

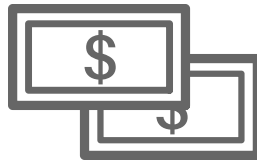
# SELLING YOUR HOME

## THE PROCESS

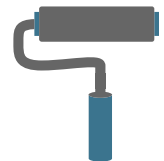
Whatever your motivation is for selling your home, the process is demanding and can be stressful. As your representative, it's my job is to help alleviate as much stress as possible by getting you prepared and guiding you through step-by-step.



Let's get to know each other! Your home is an emotional asset, so it's important that I not only tour your home, but also understand your position and expectations with respect to the sale. We will also discuss my experience working in the local real estate market and how best I can represent you moving forward.



Price is the biggest factor in determining how quickly your home will sell. We'll look at similar houses that recently sold in your neighbourhood, assess any upgrades or special features, and list your property for a price that's competitive and accurately reflects its value in the current market.



Whether you prep your home yourself or hire professionals, it's important to set the stage for success. I can provide you with a checklist of things that you can do to get your home ready for an audience.



Listing your home involves more than posting it to MLS® and putting a sign on your lawn. As your representative, it's my job to get your property seen by as many potential buyers as possible. To that end, I utilize a variety of online and offline initiatives to get the right people into your home.



When it comes to showings and/or an open house, plan to be out, so potential buyers feel free to make comments and take their time. Ensure that all your blinds/curtains are open, turn on all the lights, and light the fireplace. Also, make sure your pets are outside.



When you get an offer, skilled negotiation is required to ensure that you not only get the best price, but also ideal terms and conditions. Expect a back and forth that moves quickly. Once you reach an agreement, the buyer provides a deposit cheque to be held in trust until the conditions are met. When they are, the buyer signs a waiver, and the deal is done!