

MORDEN REALTY INC

STEP BY STEP
SELLERS GUIDE



YOUR GUIDE TO SELLING YOUR HOME



Sellers Guide

Step-By-Step

Ready to Sell?

Needing to downsize? Relocate? Upgrade? We've broken down the selling process Step by Step for you to ease the stress of selling your home!

Working with an experienced REALTOR © can be very beneficial to help you get organized, price your home correctly, market and sell your home for the best price possible!

STEP 1

PRICING YOUR HOME

Work with your Agent to determine Selling Price. Knowing how to price your home is our area of expertise and one of the most important parts of your selling process. Setting a fair market price for your home is a crucial first step to a successful sale. Your agent will look at comparable homes and sale prices as well as current market trends to help determine your home's current market value.

STEP 2

DEVELOP MARKETING STRATEGY

Working as your REALTOR ©, we will develop a marketing plan to advertise your home. We use various platforms to market your home to gain attention from potential buyers. Through our use of professional photos, videography, social media campaigns, agent to agent referrals, traditional media (our website) as well as REALTOR.CA © and holding OPEN HOUSES our Team ensures we market to get the most possible traffic to your listing as soon as possible!

STEP 3

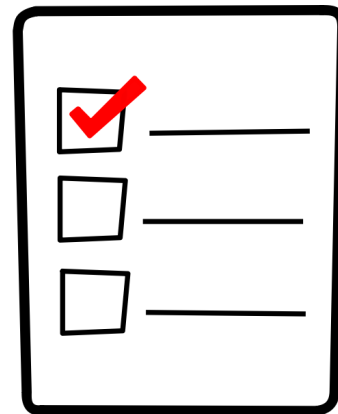
Preparing your home

There are a few things to keep in mind and do before we list and bring potential buyers to view your home.

To give the best impression possible we will suggest things like:

Decluttering your home

- Donate all unwanted items
- Discard trash
- Clear kitchen & bathroom counters
- Organize closets, storage rooms and bookshelves
- Put away childrens/pets toys



Deep Cleaning

TOP to BOTTOM, INSIDE and OUT!

- Windows
- Baseboards
- Cabinetry
- Walls/floors
- Appliances
- Yards & walkways - shoveled, swept, lawns mowed and edged, shrubs trimmed

De Personalize

Depersonalizing your space so that buyers can easily envision themselves in your home is always helpful.

- Put away family photos & knick knacks
- Pack away collectibles
- Paint bold walls neutral colors
- Put valuables away safely and securely

Make any small repairs necessary


- Touch up the paint, repair nail holes, etc.
- Replace light bulbs
- Fix or replace broken or sticky door handles or locks
- Re caulk bathroom, kitchen if needed
- Replace or repair broken window screens, plumbing fixtures, doors and closet doors

In addition to doing this at listing time to prepare your home, it is important to upkeep the condition of your home for every showing as well. First impressions are lasting impressions!

STEP 4

Reviewing offers!

Your hardwork preparing your home has paid off and you have received an offer from a potential buyer! It's an exciting time but it's not over yet!



“DECIDING ON THE RIGHT OFFER
DOESN'T NECESSARILY MEAN THE
HIGHEST OFFER”

Deciding on the right offer doesn't necessarily always mean the highest offer! There are many different aspects to consider when in the offer stage of the selling process. Price, conditions, timeline and inclusions all play an important role in an offer.

Your agent will meet with you to evaluate the offer, go through every detail, discuss all terms and conditions and explain what it means for you! We can help advise you to come to an informed decision on how to proceed! We will discuss the options of accepting, rejecting or countering an offer to be able to come to an agreement with the Buyer. We are well equipped with the necessary negotiating tools to help you reach an agreement that is favorable for you! Depending on the current market conditions, Expecting to negotiate is the best way to enter this process! Thinking of an offer as the starting point to a conversation, helps keep an open mind when presented with an offer. It is important to remember that Price, inclusions, conditions and terms can all be negotiated!

Once you accept the final offer and come to an agreement, We handle all communication as well as keep track of necessary deadlines for conditions and/or terms of the offer that need to be met to ensure the sale of your property.

Step 5

Closing!

The last step in the selling process!

Once all conditions and terms of the offer have been met, your home has officially sold! We make sure to send all paperwork to the law firm of your choice for them to prepare for closing day.

In preparation for Possession day, there are a few things to remember to do!

- Contact utility and service companies to cancel/disconnect on closing day
- Change of address
- Moving day arrangements
- Arrange with your Agent plans for keys, garage remotes, etc.
- Ensure the house is thoroughly cleaned after move out and yards and walks are clear and ready for the new owners
- Leave all appliance manuals and any special instructions for the new owners
- Cancel house insurance upon closing day once title has been transferred

Costs associated with Selling your property to keep in mind:

- Legal fees
- Closing costs - Land transfer tax, mortgage discharge fees if applicable, etc.
- Commissions

Congratulations on the sale of your property! Being well informed and knowing all of your selling responsibilities have been taken care of will bring peace of mind and a stress free experience!