



THE ULTIMATE GUIDE TO **SELLING YOUR HOME**

Helping my clients Buy, Sell
or Invest in real estate is
what I do.
Making partnerships is what
happens.



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DOING MORE FROM "FOR SALE" TO "SOLD!"

Selling a home can be complicated. There's lots to do, from preparing the property for sale, to marketing the listing, to the negotiations and paperwork. If you're ready to embark on the home selling process, or just get a head start on planning, take your first step with the RE/MAX Real Estate Centre Home Selling Guide. This is a resource to help you navigate through the home selling experience, from "listed" to "sold."

RE/MAX REAL ESTATE **CENTRE**
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P.S. Ask us about the RE/MAX "Miracle Home" Program and how the sale of your home can make a difference in your community.

YOUR STEP-BY-STEP GUIDE TO **SOLD**

1. Decide to Sell Your Home



Make sure you are ready both financially and emotionally.

2. REALTOR® Consultation



There is no commitment required on your part for the initial meeting with an agent. It will be educational and will help you identify the right agent for you. Your RE/MAX agent will provide you with a comparative market analysis and all the tools they have to help sell your home the fastest.

5. List it for Sale



When everything is in place, your agent will put your home on the open market. Your RE/MAX agent will be actively working behind the scenes marketing your property to colleagues, clients and the public!

4. Prepare Your Home for Sale



View your home through the eyes of the buyer and ask yourself what you would expect. Your agent will help guide you and give you tips on de-cluttering and other things that will help your home be more sellable.

3. Establish a Price



Now that you have chosen an agent, they will help you establish your asking price for your property.

6. Showings



Potential buyers may ask to see your home on short notice. It is best if you can accommodate these requests, you never want to miss a potential sale. After each showing, your RE/MAX agent will follow up with the people who viewed your home to hear their feedback.

7. Offers Negotiations



If everything goes well, a buyer's agent will present your agent with an offer. You have three choices—accept the offer, counter the offer or reject the offer. Our knowledge of your needs will enable your agent to represent you in the best way possible.

&

8. Under Contract



At this point, you have accepted an offer and have agreed to all the terms set forth in the contract.

10. Closing



This is the date of transfer of funds and ownership that was agreed upon in your binding contract. Be sure you are packed up and ready to go before this date!

9. Conditional Phase



When the agreement of purchase and sale is accepted and signed by all parties, the conditional phase begins. The buyers will have a pre-determined amount of time to fulfill items likely including home inspection, financing, home insurance, etc. The date the conditions are removed, you now have a firm and binding contract for the sale of your home. **SOLD!**





Seller Do's and Don'ts

DO

Clear Out & Clean Up

You want house-hunters to imagine your house as their own, so clear out the clutter. Remove excess home décor, pack up the collectibles, put away the kids' toys, and eliminate pet evidence. You'll also want to clean everything, from the baseboards to the ceilings and every spot in between. In addition, keep the house at a comfortable room temperature.

Update & Upkeep

Impress house-hunters with simple yet visually appealing updates. Inside, consider swapping out old light fixtures, painting dark walls lighter, and replacing dingy carpets. Outside, keep up with your yard work: trim bushes and trees, keep the grass cut or the driveway shoveled, and plant flowers or add greenery for a flattering first impression.

Organize & Categorize

Everything has a place. Arrange furnishings to complement the size, traffic flow and natural light of the room. If you're not sure, consult a professional stager. You'll also want to organize all of your paperwork: inspection reports, property disclosures, appliance manuals, etc. Then, categorize them in an easy-to-access binder for quick reference.

Respect & Respond

You may be partial to your home, but not everyone will be. Respect professionals' (appraiser, inspector, stager, etc.) opinions on what changes can be made to make your home appeal to more people. Don't be offended by a low offer; respond to the buyer and let them know the offer was too low but that you are serious about accepting a better one.

DON'T

Fall Behind

Selling your house is hard work. Don't slack, stay up-to-date on your responsibilities. Keep your home clean and the yard well-maintained throughout the process. Once you find a buyer, don't fall behind on bills; keep paying your mortgage and utility bills on time so you don't have extra costs to cover at closing.

Get Ahead

It takes time to sell a house in today's market. Don't try to get ahead of the trend and enter into negotiations with buyers who aren't pre-approved for a mortgage. Don't price your home excessively, listen to your agent and price it according to market conditions. Pricing it too high can keep it on the market and make it appear unattractive, flawed or stale.

Hide or Hover

Your house needs to be available, you do not. Don't make your house unavailable for showings by requesting a day's notice or not answering the phone or email. Your home needs to be ready when buyers are. Don't hover around during showings. Buyers like their space and may feel awkward or uncomfortable sharing their thoughts with you present.

Do it All or Leave it All

Working with a real estate agent can be invaluable. Why try to do it all when you can hire a professional agent with the experience and expertise to do it for you? However, when you hire a real estate agent, don't leave it all up to them. You'll have a number of personal responsibilities to manage to help make your home selling experience successful.



CLEAN UP THE CLUTTER

If you are listing your house and getting it ready for showings, clean up the clutter. A good way to start is to go through everything you don't use on a daily basis and create three piles: pack it, donate it, and junk it.

Pack It

For the items you're packing, go online and search "portable storage and moving containers." These convenient containers can be rented monthly and take the trip out of the traditional storage unit. They are delivered to your house, you pack it up, and they're picked up and stored for you until you're ready to add more – or unload it at your new house!

Donate It

For the items you're donating, a number of charities now offer scheduled donation pick-ups. Visit your favourite charity's website to learn when they'll be in your neighbourhood.

Junk It

For the items you're dumping, first make sure they can be dumped. Certain items need to be recycled or properly disposed of. Check with your municipality website to find a convenient and affordable way to properly dispose of certain materials. If what you have truly can be junked, consider renting a dumpster for large quantities.

For a more extensive room-by-room list of staging tips, ask your RE/MAX agent for a copy of the RE/MAX Home Staging Guide.

6 STAGING SUGGESTIONS

Not interested in hiring a professional stager? Consider these six staging suggestions to help enhance your home:

1. **FIX** minor flaws and imperfections; buyers don't want deferred maintenance issues.
2. **REMOVE** excess furniture and de-clutter countertops to make usable space and rooms appear larger.
3. **CLEAN** and organize everything including garages, closets, storage rooms and laundry rooms. Buyers look everywhere.
4. **WASH** windows, pull back curtains and turn on lights in dim rooms to brighten areas and make rooms appear larger.
5. **PAINT** walls in neutral tones and pack up family pictures so buyers can envision their colour preference and portraits.
6. **MANAGE** your yard; shovel the paths, mow the lawn, plant flowers, and remove cobwebs from the door frame.

DETERMINE THE VALUE..

The market ultimately determines the true value of your property. Before you establish a competitive list price, the following points should be considered:

1. LOCATION:

The proximity of your home to amenities, like water, trails, schools and hospital will affect its status on the market. Also, the quality of neighbourhood planning, and future plans for development and zoning will influence a home's current market value, as well as the ways in which this value might change.

2. PROPERTY:

The age, size, layout, style, and quality of construction of your house will all affect the property's market value, as well as the size, shape, seclusion and landscaping of the yard.

..OF YOUR HOME.

3. CONDITION OF THE HOME:

This includes the general condition of your home's main systems, such as the furnace, central air, electrical system, etc., as well as the appearance and condition of the fixtures, the floor plan of the house, and its first appearances.

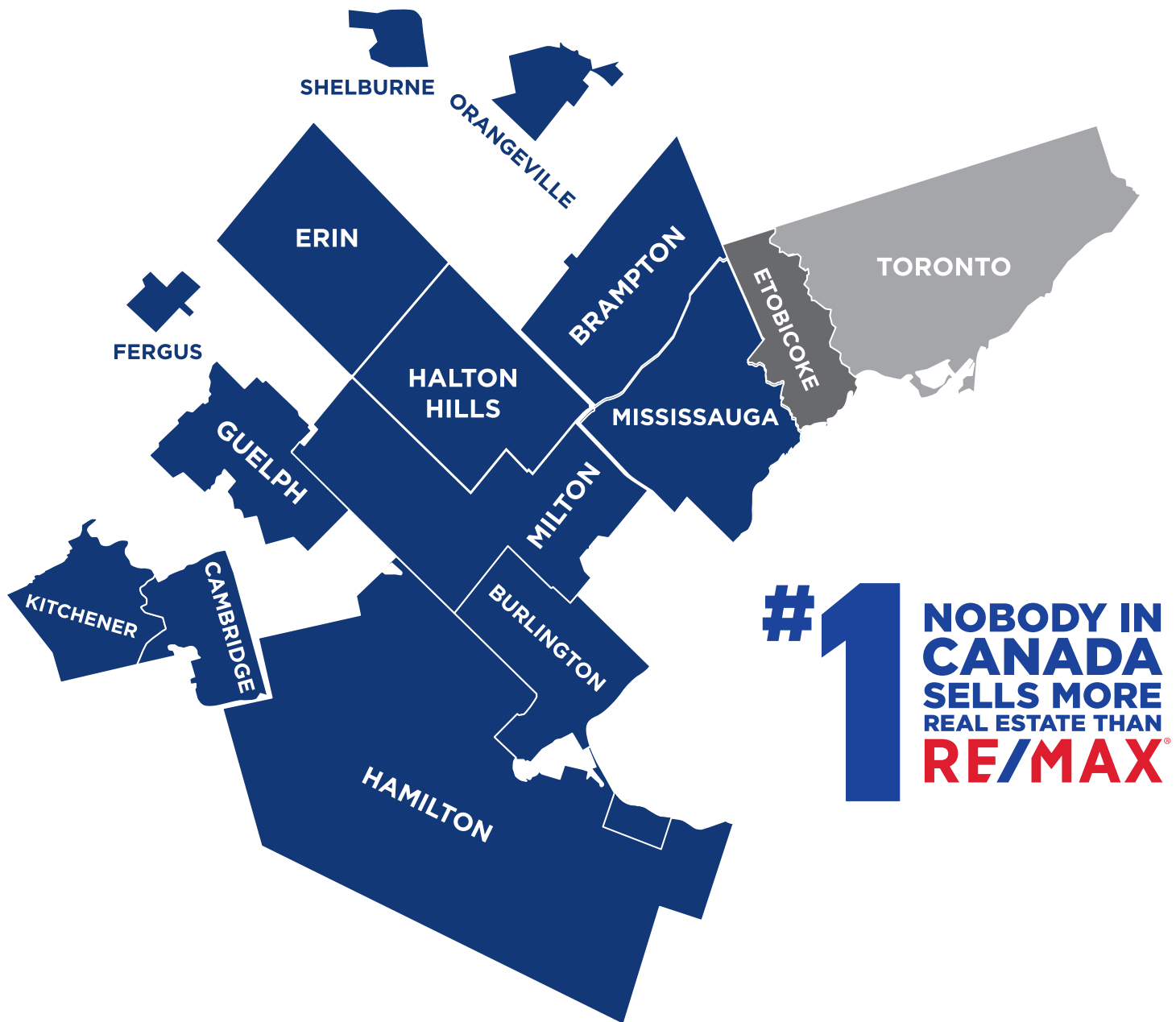
4. COMPARABLE PROPERTIES:

Ask your REALTOR® to prepare you a general market analysis of your neighbourhood, so you can determine a range of value for your property. A market analysis will provide you with a market overview and give you a glimpse of what other similar properties have been selling for in the area.

5. MARKET CONDITIONS/ ECONOMY:

The market value of your home is additionally affected by the number of homes currently on the market, the number of people looking to buy property and current mortgage rates.

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#1 **NOBODY IN CANADA SELLS MORE REAL ESTATE THAN RE/MAX®**

Brampton | #150-2 County Court Boulevard
Burlington | 720 Guelph Line
Cambridge | 766 Old Hespeler Road
Kitchener | 720 Westmount Road East
Guelph | 238 Speedvale Ave. West
Fergus | 782 Tower Street South
Hamilton | 1070 Stone Church Road East

Milton | 345 Steeles Avenue East
Mississauga | 1140 Burnhamthorpe Rd W #141
Mississauga Derry Rd | #36-7070 Saint Barbara Blvd
Georgetown | 23 Mountainview Road South
Erin | 14 Main Street
Orangeville | 115 First Street
Shelburne | 209 Main Street East



PREPARING YOUR HOME

Usually, buyers are looking for all of the items on their wish list, not a list of repairs. Walking into your home and seeing a range of to-do projects will turn them away faster than you can say . Sometimes not the big things but a lot of little things that turn buyers away.

Present buyers with a complete package that is move-in ready. Help them see it as a home they can be comfortable and happy in. If they see problems and jobs to do, your house will go to the bottom of their list of homes, or their offer price may be much less than your expectation. Put it at the top of their list and have your home sell quickly and for top dollar!



1. Are there a lot of properties for sale in the area?

2. What are you competing against? (Ex. new build)

3. What are the general market conditions?

4. Who is moving in and out of your neighbourhood?

5. Who is your target buyer and what do they want?



1. What made you purchase this home?

2a. What did you love or wish to change about this home?

2b. What changes did you make?

3. What are the benefits of the location?

4. What fixtures, appliances, etc. would you like to keep or include in the sale of your home?

KITCHEN



You need to show off a spotless, spacious and updated kitchen. Prospective buyers need to be able to visualize themselves efficiently preparing meals and entertaining.

What are the Top Features to focus on?

- ☐ Ample counter space
- ☐ Updated counters/ cabinets
- ☐ Storage space
- ☐ Other

What are the Top Distractions to remove?

- ☐ Dated appliances, counters, cabinets
- ☐ Cluttered counters
- ☐ Dirty counters, cabinets, appliances
- ☐ Other

BONUS TIP

Buyers will look in your cupboards, so make sure to pre-pack items not being used and tidy your cupboards to show a lot of space. You can also organize your cans and food products.

What are the key marketing photos for this room?



If your home has a separate formal dining room, it is best to showcase it in an elegant manner. You want the buyer to envision enjoying meals and entertaining friends and family.

What are the Top Features to focus on?

- ☐ Size of room
- ☐ Flooring
- ☐ Light fixture
- ☐ Other

What are the Top Distractions to remove?

- ☐ Poor flooring (replace carpet with hardwood or laminate)
- ☐ Too much furniture / awkward arrangement
- ☐ Not set-up as dining room
- ☐ Dated décor
- ☐ Other

What are the key marketing photos for this room?

BONUS TIP

If you have a china cabinet, make sure to treat it like a store window display. Pre-packing all your smaller items and only keeping the larger pieces will provide a better visual for buyers - rather than looking at a cluttered cabinet.



The master bedroom and en suite should create a mood that is relaxing with a spa-like setting. Buyers want to envision the way they wish to live. Create the look that *will encourage buyers to say "WOW" when they walk in.*

What are the Top Features to focus on?

- ☐ Large space (retreat feel)
- ☐ Closet space
- ☐ En suite bathroom
- ☐ Other

What are the Top Distractions to remove?

- ☐ Personal items/ cluttered closets
- ☐ Dated décor (bedroom or bathroom)
- ☐ Exercise equipment, TV, computer
- ☐ Other

What are the key marketing photos for this room?

BONUS TIP

Pre-pack off-season items in your closet and organize. To give the illusion of even more space, remove everything off the floor and tidy shelves.

BATHROOMS



Creating a spa-like feel in all the bathrooms will have buyers looking forward to relaxing at the end of a long day. Luxury sells every bathroom. Your bathrooms should look like no one has used them and if yours looks less than new, consider some reasonably priced upgrades.

What are the Top Features to focus on?

- ☐ Updated décor and fixtures
- ☐ Lots of storage space (organized)
- ☐ Other

What are the Top Distractions to remove?

- ☐ Personal items from counter and tub/shower
- ☐ Outdated décor and/or fixtures
- ☐ Other

BONUS TIP

Painting outdated cabinets, changing the hardware and updating the fixtures will give your bathroom a fresh new look.

What are the key marketing photos for this room?



FAMILY/ GREAT ROOM

This space needs to feel relaxing. It is often cluttered and personalized. (Be aware of displaying books, collections, family photos, movies, trophies, etc. that may hinder a prospective buyer's view of this space.)

What are the Top Features to focus on?

- ☐ Fireplace
- ☐ Size of room
- ☐ Flooring
- ☐ Other

What are the Top Distractions to remove?

- ☐ Personal items/ collectibles
- ☐ Furniture placement (traffic flow/room feels small)
- ☐ Dated décor and/or flooring
- ☐ Other

What are the key marketing photos for this room?

BONUS TIP

Removing all your personal photos, collectibles and any personal items will allow buyers to feel that it is their home rather than being a guest in your home.



LIVING ROOM

This is one of the first rooms a prospective buyer may view. This room will set the tone for the rest of the house so you want to make sure it is inviting, elegant, cozy and well-arranged so they can envision themselves using this space for entertaining or just relaxing.

What are the Top Features to focus on?

- ☐ Fireplace
- ☐ Size of room
- ☐ Flooring
- ☐ Other

What are the Top Distractions to remove?

- ☐ All collections and personal photos
- ☐ Extra or awkward arrangement of furniture
- ☐ Wallpaper, unusual paint color or dated décor
- ☐ Other

What are the key marketing photos for this room?

BONUS TIP

Consider aligning the furniture so it's parallel to the walls and arranging accessories symmetrically. Make sure the room feels warm and inviting by adding lamps, decorative pillows, throws and even live or silk greenery.



Buyers will decide within seconds of driving up to a home or viewing photos on the internet as to whether or not to take the next step and view the inside of your home.

What are the Top Features to focus on?

- ☐ Clean doors and windows (inside and outside)
- ☐ Front door and garage door (paint if needed)
- ☐ Flower beds/shrubs/lawn are well-maintained
- ☐ Roof
- ☐ Other

What are the Top Distractions to remove?

- ☐ Basketball net, kids toys
- ☐ Weeds in flower bed, lawn and driveway
- ☐ Poorly maintained items (doors, roof, driveway, etc.)
- ☐ Other

What are the key marketing photos for this area?

BONUS TIP

If you are painting the front door or garage make sure to select colours that work with the fixed elements of the home (Ex. brick, siding, roof). The front door needs to draw buyers in and the garage door needs to blend into the home.

SHOWINGS/ OPEN HOUSE

1. What are the ideal times for you to have showings or an open house?

PRICING REVIEW

1. What price range do you feel your home fits in?

2. What is your budget for repairs and upgrades to the home to prepare it for sale?

Additional
Special Features of the Home?

Additional
Marketing Photos for this Home?

OPEN HOUSE/ SHOWING CHECKLIST



buyers are looking for properties that are move-in ready. All showings and open houses need to make the right first impression.

EXTERIOR (seasonal)

- | | |
|---|--|
| <input type="checkbox"/> Add colour with mulch and/ or greenery | <input type="checkbox"/> Clean front door/ garage |
| <input type="checkbox"/> Maintain lawn/ shrubs | <input type="checkbox"/> Pick up toys |
| <input type="checkbox"/> Remove pet waste, leaves, weeds | <input type="checkbox"/> Sand/ stain stairs and deck |
| <input type="checkbox"/> Shovel and salt driveway and walkways | <input type="checkbox"/> Scrape peeling paint/ repaint |

INTERIOR

- | | |
|---|---|
| <input type="checkbox"/> Address heating/ AC | <input type="checkbox"/> Depersonalize |
| <input type="checkbox"/> Ensure floors are clean | <input type="checkbox"/> Hide signs of pet(s) |
| <input type="checkbox"/> Have inviting scent | <input type="checkbox"/> Remove clutter from front entrance |
| <input type="checkbox"/> Remove garbage | <input type="checkbox"/> Spotless kitchen |
| <input type="checkbox"/> Turn all lights on | <input type="checkbox"/> Remove clutter/ confidential info |
| <input type="checkbox"/> Address lighting (dark corners/ rooms) | <input type="checkbox"/> All beds are made |
| <input type="checkbox"/> Clean bathrooms | <input type="checkbox"/> Conceal valuables |
| <input type="checkbox"/> No items on the stairs | <input type="checkbox"/> De-clutter home office |
| <input type="checkbox"/> Pick up toys | <input type="checkbox"/> Tidy utility room/ make accessible |
| <input type="checkbox"/> Tidy laundry room | <input type="checkbox"/> Vacuum |
| <input type="checkbox"/> Organize pantry and closets | |

PRIORITIES











1. _____
2. _____
3. _____

COMMENTS

2024 RE/MAX® vs. THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	Canadian Total Transaction Sides ¹	Total Brand Awareness ²	Countries & Territories ³	Offices in Canada ³	Offices Worldwide ³	Agents in Canada ³	Agents Worldwide ³
RE/MAX	280,766	95.3%	110+	956	9,022	25,168	144,835
	148,297	85.3%	1	650+	650+	20,000+	20,000+
	63,143	86.3%	84	400±	12,000	10,600±	135,000
	40,134	9.1%	24	N/A	N/A	6,795±	87,515
	34,387	58.6%	1	200	200	6000	6000
	28,661	21.3%	59	125±	1,100±	4,600+	189,000+
	19,435	50.6%	40	176	2,900	2,805±	101,000
	18,524	26.0%	9	143	N/A	12,250±	N/A
	11,091	12.7%	2	N/A	N/A	1,660±	16,000+
	10,133	16.7%	2	45±	N/A	970±	24,000±
	7,809	16.0%	35+	55±	1,000+	920±	16,000+

N/A = Data not publicly available.

¹Canadian Total Transaction Sides for 2023 obtained from third party data and is +/- 1% in major markets. Includes residential transactions only, and does not include commercial, new homes, private, exclusive, pocket, rentals, farms, vacant land, and co-listings. Does not include Yukon and Nunavut due to low reported transactions. ²MMR Strategy Group study of total awareness of real estate brands among buyers, sellers, and those planning to buy or sell. ³Office, agent, and countries and territories data collected March 2024, based on latest available statistics from various sources. Coldwell Banker and Century 21 data is either as reported by Anywhere Real Estate Corporation on SEC10-K, Annual Report for 2023 or from company websites, the Canadian Real Estate Association (CREA) or other industry sources; data for all other competitors is from company websites, CREA and other industry sources. Actual transaction sides, office count, and agent count may differ. RE/MAX office, agent, and countries and territories is internal data as of 12/31/2023. ⁴Data not publicly available. ©2024 RE/MAX, LLC. Each Office Independently Owned and Operated. 24_315



**Unstoppable
Starts Here**



Home Seller's Glossary

- 1. Asking Price:** The price that the seller has agreed to list their property for. The asking price is different from the selling price, which is the final price that has been agreed upon by the buyer and seller.
- 2. Balanced Market:** There is an equal balance of buyers and sellers in the market, which means reasonable offers are often accepted by sellers, and homes sell within a reasonable amount of time and prices remain stable.
- 3. Bridge Financing:** A short-term loan designed to "bridge" the gap for homebuyers who have purchased their new home before selling their existing home. This type of financing is common in a seller's market, allowing homebuyers to purchase without having to sell first.
- 4. Buyer's Market:** There are more homes on the market than there are buyers, giving the limited number of buyers more choice and greater negotiating power. Homes may stay on the market longer, and prices can be stable or dropping.
- 5. Chattels:** Unattached items in the home that can be removed without doing any damage to the property, such as curtains, but not the curtain rods since they are physically attached to the home. Chattels are usually not included with the home purchase, unless specified in the Agreement of Purchase and Sale.
- 6. Closing:** This is the final step in the home selling process. Once all offer conditions outlined in the Agreement of Purchase and Sale have been met at the end of the closing period, ownership of the property is transferred to the buyer and the keys are exchanged on the closing date outlined in the offer.
- 7. Conditional Offer:** When the sale of the home hinges on predetermined conditions, such as "conditional on financing" or "conditional on a satisfactory home inspection." If the conditions are not met, the buyer can back out of the deal.
- 8. Counteroffer:** When the original offer to purchase a home is rejected by the seller, the seller can counteroffer with adjustments, usually to the price or terms of the purchase, such as the closing date.
- 9. Curb Appeal:** The appeal of a home when viewed from the curb. Curb appeal includes the home's exterior, front yard, and anything else that's visible from the street.
- 10. Current Market Assessment:** A CMA (Current Market Assessment) is provided by your real estate agent during the listing process and is complimentary. This report assists with determining the asking price of the home, using current housing market information such as supply and demand, seasonality, home information like location, age, square footage and more.
- 11. Dual Agency:** Dual agency is when one agent represents both the seller and the buyer in a single real estate transaction; consent of both parties is usually required. Dual agency practices may differ based on province, local rules and brokerage



policies. Ask your real estate agent to clarify the dual agency policy if it pertains to your transaction.

12. **Fixtures:** Items that are physically attached to the home and require tools to remove. Fixtures are included as part of the purchase. Examples of fixtures include ceiling lights, cabinet hardware and appliances. If the seller plans to take any fixtures with them when they move, either remove them prior to listing the home, or be sure to specify the fixtures in the Agreement of Purchase and Sale.
13. **FSBO:** Acronym for “For Sale By Owner,” meaning the seller hasn’t retained the services of a real estate agent or broker to assist with the sale of their home. By virtue of the FSBO, the seller will avoid paying the real estate agent’s commission fee, which is split between the listing and buying agent.
14. **Home Value Estimator:** A home value estimator is a tool, typically found online, that helps home sellers estimate the value of their property. The result is an estimate and different from a detailed property assessment provided by a Realtor.
15. **List-To-Sale-Price Ratio:** The difference between the listing price of a home and the final selling price, expressed as a percentage. If the list-to-sale-price ratio is more than 100%, the home sold over asking. If it is below 100%, the home sold under asking.
16. **MLS:** The Multiple Listing Service, commonly referred to as MLS, is a real estate selling system operated jointly by real estate Boards and Associations across Canada.
17. **Offer:** An offer is a legal agreement to purchase a home. An offer can be conditional on a number of factors, commonly conditional on financing and a home inspection. If the conditions are not met, the buyer can cancel their offer.
18. **Porting:** Transferring your mortgage (and the existing interest rate and terms) from one property to another.
19. **Seller’s Market:** In a seller’s market, there are more buyers than there are homes for sale. With fewer homes on the market and more buyers, homes sell quickly in a seller’s market. Prices of homes are likely to increase, and there are more likely to be multiple offers on a home. Multiple offers give the seller negotiating power, and conditional offers may be rejected.
20. **Staging:** Preparing a home for sale to appeal to a wide range of homebuyers. The staging process often includes decluttering, depersonalizing, deep-cleaning, and minor updates such as painting and rearranging furniture.
21. **Virtual Deals:** The home-buying process completed by means of technology in place of face-to-face contact. Some common technology tools include 360 home tours and video showings, video conference calls, e-documents, e-signatures and e-transfers.



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