



## SELLER'S GUIDE

**TRU**  
REAL ESTATE GROUP LTD.

**RE/MAX**<sup>®</sup>



226-721-1233 | [TRUREALESTATEGROUP.CA](http://TRUREALESTATEGROUP.CA)

# 8 Steps to Becoming an Informed Seller

## T A B L E O F C O N T E N T S

- 01 Choosing the Best Local Professional for the Job
- 02 Price Right to Profit More
- 03 Prepare to Amaze
- 04 Maximize Exposure to Buyers
- 05 Show it Off!
- 06 Negotiate Like a Master
- 07 Calculating Your Net Proceeds
- 08 Meeting with us

# Welcome...

Planning to sell? If you're like most homeowners, you're struggling with a few questions.

You might have questions like, What's my property worth?

Should I use an agent or go it alone?

What can I do to make my property as attractive as possible?

And of course, the big one: **How do I get the most highest net profit in the quickest amount of time for my property?**

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

If we've done our job right, then this guide should:

a) Give you answers to many of those questions and

b) Make you feel a lot more confident about the whole process.

And if you still need more information? Our job is to make things easier – just ask. That's what we are here for. You can learn more about us and our services at the end of the guide.

Welcome aboard,

*TRW Real Estate Group*

# STEP 01

## Choosing the Best Local Professional for the Job



Most sellers hire a professional REALTOR®. You certainly don't have to, but there are good reasons why most people do:

### 1. Pricing is a real art.

The biggest factor in determining how quickly your property sells is the price, and deciding that price is trickier than it seems. It takes experience and a solid market driven strategy. You do not use the same techniques in every market. Being adequately advised by a seasoned professional can mean tens of thousands to your bottom line.

### 2. Negotiating is hard.

Not just hard to do, but it can feel uncomfortable. If you want someone to negotiate fearlessly on your behalf, you need a TRU agent. An agent who is well respected by their colleagues and connected in the community.

### 3. Marketing is more than MLS.

To get the most for your home, you need as many buyers interested as possible. According to REALTOR.ca, 82% of real estate sales are the result of agent contacts.

### 4. Showings and paperwork are overwhelming and distancing yourself from the buyers is priceless.

There's more to the legal side of a home sale than you might think, and showing your property is not only awkward, it can really complicate the transaction.

We take away the burden of all these things, and work to get your property sold for the best price in the fastest time. After all – you've got a life to live!



## STEP 02

## *Price Right to Profit More*

Setting the price for your property 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 property and investment is an emotional asset—it's hard to see it objectively.

Pricing is something we spend our careers 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 suggested list price. And then we combine that with your unique needs to pick a price that fits you.

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 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. 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.

Pricing your home  
right  
the first time  
results in:

- ✓ More exposure
- ✓ More showings
- ✓ More offers
- ✓ BEST price

# STEP 03

## Prepare to Amaze



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

REALTORS® repeatedly find that people cannot visualize the potential of a home. They have to see it. That means that how your property 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 property sells with 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 property.

**Make minor repairs** – Chipped paint, cracked tiles, squeaky hinges, leaky faucets – Fix everything you can.

**Consider staging** – According to the National Association of REALTORS®, 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 property, clean or repair puts money in your pocket. You're getting paid to do it!

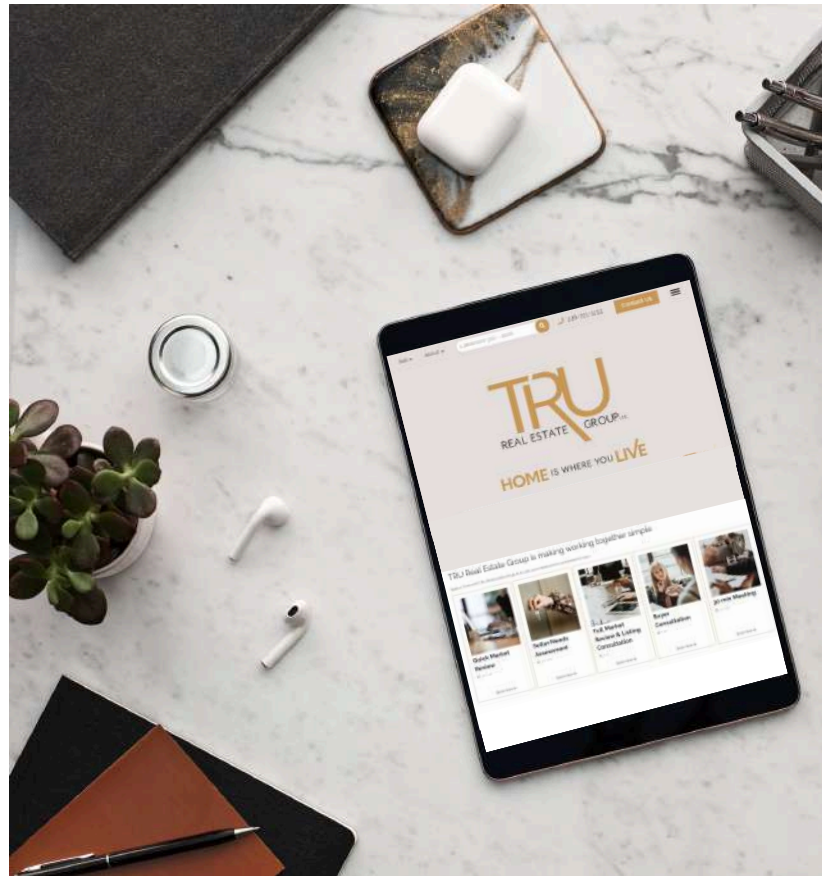
## STEP 04

# Maximize Exposure to Buyers

Once you've found a price for your property 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 property matters for two critical reasons. First, buyers can't be interested if they don't know your property exists. But more importantly, the more buyers you have interested in your property, 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:



### **MLS Listing**

The largest online database of available real estate.

### **Video Tour**

A behind-the-scenes, online look at your home and neighbourhood.

### **24-Hour Online Paid Ads**

On major online sites from Facebook marketplace to Kijiji, and syndicated to all brokerage sites

### **Our Website ([trurealestategroup.ca](http://trurealestategroup.ca))**

Our company website is exceptionally well travelled. Also Exposure on countless nationally ranked real estate websites.

### **Proactive Prospecting**

Reaching out directly to buyer and Realtors who might be interested.

### **Social Media Ads**

Targeted Social Media ads to those most likely to purchase a property like yours.

### **Property Brochures**

Great photos, vibrant descriptions in professional take away form.

### **Print Marketing**

Print ads, just listed cards  
and **more**.

## STEP 05

## Show it Off!

As interest in your property 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 almost all of the details, but here are a few tips to maximize the showing experience.

### **You should leave.**

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

### **Is it inviting?**

In addition to the usual tidying, make sure your property is inviting. Turn up/down the temperature. Leave the lights on. Open the blinds where appropriate. Leave inside doors open or slightly ajar.

### **Any Information is good information.**

Set additional information that's helpful—property brochures, floor plans and contact information.

### **Flexibility is key.**

Be as flexible as you can – try to accommodate the buyer's schedule.





## STEP 06

# 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 property'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 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 price, offer conditions, assets in the home. Don't get stuck on one thing.

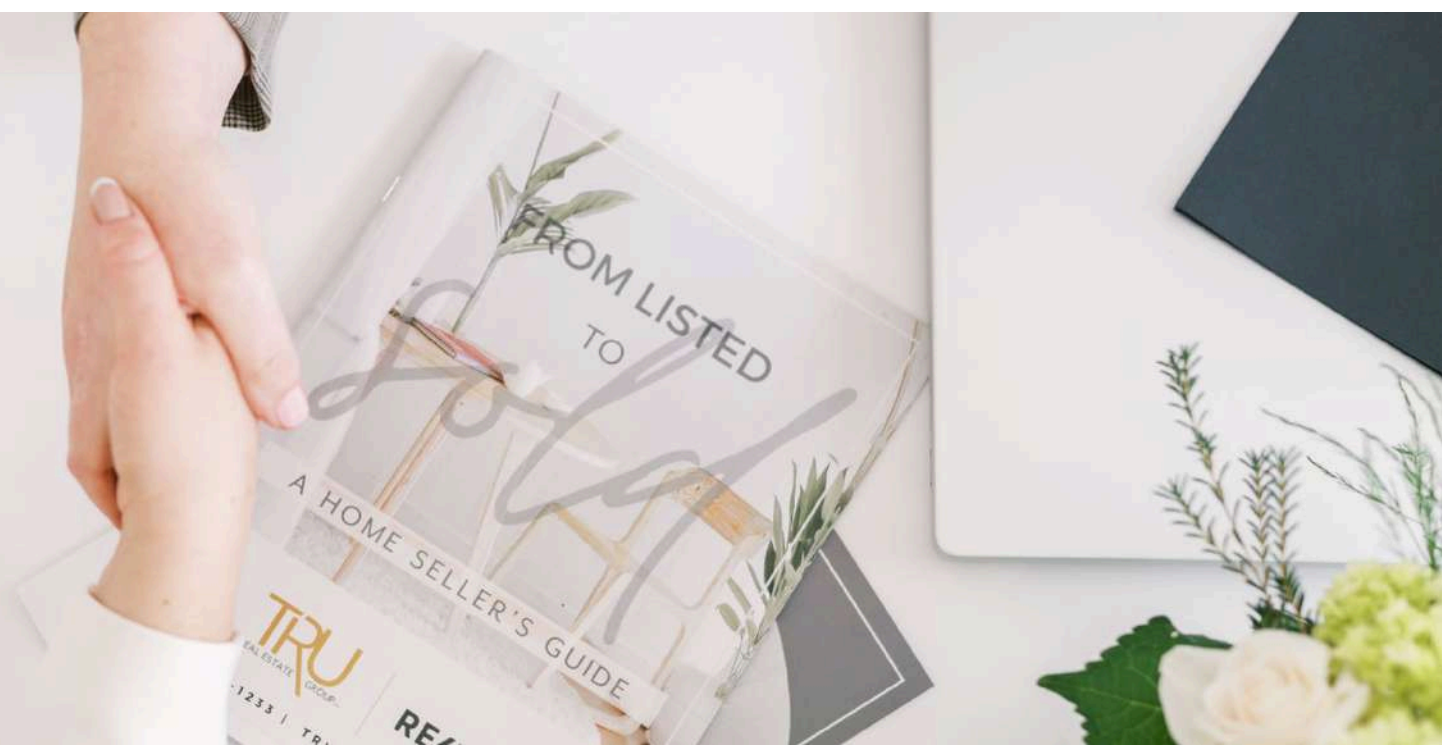
Remember, even 1% more for your property can mean tens of thousands to your bottom line.

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.

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

Congratulations!

Momentum matters. Just the act of moving a deal forward helps make the deal happen.



## STEP 07

# | Calculating Your Net Proceeds

The cheque is in! 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 \$1,000.00 for a lawyer to look after the legal details necessary to close their property.

### **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 that can range from \$300-\$350.

### **Disbursements.**

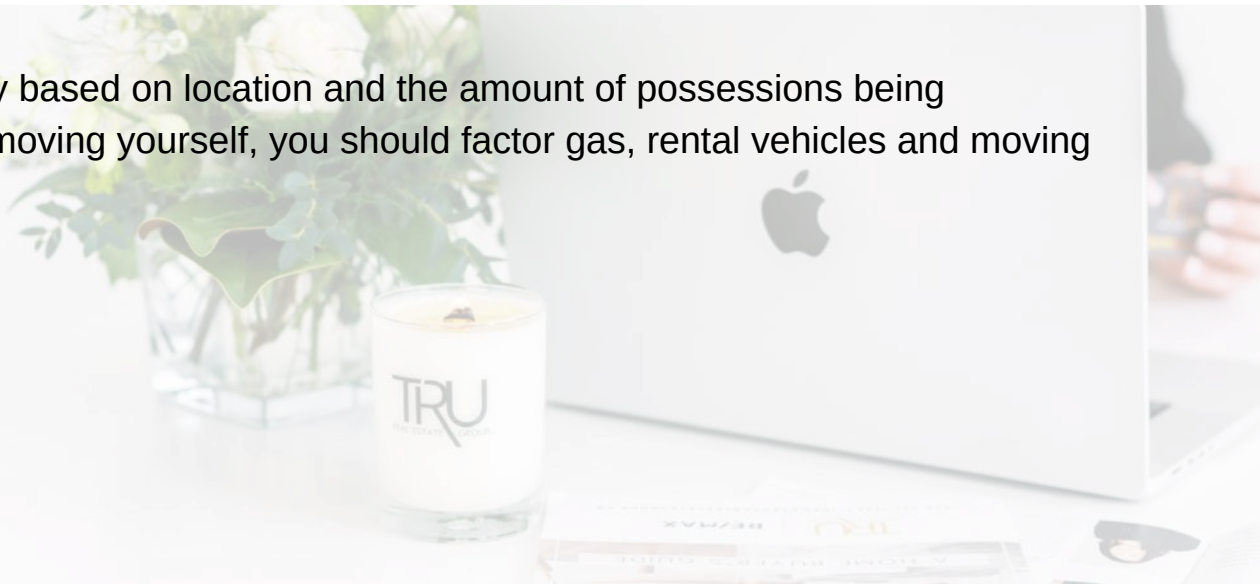
These fees cover additional legal expenses such as travel, copies, couriers, registration fees and preparing document transfers. Disbursements can range upwards of \$500, but can sometimes be built into your legal fees.

### **Adjustments.**

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



STEP  
08

*Meeting with us*

Feeling more informed? We hope so! There's a lot to selling a property. If, after reading this, you feel like you want some help. We would be happy to speak with you. We will provide you with a professional consultation and answer any other questions you have.

