



Home Seller's Guide

7 Step process to a Painless and Profitable Home Sale.



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7 STEPS

To Becoming an Informed Seller

Planning to sell? If you're like most home owners, you're struggling with a few questions. After all, you're about to sell the single biggest asset you've ever bought.

To help you through the process and to get your home sold for the best price in the fastest time. I will:

- ✓ **Do a market evaluation on your home.**
- ✓ **Work a plan for you to prepare your home for the market.**
- ✓ **Maximize exposure to buyers.**
- ✓ **Show it Off**
- ✓ **Consult with you before, during and after each offer.**
- ✓ **Calculating Your Net Proceeds**
- ✓ **Questions**

My 7 step guide will give you answers to many of the questions you may have. If you need more information I am here to help you through this process.

I've added some worksheets and other reference material after this page. I think you'll find it helpful for becoming even more informed and getting organized to get the most for your home!



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STEP 1



Market evaluation on your home

Setting the price for your home is challenging. Too low, and you leave money on the table. Too high, and you scare away buyers to other properties. To complicate all this, your home is an emotional asset—it's hard to see it objectively.

Pricing is something I have spent many refining and mastering. I will combine intimate local and national market knowledge, an exhaustive study of similar homes for sale, and an analysis of past sales to come up with the optimal list price.

It's no easy task, but it's a critical one. Pricing your home right the first time results in more exposure, more showings, more offers, and ultimately, the highest price for your home.

If you want to get as much for your home as possible within a reasonable time frame, you need to get the price right.

First, it is important to understand that only the market can determine the ultimate value of your home. That said, choosing the optimal list price is essential to maximizing your home's value. If you price too low, you risk not getting as much as you can for your property, but price too high and you risk losing potential buyers who may think your property is out of their price range and you help your competition sell faster.



STEP 2

Prepare your home for the market.

After price, the condition of your home is the single biggest factor determining how fast and for how much your home sells.

Buyers can't see past the chips, leaks, clutter and stains in fact, they tend to focus even more on those things.

Luckily, you can dramatically improve how your home sells with few quick steps:



Clean. Inside and out. It matters. A lot.



De-clutter. Give it away, throw it away or store it away, but get it out of your house.



Make minor repairs. Chipped paint, cracked tiles, squeaky hinges, leaky faucets. Fix everything you can.



Consider staging. According to the National Association of REALTORS®, staged homes sell 49% faster, and for 7-11% more money.



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STEP 3

Maximize Exposure

Once you've found a price for your home and put it in showroom condition, there's one more critical piece of the puzzle before buyers begin flocking in to see your masterpiece: getting their attention.

Getting the word out about your home matters for two critical reasons. First, buyers can't be interested if they don't know your home exists. But more important still, the more buyers you have interested in your home, the higher the potential sale price, and the faster the sale.

Marketing your home to the biggest audience possible takes more than a sign on the front lawn. The best and fastest home sales use a combination of many of the following:

- **MLS Listing.** The largest online database of available real estate.
- **Video Tour.** A behind-the-scenes, online look at your home and neighbourhood.
- **Property Website.** Your home's very own website with all the info a buyer needs.
- **Online Exposure** on nationally ranked real estate websites such as go2realestate.net and ROYAL LePAGE Wolstencroft Realty
- **Proactive Prospecting.** Reaching out directly to people who might be interested.
- **Property Brochures.** Great photos, vibrant descriptions in professional take away form.



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STEP 4



Show it off!

As interest in your home rises, so will interest in seeing the real thing. It's time to show off your masterpiece to prospective buyers.

Here are a few tips to maximize the showing experience.

You should leave. Buyers want to be able to look around and discuss your home candidly. They won't be comfortable if you're there.

In addition to the usual tidying, **make sure your home is inviting.** Turn up/down the temperature. Leave the lights on. Open the blinds where appropriate. Leave inside doors open or slightly ajar.

Include helpful information like property brochures, floor plans, and warranty information.

Be as flexible as you can—try to accommodate the buyer's schedule.



STEP 4



Your top ten list

Describe 10 things you love most about your home or neighbourhood.

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9	
10	



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STEP 5



Consult with you before, during and after each offer.

Now this is where things get exciting. You've got an offer or maybe two or three at once! In most cases, your home's list price won't be the selling price. When it comes to settling on that final magic number, you're going to be **negotiating**. Here are some key strategies for owners:

It's a conversation. Keeping in mind that the seller does not want to sell for too low and the buyer does not want to buy for too high.

Always counteroffer. Momentum matters. Just the act of moving a deal forward helps make the deal happen.

Price isn't the only thing. You can negotiate on price, offer conditions, assets in the home. The conditions usually have a set time for removal, and usually include things like an inspection, financing and acceptance of disclosure statements...

Once the conditions are met, the buyer signs a the Subject Removal Form and submits the deposit then the deal is firm.



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STEP 6

Calculating Your Net Proceeds

The cheque is in! Now how much do you get to keep? There are a number of closing costs to consider.

Legal Fees. Lawyer's fees vary, but often have structured fees for the purchase and sale of homes posted on their websites. Sellers pay in the area of \$1000.00 for a lawyer to look after the legal details necessary to close their home.

Mortgage Fees. Check with your mortgage lender to determine if any costs will occur when transferring or releasing your mortgage. There is sometimes what is referred to as a discharge fee to remove the mortgage from title that can range from \$100 to \$250.

Disbursements. These fees cover additional legal expenses such as travel, copies, couriers, registration fees and preparing document transfers. Disbursements can range upwards of \$500, but can sometimes be built into your legal fees.

Adjustments. It's difficult for a home seller to calculate exactly how much money is owed to which utilities on closing day. Your lawyer will ensure that any 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.

Moving Costs. Moving costs vary based on location and the amount of possessions being moved. If you're moving yourself, you should factor gas, rental vehicles and moving supplies.

To estimate your net proceeds, see the worksheet at the end.

Estimated Selling Price	\$
Less:	
Mortgage Balance	\$
Mortgage Penalty <i>(if applicable)</i>	\$
Interest Per Diem <i>(Interest from last payment to date of closing)</i>	\$
Property Tax / Utilities Adjustments	\$
Real Estate Commission with HST	\$
Moving Costs	\$
Other:	\$
Estimated Net Proceeds of Sale	\$



STEP 7

Preparing to List Your Home

In preparation for listing your home, you will need to gather up a few things:

- ✓ A copy of your survey
- ✓ Your most recent annual property tax assessment
- ✓ The average cost of utilities (electricity, hydro, water)
- ✓ The age of your home
- ✓ Details of recent improvements or renovations
- ✓ A list of items you would like to exclude from the sale
- ✓ Pictures of seasonal features (i.e. gardens in bloom)
- ✓ A list of any easements or right-of-ways
- ✓ Receipts and warranties for recent home improvements
- ✓ "10 Best Features of Your Home" Worksheet
- ✓ Other relevant information (any upgrades, copy of floor plans, builder plans and/or model name)

For condominium owners:

- ✓ Maintenance fees and a list of maintenance/fee inclusions
- ✓ Parking and locker numbers
- ✓ Pass key to the building
- ✓ Status Certificate (if available)
- ✓ A list of by-laws and restrictions

CHECKLIST



Questions

You might have questions take a moment and write them down for when I arrive, ie,. “What can I do to make my home as attractive as possible?” , “: How do I get the most for my home?”

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7	



Meet With Cindy



Feeling more informed? I hope so! There's a lot to selling a home.

I will provide you with:

A complimentary market evaluation on your home. It takes my 22 years of experience to know what factors need to be taken in account to properly price your home.

Work a plan for you to prepare your home for the market. With my experience staging show homes for resorts, as well as staging residential homes, condominiums and townhome projects .

Consult with you before, during and after each offer. I will negotiate on your behalf, using my past experience to facilitate the best possible outcome.

I am available to answer any questions you may have.

Best Regards,

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