

The background image shows a contemporary living room. A light pink sofa is adorned with several pillows in shades of white, cream, and light pink, along with a white fringed throw blanket. In front of the sofa is a low, round wooden coffee table. On the table are two gold candlesticks and a pink ceramic vase holding a dried plant. The wall behind the sofa is a neutral light gray, featuring a large, empty white rectangular frame. To the left, a green plant is partially visible, and to the right, a wooden shelf holds a small framed picture.

HOME SELLING GUIDE

Become An Educated Seller in Today's Real Estate

7 STEPS TO SELLING YOUR HOME

01 Pre-Listing Preparation

02 Establish a Price

03 List Your Home

04 Offers & Negotiations

05 Under Contract

06 Final Details

07 Closing

PRE-LISTING

Preparation

1. Schedule a tour of your home with your agent.
2. Discuss any potential repairs, upgrades, or staging to be completed before listing your home.
3. Establish an asking price based on the current market and comparable property listings
4. Prepare your home to be photographed and put on the market



PRICING

Your Home to Sell

The market value of your home is based on a combination of factors including:

- The Current Market
- Comparable Listings
- Location
- Neighbourhood
- Age of the Home
- Condition of the Home
- Improvements made on the Home

Pricing plays a key role in the home selling process. It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.



7 CURB APPEAL

Tips

01 | Fresh coat of paint on the front door

02 | Add flowers to the front porch

03 | Pressure wash the driveway

04 | Update exterior light fixtures

05 | Keep the lawn and garden tidy

06 | Add a welcome mat

07 | Update or replace exterior hardware



PHOTOS & SHOWINGS

Prep

In today's market, professional photographs are a requirement for every successful listing. We've put together a checklist to help get your home photo-ready, as we are preparing to show it to potential buyers.



PHOTOS & SHOWINGS

Checklist

INSIDE

- ☐ Clear off all flat surfaces - less is more. Put away papers and miscellaneous items.
- ☐ Depersonalize: take down family photos and put away personal items.
- ☐ Clear off the refrigerator: remove all magnets, photos and papers.
- ☐ Replace burnt out light bulbs and dust all light fixtures.
- ☐ Deep clean the entire house.
Touch up paint on walls, trim and doors.

OUTSIDE

- ☐ Increase curb appeal: remove all yard clutter and plant colourful flowers.
- ☐ Trim bushes and clean up flower beds.
- ☐ Pressure wash walkways and driveway
- ☐ Add a welcome mat to the front door

PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

KITCHEN

- ☐ Clear off countertops, removing as many items as possible.
- ☐ Put away dishes, place sponges and cleaning items underneath the sink.
- ☐ Hang dish towels neatly and remove rugs, potholders, trivets, etc.

BATHROOMS

- ☐ Remove personal items from counters, showers and tub areas.
- ☐ Move cleaning items, plungers and trash cans out of sight.
- ☐ Close toilet lids, remove rugs and hang towels neatly.

OUTSIDE

- ☐ House should be very clean and looking its best.
- ☐ Lawn should be freshly mowed and edged.
- ☐ Move pet dishes, toys and kennels out of sight.
- ☐ Make beds, put away clothing, toys and valuables.
- ☐ Turn on all lights and turn off ceiling fans.

PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odours, or other strong smells. This can be a deal breaker to some buyers.

TOP 6 WAYS

To Prep Your Home To Sell Fast

01 | START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

02 | DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

03 | CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

04 | MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

05 | BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

06 | STAGING

When you're selling your home, you want it to look its absolute best for potential buyers. That's where home staging comes in. Home staging brings out your home's most impressive assets so that the maximum number of potential buyers can imagine themselves living in it. Home staging is a marketing strategy (with a dash of psychology). It's adding and rearranging furniture and decor. It's upgrading curb appeal. It's doing whatever is necessary to dress up a house so it sells quickly and for the highest possible profit.

LISTING

Your Home



MLS LISTING

Your home will be out on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Realtor.ca where potential buyers will be able to find your home.



SIGNAGE

A For Sale sign will be placed out in front of your home, as well as Open House signs before an open house takes place.



LOCK BOX & SHOWINGS

A lockbox will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.



OPEN HOUSE

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.



VIRTUAL TOUR

I will create a virtual walkthrough to give your listings an advantage over other listings by allowing buyers to see your home in more detail online.

OUR MARKETING

Strategy

NETWORK MARKETING

Your listing will be shared with an extensive network of real estate agents to increase your home's visibility.

SOCIAL MEDIA MARKETING

I use a variety of social media networks like Instagram, Facebook and LinkedIn to get the word out about your listing.



OFFERS

& Negotiations

Being flexible will help the offer and negotiation process go smoother, moving you one step closer to finalizing the sale of your home!

FIRM OFFER

An offer made without any conditions.

CONDITIONAL OFFER

An offer containing conditions that must be met before the sale is final. Typical conditions include a home inspection, approval on financing, or the approval of a status certificate for a condominium.

BULLY OFFER

Also known as a pre-emptive offer, a bully offer is presented before the official offer review date set by the seller's agent.

MULTIPLE OFFER SCENARIO

When two or more offers are presented to the seller.

COUNTER-OFFER

An offer presented back to the buyer that is a revised version of their initial offer. This can include an adjusted price, conditions, or closing date.

INCLUSIONS & EXCLUSIONS

Items in the home that are included or excluded from the sale. These typically include light fixtures, appliances, or decorative items. Also referred to as chattels.



FACTORS

To Consider

Accepting the highest price offer may seem like the logical choice, but there are many factors to consider when reviewing an offer and knowing your options lets you come up with a plan that works best for you.

CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, like for example a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own home. You may be able to select an offer based on a timeline that works best for you, or you might have to be more flexible in order to close the deal.

CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections and home sales and the terms can be negotiated between the parties. The contingency allows the buyers to back out of the contract without penalty if the terms are not met.



UNDER

Contract

At this point, we have taken the steps necessary to prepare your home for the market - decided on a listing price through market supported numbers, made home improvements to appeal to a large number of buyers, and actively marketed your home online, in physical forms and in print advertising - and now we see the fruits of our labour. The offers are starting to come in.

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

STEPS BEFORE Closing

INSPECTION

Property inspections are done to make sure that the home is in the condition for which it appears. If the inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

POSSIBLE REPAIR REQUESTS

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically, there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs.

APPRAISAL

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

FINAL WALK THROUGH

Before a buyer signs the closing paperwork, they will come to the house to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.



CLOSING DAY



CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- + Title Insurance Policy
- + Home Warranty
- + Real Estate Agent Commission
- + Recording Fees
- + Property Taxes
- + Remaining Balance On Mortgage
- + Any Unpaid Assessments, Penalties, or Claims Against Your Property

ITEMS TO BRING TO CLOSING:

- + Government Issued Photo ID
- + House Keys
- + Garage Openers
- + Mailbox Keys



Going Above and Beyond To Sell Your Home.



**Cindy Marriott,
Realtor®**



**Direct: 905-376-1852
Office: 905-372-3200**



cindymarriott@icloud.com



www.RoyalService.ca



ROYAL SERVICE
— REAL ESTATE INC. BROKERAGE —