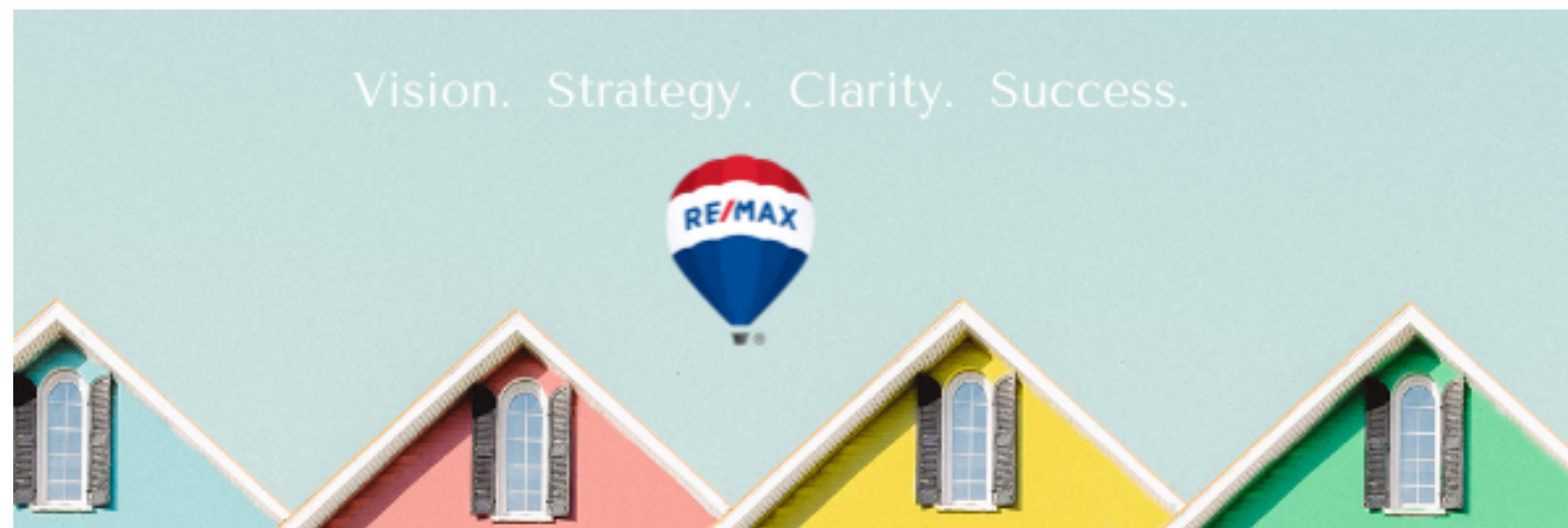
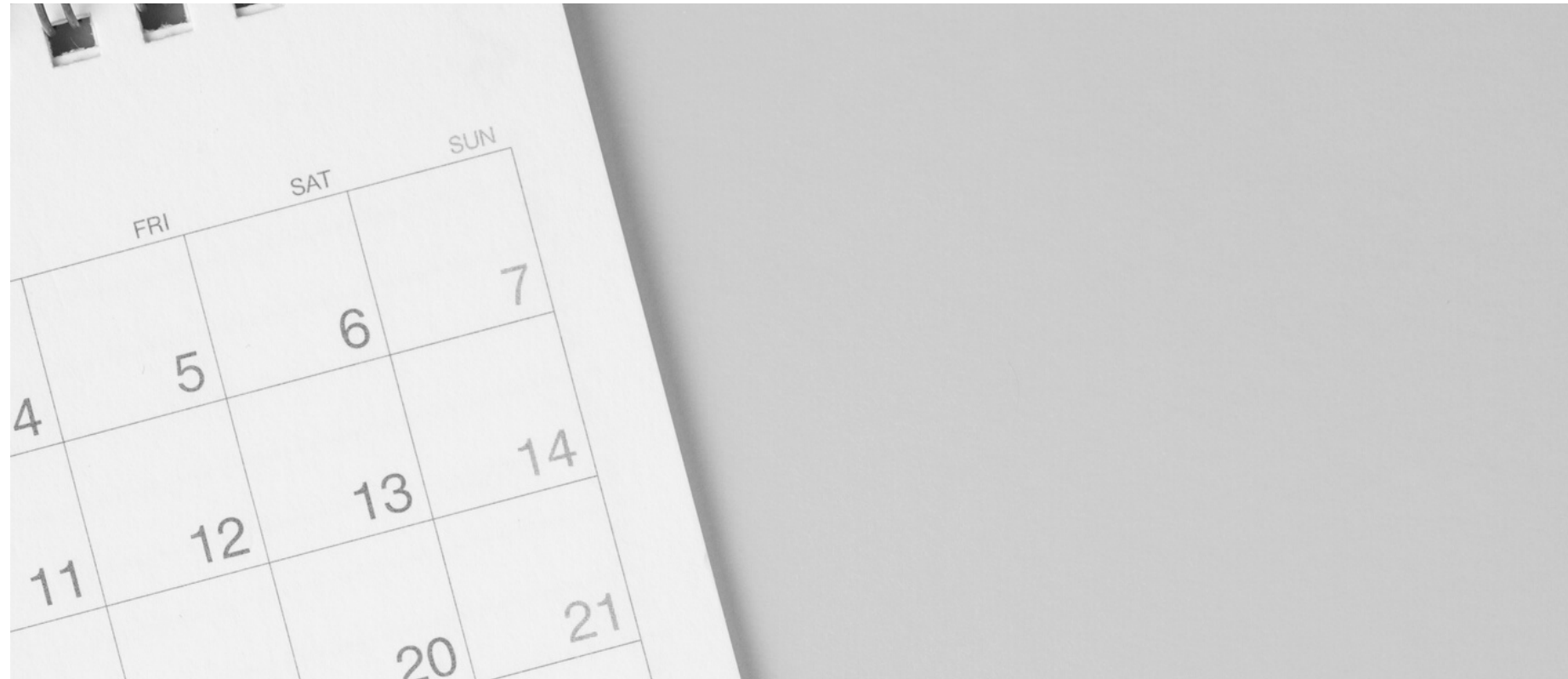


PREPARED FOR YOU BY:
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A Seller's Guide to Listing: From For Sale to SOLD



STEP #1: DECIDING IF IT'S THE RIGHT TIME TO SELL



DO SOME HOMEWORK WITH YOUR AGENT

Time of Year: Real estate in most markets across Canada is seasonal, with December, January and August typically being the slowest months. In 2019, the highest reported sales in Kitimat were for the months of May, June and September. This means when preparing our homes for sale, we should be looking at preparing during February and March so the buyers come to view during April or May. That being said, good properties, priced well and staged well will go fast as buyer's can absolutely see value when it's there at any given time of the year.

Look at the Market Comparables: We want to compare "like" properties with yours (apples to apples) when coming up with pricing. We can't very well compare a two storey to a bungalow and we need to price according to our SOLD Statistics. Not the Active Properties currently available.

State of the Real Estate Market: Is the market saturated with properties that have been on for a long time? Why aren't they selling? How is buyer confidence? Do we have an influx of people actually looking to purchase in our area? What goes up, usually comes down so ensuring we are talking about the market effects from things like economic developments, mortgage rates and overall consumer confidence in our market will be crucial factors.

Your Own Personal Needs: Your own personal timing will dictate what's "right" for you. Example, if you are an RCMP member relocating you may not have the luxury to wait when traditional agents say the "market timing is right". Putting together the right strategy for YOU is the best method of success in any market.



WHEN FIRST IMPRESSIONS ARE EVERYTHING

Decluttering is a sure fire way to get rid of anything you weren't taking with you to your new place anyways so you may as well tackle it during the pre-lising phase of things. You'd be surprised at how few things you ACTUALLY need in your home to live comfortably even if it is for a short period of time.

Box up what is seasonal. It is a great time to get rid of dated clothing, clothing that is too small, kid's clothing that doesn't fit or things that you have not taken out of boxes since your last move (we ALL have those boxes). Make sure you donate it to charitable companies or other local non-for profit organizations that can benefit your unwanted items as long as they are in good, usable condition. Buy fresh towels and bathmats for bathrooms for photos (at the very least). Sell off or donate any furniture that may be too big for a room. Remember, the goal of decluttering is to make your rooms feel LARGER to prospective buyers.

If you have carpet, it is a good idea to rent a carpet cleaner or hire out some carpet cleaning as well as a good scrub of baseboards, floors, grout lines; all of those things we neglect to do when things in our lives get busy. It may seem tedious, but the end result will be worth it. If you want top dollar for your home in any market, pulling out all the stops on the prep work will give you a better chance someone will pay top dollar.

STEP #2: DECLUTTER AND CLEAN





STEP #3: MORE PREP WORK. GET YOUR DOCUMENTS IN ORDER

DOING THIS NOW WILL SAVE YOU TIME LATER

This is probably the least favourite part of the sale but really totally worth it in the end. A few minutes on gathering information for buyers will go a long long way to ensure a smooth close.

1) Get your documents together. Your agent may be asking you for copies of your heating, electrical and utility and tax bills, so take the time to photocopy or scan them. Any current warranties and manuals should be gathered too. Make a list of renovations and repairs that have been completed since you have owned the house. Be prepared to discuss with your REALTOR® any current issues with the house – remember, disclose, disclose, disclose. Some towns and municipalities require survey reports with compliance so make sure if you have that, it's ready should the buyers ask for one.

2) Make an extra set of keys so that real estate agents can show your home to their Buyers (we will place the extra keys in the key box for agents to access the home for showings).

3) Get a pre-list home inspection – Completing a pre-listing home inspection before you put your house on the market will help you identify any issues with the home that might be objections for Buyers. **For example:** the home inspector may determine that your house needs a new roof. Armed with that information, you can choose to either a) fix the roof before putting the house up for sale, or b) factor it into your asking price. Either way, having accurate information puts you in control of how the deficiencies in your house will affect the price you get for the house. If you're pricing your home for a bidding war, making the pre-listing home inspection available to Buyers will encourage them to make offers.

SETTING THE STAGE FOR AMAZING ONLINE MARKETING



Online marketing has become on the industry's premier methods of exposing new listings and attracting new clients so it's important not to underestimate the importance of the "virtual first impression".

If you've done everything as far as cleaning and decluttering goes (see previous page) then we're ready to go through your home room by room and decide how rooms should be staged.

A lot of buyers don't have great imaginations so it's going to be important that if a room that if two of the three bedrooms are being used as offices, it would be a really good idea to turn them back into bedrooms while showings are happening.

I know you maybe even heard somewhere a while ago that red in a kitchen stimulates the appetite but we are going to have to address bold colours you may LOVE in your home but will turn off others. "It's only paint" is not a valid argument to keep loud and off-putting colours for prospective buyers.

From even selling my own home I learned that "less is more". What feels like too little on your counter tops and dressers will be exactly what is necessary. Plus, you have to box it up anyways for the move.

Your home is your biggest investment and many of us have our equity "tied" up in our homes. I can completely understand that all of these tasks may feel daunting but when it comes to our largest investment, we do want to make sure we're taking the necessary steps to ensure we can recoup as much of our investment as possible.

We can go over staging and home decor trends together during our listing consultations to ensure we are paying attention to "hot trends" and trends that will make your home feel more modern and in align with what buyers are looking for. This may include painting in a more neutral, fresh colour. From personal experience, I have hired painters just before we sold both of our own personal homes. The first time, we were able to sell BEFORE listing publicly and were able to get well over what we paid. The second time in a declining market, we were able to sell in 12 days. A weekend of work is time and money well spent when it comes to real estate.



PRICING TO SELL



Pricing homes can be one of the trickiest parts of navigating a sale. You must be mindful of what has actually sold in your area that is a "like" property to yours. If a buyer sees two homes of similar square footage, # of bedrooms, # of bathrooms, but one is more updated than the other, which do you think they'll offer on, if they are priced very similar? We get it, though. You've lived in your home for a very long time. You love your home and you want someone else to love it the way you have. When selling, we have to think like a buyer.



STEP #5: PRICING YOUR HOUSE FOR SALE

HOW DOES THE INTERNET HELP SELL YOUR HOME?



PUBLIC SEARCHES

Understanding key search words so that your listing comes up is helpful keeping your listing at the forefront of search engine results

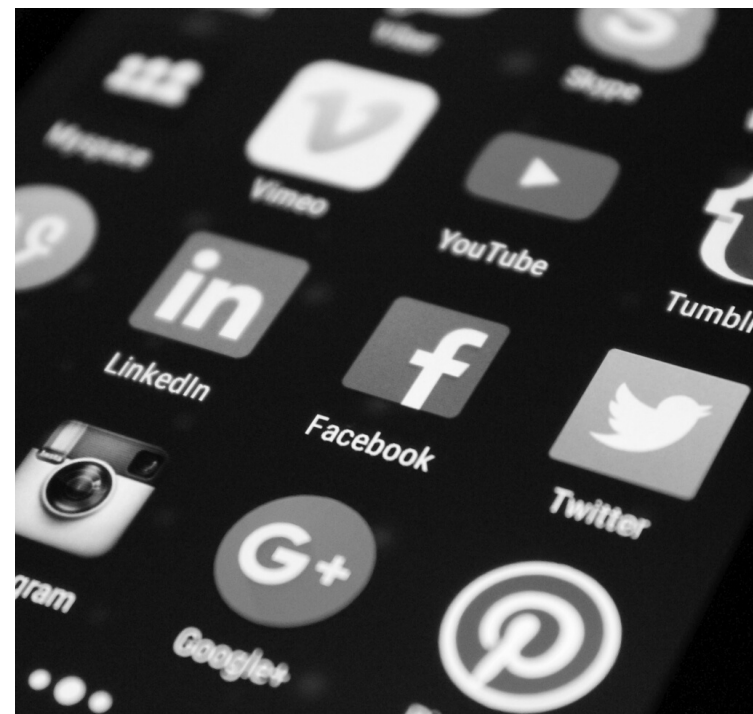
ONLINE MARKETING

A combination of video, photography, and networking makes it possible to achieve maximum exposure. It's kind of like the lottery though. It only takes one buyer to make the sale.

KNOWING YOUR TARGET BUYER

set your own biases aside during this process. It won't help you. See the home as a buyer and you know what to fix and problems to address to make a successful sale.

STEP #6: MARKETING



PHOTOGRAPHS & VIDEO

Online presence is KEY. This is the first impression buyers are giving your home. There are no do-overs

BROCHURES

We will carefully put together property brochures for buyers. A take away from your home that will keep your home fresh in their mind long after the showing finishes.

OPEN HOUSES

Open Houses don't always sell homes. But they're good to get other agents through and other people through for any feedback that can help our overall goal of selling.

EMAIL/SOCIAL MEDIA

Most people scroll for hours on their phone. Honing in on a social media campaign will maximize your property's exposure.

STEP #7: SHOWINGS

HOW DO WE SCHEDULE THEM?

We will advise you of showing requests and when they are to take place. Although we will be mindful of your schedule, we don't want to change showing times for the buyers. If we make it too difficult for them to get in, buyers will move on to a property that is easier to view.

You may want to consider boarding your dogs or setting it up with a neighbour or friend to let the dogs out or walk them during showing times. You may love your furry companion, but not all buyers will.

Clean your house EVERY DAY. It isn't enough to only have clean photos on the MLS! Buyers will want to see the home in real life as close to the online photos as possible.

Book a weekend get-away! If it's a busy time of year to sell, showings will take place on the weekends. It may be easier for you and your family to take off for an adventure!



STEP #8: OFFERS



THE DIFFERENCE BETWEEN SUBJECTS (CONDITIONS) AND TERMS

Subjects in a contract are items that can be OBJECTIVELY satisfied (ie: home inspection, financing, insurance)

Terms in a contract are items that are more subjective and there for information and more of a warranty item (nothing to satisfy)

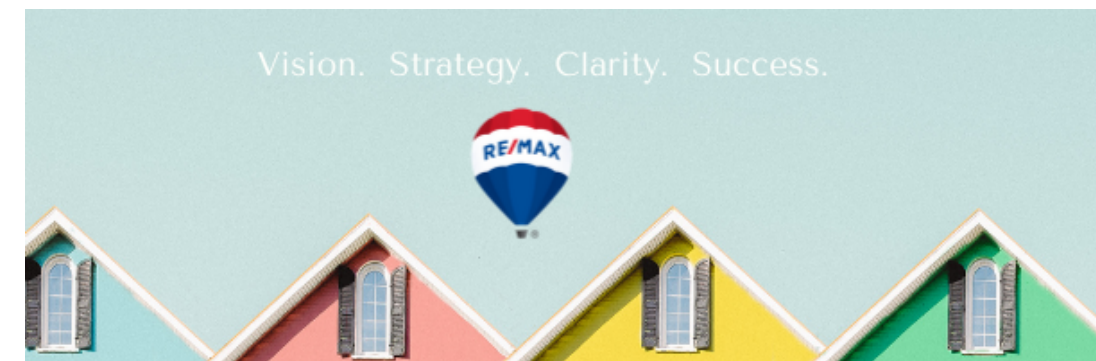
WE WILL GO OVER THE FOLLOWING WITH YOU IN THE CONTRACT:

- 1) Deposit Dates
- 2) Condition Removal Dates
- 3) Possession Dates
- 4) Items Included in the Sale
- 5) Price
- 6) Conditions and Terms

Other Important Items of the CPS (Contract of Purchase & Sale)

SECTION 6: PAGE 1 OF THE CONTRACT OF PURCHASE & SALE

Take note of costs to be borne of the seller & buyer (they are not the same!)



The Pending Offer:



EXPECT TO SEE A FEW
CONDITIONS. EXPECT TO SEE
MANY TERMS

CONDITIONS (SUBJECTS):

Typically you will see a financing condition, a home inspection condition and sometimes an insurance condition (where the buyer has to verify they can insure the property they wish to purchase).

TERMS:

These can vary between "the seller agrees to have carpets professionally cleaned with receipt prior to possession" or "the seller warrants there is no damage to the property that cannot be seen by a reasonable home inspection".

*There is no predictability on what terms we will see in your offer. What one buyer deems as reasonable is different to another.

THIS IS THE TIME FRAME IN WHICH THE
BUYERS SATISFY THEIR CONDITIONS

Sometimes we will see other conditions such as the sellers having a property to sell before moving forward on this purchase. Sometimes we will see a septic or well subject if you live on an acreage.

The property inspection is in place to reveal the current condition of the home. Once the buyers have had the chance to review it, we can address any concerns they may have. Keep in mind, the inspection is generally not an opportunity to negotiate on the small items. It is there to reveal the current condition of the property and they must decide if they wish to follow through with the purchase.

Remember, anything we agree to with the buyers must be in writing!

BE DISCREET

As a seller, don't talk too much about selling. It could hurt your bottom line if you tell the wrong person. Savvy buyers and agents creep social media - so don't post on IG that you've had a leak in your bathroom prior to listing. Don't imply in any way, shape or form that you are desperate to sell.

REMEMBER, I AM ON YOUR SIDE

If you've chosen to work with an ethical agent, don't lie to them. Tell them the real reason you are selling (even if it's a divorce or you've gotten yourself into a financial mess). Disclose the good AND the bad about your home. Tell them what you really want – or need – both financially and from the selling experience. Your agent works for you, and their only job is to protect your interests. If you don't trust your agent, fire them and hire someone else. Trust is hard to gain back once it's been broken.

DON'T GET GREEDY

Don't get greedy. Your agent should be able to show you how much your property is worth and why. Overpricing is a dangerous game where the Seller almost always loses. Truth: every Seller thinks they live in the best condo or house on the block and thinks their property is worth more than everyone else's. It's a proven fact that properties that have been overpriced sit on the market longer and generally sell for less than they would have had they been priced accurately in the beginning. This is one of the hardest things to do, but at the end of the day, you'll be the one that benefits most.

CHOOSE THE RIGHT AGENT

There are a dozen agents in town and that means you have options. The person you use, you should be able to trust. Interview agents before hiring. Check out websites, IG accounts and Facebook Business Pages for references, testimonials and skill sets to make sure they're the right fit for you.



Home Details:

Address: _____

Seller's Names: _____

Email Addresses: _____

Phone Numbers: _____

How many days do you want advertised to a buyer for possession? *

- ☐ 30 Days
- ☐ 60 Days
- ☐ 90 Days
- ☐ Immediate

Are you negotiable on the possession date?

- ☐ Yes
- ☐ No
- ☐ Maybe

How much are your property taxes per year (Most recent taxes)?

Approximate Size of your home?

How many bedrooms above grade (not in basement)? *

How many total bathrooms? Please include if they are ensuite baths and if they have a shower/tub/double sink etc...? *

Whose name(s) is currently on title. Full first and last names as it appears on your ID. *

Are any of your appliances/furnace leased/Rented?

- ☐ Yes
- ☐ No

IF YES please give details:

How do you want to be notified of showing requests?

- ☐ text me
- ☐ email me

Is there a tenant living in the property?

- ☐ Yes
- ☐ No

What is the tenant's name and phone number for showing requests?

Is your property a condominium/strata? *

- ☐ Yes
- ☐ No

Please check any restrictions that apply to your property.

- ☐ No pets
- ☐ Pets with board approval
- ☐ Age restriction (eg: 18+, 55+ only)
- ☐ Other:

Is there anything special you would like mentioned the public remarks in your listing (description)? *

What permits does your property have that you are aware of and have documentation for?

- ☐ Secondary suite permit
- ☐ New furnace installation permit
- ☐ Electrical upgrade permit
- ☐ Deck permit
- ☐ New garage permit
- ☐ Basement development permit

When was your furnace last serviced/cleaned?

Is your furnace a forced air gas furnace? *

- ☐ Yes
- ☐ No

Do you have a garage or parking stall? Please specify (single/double/triple garage, underground/covered/powered stall) *

Will pets will they be home during showings? What kind of pet?

What type of heating source do you have in your home?

Do you have an extra key for the front & back doors and garage I can use for my lockbox?

- ☐ Yes
- ☐ No/ I have a door code _____

Do you have a lawyer? /Notary?*

- ☐ Yes _____
- ☐ No

Will you be buying another property when you sell this one? *

- ☐ Yes
- ☐ No

You are required by law to disclose material latent defects. These are known defects in the property that are not discoverable through a reasonable inspection and that may make the property dangerous or potentially dangerous to occupants or unfit for habitation. You may also be required to disclose defects that would be expensive to fix, government and local authority notices and lack of development permits. Are there any material latent defects to disclose? *

- ☐ Yes
- ☐ No
- ☐ Not sure what this means, I need more clarity

Will the property be vacant while it is listed? *

- ☐ Yes
- ☐ No
- ☐ Maybe

What will happen for you if you do sell your property in the next 30-90 days? *

What won't happen if you don't sell your property in the next 30-90 days? *

Are you in arrears on any mortgage or tax payments? *

- ☐ Yes
- ☐ No

Anything else important I should know about your property?

Age of Items:

Roof	Furnace
Hot Water	Tank Flooring
Washer	Dryer
Dishwasher	Fridge
Stove	Hood fan
Microwave	Major Renovations
Updates to existing systems	Exterior
SumpPump	Other

What unattached goods do you want to sell with the property?

- ☐ Built in dishwasher

☐ Air Cleaner-Electronic

☐ Air Conditioning-Central

☐ Dryer

☐ Fan-Ceiling

☐ Furniture Included

☐ Garage Opener

☐ Hood Fan

☐ Intercom

☐ None

☐ Oven-Microwave

☐ Refrigerator

☐ Satellite TV Dish

☐ Storage Shed

☐ Stove-Countertop Gas

☐ Stove-Gas

☐ Vacuum System Attachments

☐ Washer

☐ Washers-Two

☐ Water Distiller

☐ Window Coverings

☐ Dishwasher-Two

☐ Oven Built-In-Two

☐ Projector

☐ Stove-Induction

☐ Curtains and Blinds

☐ Hot Tub
- ☐ Portable dishwasher

☐ Air Conditioner-Window

☐ Alarm/Security System

☐ Dryer-Two

☐ Freezer

☐ Garage Control

☐ Garburator

☐ Humidifier-Power (Furnace)

☐ Microwave Hood Fan

☐ Oven-Built-In

☐ Pool-Above Ground

☐ Refrigerators-Two

☐ Stacked Washer/Dryer

☐ Stove-Countertop Electric

☐ Stove-Electric

☐ Stoves-Two

☐ Vacuum Systems

☐ Washer - Energy Star

☐ Water Conditioner

☐ Water Softener

☐ Wine/Beverage Cooler

☐ Microwave Hood Fan-Two

☐ Pool Equipment

☐ Stove-Countertop Induction

☐ TV Wall Mount

☐ Garage heater