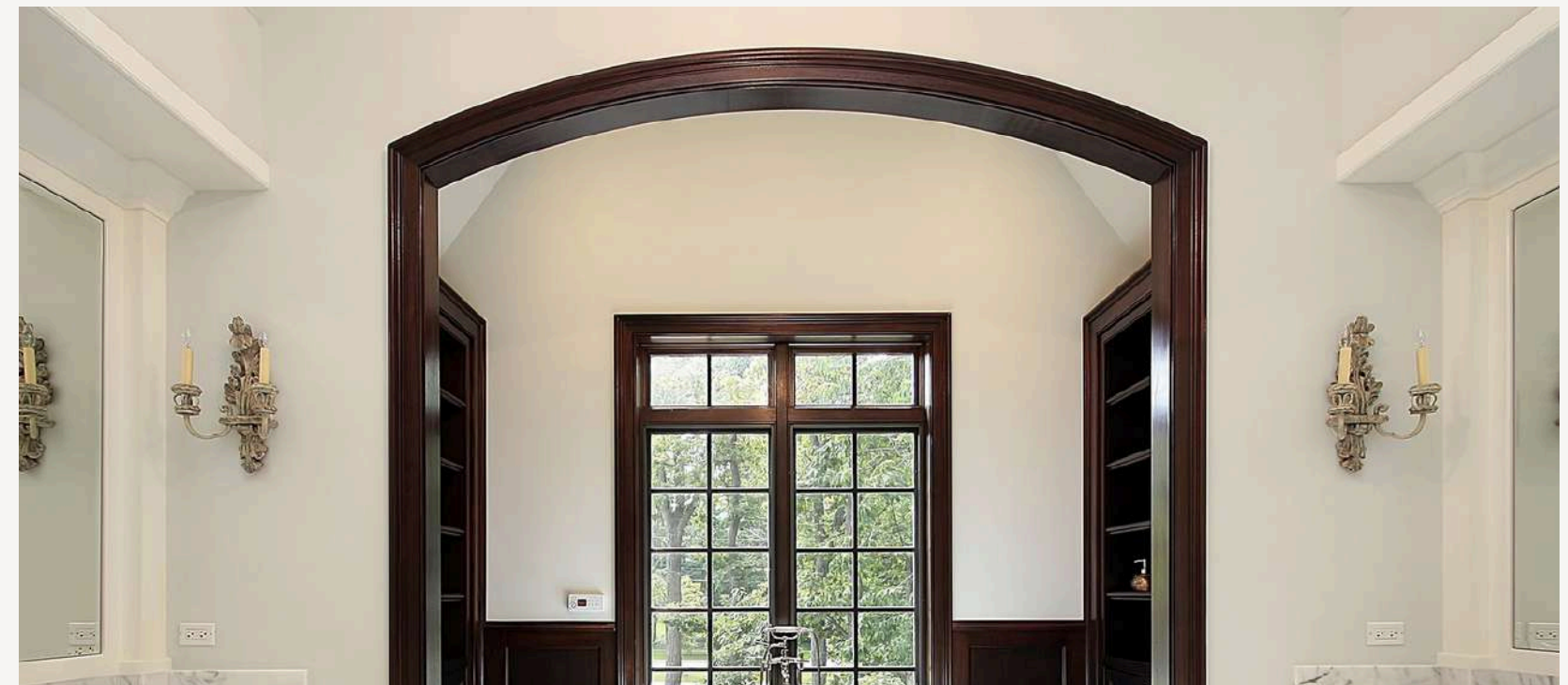
# Showings



For the first few weeks/ weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

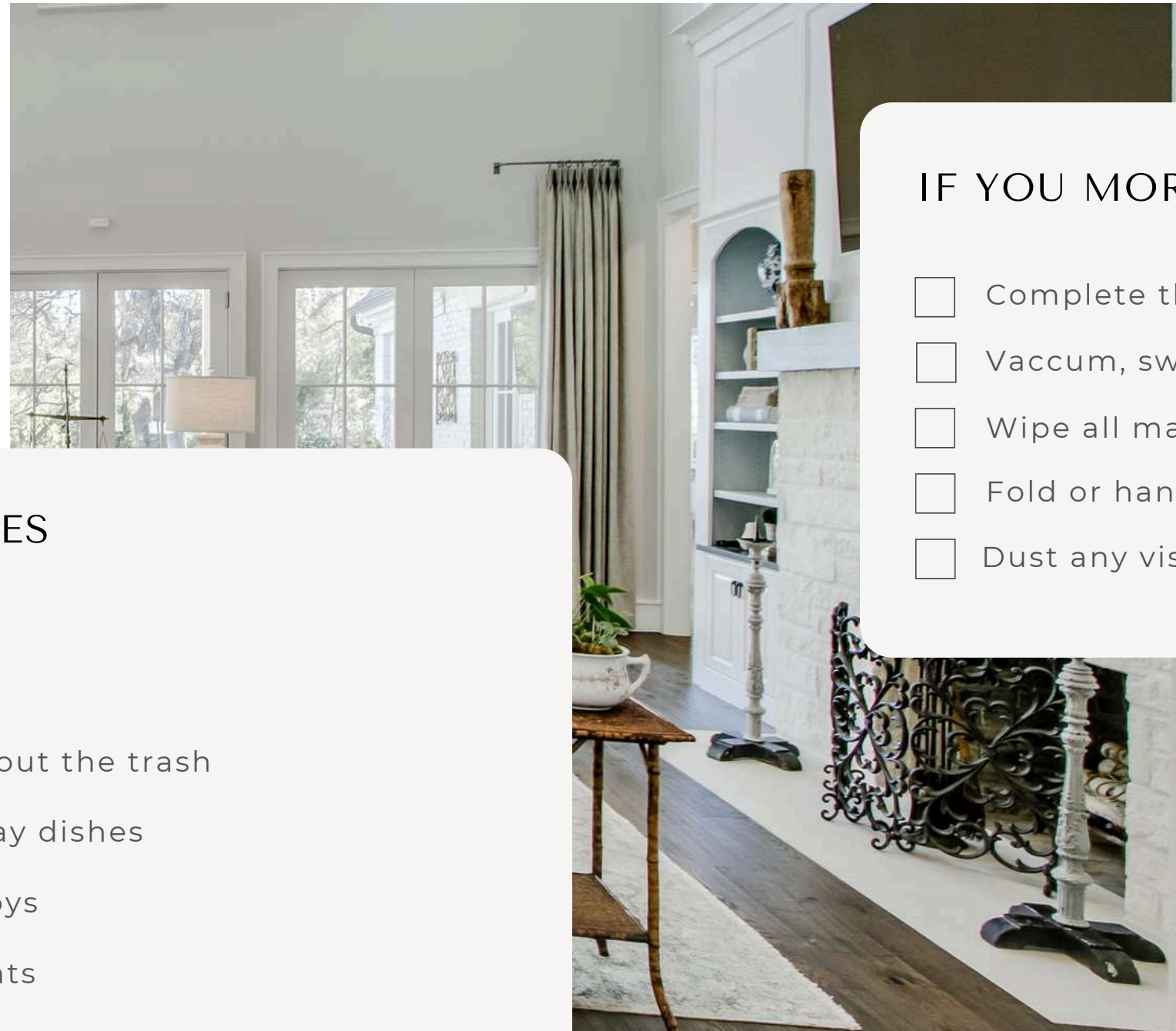
Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.





# SHOWING *Checklist*



## IF YOU HAVE FIFTEEN MINUTES

- ☐ Make the beds and fluff pillows
- ☐ Throw away any garbage
- ☐ Empty out garbage cans and take out the trash
- ☐ Clean the countertops and put away dishes
- ☐ Declutter the home, remove any toys
- ☐ Turn on all indoor and outdoor lights

## IF YOU MORE THAN AN HOUR

- ☐ Complete the above list (15 minute list)
- ☐ Vacuum, sweep and mop the floors
- ☐ Wipe all major appliances, glass, and mirrors
- ☐ Fold or hang up visible clothing nicely
- ☐ Dust any visible or reachable areas



# FINAL *Steps*





# OFFERS *and Negotiations*

07



At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, your real estate agent will help you negotiate with the buyers to find a price that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date.



# Under Contract

08



The offer will officially become binding once the buyer and the seller both agree to the terms in the contract (which includes the price).

Some things that need to occur before the closing process can commence:

- Home inspection
- Title search
- Final walkthrough with the buyer

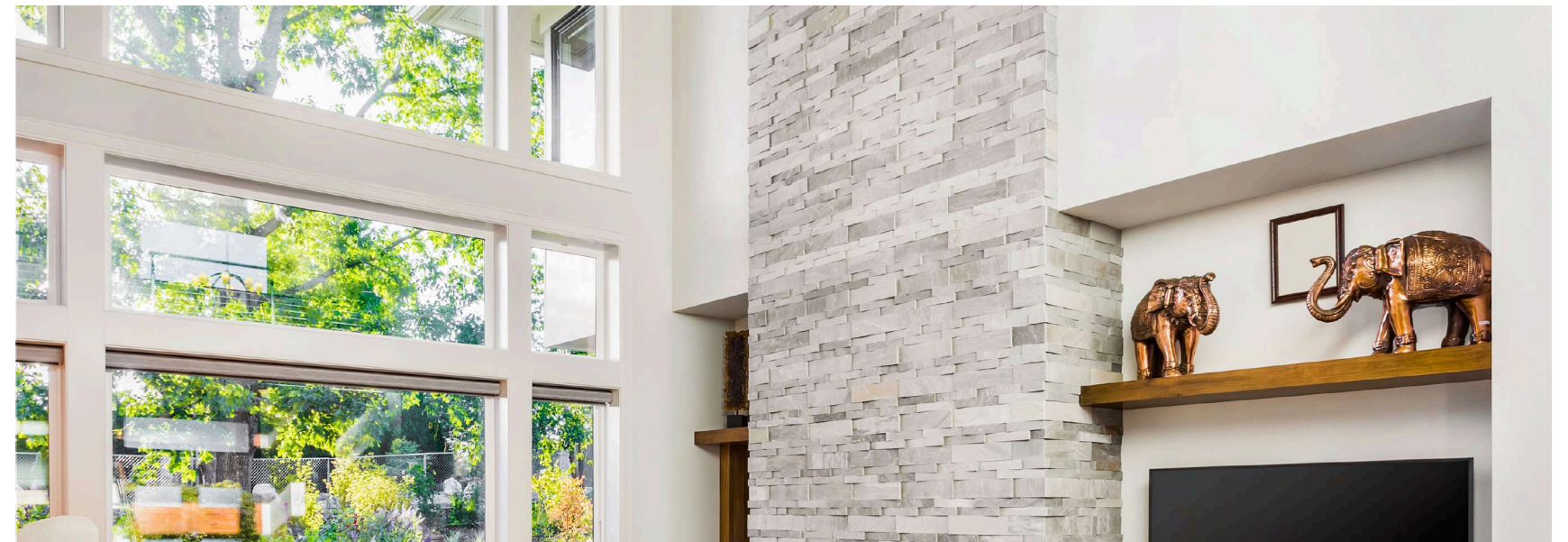


# FINAL *Details*

09

Be prepared for obstacles and hiccups! They happen during this phase, but that doesn't mean the sale is over.

At this time you can start packing and moving into your new place!





# Closing



Closing is the final step in your home selling process.

During the closing phase of the sale, you can expect the following:

- The deed to the house will be delivered to the purchaser.
- The ownership is transferred to the purchaser.
- Any other documents including financing, insurance, and legal documents are exchanged.
- The negotiated purchase price is paid and any other fees (i.e. commissions) are paid.

*Congratulations! You sold your home!*



