



THE AGENCY SELLER'S GUIDE

**YOUR NEXT CHAPTER  
STARTS HERE**

## THE HOME SELLING JOURNEY AT A GLANCE

So you're ready to make your move?  
The red carpet treatment is just our style.



While the home selling process may seem daunting, here's what you need to know: Your agent and brokerage have your back. We will be with you every step of the way, providing invaluable support and guidance to make the transaction process as smooth and seamless as possible. And yes, that's entirely possible.

# 01

## WHERE TO BEGIN

### Choose your agent.

Well, hello. Selecting an agent is a highly personal decision. You trust them to advise you through one of the biggest financial transactions of your life. And it's not a responsibility we take lightly. Through personal and diligent work with our clients, we've come to understand what's important, allowing us to establish a sense of confidence and comfort.

### Have an initial consultation.

Let's get started. Now is the time we get to know you, your needs and hopes for the sale of your home. Do you need to close by a specific time? How can you prepare your home for sale? From prepping for showings to providing crucial feedback along the way, your agent is your advisor from start to finish, and then some.

### Prepare your home for sale.

Before the listing price is determined, it's important to consider essential repairs, cosmetic improvements, staging, and in some cases, renovations. We are here to help you make decisions that position your home in the best possible light. We suggest informed changes that will place you in a better negotiating position with potential buyers.



## 02

# LET'S GET DOWN TO DETAILS

### What improvements are a must?

First impressions are important, and putting your home's best foot forward from the start is our goal. We will provide you with advice on recommended updates and repairs specific to your property type, price point and neighborhood. And rest assured, we can also connect you with experts and contractors.

Here are some simple steps we can take to ensure your home shows well while minimizing any capital investments that may not be recovered from the sale. In other words, the best outcome with the least financial effort on your part.



#### Presale Inspections:

It can be wise to consider getting professional presale inspections before putting your home on the market. There are pros and cons to obtaining these inspections before finding a buyer, but in many instances these inspections will help you identify and address any major repairs that may be required or that a potential buyer may use as a negotiation chip. Why not avoid surprises later in the game?

#### Basic Repairs:

Unless you are prepared to compromise on price, some home repairs are essential. These include repairs to broken mechanical and heating systems, siding, major fixtures and structural deficiencies. A move-in-ready home can help bring more buyers to the table.

#### Cosmetic Improvements and Remodels:

Surface improvements can include fresh paint and landscaping and are quick, affordable ways to help a home show better and often result in positive returns. In some instances, larger renovations can assist in profitability. We can help you choose where to spend your money to maximize your net proceeds.

### Seller Disclosures

Part of the contract that you'll ultimately enter into may require that you complete statutory and contractually required disclosures. One of the largest and most important obligations of any seller is passing on to the buyer all material matters that may affect the value or desirability of the property. We often find it's beneficial to have these documents prepared before offers are presented. We'll guide you through the process and help you explore your options with regard to the timing of this requirement.

# 03

## PRICING STRATEGY

We go beyond selling four walls and focus on selling a lifestyle.

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### Pricing Is an Art and a Science

Our agents have a deep understanding of market conditions on a local and national level. But our method goes beyond bedroom counts and square footage. While those are factors, it's the intangibles that are our specialty—the architectural details or historical significance that may emotionally engage the buyer; the nuances of a floor plan or interior design. We have the unique ability to communicate these intangibles and what they mean for the overall value of the home.

### Not Your First Rodeo?

For a home that's been sitting on the market for some time, we create urgency and provide justification for the price. That could mean lowering or raising the price—each property is unique, and there is no one rulebook that applies to all properties. Our mission is to ensure your home competes with others in its category while being the "king or queen" of that category. That's how we garner topline pricing that drives urgency and leads to a quick close.

The price must be right. *Don't worry, we've got you covered.*



## 04

# LET THE SHOWINGS & OPEN HOUSES BEGIN

## Your Home's Red Carpet Debut

No two properties are alike and each has a story to tell. Our full-service creative division has created a comprehensive suite of marketing assets that help set our new listings apart from the crowd. They are designed to showcase your home in the best possible light for both print and digital marketing platforms.

## Home Tours. We're in this together.

To optimize the value of your home in the eyes of potential buyers and investors, it's important to ensure that it is presented in the best possible light. We tailor the experience to your wants and needs, offering a menu of services that includes, without limitation, alerting you prior to showings and completing a pre-showing checklist.

## Feedback, Feedback and More Feedback

From the moment you list your home with The Agency, you will receive regular updates and feedback from showings and open houses. We stay in constant contact with you throughout the entire process.



# 05

## HERE COME THE BUYERS

### An Offer Is In

Congrats, your first offer is in. Offers will include the offer price, desired inclusions/exclusions of personal items (such as appliances and fixtures), amount of the buyer's initial deposit, desired dates the potential buyer would like to take possession of the home, contingencies and the date the offer expires. We'll walk you through it.

### Let's Negotiate

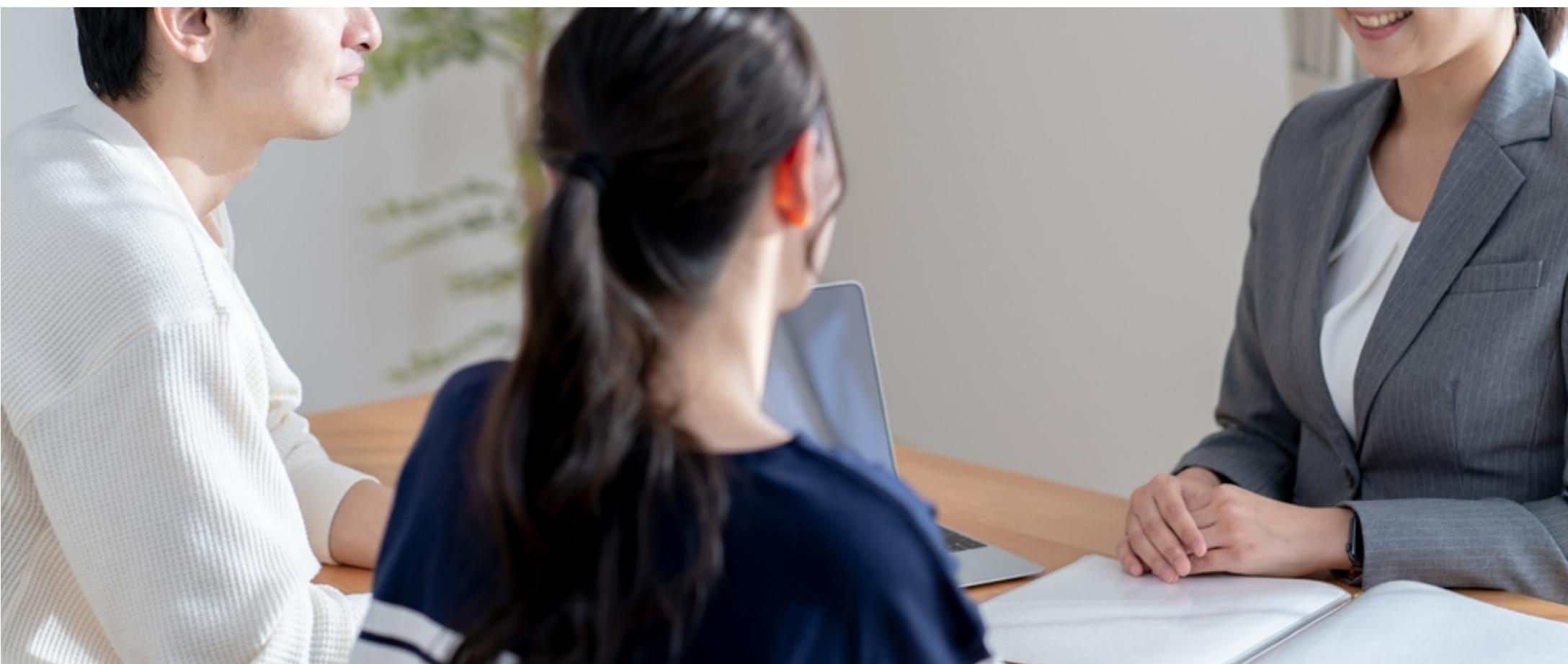
We know that negotiating truly begins before the first offer arrives. By marketing your home properly and effectively communicating its value, we can prime buyer's agents to encourage their clients to write favorable offers. Price is only one of many factors to weigh as we evaluate and negotiate an offer. You may want to consider other factors, such as the buyer's desired possession dates, inclusions, contingencies and the amount of the earnest funds. We'll help you assess each offer to determine whether it's right for your unique needs.

### Due Diligence

The Agency will help assess a potential buyer's needs, which may assist you in negotiating a competitive price. For example, buyers who have already sold their home and need to move within a certain timeframe may be willing to compromise on price if they can negotiate a date that coincides with the completion of their home sale. An agent's scope of duty includes ensuring that you complete your due diligence with regards to completing statutory and contractually required disclosures.

### The Coveted Multiple-Offer Scenario

If your home is in a high-demand, low-inventory area, you may receive several offers. This is where our expertise comes into play to ensure we assess the strength and limitations of each offer, negotiate strategically to maximize the value of your home and ensure your legal interests are protected.



# 06

## SO WHAT WILL IT BE?

### Your Options

You can respond to an offer in one of three ways:

#### ACCEPT AS IS:

Your signature on the acceptance line ratifies the agreement and starts the process of moving forward to a successful close.

#### COUNTEROFFER:

You may choose to counter any and all terms and conditions you deem necessary, including but not limited to the price, closing date or other contractual timelines or conditions. This is yet another instance where our negotiating prowess will serve you. When you counter, the prospective buyer may accept, reject or make another counteroffer.

#### REJECT:

Lastly, you may simply reject an offer outright. In these scenarios, we will work toward sourcing the next buyer willing to make an offer at the terms you deem favorable.



### What are my financial parameters?

Closing costs associated with selling a home can include but are not limited to prorations of taxes and HOA dues, real estate commission, state, county or city fees, mortgage payoff fee, capital gains tax (if applicable) and title fees. We'll walk you through this and refer you to a CPA or Financial Advisor who can help determine the final price you're comfortable accepting.

### Maybe Next Time: Offer Withdrawal

The buyer can withdraw an offer until the moment you accept it in writing. If you are evaluating an attractive offer, it's important to note that time is of the essence.

### We Did It: Offer Acceptance

Once both parties come to an agreement the offer is considered "accepted." Depending on offer terms and conditions, the buyer may begin working on their financing, having the property appraised and fulfilling

their duty to further inspect and investigate the property. Depending on the buyer's contractual rights, there may be additional negotiations that occur with regard to buyer-requested repairs or price concessions based on the findings of their inspection reports. At the same time, we will work to ensure that you remain on track with your contractual obligations, which may include delivery of required disclosures, providing access to the property, removing seller-related contingencies (if any) and ultimately being prepared to close escrow.

### This Is It: Moving Toward the Finish Line

Once both parties have removed all applicable contingencies, the transaction enters its final phase and all focus turns to the last logistics and remaining obligations required to successfully close escrow on time. Buyers will work to deposit all funds into escrow, both parties will schedule signings, a final walk-through may occur and of course—you will have some packing to do!

# THE PUSH TO CLOSING TIME

## INSPECTION & REPAIRS

### *Checking the boxes*

If the contract affords the buyer an investigation contingency, they may have anywhere from a few days to a few weeks or more to schedule inspections and investigations as they deem necessary. Their objection to any specific findings can potentially result in their desire to cancel or perhaps to renegotiate by asking for repairs to be completed, credits to be offered or even price concessions to be made.

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## BUTTONING UP THE DETAILS

### *Including, but not limited to:*

- Escrow period—the period of time between the offer being accepted and the final closing of the deal—and buyer deposits earnest money.
- Receive escrow instructions and sign documents.
- Title search; preliminary title report to buyer.
- Appraisal scheduled by buyer's lender (if applicable).
- Review inspections and disclosures.
- Complete any agreed-upon repairs.
- Removal of any remaining contingencies.
- Final inspection and walk-through by buyer and seller.
- Loan funding/remaining funds deposited into escrow.
- Transfer title to the new owner.

## GETTING READY TO MOVE

### *Time to pack up*

We're happy to recommend various moving companies and cleaners to ensure your home will be ready for closing day.

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## CLOSING DAY

### *Drumroll, please*

On closing day, legal ownership of the home will be transferred to the buyer. Funds will be used to pay off your mortgage (if applicable), agent commissions and other applicable closing costs. The remaining proceeds will be transferred to you in the form of a bank check or wired to your bank account upon a successful closing.

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## POSSESSION DAY

### *Saying farewell*

This is often concurrent with Closing Day, but not always. In some scenarios, you may have negotiated a right to remain in your home for additional days or weeks. Rest assured that once this day comes, we will have prepared everything for a seamless handoff to the new owner.

*We made it. Just like we knew we would!*

# 08

# WE'VE ONLY JUST BEGUN

## Let's Find Your Next Home

As you begin your next chapter, we are here to assist you, whether finding your next great home or assisting with any relocation needs you may have. Once you settle in, reach out for resources—need a contractor, designer, painter, plumber or house-sitter? We have the resources and connections you'll need.

## The Agency Relocation Department

We are happy to connect you with The Agency's in-house Relocation Department, which ensures turnkey, personalized service for your out-of-area real estate needs. We only work with the best and think you should too.

*You now have someone in your corner, in every corner of the world.*



SELLING WITH THE AGENCY

# SO, WHAT DO WE DO DIFFERENTLY?

## We collaborate.

The way we see it is this: no agent is an island, and no one should go it alone. The Agency's culture of collaboration means you benefit from our strength as a whole. You have an entire team of experts in everything from marketing to negotiation at your disposal. And we share information like new properties before they hit the market, giving our clients a tangible edge in the marketplace.

## We connect.

At the forefront of our passion for collaboration is our ability to connect, in every sense of the word. We use our proprietary technology to communicate seamlessly. If we have a new listing coming to market, we'll spread the word and hear back immediately from fellow agents with prospective buyers on the lookout.

## We do this full-time.

Weekend warriors need not apply. Unlike what you'll find at traditional brokerages, at The Agency, we

choose quality over quantity. We are made up of a team of full-time, committed real estate professionals. We are highly selective about who we bring to the team because every single person is a vital part of the overall vision.

## We do it all.

It's all in our wheelhouse. The Agency offers the engine in-house to cater to all of your real estate needs, whether selling your home, commercial space for your business, an investment property or relocating to a completely new location.

## We know our markets inside and out.

We don't just enter a market. We conquer it. In each location, we seek out the very best real estate professionals—the agents who understand the nuances of each neighborhood. Then we back them up with our vast global reach and resources.





# READY TO SELL YOUR HOME?

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*We Can Take You There.*



MIKEE CANASA

MIKEE.CANASA@THEAGENCYRE.COM  
780.257.3792  
MIKEECANASA.COM  
AGENT

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THEAGENCYRE.COM

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