

HOME SELLER'S GUIDE

The Home Selling
Process Step-By-Step



You've decided to sell your home. What next?

It's a bit of a science actually. You want to get the best price, but you need to align with market conditions. What to do? Start by being as informed as you can and by choosing an experienced agent who knows your neighbourhood and the current market. We will provide information and educate you so you feel confident you can make the right decisions.

This guide is intended to help you sell your home and lead you through every step of the process. From showing you how to increase the appeal of your home and setting a price that will maximize your profitability to discussing offers and closing the sale.

Below, you'll find it all outlined in eight simple steps.

Step 1: Deciding to Sell Your Home

Step 2: Finding a Real Estate Agent to Sell Your Home

Step 3: Listing Your Home for Sale

Step 4: Preparing Your Home for Sale

Step 5: Reviewing and Accepting an Offer on Your Home

Step 6: Negotiating and Counteroffers

Step 7: Home Closing Process

Step 8: Home Moving Tips



Everyone has their own reason for selling their home. One thing, however, is universally true: the desire to get as much as you can for your home. There are a lot of ways to add value that you may want to consider, such as:

- **Preparing your home for sale** – this can be as simple as freshening up the walls with a coat of paint, updating your doorknobs and lighting with more contemporary styles, or installing new flooring. Before you do anything though, it's probably wise to know how much value a renovation or remodel will actually add to your sale price and how much other comparable homes in your neighbourhood are selling for. We are a great source of information and can give you an evaluation on your home so you don't embark on expensive renovations before knowing what you're up against.
- **Decluttering and organizing your space** – this will go a long way in appealing to potential buyers. Buyers will be able to focus on the home instead of your personal items and it helps the space to appear larger.
- **Call a handyman** – make sure that any minor repairs (locks, leaky faucets, running toilets, broken appliances, etc.) have been taken care of before listing your home for sale. Buyers will appreciate that the home is well cared for.
- **Enhancing curb appeal** – first impressions mean a lot. Which is why you want your home looking its very best when a potential buyer is standing at the bottom of your driveway or simply passing through the neighbourhood. Make sure the lawn is cut and raked, bushes and trees are trimmed, even add a few brightly coloured flowers. Touch up any peeling paint around exterior windows and doors, stain the fence or deck and clean up your garage or shed.

So, now you're ready to put your home up for sale. What's next? Find out in Step 2...



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Step 2: Finding a Real Estate Agent to Sell Your Home

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Now that you're ready to sell, the next step is to list your home with an experienced real estate agent. Selling a home involves a great deal of research, paperwork, effort, negotiating and most importantly, trust. Ideally, you should seek out a good agent that will provide a wealth of knowledge, experience and breadth of services that will help you accomplish your goals.

Selling your home is a complex and emotional process involving large sums of money and stringent legal requirements. At Sullivan Real Estate, we're committed to helping you sell your home and we have a fiduciary duty to act in your best interests, to be completely transparent and accountable, and we have years of experience with a solid reputation in the community.

Find out what's next...



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Step 3: Listing Your Home for Sale

Your home is about to make its big debut on the market, however there's more to it than sticking a sign on your lawn and doing an MLS listing. Establishing a property's true worth can be tricky. As your real estate agent, we will be there to make sure your home is poised for success. Here's how we can help:

- **Determine a price** – this isn't as easy as you might think. Price your property too high and buyers won't be motivated. Price it too low and you stand to lose thousands. We can help by doing a complete property evaluation of your home, including current market condition, location, surroundings, special features like a view from the property or various upgrades; a comparative market analysis that will show you what properties in your area have sold for in recent months, and a total market overview. We will take into consideration as many factors as possible to accurately assess the fair market value of your property so it sells fast while maximizing your profit.
- **Market your home** – no matter how well your home is priced you will need a strong plan to attract buyers. That's where we offer invaluable experience and a comprehensive marketing plan including staging to listing your home on the Multiple Listing Service (MLS®) on several real estate boards, high-end print advertising, high quality feature brochures and a 3D iGUIDE tour to make your home stand out from the pack. We will market the property through blogs, social media channels, various websites and our own personal peer network. We also have a national network through Royal LePage of over 18,000 brokers and realtors on which to draw upon for contacts and referrals and other national websites for worldwide exposure.

Now you're fully committed and It's time to make your home shine. But how do you show it in the best light? Keep reading...



The way your home looks to prospective buyers can make a striking impression. The goal is to get buyers to feel like they can already see themselves living in your home. There are a few tricks of the trade that can help you do this:

- **Consider home staging** – this literally means, getting your “set ready” for buyers that see your property in photos online or in person. We offer home presentation strategies tailored specifically to your property including having your home cleaned from top to bottom. Next, dispose and declutter, which entails getting rid of those items in your home that make rooms feel smaller than they actually are. Then, organize. Tidy up cabinets, bookcases, closets and toys and put away personal items such as photographs, souvenirs and other memorabilia.
- **Prepping for an Open House** – Some last minute tips? Make your rooms bright and airy by opening blinds and windows and turning on lights in darker rooms. Some fresh flowers are always a nice added touch. For your own security and peace of mind, make sure you store all your valuables in a safe place. When the open house is over, ask for feedback to see how the event turned out.

So, buyers are coming and loving your home. It won't be long until you get an offer...



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Step 5: Reviewing and Accepting an Offer on Your Home

Not all offers are created equal. Fortunately, your real estate agent is there to help you review an Offer to Purchase and discuss all the details. Here are a few things you should do:

- **Get to know the terms** – the main factors on most offers will include the price the buyer wants to pay, details about the offer and financing as well as any conditions, inclusions or exclusions the buyer wants to make contingent on the closing. These offers can be “firm” which means that they’re willing to buy the home exactly as it is. Or, the offer could be “conditional” on things like a home inspection or approval of financing.
- **Review every detail** – it’s not just about price. The buyer may ask for other things to be included like appliances, draperies or chandeliers. They may even request some minor renovations like fixing a damaged roof or repairing a crack in the foundation. Some buyers may ask for longer or shorter closing periods or make the offer contingent upon something else like selling their current home. All these factors influence what the offer truly looks like. As experienced agents, we can help you decide whether to accept, reject or make a counteroffer.

If you accept, congratulations! If not, then it’s time to negotiate...



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Step 6: Negotiating and Counteroffers

Perhaps the price was lower than you were expecting. Maybe the buyers have asked for some extra inclusions. In some cases, you may have multiple offers from different buyers to entertain. This is one stage where you'll be glad to have us by your side to help and advise. Here are some things to consider now:

- **Counteroffers** – take a good look at what the buyer is asking for, then ask yourself, “Is it worth losing a sale for a minor inclusion like a rug or drapery?” Maybe not. So, the best strategy is to have one. Know ahead of time what you're willing to compromise on and, as far as price goes, how much. Finally, if you feel you're not going to be able to come to terms, don't be afraid to reject the offer.
- **Multiple offers** – you may be in the situation where you receive offers from several buyers. Now, you have the opportunity to compare and decide which offer, based on price, closing date and conditions best suits you. Things that could make one offer more attractive than the other are pre-approved financing, the buyer has already sold their existing home or they've agreed to all conditions of sale without exception. One thing to keep in mind though is that patience and respect are paramount. We will certainly provide sound advice in this scenario to arrive at the best outcome for you.

Now, even though you have signed the Offer to Purchase, the sale is not quite done yet...



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Step 7: Home Closing Process

Closing day is the day you officially sell your home and transfer property ownership. It's an exciting time for sure, but you need to be prepared to make it go smoothly:

- Meet with your lawyer before the closing date to sign the sale documents and bring a set of keys to be given to the buyer when the deal is final.
- Put aside funds to cover the closing costs. There will be numerous closing costs that your lawyer will inform you of such as legal fees, disbursements and adjustments. There may be mortgage fees and you will need to consider the moving costs.
- Be sure you cancel the utilities as of the closing date, and if you are moving to a new home, arrange to transfer them to the new address.
- Inform your key contacts of your change of address ie. friends, work, Canada Post, doctors, pharmacy, etc.

This might seem overwhelming but we are here to guide you through each step.



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Step 8: Home Moving Tips

The day has arrived. Although there's bound to be a bit of sadness about leaving your old home behind, there will be just as much excitement moving into your new one. Here are some tips for a smooth move:

- Make a moving checklist that details a plan for things that need to be done weeks before you move all the way up to moving day itself.
- Plan for packing by clearly labeling boxes with the rooms in which they belong. You might even want to provide a small floorplan for the movers so they know exactly where to take them.
- If you have children, make sure you talk to them and explain why you're moving and reassure them that the friends they've made can continue to be their friends.
- On moving day, plan an easy meal like picking up some take-out. Moving is stressful enough without having to cook.
- Make sure you allow enough time for movers and final cleaning as you need to be moved out of the property by 6:00 p.m.
- Our relationship has just begun. We remain here for you when you have questions or need information. We will keep you informed of what the real estate market is doing and continue to be your trusted real estate advisors.

There are many factors involved in selling a home . We're happy to offer our knowledge and expertise to guide you and look out for your best interests every step of the way, to ensure the process is as stress-free as possible.



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Client Focused & Service Driven

Selling a home for top dollar requires the right marketing strategy and expertise to tell the story of a property in a way that creates an emotional response from potential buyers. Each of our clients experience a service unique to their needs and their situation. We start by building a plan and schedule for how we will tackle the sale of your home. As we go through the complexities of the process, we constantly evaluate the market, new comparable properties, buyer feedback, showing frequency and any obstacles that may arise. We are continually focusing on solutions and problem solving. We would be honoured to be part of your home selling journey!

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