

HELPING YOU BUILD A SOLID FOUNDATION
FOR LONG TERM WEALTH IN REAL ESTATE



SECRETS TO YOUR HOME SELLING SUCCESS

THE
RICKJENSEN TEAM
BROKER

ROYAL LEPAGE
BURLOAK REAL ESTATE SERVICES
INDEPENDENTLY OWNED & OPERATED BROKERAGE

YOUR HOME SELLING JOURNEY STARTS HERE



Planning to sell your home? 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.

You might have questions like, What's my home worth? What can I do to make my home as attractive as possible? When is the best time to sell?

And of course, the big one:
How do I get the most money for my home?

The best way to start answering those questions is...to be informed!

This guide will:

- a) Give you answers to many of those questions**
- b) Make you feel a lot more confident about the whole process.**

And if you still need more information? ***Just ask.*** That's what we're here for. You can learn more about us and our services at the end of the guide.

8 STEPS TO YOUR HOME SELLING SUCCESS



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TEAM

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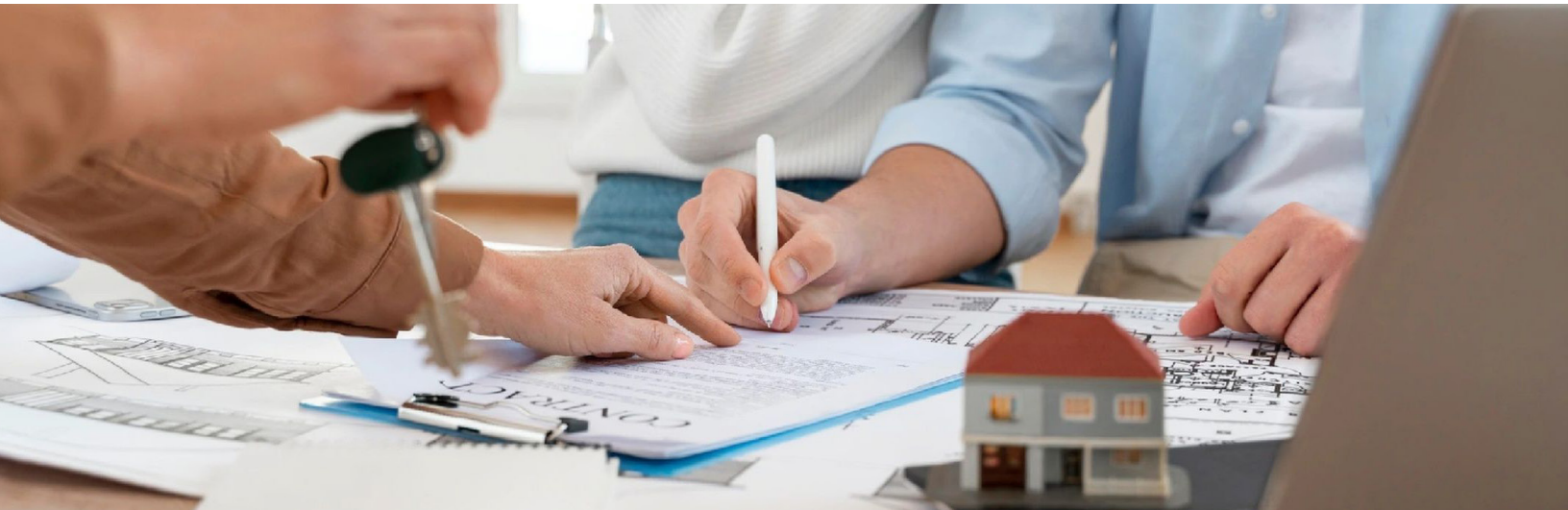
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LET'S
TALK

1

WORKING WITH THE RICK JENSEN TEAM



1. PRICING IS A REAL ART.

The biggest factor in determining how quickly your home sells is the price. Our experience will help you do that with confidence. Just 1% more for your home can mean thousands of dollars to your bottom line.

2. MARKETING IS MORE THAN MLS.

When you work with us, we put our customized marketing plan to work that will garner maximum exposure to the right buyers. That means more exposure, more viewings, more offers = more money.

3. OUR MARKETING PLAN.

A comprehensive 'Listing Plan of Action', extensive advertising, a dedicated web site just for your home, professional photography, aerial pictures, floor plans, property profile, showing concierge systems, and so much more, are implemented.

4. TORONTO REGIONAL REAL ESTATE BOARD.

We are members of several real estate boards including Toronto. This will expose your home to thousands of potential buyers that are looking to move outside the city.

*Our team works endlessly to ensure your selling experience is as **STRESS FREE** as possible. Knowing you have put your trust in us to handle one of your largest assets is not taken lightly.*



Google
Reviews ★★★★★

**Knowledgeable,
Honest, Professional,
and always available.**

William Eeuwes

2

PRICE RIGHT TO PROFIT MORE



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 we spend countless hours on refining and mastering. We 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. And then we combine that with the unique features of your home to pick a price that fits you BEST!

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 SOLD 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. With 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.

3

PREPARE TO AMAZE



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

REALTORS® repeatedly find that people cannot visualize the potential of a home. They have to see it. That means that how your home shows now is how people see themselves in it. They 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 a 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.

STAGING – According to the National Association of REALTORS®' 2019 report, staged homes sell 49% faster, and for 7-11% more money.

CLEAN AGAIN – Really. It's that important.

Sound overwhelming? You don't need to do it overnight. We can point you to someone who can help, or you can break it down into just one small task a day. Think of it this way: *everything you remove from the house, clean or repair puts money in your pocket. You're getting paid to do it!*

PLUS, we can help with everything! Just ask!

OUR COMPREHENSIVE MARKETING PLAN



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: 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 importantly, 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:

ONLINE EXPOSURE

- PROFESSIONAL PHOTOGRAPHY & VIDEO
- FLOOR PLANS
- MLS LISTING
- 24-HOUR ONLINE PRESENCE
- TARGETED SOCIAL MEDIA ADS
- DEDICATED PROPERTY WEBSITE
- MULTIPLE WEBSITES

PRINT MARKETING

- COMING SOON SIGNAGE
- YARD SIGN
- BOULEVARD SIGNS
- PROPERTY MARKETING GUIDE
- CUSTOM HOME BUYERS GUIDE
- NEIGHBOURHOOD REPORTS
- JUST LISTED POST CARDS
- HIGH QUALITY PROPERTY BROCHURES

PROACTIVE PROSPECTING

- PROFESSIONAL STAGING
- LARGE NETWORK OF REALTORS®
- OPEN HOUSES (REALTORS® & PUBLIC)
- EXTENSIVE ADVERTISING

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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. We will take care of all the details, but here are a few tips to maximize the showing experience.

YOU SHOULD LEAVE... SORRY!

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

IS IT INVITING?

In addition to the usual tidying, make sure your home is inviting. Ensure the temperature of the home is not too hot or too cold (20°C is comfortable). Leave all the lights on. Open the blinds where appropriate. Leave inside doors open or slightly ajar.

ANY INFORMATION IS GOOD INFORMATION.
Place out any additional information that's helpful—any warranty information on items like furnace, roof, etc. is always helpful.

FLEXIBILITY IS KEY.

Be as flexible as you can – try to accommodate the buyer's showing time requests.



Google
Reviews ★★★★★

Rick and his team promptly answered all concerns. Rick always answered the phone and provided information in a timely manner. Lovely to deal with and always professional. Staging was great too.

Anne Cerrone

NEGOTIATE LIKE A MASTER



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. That's something we are an expert at, but here are some key strategies for owners:

It's a conversation. Don't be offended by low offers and conditions. No one is forcing you to accept them. Think of it as a starting point to have a conversation.

Price isn't the only thing. You can negotiate on offer conditions, assets in the home or closing date. Don't get stuck on one thing. Remember, even 1% more for your home can mean thousands to your bottom line.

And once you agree, the buyer provides a deposit cheque to be held in trust until the conditions are met. The conditions usually have a set time for removal and usually include things like an inspection and financing, for example.

MOMENTUM MATTERS. JUST THE ACT OF MOVING A DEAL FORWARD HELPS MAKE THE DEAL HAPPEN.

Once the conditions are met, the buyer signs a waiver and the deal is firm. If you've completed all these steps, then you are a successful home seller.

CONGRATULATIONS!

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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 \$1,500.00 – \$2,000.00 for a lawyer to look after the legal details necessary to close their home. This can vary based on individual circumstances.

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. You may even be able to take your existing mortgage with you to your next home.

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. Ask the questions when you meet with your lender.

ADJUSTMENTS. It's difficult for a home seller to calculate exactly how much money is owed to which utilities company 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.

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LET'S TALK



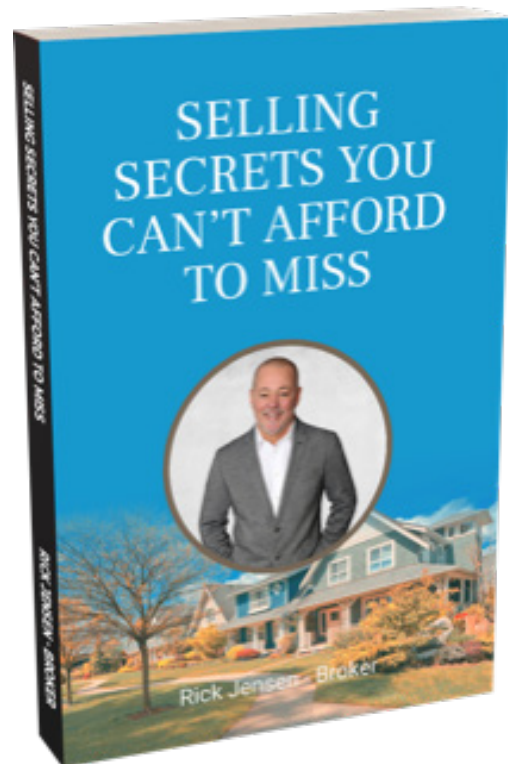
Feeling more informed? We hope so! There's a lot to selling a home. If, after reading this, you feel like you want some help, we'd be happy to speak with you. We'll provide you with a complimentary market evaluation of your home and answer any other questions you may have.

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

Sincerely,

A handwritten signature in black ink that reads "Rick Jensen". The signature is fluid and cursive.

Rick Jensen
Broker | The Rick Jensen Team





OUR PROVEN MULTI-MEDIA MARKETING SYSTEM

MLS (MULTIPLE LISTING SERVICE)

MLS is the largest online database of available real estate, and it's where the majority of people begin their search. This website is accessible by over 39,000 real estate agents in the GTA, each with (on average) four clients potentially looking for a place just like yours. Our MLS listings will contain complete and detailed information about the property, full colour images, and will include virtual tours.

WEBSITE MARKETING | 123ANYSTREET.COM

Your property will be featured prominently on its own personal website www.123AnyStreet.com along with several other prominent real estate sites that combined, garner over 300,000 hits per month. Our online marketing strategy gives your

listing the best possible exposure to the most potential buyers worldwide.

PROACTIVE PROSPECTING

There are only two ways to find a buyer. You can wait for them to find you, or you can proactively go out and find them! We do both, and that means far more potential buyers for you and your home.

VIEWING FEEDBACK

You will receive real-time feedback from all agents who take their clients through your property. We analyze all feedback and continually tweak your listing for maximum appeal.



VIDEO TOURS

In a sea of competitive listings, video-tours give potential buyers a behind-the-scenes look at your neighbourhood and home without having to leave their couch. Your custom video tour will be uploaded to its own website, and to YouTube, where hundreds of potential buyers have viewing access 24/7. This is an invaluable tool for today's tech savvy, educated consumer.

PROPERTY BROCHURES

Breathtaking photos and vibrant descriptions make up your customized home brochure, designed as a memorable take-away for visiting buyers and their agents. These professionally designed brochures leave a lasting impression and often lead to repeat viewings.

24-HOUR ONLINE ADS

Your property details and images are immediately uploaded to all the major advertising sites. Rest assured, your home is visible wherever buyers are looking.

PRINT MARKETING

We distribute 'Just Listed' cards in your area to let your neighbours know that your property is for sale. It's just one more way we widen the net to get your property the best possible exposure. Who knows who might end up buying your home?

COMPLIMENTARY HOME STAGING

Studies suggest staged homes sell faster and attract more money, in a changing marketplace, a staged home can make the difference between selling your home or not. Staging can be as simple as removing some clutter or as detailed as redesigning or refurnishing rooms. The choice is yours and our home-staging professionals will provide you with a complimentary recommendation list that will create maximum buyer appeal for your home.

SOCIAL MEDIA CAMPAIGNING

We actively maintain a Facebook business page, Instagram, as well as LinkedIn accounts. Check us out. Your home will be everywhere!

DESCRIBE 10 THINGS YOU LOVE MOST ABOUT YOUR HOME & YOUR NEIGHBOURHOOD

①	
②	
③	
④	
⑤	
⑥	
⑦	
⑧	
⑨	
⑩	

OUR RESOURCE SECTION

We're here to help you every step of the way

- Change of Address Checklist
- 14 Tips for Packing Like a Pro
- Calculating Net Proceeds
- Checklist: Preparing to List your home
- Glossary of Terms
- Meet our Team!
- A Few Words from our Clients
- Giving Back to the Community



CHANGE OF ADDRESS CHECKLIST

Utilities, Bills, and Other Vendors

- ☐ ELECTRICITY
- ☐ NATURAL GAS
- ☐ CELL PHONE
- ☐ LANDLINE
- ☐ CABLE
- ☐ INTERNET
- ☐ WATER DELIVERY

Legal and Identity Documents

- ☐ DRIVER'S LICENCE
- ☐ PASSPORT
- ☐ HEALTH CARD
- ☐ INSURANCE
- ☐ TAX DOCUMENTS (Income tax, Canada Pension Plan, Old Age Security, etc.)

Professional Services

- ☐ POOL
- ☐ LAWN
- ☐ HOUSECLEANING
- ☐ PHYSICIAN
- ☐ VETERINARIAN
- ☐ ATTORNEY
- ☐ DENTIST
- ☐ OPTOMETRIST

Financial

- ☐ BANK
- ☐ CREDIT CARD COMPANY
- ☐ INSURANCE (CAR, LIFE, HOME, AND HEALTH)
- ☐ PENSION PLAN
- ☐ CAR LOAN
- ☐ OTHER LOANS
- ☐ REWARD PROGRAMS

Miscellaneous

- ☐ MAGAZINES
- ☐ NEWSPAPERS
- ☐ PROFESSIONAL ASSOCIATIONS
- ☐ ALUMNI ASSOCIATIONS
- ☐ CLUBS
- ☐ CHARITIES



14 TIPS FOR PACKING LIKE A PRO

This may seem hard to believe, but many people thoroughly enjoy their moving day and the time leading up to it.

The secret? Being organized. Make sure you have the right tools—packing tape, permanent

markers, sticky notes, and lots of boxes on hand will make your move much easier. Start early and work steadily.

Make progress every day with your packing instead of leaving it all until the last minute.

- ① Develop a master “packing/to do” list so you won’t forget something critical.
- ② Purge! Get rid of things you no longer want or need. Have a garage sale, donate to a charity, or recycle.
- ③ Before throwing something out, remember to ask yourself how frequently you use that item and how you would feel if you no longer had it.
- ④ Pack like items together. Put toys with toys and kitchen utensils with kitchen utensils.
- ⑤ Decide what, if anything, you plan to move yourself. Precious items, such as family photos, breakable valuables, or must-haves during the move, should probably stay with you.
- ⑥ Use the right box for the item. Items packed loosely are more likely to be damaged.
- ⑦ Put heavy items in small boxes so they are easier to lift. Keep the weight under 50 lbs., if possible.
- ⑧ Do not over pack boxes — boxes that are packed comfortably will be less likely to break.
- ⑨ Wrap each fragile item separately and pad the bottom and sides of boxes.
- ⑩ Label every box on all sides. You never know how they will be stacked and you do not want to have to move other boxes aside to find out what is inside.
- ⑪ Use colour-coded labels to indicate which room each item should go in. Colour-code a floor plan for your new house to help your movers.
- ⑫ Keep your moving documents together, including phone numbers, the driver’s name, and van number.
- ⑬ Back up your computer files before moving your computer.
- ⑭ Inspect each box and all furniture for damage as soon as it arrives. Remember, most movers won’t take plants.

CALCULATING NET PROCEEDS

ESTIMATED SELLING PRICE	\$
LESS:	\$
MORTGAGE BALANCE:	\$
MORTGAGE PENALTY: (If applicable)	\$
INTEREST PER DIEM: (Interest from last payment to date of closing)	\$
PROPERTY TAX/UTILITIES ADJUSTMENTS:	\$
REAL ESTATE FEE FOR SERVICE + HST:	\$
MOVING COSTS:	\$
OTHER:	\$
ESTIMATED NET PROCEEDS OF SALE	\$

CHECKLIST: PREPARING TO LIST YOUR HOME



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

- | | |
|--|--|
| <input type="checkbox"/> A COPY OF YOUR SURVEY | <input type="checkbox"/> PICTURES OF SEASONAL FEATURES (I.E. GARDENS IN BLOOM) |
| <input type="checkbox"/> YOUR MOST RECENT ANNUAL PROPERTY TAX ASSESSMENT | <input type="checkbox"/> A LIST OF ANY EASEMENTS OR RIGHT-OF-WAYS, IF ANY |
| <input type="checkbox"/> THE AVERAGE COST OF UTILITIES (ELECTRICITY, HYDRO, WATER) | <input type="checkbox"/> RECEIPTS AND WARRANTIES FOR RECENT HOME IMPROVEMENTS |
| <input type="checkbox"/> THE AGE OF YOUR HOME | <input type="checkbox"/> "10 BEST FEATURES OF YOUR HOME" WORKSHEET |
| <input type="checkbox"/> DETAILS OF RECENT IMPROVEMENTS OR RENOVATIONS | <input type="checkbox"/> OTHER RELEVANT INFORMATION (COPY OF FLOOR PLANS, BUILDER PLANS AND/OR MODEL NAME) |
| <input type="checkbox"/> A LIST OF ITEMS YOU WOULD LIKE TO EXCLUDE FROM THE SALE | |

For condominium owners:

- | | |
|--|---|
| <input type="checkbox"/> MAINTENANCE FEES AND A LIST OF MAINTENANCE/FEE INCLUSIONS | <input type="checkbox"/> PASS KEY TO THE BUILDING |
| <input type="checkbox"/> PARKING AND LOCKER NUMBERS | <input type="checkbox"/> A LIST OF BY-LAWS AND RESTRICTIONS. IE: PETS AND/OR BARBEQUE RULES AND REGULATIONS |

GLOSSARY OF TERMS

When selling a home there are certain documents and information that is common across all types of property be it a single family home, condo or townhouse.

TITLE

This document is registered at the land title office at the time of completion and it is proof of ownership. Charges to the title such as mortgages, easements, covenants, etc. will show up on this document.

TITLE INSURANCE

An insurance policy that protects residential property owners and their lenders against losses related to the property's title or ownership.

FIXTURES

These are items that are affixed to the wall/ceiling that should be included with the purchase. These are usually items that have been screwed in (ie chandelier).

CHATTELS

These are items that are easily removed and will be taken from the home by the seller – pictures on the wall, furniture, etc.

SURVEY

A document that shows the legal boundaries and measurements of a property, specifies the locations of any buildings, and states whether anyone else has the right to cross over your land for a specific purpose.

BRIDGE FINANCING

Interim financing to bridge between the closing date on the purchase of the new home and the closing date of the current home, which is sold firm.

CONDITIONAL OFFER

An Offer to Purchase a home that includes one or more conditions that must be met before the sale is official (for example, obtaining a mortgage or home inspection).

COUNTER OFFER

If the original offer you received is not acceptable, you may counter offer. A counter offer usually changes something from your original offer, such as the price or closing date.

COMPLETION

Completion is the day that the money and title of the property exchanges hands, this is handled by the lawyers. A few days before completion you will need to go to your lawyers office to review and sign the documents. On the day of closing, your lawyers office will call you to confirm the sale of your home is now complete.

POSSESSION

Possession is the day the purchasers physically obtain possession of your property.