

# Selling Real Estate with Us

**YOUR GUIDE ON WHAT TO EXPECT...**



Paul's Properties is a top-ranked real estate team based out of Ottawa, with expansion agents in Arnprior and Renfrew County. Since its founding, Paul's Properties Team has successfully negotiated millions in sales and over 1,000 contracts.

Striving for excellence, the team works within the Solid Rock Realty brand which is a wholly Canadian brand.

Explore the Paul's Properties Team website for more information and resources:





# HOME SELLER'S GUIDE

*We'll help you get there*

From **staging** services to get ready for the market, to **professional photography** and **virtual walk-through** tours, to keeping you **informed and on schedule**, to **service after the sale**, the Paul's Properties Real Estate Team provides top level services to compliment your home selling experience and provide **peace of mind**.



# FINDING *a Great Agent*

A REALTOR® is a huge asset to you as you go through the process of selling your home or buying a home or recreational property. This is one of the biggest decisions of your life and a skilled professional can help guide you through the process.



You've come to the right place!

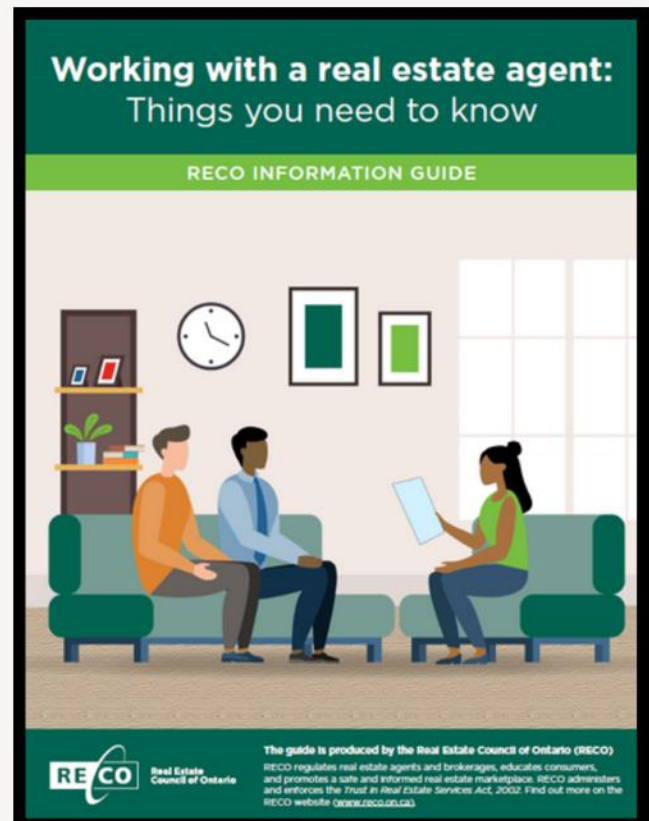
One of the first things we will do is provide you with a copy of this 13-page Guide.



After you've read it, we welcome your questions!

Real estate agents in Ontario are required to walk you through this guide before providing services or assistance to you.

You've come to the right place!



Your REALTOR® is obligated to explain the different service alternatives available to you (representation), and to document the relationship being created. We encourage you to ask questions at any point along the way. We are here to provide service with honesty and integrity.





## TEAM SERVICES:

*Here's a Snapshot!*



- Knowledgeable Team with more than 34 years combined years in the real estate business.
- Getting Your Home Ready - At your pace, we've got you covered with staging, photography, virtual tours, drone (where allowed) administrative, and sales support.
- Getting It Priced Properly - We do extensive market analysis to determine the best price to list your home at and work diligently to get you top dollar. We work with your best interests top of mind.
- Showing your home - We can tailor your showing times so that prospective buyers view your home when it is convenient for you. We coordinate all showing requests and provide feedback.
- Getting It Seen - We showcase your home on MLS, REALTOR.CA, and at agent and public open houses, as well as on social media.
- Getting The Word Out - We cover all the bases with our marketing on Kijiji, Facebook, Instagram, Marketplace. We will be marketing onsite, online, and in person.
- Communications and Getting it SOLD - We keep you advised, in the loop, and connected. We will stay in touch with you and keep you updated on the activity on the marketing platforms and feedback on showings, so that we can come up with the best strategy to get your home sold, for top dollar!
- Negotiations - We have the experience!
- Management - We keep track of the multitude of little things, like sending paperwork to your lawyer, to make sure your home sale stays on track.

THE NEXT PAGES GIVE FURTHER EXPLANATION...

# THE HOME SELLING ROADMAP

## *Taking You From Listed to Sold*

1

MEET WITH AGENT

2

AGREE ON MARKETING PLAN, DETERMINE PRICE + LIST DATE

3

SIGN LISTING AGREEMENT

4

PREPARE HOME FOR SALE

5

LIST & MARKET HOME

6

RECEIVE OFFERS & NEGOTIATE

7

INSPECTION & APPRAISAL (IF APPLICABLE)

8

CLOSING

### *Pre-Listing Preparation*

- 1 Schedule a tour of your home with your agent.
- 2 Discuss any potential repairs, upgrades or staging to be completed before listing your home.
- 3 Establish an asking price based on the current market and comparable property listings.
- 4 Prepare your home to be photographed and put on the market.

# PRICING YOUR HOME

## *Our Pricing Strategy*

The market value of your home is based on a combination of factors including:

- ✓ The Current Market
- ✓ Comparable Sold & Active Listings
- ✓ Location
- ✓ Neighborhood
- ✓ Age of the Home
- ✓ Condition of the Home
- ✓ Improvements



Pricing strategy plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.

It's important to understand that the amount of money you have spent on your home does not determine the market value. Sometimes it's less and sometimes it's more - depending on the above factors.



Our pricing strategy will be tailored to **net you the most amount of money.**

# What is PROFESSIONAL PROPERTY STAGING?

Professional Property Staging is effective merchandising. It is the best tool to give you the **edge** over your competition.

We have professional property stagers on our team who will meet with you and formulate a plan for getting your home showcased. Partial staging is always included when you list your home for sale with our team.



## *Curb Appeal vs Web Appeal*

Curb appeal is  
"First impression curbside."

Web appeal is  
"What gets the buyer to your curb."

You only get one chance to make a great first impression!



# SELLER'S COSTS

## *Be Informed and Prepared*

### 1 MORTGAGE DISCHARGE FEE

If you currently have a mortgage, there is a chance that the Buyer will not be interested in assuming it. Therefore, you may need your mortgage lender to accept an early discharge of the mortgage. Mortgage companies often charge a discharge fee of 3 months interest on the outstanding principle; however, this penalty can take other forms such as interest differential fees depending on the terms of your mortgage contract. It is VERY important that you find out from your lender how much this will cost you.

### 2 LEGAL FEES

Lawyer fees vary. Most will have a flat fee plus disbursements. Real estate disbursements are costs and additional fees that are paid by your lawyer to 3rd parties in order to facilitate your real estate transaction. We encourage our clients to discuss with a lawyer what their fees are when hiring a lawyer to close a transaction.

### 3 ADJUSTMENTS

Adjustments in a real estate transaction are calculations made by the lawyers to determine the exact amount that a buyer should pay the seller on closing. An example of an adjustment would be annual real estate taxes. They will be apportioned to the Seller and the Buyer as of the date of closing. If you have not yet paid your property taxes, you will be billed for your prorated share. If you have pre-paid your taxes, the Buyer will reimburse you for the amount you paid for the time after closing. Please note that more than just taxes are adjusted.

### 4 MOVING COSTS

Moving costs vary depending upon the distance moved and the amount of possessions moved. It is wise to get an estimate from more than one mover. It is also wise to book your mover well in advance of closing.

### 5 INSURANCE POLICIES

You should contact your property insurer to discuss your moving date and to arrange property insurance on your new home. Have the MLS sheet handy to provide details of the property.

### 6 COMMISSION

The full commission that you have agreed to pay your REALTOR® is due and payable on successful closing. You must also pay HST on the commission charged.

# OUR MARKETING STRATEGY

## *For Maximum Exposure*

When we list your home, your listing will receive maximum exposure using our extensive marketing techniques.

### *Paid Online Advertising*

Your home will be advertised online with ads targeted towards real estate buyers in your area and in outlying areas.

### *Network Marketing*

Your listing will be shared with our extensive network of real estate agents to increase your home's visibility and positioned on popular home search sites.

### *Social Media Marketing*

We use social media networks like Instagram, Facebook and YouTube to get the word out about your listing.

### *Ongoing Analysis of Activity, Feedback, and Market Trends*

We monitor advertising results, showing activities and local market trends and continue to provide you with information so you can make informed selling decisions.



# OUR MARKETING STRATEGY

*For Maximum Exposure Continued...*

## *Professional Staging*

Our stagers will provide you with a professional staging consultation followed by their staging services.

## *Professional Photos*

We hire a professional photographer to take photos, videos, and drone aerial footage (where applicable) of your property. This allows buyers to see your property at its best, and flaunt the distinctive value it offers.

We use this media in our social media marketing and advertising campaigns.

## *Virtual Tours*

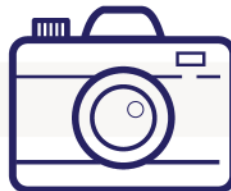
We provide virtual tours and videos (where applicable). Virtual tours and drone aerial coverage offer buyers a remote walk-through of your home or stunning aerial views of your property...the next best thing to being there!

## *Community Presence*

With our office locations in Ottawa and Arnprior, we continue to grow our community presence.

## *Public Open Houses*

Depending on the type of property you have for sale, we will schedule open houses hosted by a professional REALTOR®.





# TOP 5 WAYS

## *to Prep Your Home to Sell Fast*

### 1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

### 2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your extra belongings as possible. This lets buyers see your house and not your things. They need to be able to picture your home as their own. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start! Our home staging team can help with determining what items showcase best.

### 3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

### 4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

### 5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

# OFFERS & NEGOTIATIONS

## *Factors to Consider*

Accepting the highest price offer seems like a logical choice, but there are many factors to consider when reviewing an offer and knowing your options lets you come up with a plan that works best for you.

### CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

### CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation. An example might be the cost of a survey.

### CONTINGENCY CLAUSES (CONDITIONS)

A contingency clause or condition is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Conditions often include details of financing, inspections and home sales, and the terms can be negotiated between the parties. The condition allows the buyer to back out of the contract without penalty if the terms are not met.

# CONDITIONALLY SOLD

## *Steps Before Closing*

Once you and the buyer have agreed on terms in an Agreement of Purchase and Sale, your home is "conditionally" sold. The buyer will have a set amount of time to fulfill any conditional clauses stated in the Agreement.

### INSPECTION

Property inspections may have been a condition of the sale and are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

### POSSIBLE REPAIR REQUESTS

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price reduction in order to accommodate for the repairs.

### APPRAISAL FOR FINANCING

If the buyer is applying for a loan, the bank may request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

### FINAL WALK THROUGH

Before a buyer signs the closing paperwork with their lawyer, they will usually come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home. This is usually done quite some time after the conditions have been fulfilled, but it is very much an integral part of the process which you should be prepared for.



# CLEARED TO CLOSE

*Congratulations, You've Made it to Closing!*

Closing is the final step in the selling process. On the day of closing, funds are dispersed, and property ownership is formally transferred to the buyer.

**A few days before closing you will meet with your lawyer to sign documents and finalize a balance sheet:**

- **Lawyer fees and disbursements**
- **Additional fees - "Adjustments"**
- **Property tax adjustments**
- **Remaining balance on mortgage**
- **Any unpaid assessments, penalties or claims against your property**
- **Real estate agent commissions**

**CONFIRM WITH YOUR LAWYER WHERE TO LEAVE:**

- ☑ Main House Key
- ☑ Spare House Keys
- ☑ Garage Door Openers
- ☑ Mailbox Keys

# FINAL

# Details



Forgetting anything?

Make address changes and transfer home services and utilities!

Double check with us if you have any questions - we can help steer you in the right direction.

Your home may be SOLD, but we are sticking around to be your resource.

## WE LOVE HEARING FROM YOU!

# Real Estate **TERMS**

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## PRE-APPROVAL

A pre-approval is the first step to obtaining a mortgage to purchase your home. The mortgage specialist will perform an analysis on your income, debt, and credit-worthiness. You will need one in order to be ready to put an offer on a house.

## OFFER

An offer is a preliminary agreement to purchase a home, and is set between a buyer and a seller.

## CHATTELS

Are items that are not permanently attached and can be moved (e.g. appliances, window curtains.)

## CLOSING COST

The closing cost is the amount that is paid, in addition to the sale price. This can include: taxes, insurance and lawyer fees.

## COMPLETION

The day you get physical possession of the property. Often referred to as Closing Day.

## TITLE SEARCH

A title search will confirm that the property that is being sold in fact belongs to the seller, and that title is free & clear of any lien or levy.

## APPRAISAL

An appraisal is the value that is assigned to the real estate asset based on an assessment of the asset, neighborhood, market condition, and more.

## HOME INSPECTION

A home inspection is an official review of the real estate asset's current condition. It will help to determine if there is any work needed to be done to the property to bring it to normal working order.

## FIXTURES

These are items that are affixed to the wall/ceiling/floor. These are usually items that have been wired, plumbed, or screwed in (e.g. chandelier.)



# PAUL'S PROPERTIES

## Meet Our Team

### SALES



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### OPERATIONS



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Oh, by the way ... We are never too busy for your referrals!