

The RE/MAX logo is centered in the upper half of the image. It features the word "RE" in red, a blue diagonal slash, and "MAX" in red. Below it is a black key icon with the word "KEY" in blue to its right.

RE/MAX

The KEY logo consists of a black key icon positioned to the left of the word "KEY" in blue, which is part of the overall RE/MAX KEY branding.

KEY

Independently Owned & Operated

Seller's Guide

remaxkey.ca

587-316-2000



PHASE ONE

Get Your Finances In Order

- Don't worry if you're still paying off your mortgage, there are several options depending on the type of mortgage you have
- Talk to your lender before you proceed

Find A Realtor®

- Most important! Find a Realtor® that you feel comfortable with & trust
- Interview more than one agent
- Choosing an agent who is familiar with your area is also beneficial
- Ask family & friends for referrals
- Look for an agent or that has a visible presence in your area
- Not all Realtors® offer the same service. Make sure you fully understand what your agent is providing you with

PHASE TWO

Getting Ready To List

- Declutter & depersonalize. This maximizes the space & allows buyers to imagine themselves living there
- Clean, clean, clean! A clean home makes a good first impression. And don't forget about smells
- Staging - a good Realtor® will help you to ensure that every room is staged to its optimal use
- Professional Photography - most buyers will see your home first online. If the photos don't grab their attention they will move on & maybe never see your home
- Other considerations:
 - Curb appeal & outdoor space - a buyer's first & last impression!
 - Basement - buyers love basements so finished or not showcase it to its fullest
 - Big mechanics - furnace, A/C, hot water tank, electrical, plumbing, roof etc.
 - Small repairs - easy to fix repairs can take the focus off of the home & make a buyer feel like your home was not maintained





PHASE THREE

Listing Your Home

- Setting a fair price to start will attract more potential buyers, and give your home more exposure
- Factors that affect price:
 - Time of year
 - Current competition
 - State of the market
 - Size, finishes & condition of your home
 - Location
- This is where using an agent who is familiar with your market can really be a benefit

PHASE FOUR

Marketing & Promotion

- Once you sign a Listing Agreement, your REALTOR® has your permission to post your property on MLS (Multiple Listing Service)
- Marketing your home should include:
 - Professional Photography & Videography
 - For Sale Signs
 - Open Houses
 - Online Social Media Marketing - most buyers start their search online & your home may be missed in their search if you don't have an online presence
 - Print Marketing - newspapers, magazines, professional brochures & post cards or flyers



PHASE FIVE

Showings

- Leave your house during showings - having the owner there can be uncomfortable for potential buyers
- Be flexible with showing times - most buyers like to look evenings & weekends
- Remove pets from the home.
- Keep it clean! Wash the dishes, make the beds, wash the floors and weed the garden every day while it's listed

Offers

Things to negotiate:

- Price
- Closing date (date the buyer takes possession)
- Inclusions (appliances, hot tub, play equipment etc.)
- Deposit
- Conditions:
 - Buyer's financing - allows buyer to confirm mortgage with lender
 - Home inspection - inspector of buyer's choice



PHASE SIX

Closing

- Congratulations! Your home has sold. Here's what is left to do
- Gather your Purchase Contract, Real Property Report and Proof of Home Insurance. Take these documents with you when you meet with your lawyer
- Notify utility companies, newspapers & other service providers of your impending move 30 days before your closing or as soon as your sale is firm
- Inform the city so that you don't continue to pay property taxes
- Cancel or transfer your home insurance policy (once you have confirmation that the sale has closed)
- Assemble appliance manuals, receipts & warranties for the new owners
- Clean the home
- Take a deep breath & get ready to start a new chapter!

