

# Home Seller's Guide

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**My commitment to you:**  
**“To get the best price possible in the shortest amount of time  
in the current market”**

**This guide has been created to assist you achieving this goal in 6 simple steps:**

- Choosing the Right Agent & Sales Professional
- Pricing the Property Right
- Preparing Your Home to Sell
- Marketing Your Home
- Showing Your Home
- Negotiating and Accepting a Suitable Offer

Selling in an ever-changing market takes skill, knowledge and extensive market expertise. When it's time to make one of life's biggest decisions, you'll need the **Right partner** to guide you. This guide will clearly indicate that the partner, for you, should be myself and **Right at Home Realty**.

If you have any questions about any of these steps, please do not hesitate to contact me at your convenience.

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# Right at Home Realty has 10 Branch Offices

Don Mills Office – 1396 Don Mills Road, Toronto	Richmond Hill Office – 1550 16 <sup>th</sup> Ave, Richmond Hill
Vaughan Office – 9311 Weston Road, Vaughan	Newmarket Office- 16850 Yonge Street, Newmarket
Mississauga Office – 480 Eglinton Ave W, Mississauga	Burlington Office – 5111 New Street, Burlington
Durham Branch Office – 242 King St. East, Oshawa	Ottawa Branch Office – 1827 Woodward Ave. Ottawa
Barrie Branch Office – 149 Welham Rd, Barrie	Port Perry – 237 Queen St., Port Perry





## Factors That Impact the Price of a Property

- **Market Conditions:** Seller Market vs. Buyer Market, inventory levels, Mortgage Rates.
- **Location:** access to public transportation, accessibility to major highways, amenities etc.
- **Amenities:** schools, community centres, retail, hospitals, parks, etc.
- **Condition of the Property:** overall appearance, maintenance and curb appeal, renovations, appliances, etc.
- **Reason for Selling:** your needs, moving, downsizing, job relocation.

### Current Market Conditions

**“What a buyer is willing to pay for your property on that day”.**

### Factors that influence Market Conditions:

- Interest Rates
- Mortgage Regulations
- Economic Influences
- Consumer Confidence



## Current Market Analysis:

Choosing the optimal price for your home is essential to maximizing your home's value. Pricing your home right the first time results in:

- More exposure
- More showings
- More opportunities
- Achieving the Highest Possible Price in the current market

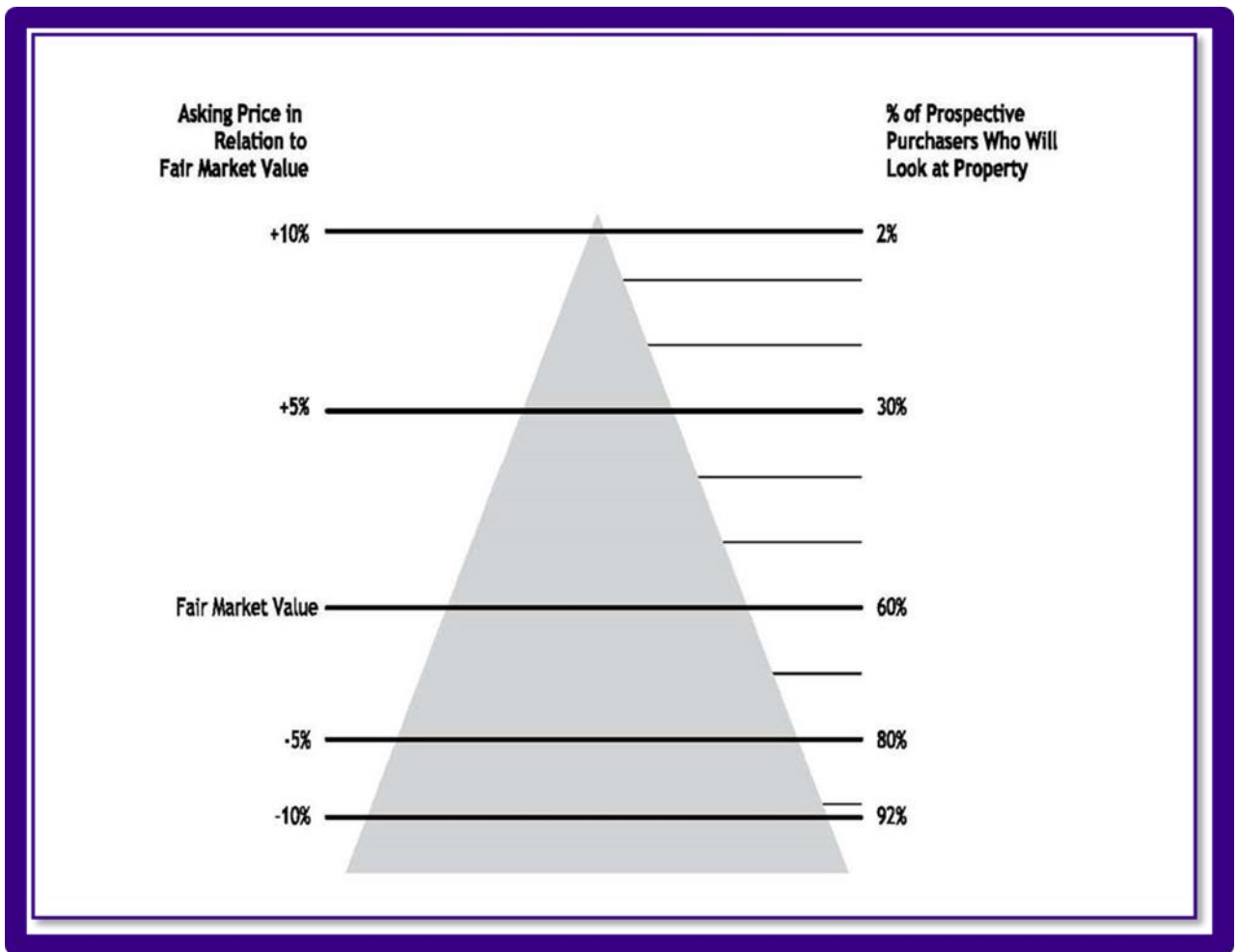
### Before we go to market...

#### **Market Survey:**

I view the competing listings within your area to see how your home compares. I may call the Sales Representatives/Brokers of the sold listings I am using as a comparable home to yours to find out if there were any special circumstances surrounding their sale that I should know about, such as structural problems, etc. This will assist me in identifying why some of the prices are significantly lower yet the home is comparable.

#### **Professional Comparative Market Analysis:**

My Comparative Market Analysis is, in a word, thorough. I will show you the Current Competition and Recent Sales and assist you in calculating the estimated proceeds you should receive at closing. I base my pricing recommendations both on closed sales and the current competition.



## Over Pricing

Many sellers believe that if they price their property high, they can lower the price later. This is true but it comes with consequences.

- Often when a home is priced too high, it experiences little activity. Gradually the owner will lower the price to current market value, but by the time that this happens it's been on the market for too long and potential buyers may be wary ("What is wrong with the property?").
- On occasion the price is dropped below market value because the seller requires it sold quickly and is forced to sell at a lesser value.
- Sellers sometimes think "Buyers can always make a lower offer", but potential buyers that are looking within a lower price range may not have considered this property as it was not within their budget.
- Buyers who can afford a home at the higher asking price will soon recognize they can get better value elsewhere.

**"You only get one chance to make a first impression"**



After the price of your home, **the presentation of your home** is the single most important factor determining the maximum price your home will sell for and within the quickest timeframe. Buyers cannot visualize the potential of a home, they have to see it, which means presentation is key. They tend to focus on: chips in paint, leaks, clutter, loose doorknobs, windows that will not open properly etc. My service includes [staging and professional photography](#) but first you must:

- **Clean:** inside and outside
- **De-clutter:** People looking at the property need to be able to imagine their own furnishings in the home. While decluttering decide whether to give it away, throw it away or store it away, but remove it from the house if it is not necessary.
- **Gardening:** keep lawns, hedges and flowerbeds clean and trimmed.
- **Clean:** Out the garage, carport or shed to show its full size and potential.
- **Make minor repairs:** Fix everything you can within your budget. cracked tiles, chipped paint, squeaky hinges and leaky faucets; as buyers may feel that the house has been poorly maintained.
- **Pet Area:** should be clean and odor free, it is better if your pet is not at the property during showings as it can create stress on them.
- **Clean Again:** Really, it's that important.

We will go through your home together to identify items that should be repaired or improved prior to listing your property. Once you have completed the prep work and your home is ready, my photographer will take professional pictures and prepare a virtual tour.

**[A well maintained property will get you with a higher sale price!](#)**

# Preparing to List Your Home

## Required Documents

In preparation for the listing of your home, you will need to gather the following items and info:

- A copy of the front door key
- Garage Door Opener and Remotes (if applicable)
- Your most recent annual property tax assessment and bill
- The average costs of utilities (gas, hydro, water, etc.)
- The age of your home
- Receipts, permits of recent home improvements/upgrades and renovation costs
- A list of items that you want to exclude from the home sale.
- A copy of the survey (if you have one).
- “10 things I love about my home and neighbourhood “
- A copy of floor plans, builder plans or model name, if you have them.

## For Condo Owners:

- Maintenance Fees plus a list of inclusions or exclusions
- Parking and Locker numbers
- Pass Key to the building
- Status Certificate
- Bylaws and restrictions of the condominium

**If you have any questions or need clarification,  
please contact me.**





**As soon as we have determined the price of your home and prepared it for sale we can then develop our marketing plan.**

### **On the Market**

Your Home Entered on MLS system with appealing and accurate descriptions, interior pictures and a virtual tour.

### **For Sale Sign with Rider (if applicable)**

### **Lock box (for easy access for showings)**

### **Open House(s) (If required))**

### **Feedback Reports:**

I follow up with every Sales Representative/Broker that shows your home and will provide their feedback to you as soon as I receive it.

### **Extensive Internet Exposure:**

I have invested heavily in the Internet to market my listings. This marketing generates substantial traffic and e-mail inquiries, and is a source of sales. All listings have a virtual tour, interior pictures, aerial pictures and descriptive captions. I will also promote your listing on my website.

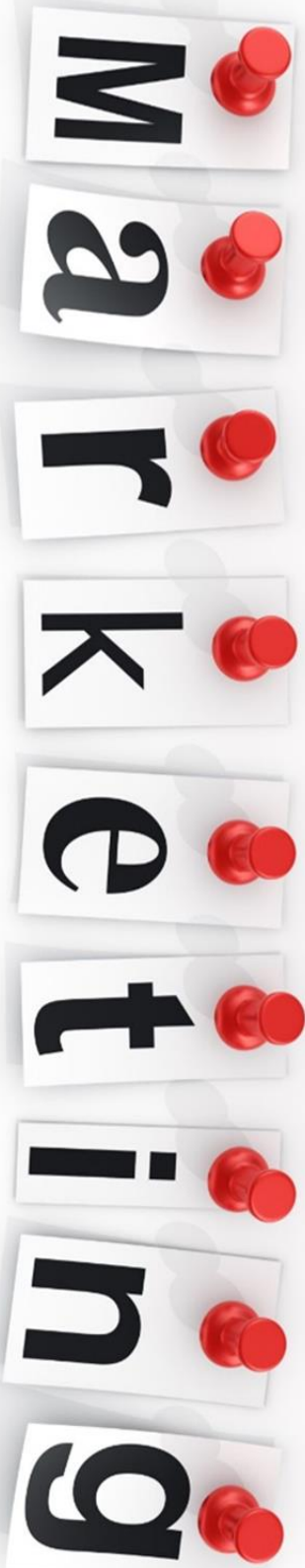
### **Virtual Tours:**

All my listings have Virtual Tours that are posted to the MLS system, Right At Home Realty's corporate website, Our office website, data share websites and my own web site. Virtual tours consist of pictures of every photogenic room in your home, the exterior, of the home and overhead pictures. Drone video is also provided for unique properties. I can post up to 25 photos on MLS and the full unbranded tour!

### **Continuing Market Survey & Market Updates:**

I will continue to monitor the homes that have sold, and those that haven't, to ensure that we are still priced appropriately. I will provide updates to you as per our communication agreement on the current market activity with:

New Competing Listings  
Status of Competing Listings  
Number of Showings



# Right at Home Realty Ensures Your Home Has Maximum Exposure on the Internet

Right at Home Realty has one the best online marketing programs in the industry. When you list with Right at Home Realty, your home will be marketed to all other real estate websites through our syndication process and is posted on both Zillow and list globally . The more your home is marketed through various internet channels, the better the chances of attracting the right buyers to view your home.



Zillow post your listing to Zillow.com, the site averages about 188 million visitors monthly, with the bulk of the traffic coming from the U.S.A.



Listglobally posts your listing on 120 international real estate portals in 60 Countries. East listing is translated into over 16 languages. listglobally has an audience of about 260 million buyers and investors. The potential audience that can view your listing is 450 million viewers monthly.



# Tips When Showing Your Home

As interest in your home grows, so will interest in Buyers viewing the real thing, as opposed to seeing it on-line. It is time to show off your home to potential buyers. I will take care of all the details for these showings, but here are a few tips to maximize the showing experience for potential buyers.

- Make sure that the home is clean and tidy to ensure it is inviting to buyers to view
- Turn on all the lights and open the blinds where appropriate
- Have some quiet music playing in the background
- Leave inside doors open or slightly ajar, so buyers know what is behind the door
- If appropriate, light the gas fireplace (if you have one).
- Remove or kennel pets during showings (if required)
- Secure jewelry, cash, prescription medications and other valuables or remove them from the home
- Provide access to the garage
- Try to avoid cooking foods with heavy odors that may linger during a showing
- Please save all the business cards of the Sales Professionals that show the property. (We will instruct the call centre to notify the Sales Professionals showing that they must leave a card)
- It is best if you can vacate the house during all showings
- For security reasons, do not let any strangers into your home who are not accompanied by a Sales Professional that has booked a showing through Right at Home Realty or a Sales Professional that has not booked a showing. Direct them to me, so they can be pre-screened.

**Most important – be as flexible as you can about the showing of your home. Try to accommodate the buyer's schedule. The more people we show the property to, the better chance of an offer being registered.**



# Calculating Your Net Proceeds

As part of the selling process, it is important to determine your net proceeds. There are a number of closing costs to consider.

**Legal Fees:** Lawyers' fees will vary, but they often have structured fees for the purchase and sale of homes. Please ensure to ask the lawyer about disbursements.

**Disbursements:** These fees cover additional costs legal expenses such as travel, photocopies, couriers, registration fees, preparing document transfers and title insurance cost.

**Closing Adjustments:** Your lawyer will ensure that overpayments or deficiencies on rents, mortgage interest, property tax and utility charges will be corrected, and the buyer and seller will be credited or charged accordingly depending on the closing day.

**Mortgage Fees:** Check with your lender to determine the costs, if any, for transferring or releasing your mortgage, This is referred to as a discharge fee to remove the mortgage from title or a penalty if it is an early termination of a mortgage. Sometimes the penalty can be thousands of dollars so be sure to check!

**Moving Costs:** Moving costs vary based on location and destination. If you are moving yourself, take into account, gas, rental vehicles and moving supplies

**Land Transfer Tax - Applies to a Purchase Only:** There may be provincial and municipal land transfer tax depending on where you are moving to. The Buyer pays for the land transfer tax on the purchase of your property.

