RINA DIRISIO

REAL ESTATE, BUT BETTER

SELLER'S GUIDE

ROYAL LEPAGE

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DO FOR

RINA DIRISIO

SELLER'S GUIDE

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RINA DIRISIO REAL ESTATE

Whether you are looking to buy, sell, or invest in real estate, Team Rina has the skills and resources to guide you every step of the way. They understand that real estate transactions can be stressful, which is why they are committed to making the process as seamless and stress-free as possible.

Rina is dedicated to providing you with comprehensive, full-service real estate support. Whether you are a first -time home seller or an experienced investor, she is there to help you every step of the way.

FULL TIME ADMINISTRATION STAFF

By having a dedicated team of administration staff, clients can have peace of mind knowing that their needs are being taken care of efficiently and professionally. This allows clients to focus on their own work or personal life, without the added stress of managing administrative tasks.

STAGING CONSULTATION

The consultation involves a walk through of the property with the homeowner or their real estate agent to identify areas that need improvement or enhancement to increase the appeal of the home to potential buyers.

During the consultation, the home stager will provide the homeowner with expert advice and recommendations on how to best present their home to appeal to a broad range of buyers. This may include suggestions on furniture placement, lighting, color schemes, and decor.

PROFESSIONAL PHOTOGRAPHS

Our professional photographers use high-quality cameras and equipment to capture high-resolution images of the property, often using a combination of natural and artificial lighting techniques to highlight key features of the property. They also use techniques such as wide-angle shots and HDR (high dynamic range) imaging to capture a broader view of the space and showcase its unique features.

DRONE PHOTOGRAPHY

Aerial real estate photography is a specialized service that uses drones to capture high-quality images of a property and its surrounding area from a unique vantage point. Aerial real estate photography can provide a comprehensive view of the property, its surroundings, and the neighborhood in which it is located.

PROFESSIONAL WRITER

A professional writer plays a critical role in the real estate industry by helping sellers, buyers, and investors make informed decisions about properties of interest. Their skills in crafting persuasive and engaging content can make all the difference in attracting and converting would-be buyers.

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FULL SERVICE & CONCERIGE SUPPORT

VIRTUAL TOURS
Virtual tours are a digital representation of a property that allows potential buyers to virtually walk through the space from the comfort of their own home. This can include a 360-degree view of each room and a detailed look at the property's features and amenities. Virtual tours can be created using specialized software and may also include interactive features such as floor plans, videos, and high-resolution images.

MATTERPORT
Matterport is a technology that allows for the creation of 3D virtual tours. Matterport technology uses a specialized camera that captures a 3D image of the property, allowing potential buyers to explore the space in a fully immersive way. The Matterport technology allows users to interact with the space in a way that virtual tours cannot, such as rotating the view and zooming in on specific details.

MULTIPLE MLS
Your home will be listed on both the Toronto Real Estate Board as well as the Oakville Milton District Real Estate Board to maximize exposure of your property to every real estate agent in the region.

DAILY COURIER SERVICES
Same-day courier service provides a fast, reliable, and secure way to transport important items and packages directly to your home so absolutely no time is wasted. We have a team member dedicated to delivering concierge service.

INTERNET AD SPACE
Internet ad space is a powerful tool that can help you to sell your home by increasing your visibility and reaching a larger pool of potential buyers. By utilizing a variety of online platforms and advertising channels, you can increase your chances of finding the right buyer for your home in a timely manner.

PROPERTY BROCHURES
A home property brochure is a printed or digital marketing tool used to showcase a residential property that is currently for sale or rent. The brochure typically includes a description of the property's features, amenities, and location, as well asphotographs, floor plan, survey if available and other visual elements that help to illustrate the property's appeal.

The goal of a home property brochure is to showcase the property in the best possible light and to provide potential buyers or renters with all the information they need to make an informed decision about whether the property is right for them and something to take home with them as a physical reminder of their showing. Our brochures are top notch.

OPEN HOUSES

Open houses are usually held on weekends or during other times when potential buyers or renters are more likely to be available. They are often advertised through various channels, such as real estate websites, social media, email marketing, and local newspapers.

During an open house, interested parties can walk through the property and get a better sense of its layout, features, and overall appeal. Rina or a member of Team Rina will be present during the event to answer any questions, provide additional information about the property, and offer guidance to potential buyers or renters.

CANADA POST MAILERS & NEWSLETTERS

We create a targeted mailing list of potential buyers in your area. The mailing list can be based on certain criteria and proximity of previous real estate activity.

We create and distribute newsletters that highlight your property and the local real estate market. The newsletter can include information such as recent sales in your area, market trends, and other information that may be of interest to potential buyers.

ROYALLEPAGE.CA

Royal LePage is the single most-quoted real estate company in the country and a trusted source of information and advice. Royal LePage's national website receives approx. 3 M visitors per month. From real estate pricing trends to innovative ways to market your property, Royal Lepage delivers timely news and valuable information to help you make smart decisions. Additionally, rlpSPHERE integrates with other systems and platforms used by real estate professionals, such as MLS listings, social media, and email marketing tools, to provide a comprehensive solution for managing all aspects of showcasing your property. Phil Soper, President and CEO of Royal LePage named most influential leader in Canadian Real Estate by the Swanepoel Power 200.



RINA.CA

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RINA.CA

By listing your home on the team's website, you increase its exposure to potential buyers who are searching for properties online. This can lead to more inquiries and showings, which can increase the likelihood of finding the right buyer for your home.

Our well-designed website can improve your home's search engine optimization (SEO), which can help it rank higher in search engine results. This can make it easier for potential buyers to find your home online and increase the likelihood of attracting more qualified leads.

SOCIAL MEDIA

Social media platforms are highly visual, making them an ideal place to showcase your home with high-quality photos and videos. This can help potential buyers get a better sense of the property's features and increase their interest in scheduling a showing.

THE REAL ESTATE BOOK

We advertise all of our listings in the Real Estate Book, who have partnered with some of the best lifestyle affiliates available, ensuring you get unparalleled reach and value. Exposure from the Real Estate Book includes:

- Robb Report - 240k+ monthly visitors
- PropGOluxury.com - 20m+ monthly visitors
- duPont Registry - 570k+ monthly visitors
- Unique Homes - 350k+ monthly visitors
- Mansion Global - 2.3M+ monthly visitors
- The Wall Street Journal - 43.1M+ monthly visitors

LUXURY REAL ESTATE.COM

Rina is a member of Luxury Real Estate which exposes your home globally. To be eligible for membership, firms and brokers must list and sell in the top 10 percent of their market and demonstrate expertise in the marketing and sale of luxury properties.

A worldwide collection of top brokers representing the finest luxury properties across the globe, Who's Who in Luxury Real Estate has been leading the real estate industry since 1986. This hand-selected group of more than 130,000 professionals with properties in more than 70 countries collectively sells over $300 billion of real estate annually, making it the most elite and comprehensive luxury real estate network in the world.

SELLING YOUR HOME ROAD MAP.

You have made the decision you want to sell your home - here is what to expect and when throughout the entire process.

LISTING PRESENTATION

The presentation typically includes a combination of photographs, brochures, and other materials that highlight the property's unique features and amenities. The agent may also discuss pricing strategies, marketing plans, and the overall process of selling the property. During the presentation, the agent will answer any questions you may have and address any concerns raised.

LISTING AGREEMENT

A listing agreement is a legal contract between a real estate brokerage and a seller of a property. The agreement outlines the terms and conditions of the sale, including the commission rate, the listing price, and the duration of the agreement. It's important for both the seller and the real estate agent to review and understand the terms of the listing agreement before signing it. The agreement is a legally binding contract and should be taken seriously by both parties.

STAGING CONSULTATION

A home staging consultation is a service offered by a professional home stager or interior designer, where they visit a homeowner's property and provide recommendations to help prepare it for sale. The consultation is designed to help the homeowner make the most of their property's potential and create a welcoming and inviting space that appeals to potential buyers. We personally invest in stagers for our clients to maximize their sale price.

LOCK BOX INSTALLATION

A lock box is a small box that is secured to a property and used to store keys or access codes for entry into the property. Lockboxes are commonly used in real estate to allow access to the property for showings, inspections, and appraisals, without the need for the owner to be present.





PHOTOGRAPHY

Photography is an important part of marketing a property for sale. The process typically involves the following steps:

We will coordinate with the photographer to schedule a date and time for the shoot that is convenient for both the homeowner and the photographer. We typically have it scheduled the same day as staging.

The photographer will arrive at the property with their equipment and begin capturing images of the interior and exterior of the property. This can include wide-angle shots to capture the size and layout of the rooms, as well as close-up shots, aerial drone footage and videography.

Once the photographer has captured the images, they will typically edit them to enhance their quality and make them more visually appealing. This can include adjusting the brightness and contrast, cropping the images, and removing any unwanted objects or distractions from the frame.

WRITER

We will coordinate with the professional writer to schedule a date and time. One of the main tasks of a real estate writer is to create property descriptions that accurately describe the features, amenities, important details, upgrades and benefits of a property in a way that appeals to potential buyers to create a powerful brochure and MLS listing.

BROCHURE DESIGN

Our in house marketing team will use our fresh photographs and copywriter to produce a stunning booklet for potential home buyers to take with them after their showings. These brochures will also be available for download online.

SHOWING SCHEDULE

It's your home and your life! There is no pressure to allow potential buyers to enter your home at any time. You set the schedule before going live on market and ultimately approve all showing times.

RECEIVING/ ACCEPTING OFFERS

Receiving an offer to purchase your home can be an exciting and nerve-wracking experience.

Typically, the offer will be presented in writing and will include various terms and conditions that the buyer is proposing. Upon receiving the offer, you will typically have a certain amount of time to review it and decide whether to accept, reject, or counter it. Team Rina will be able to provide guidance and advice on how to best respond to the offer to maximize your potential sale price.

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Once you accept an Agreement of Purchase and Sale for your home, the process of transferring ownership to the buyer will begin. The buyer will typically provide a deposit, which is held in a trust account by the seller's real estate brokerage until closing.

Depending on the terms of the Agreement, the Buyer will begin to fulfill any requirements they may have before "going firm" on the deal. These requirements typically include a home inspection or financing a mortgage. If it is a firm offer, Team Rina will ensure they have a good understanding of Buyers ability to close.

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UNDERSTANDING MARKET CONDITIONS

SELLER'S MARKET

A seller's market is a situation in which the demand for homes exceeds the supply, giving sellers the upper hand in price negotiations. In real estate, it refers to a market where there are more buyers than available homes for sale, causing prices to rise and competition among buyers to intensify.

In a seller's market, sellers typically have an advantage in negotiations because buyers are competing against each other for a limited number of available properties. This can result in bidding wars, where buyers offer higher prices than the asking price in order to secure the property.

Sellers may also be able to dictate the terms of the sale, such as requiring a quick closing or waiving certain contingencies, because there are other buyers willing to meet their demands.

BUYER'S MARKET

A buyer's market is a situation in which the supply of homes exceeds the demand, giving buyers the upper hand in price negotiations. In real estate, it refers to a market where there are more homes for sale than buyers, causing prices to be lower and giving buyers more negotiating power.

In a buyer's market, buyers have an advantage because there are more homes available than there are buyers to purchase them. This can result in slower sales and longer time on the market for sellers. Buyers can often negotiate lower prices or better terms of sale because sellers are competing against each other to attract buyers.

Buyers may also have more time to make a decision and are less likely to face bidding wars or multiple offers, allowing them to take their time to find the right property at the right price.

Overall, a buyer's market is characterized by low demand, high inventory, falling prices, and a less competitive environment that favors buyers over sellers. It's also important to consider if you plan to purchase a home in a similar time frame and location as your home sale. In this circumstance, market conditions are a much less significant factor.

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HOME SHOWINGS





When you are selling your home, potential buyers will likely want to schedule a showing to see the property in person. Here is a general overview of how a home showing is typically booked and executed:

A buyer's agent contacts your listing agent's brokerage. When a potential buyer is interested in seeing your home, their real estate agent will typically contact our brokerage to schedule a showing. They may request specific dates and times that work for the buyer, or ask about your availability for a showing. Communication can be via text, email or phone call.

Once a showing has been scheduled, you will have the opportunity to confirm or deny the appointment. Team Rina is notified of all activity.

On the day of the showing, the buyer's agent will arrive at your home with the buyer to tour the property. They will likely spend some time looking at each room, checking out the features and amenities, and imagining themselves living in the space. The showing typically takes 30 minutes, depending on the size of the property and the level of interest from the buyer.

Team Rina follows up with the buyer's agent: After the showing, We will follow up with the buyer's agent to get feedback on the showing and gauge the level of interest from the buyer. We may ask questions like whether the buyer had interest, if they plan to revisit, if considering an offer and if they have any other concerns or questions.

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FENG SHUI

Feng shui is an ancient Chinese practice that seeks to create harmonious and balanced environments. It is based on the idea that the arrangement of our surroundings can affect our energy and well-being.

Feng shui takes into consideration the placement of objects, colors, materials, and other elements in a space to create a sense of balance and harmony. It seeks to promote the flow of positive energy, or “qi,” throughout a space in order to promote health, happiness, and prosperity. Feng shui can be applied to homes, offices, and other spaces to create a more supportive environment for living and working.

CLEAR THE CLUTTER

Get rid of anything you no longer use or need, and organize your belongings in a way that promotes a sense of peace and order.

LET IN NATURAL LIGHT

Open your curtains and blinds during the day to allow natural light to flow into your home. This will create a bright, uplifting environment.

PLACE PLANTS STRATEGICALLY

Adding plants to your home can help purify the air and bring a sense of vitality and growth to your space. Choose plants that are easy to care for and place them in areas where they'll get enough light.

USE MIRRORS

Mirrors can reflect light and create the illusion of more space. Place them strategically in areas where you want to create more energy and movement.

ADD WATER FEATURES

Water features like fountains or aquariums can help bring a sense of calm and tranquility to your home. Just be sure to keep them clean and well-maintained.

CHOOSE CALMING COLORS

Soft, muted colors like blues, greens, and neutrals can create a sense of calm and serenity in your home.

USE NATURAL MATERIALS

Choose natural materials like wood, stone, and wool to bring a sense of warmth and grounding to your home.

ARRANGE FURNITURE MINDFULLY

The way you arrange your furniture can have a big impact on the energy flow in your home. Place furniture in a way that promotes conversation and creates a sense of community.

INCORPORATE MEANINGFUL DECOR

Add decor that has personal meaning to you, like family photos or artwork. This can create a sense of connection and grounding in your home.

KEEP YOUR HOME WELL-MAINTAINED

Regular cleaning and maintenance can help keep the energy in your home flowing smoothly. Fix any leaks, replace burned-out light bulbs, and keep your space clean and clutter-free.

BUDGETING YOUR CLOSING COSTS

CAPITAL GAINS

When you sell your home, you may realize a capital gain. If the property was solely your principal residence for every year you owned it, you do not have to pay tax on the gain. If at any time during the period you owned the property, it was not your principal residence, or solely your principal residence, you might not be able to benefit from the principal residence exemption on all or part of the capital gain that you have to report. Please visit https://www.canada.ca/en/revenue-agency for detailed information.

LAND SURVEYS

A land survey is a detailed examination and measurement of a piece of land, typically carried out by a professional surveyor or land surveying company. The purpose of a land survey is to determine the precise boundaries of the property, as well as to identify any easements, encroachments, or other issues that could affect the use or ownership of the land. Surveys can be obtained from the City, however they are not always available.

ADJUSTMENTS

Closing cost adjustments refer to the process of allocating certain expenses related to the sale of a property between the buyer and the seller. These expenses are typically incurred during the closing process and can include things like property taxes, utility bills, and homeowner association fees.

In some cases, the buyer and seller may agree to split these expenses evenly, while in other cases, the expenses may be allocated based on the length of time that each party will own the property during a specific period.

LEGAL FEES

Legal fees vary depending on which lawyer you work with. The fees range based on several factors and service required for the Sale. There may be additional Lawyer fees known as “disbursements”, which are costs the lawyer incurred on your behalf, such as photocopies, couriers, deed and mortgage registration etc. Ask Rina for lawyer recommendations if needed.

MOVING COSTS

Moving costs are extremely variable based on how much service you require, like packing for you, distance between new homes and number of items to be moved.

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CONDITIONS & CLAUSES

When selling your home, there are several conditions that you may encounter when receiving an offer. Here are some common conditions that are often included in a home purchase agreement:

FINANCING

This condition states that the purchase of the home is contingent on the buyer obtaining financing for the purchase. If the buyer is unable to secure financing, the agreement may be terminated within the conditional time period.

HOME INSPECTION

This condition allows the buyer to have the home inspected by a professional inspector to ensure there are no major issues or defects with the property. If issues are found, the buyer may request repairs or ask for a price adjustment to cover the costs.

STATUS CERTIFICATE

The status certificate condition may state that the sale is contingent on the buyer's review and approval of the status certificate. The condition may also specify a timeframe for obtaining and reviewing the status certificate, and may require the seller to provide the certificate to the buyer within a certain number of days after the agreement is signed. Once received the Buyer typically has 2-3 days for the lawyer to review on behalf of the Buyer.

KITEC PLUMBING

Occasionally you will see a Kitec plumbing condition included in a home purchase agreement. This condition requires the seller to disclose whether the property has Kitec plumbing, and if so, to provide documentation showing that it has been inspected by a licensed plumber and that any necessary repairs or replacements have been made.

TITLE SEARCH

This allows the buyers lawyer to verify that the seller has clear title to the property and there are no liens or other claims against the property.

TARION WARRANTY

The Tarion Warranty Corporation is an organization that is responsible for administering the new home warranty program in Ontario. The program is designed to protect homeowners who purchase newly constructed homes from defects in workmanship and materials.

CONTINGENCIES

Contingencies are conditions that must be met before the sale can be finalized. For example, a buyer may include a contingency that the sale is contingent on the sale of their current home or on the completion of certain repairs or renovations on the new home.

TIMEFRAME

The purchase agreement may include clauses or conditions related to the timeframe for completing the sale, including the closing date, deadlines for financing, inspections, required repairs prior to closing or other conditions.

POSSESSION

This is the date when the buyer will take possession of the home, which may be on the closing date or at a later date negotiated between the buyer and seller.

DISCLOSURES

The seller may be required to disclose certain information about the property, such as any known defects or issues with the home, the age of major systems or appliances, or any past insurance claims or repairs.

HOMEOWNERS' ASSOCIATION (HOA) DOCUMENTS

If the home is located in a neighborhood or community with an HOA, the purchase agreement may include a condition requiring the seller to provide the buyer with all necessary HOA documents, including the bylaws, covenants, and restrictions.

REVISITS

This allows the buyer to revisit the home with their agent typically 2 times before the closing date to ensure that all repairs and agreed-upon changes have been completed to their satisfaction, or for future furniture planning.

PERSONAL PROPERTY

The purchase agreement may include specifying what personal property will be included in the sale, such as appliances, fixtures, and furniture.

PRE-QUALIFYING & PRE-APPROVAL

When it comes to mortgages, pre-qualification and pre-approval are two important terms that borrowers should understand.

Pre-qualification is a process where a lender takes a quick look at a borrower's financial situation to determine how much they may be able to borrow. This usually involves answering a few questions about income, assets, and debts. Pre-qualification is often done online or over the phone and is generally a quick and easy process.

Pre-approval, on the other hand, is a more rigorous process that involves completing a formal mortgage application and providing documentation to support income, assets, and debts. The lender will review the application and documentation and perform a credit check to determine if the borrower meets their lending criteria. A pre-approval letter indicates that the lender has reviewed the borrower's information and is willing to lend them a certain amount of money.

The main difference between pre-qualification and pre-approval is that pre-qualification is based on a preliminary review of the borrower's financial situation, while pre-approval is a more thorough review and provides a more accurate estimate of how much the borrower can borrow. Additionally, pre-approval can give borrowers an advantage in a competitive housing market, as it shows sellers that the borrower is serious and has taken steps to secure financing.

RINA DIRISIO SALES REPRESENTATIVE

C. 416.804.4347 O. 905.849.3346 RINA@RINA.CA
251 NORTH SERVICE RD W, OAKVILLE ON L6M 3E7

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