



NEXT STEP (SELLER GUIDE)

1. First walkthrough and presentation.

- We meet and we get a full tour of your home and make thorough notes
- We discuss:
 - A) Your motivation and reason of selling
 - B) We analyze pros and cons
 - C) We go over all information required.
- We go over all documents needed
 - A) Disclosure of Representation in Trading Services.
 - B) Privacy form
 - C) Multiple Listing Contract
 - D) Property Disclosure Statement.
 - E) Disclosure of Latent Defects
 - F) Authorization to obtain Strata Docs
 - G) Buyer Rescission right

2. Determine Your Asking Price: (Most important step)

- Work with us to set a competitive and realistic asking price.
- We use CMA (Comparative Market Analysis) to determine your accurate home value
- We have 3 pricing strategy
 - A) Price higher than the value needed
 - B) Price at the value needed
 - C) Price below value needed
- Considering recent sales data and market conditions and location, using Sales ration, Home pricing and all index.

3. Prepare Your Home for Sale:

- Declutter and depersonalize your home to make it more appealing to buyers. **(We can refer cleaning company)**
- Consider minor repairs or improvements to enhance curb appeal. **(We can refer contractors)**
- Determine whether we should have a date to review offers or be open to offers.
- Determining the date, the property goes live on MLS®
- Discussing your schedule and showing availability.
- Creating a channel of communication for all updates.
- Set aside funds for closing costs, real estate agent commissions, and potential capital gains taxes.

4. Home Staging:

- Collaborate with a professional stager or follow staging guidelines. (We can refer a staging company)
- Create a welcoming and neutral atmosphere for potential buyers.

- Make your home Buyer friendly.
- Preparing your home for our photography session. **(Refer to the prepping your home guide)** and determining the date.
- Scheduling a “For Sale Sign” to be installed

5. Marketing Your Property:

- Develop a marketing plan **(We have 20 stage Marketing)**
- Promote your property through various channels. **(We take care of this for you)**

Offer Stage

6. Negotiate Offers:

- Review and negotiate offers (We take care of this)
- Disclosing the remuneration at every step to calculate your bottom-line.
- Consider Subjects and terms proposed by buyers.
- Going over deposit proposed by buyer
- Going over the proposed closing dates.

7. Accept an Offer:

- Once you've agreed to terms, accept the best offer.
- We will inform you of the updates from the buyer side to keep you in loop.
- Accommodate the buyer inspection date.
- Accommodate the buyer appraisal date.
- Be prepared to address any necessary repairs or appraisal issues.

8. Subject Removal Date:

- Congrats, you just sold your home.
- We will follow up with the deposit confirmation.
- Let us know which notary/lawyer will be handling your closing **(We can refer you to few)**
- We will instruct our conveyancing to forward all your paperwork to your notary lawyer.
- We will place a sold sign on the sign 😊

Closing Stage

9. Closing Date Preparation:

- Coordinate with your lawyer/notary to visit a week before closing to sign all needed documents
- Be in full communication with your mortgage adviser to transfer files and move your mortgage.
- Ensure all utilities are transferred to your name.
- Transfer all your mails and forward your new address.
- Prepare for move. (de-clutter, storage, your pet)
- Hire a moving Company **(We can refer you)**

- ☐ Need Boxes? **(Let us help)**
- ☐ Need Cleaner? **(We can refer you)**
- ☐ Make sure to give us a 5 star Google Review 😊

10. Closing Day:

- ☐ We will get all the keys (We recommend to tag all keys and create a welcome instruction letter for the buyer, letting them know where things are (Like water shut off, main electric box, mail key, location to garage and locker and so forth)
- ☐ Our conveyancing will be in full communication with your layer/notary to arrange the closing.
- ☐ This is the day the money exchanges hand from the buyer to the seller (You) and the title will be registered to Buyer's name.
- ☐ Remove any remaining personal items and clean the property. - Forward mail and update your address with relevant entities.

11. Hand Over the Property: (Possession date)

- ☐ We will get all the keys (We recommend to tag all keys and create a welcome instruction letter for the buyer, letting them know where things are (Like water shut off, main electric box, mail key, location to garage and locker and so forth)

17. Reflect and Plan:

- ☐ Reflect on your home selling experience and use the proceeds wisely. - Consider your next steps in terms of housing and investments. We are here for you to make that move.