



HOME SELLING GUIDE BOOK



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CONGRATULATIONS ON TAKING THE STEPS TO SELL YOUR PROPERTY!

Selling a home is a great way to cash in on your investment, and the equity (profit) it has generated over time can help you achieve your financial goals.

I love helping clients through the process of building wealth via homeownership and have years of experience and honed systems in place to ensure homes sell for the best price possible.

Every house and property is unique, and this guide is intended as a general resource with tips that will benefit most people preparing to sell. If you are seeking more personalized suggestions, I would be happy to have a call to chat about your specific needs or to connect you with a licensed realtor in your area. I am part of a global network of highly skilled realtors working for independent boutique brokerages like Domus Realty and can offer connections worldwide.

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PREPARING A PROPERTY TO SELL

It is always helpful to do some prep work before listing your home for sale. Presenting the property in a favourable way allows potential buyers to picture themselves living comfortably and happily in the space. Here's a checklist of preparation tasks:

- ✓ Pack up your clutter—for example, photos, most decor items, and out-of-season clothing—and store it neatly in boxes in a storage room or closet, so that buyers have room to imagine their own furniture and lives in the space.
- ✓ Give kitchen and bathroom cabinets a good scrub, and if they are looking very worn, reface them with a light varnish or durable paint.
- ✓ If the home has dark blinds or paint colours on the walls, refresh them with a lighter colour. Realtors usually recommend white, but a nice light yellow or sage green is also appropriate. Avoid browns at all costs!
- ✓ Clean out the closets and cabinets, discarding old or extra items and neatly arranging items you keep.
- ✓ Dust light fixtures and vacuum fan vents.
- ✓ Wipe down light switches and high-touch parts of doors, railings, and walls. Buyers can be put off by built-up grime!
- ✓ If your light fixtures are dated, but not in the fun retro way (90s boob lights, I'm looking at you), have them replaced with modern fixtures.
- ✓ Remove all firearms, weapons, and valuable tools from the home. They distract buyers and can be stolen.
- ✓ Empty as much out of the basement and garage as you can. Neatly arrange the items you need on hand, and keep them clean.
- ✓ Dust the furnace, hot water tank, and storage shelves.
- ✓ Sweep and mop the floors in every room, including in the basement or utility space.
- ✓ Repair little things you have been meaning to get to and wrap up unfinished projects. If you don't have time, consider hiring someone to help. The return on investment will be worth it.
- ✓ The exterior of your home is very important too! If your home has vinyl siding or older decking, it can be very helpful to have the exterior pressure washed so it's clean and fresh again. If you have wooden siding or shingles, scrape and touch up any peeling paint.
- ✓ Tidy the yard and deck, freshen up the gardens, and place a new welcome mat at the front door.

You may have noticed that most of the suggestions above are centred around tidying and cleaning. I cannot stress enough how important it is to clean a home prior to selling. If you don't have a budget for renovating or updating fixtures, cleaning can go a long way.

Potential buyers and realtors view cleanliness as an indication of diligence, and a diligent homeowner has been careful with their investment and maintained it properly. Tidy cabinets and uncluttered spaces show buyers that their future home has been looked after.

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CHOOSING A REALTOR

Interviewing, choosing, and working with a realtor should be an easy and professional process. Here are some tips to help you with every step.

Interviewing: Ask friends and family who they have worked with and whether they would recommend their realtor to you. Choose at least three to interview before you sign anything! Every realtor will have a different approach and commission structure. Some will be very friendly and fun to work with. Others might be more robotic and focused on the deal. By interviewing three, you can find someone with a personality that fits with you.

During an interview, ask questions to ascertain whether the realtors understand the local market inside and out. Ask what their commission structure looks like and which services are included in their fees. You can also ask for references and examples of marketing materials. Steer away from realtors who are only listing agents; if they don't also work with buyers, they won't have a pool of buyers to draw from to present your property to—and they won't know what buyers are looking for during that particular market period.

Working together: If you can do some prep work or pay a professional to prepare your property for sale, a realtor will give you recommendations to increase salability, and therefore raise the sale price. They'll let you know which issues are worth focusing on and which won't bother buyers. You can pick and choose which suggestions are right for your time and budget.

After you've completed any preparations, your realtor will assess your home and recommend an appropriate list price (asking price) based on recent sales or comparable properties in your area. They will suggest a price that is strategic, based on the market activity in the area at the time, and they'll be able to explain the recommended list price in detail.

Your realtor will be careful not to overvalue your home; they know that a home priced too high will sit on the market longer and sell for less than its true value. If you feel like the price they have suggested is too low, let them know. Realtors are great at taking feedback—we appreciate when clients express their thoughts and needs! There might be a feature in your home that your realtor missed in their assessment, or a recent off-market sale in the neighbourhood that we didn't know about that means your list price should be higher. Or, you might be overestimating your home's value, in which case your realtor should be able to gently explain why and help you set realistic expectations.

Choosing: Choose the realtor who feels trustworthy and whose services and commission structure make sense for you. And one more thing: realtors should care about you first. A professional realtor knows how to assess their client's needs along with the needs of the property. If you're not able to prepare your home to achieve maximum value due to time, finances, or health, your realtor should not judge you or insist that certain things be done before listing. Instead, they should price your property appropriately so potential buyers can view the home with the mindset that there will be work needed and budget appropriately.

If a realtor isn't taking your personal needs into account, it indicates they're more interested in the commission than in you—so choose a different realtor!



THE RISK OF OVERPRICING

Overpricing is listing a home for more than its market value. Many sellers believe that if they price their home high initially, they can lower it later. Unfortunately, when a home is priced too high, it experiences little activity, meaning not many people view it or make offers on it. Gradually the price will come down to market value, but by that time it's been for sale too long, and some buyers will be wary and reject the property, assuming that there's something wrong with it or it would have sold by now. On occasion, the price is dropped below market value because the seller runs out of time. The property sells for less than it's worth, all because it was listed at too high a price to begin with.

You may think that interested buyers can always make a lower offer—but a lot of people might be searching only in a specific price range, and they'll never even see it. Those who can afford a home in the elevated price range will know once they've viewed an overpriced property that they can get more for their money elsewhere.



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SIGNING A LISTING AGREEMENT

After you've chosen a realtor, prepped your property, and agreed on a price, it's time to enter into a Listing Agreement. This is a formal contract that allows a realtor to actively start marketing your home. It also puts those fees and services we mentioned earlier into writing so you will not have any surprise fees down the road. In many parts of Canada, this contract is a specific form filled out and reviewed prior to signing. Make sure to read it carefully and ask questions of your realtor before signing anything. A good realtor will take the time to go over the document in detail and make sure you understand it fully before asking for your signature.

Once the listing agreement has been signed, your realtor will begin organizing the marketing materials and preparing the listing to go to the public MLS system. They will ask you for a few documents they will keep on file that potential buyers may request during viewings; you might as well get these documents ready in anticipation. The following documents are commonly asked for:

- 1** A plan of survey or location certificate. This is a survey of your property outlining the lot size and location of buildings as well as details of encroachments from neighbouring properties.
- 2** A piece of photo identification. You can use a passport or driver's license.
- 3** Your most recent property tax bill. Most buyers will require a copy of this document to provide to their lender.
- 4** Utility account numbers and the name of account holders. This is used to request statements from the utility companies, and buyers will request these statements to confirm their budgets.
- 5** The deed certificate. This document is a legal description of your property and proof that you own it.
- 6** A list of recent home improvements and updates.

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I hope this guide gives you a good starting point in preparing to sell your property. Knowledge is power when it comes to selling homes, so gathering information, like you have just done, is a wonderful way to start.

Your home likely has unique features and upgrades I have not covered in this general guide. When you're ready to have a professional view your property and offer advice tailored specifically to your unique home, keep me in mind! If we are not in the same part of the world, reach out and I will connect you with a realtor I trust in your area.

For more tips and advice,
follow me on Instagram
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GREEN HOME SPECIALIST ADVANTAGE

As a certified green home specialist, I am trained to identify sustainability deficiencies and upgrades in a home. Taking the time to point out and explain each green home feature or potential upgrades to buyers, leads to more efficiently run homes built and maintained with green materials. Reducing the environmental impact of each home, saving buyers money in running costs and creating healthier home environments benefits everyone.



Anne is a certified Green Home Specialist and Certified Professional Real Estate Negotiator who has called North End Halifax home for nearly 20 years. A graduate of NSCAD University, She honed her business and community leadership skills as a potter and community organizer, learning the value of detail, dedication and professionalism.

A strong desire to help people and a love of matching people with their ideal home have brought Anne to real estate. Her creative approach to marketing and sales will ensure your home gets the results it deserves. Her commitment to honesty and her dedication to clients are the backbone of how she operates.

Strong values such as supporting local business, environmental responsibility, and healthy living are at play in all of Anne's actions. It's not unusual for Anne to arrive at a meeting by bicycle or on foot.

By choosing to work with Anne, you can expect to have every step of the process explained to you so you feel comfortable and confident in your decisions. Make your next move, your best move, contact Anne today.

- I am a full time professional REALTOR®
- I am committed to excellence
- I strive to exceed my clients expectations
- I am here to support my clients every step of the way





ABOUT DOMUS REALTY

Buying or selling a property can be one of the most important events in your life. It can be exciting and positive, or extremely stressful. The experience, dedication and understanding of your real estate agent can make the difference. At Domus, real estate is more than buildings and fixtures; it's about people and homes.

Established in 1989, Domus Realty is a partnership that is dedicated to the highest professional standards. The senior associates at Domus have either earned the prestigious FRI accreditation or are actively fulfilling the demanding qualifications set out by the Real Estate Institute of Canada.

The positive working atmosphere at Domus reflects a concern for quality, and an unprecedented level of personal support for each other and for our clients. This is teamwork at its best - recognized and envied throughout the industry. Efficient administration, state of the art technological equipment, licensed assistants and MLS® on-line access guarantee comprehensive and complete service.

Domus recognizes the special needs of the relocating client, and is a member of several global relocation networks. Most importantly, Domus is about values - values embodied in the words integrity, dedication, professionalism, experience and understanding. Our high percentage of repeat business demonstrates the effectiveness of the Domus approach.



BRIGHT FUTURES FUND

Since 2001 our agents have donated a fixed amount from their commission to our charitable fund. To date we have given over \$200,000 to local charities striving to improve our communities. The mission of our fund is to ensure that every young person has a chance at a Bright Future by providing support, shelter and opportunities to set them up for success.

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