

Seller's Guide

A COMPLETE GUIDE TO SELLING YOUR HOME



Meadowtowne Realty
Brokerage





ROACH FAMILY REAL ESTATE TEAM

We are the Roach Family Real Estate team, a family-owned real estate team that takes a family-friendly approach to the buying and selling process for our clients.

We know how busy life can be, and with something as significant as a real estate transaction, there's definitely no shortage of things to do. But that's where we come in! We are here to walk you through the process, make it as seamless as we can, and make sure that you get the most value for your hard-earned dollar. For more than 16 years we've helped 250+ local families buy and sell, and we'll put that experience to work negotiating on your behalf.

And with us, it's more than just real estate. It's homes, neighbourhoods and great community living. It's family.



Why You're Here



THE FIRST HOME YOU BOUGHT WAS MEANT TO BE A STARTER HOME!

It was meant to get you into the housing market. You figured 2-3 years and then you'd upgrade to the house you really wanted. It's been several years now. The house that you bought for the two of you is now home to additional bundles of joy and a furry sidekick (or two). Your plan was to move up when you decided to grow your family but it all happened so fast...

.... Sound familiar??

Deciding whether or not to sell your home is one of the biggest decisions you'll ever make. While it seems like a complicated process, it doesn't have to be. This checklist is designed to help you navigate your way through the selling process without any trouble.



If you can imagine it, you can achieve it.
If you can dream it, you can become it.
~ William Arthur Ward

GETTING STARTED

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FIND A REAL ESTATE AGENT

- Interview several agents to see if their personality and expertise match your needs and wants
 - Great real estate agents have these qualifications:
 - Local market knowledge.
 - A strong track record in your neighbourhood.
 - Financial Knowledge.
 - Avoid "hobby agents" - find an experienced agent who works full time!
 - Great agents are punctual and communicative
 - Did your agent show up on time & prepared?
 - Do they communicate in a way that you understand and that you feel comfortable with?
 - Does your agent have network connections? Great agents work with other agents on a regular basis
 - Ask about their marketing processes: How are they marketing other properties?
 - Are they utilizing social media?
- Do they have a marketing plan for their listings?

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PLAN YOUR TIMELINE

- Determine when would be the best time to put your house on the market with your agent.
- Meet with an agent to discuss the best listing strategy based on the local market.
- Have an idea of where you'd like to move before you put your home on the market.

Hint!

When you're selling your biggest asset, experience matters. Ask any agent how many homes they've sold in your area.



RESEARCHING THE MARKET

3 WALK-THROUGH

- Walkthrough your home with your agent.
- Show them the 10 things you love about your home. This will help them see the home from an owner's perspective and help shape the marketing plan.
- Ask your agent for advice on repairs, upgrades, and staging.
- If you are unsure, ask your agent if a general pre-inspection should be scheduled before the sale.

4 DETERMINE LIST PRICE AND MARKETING PLAN

- Work with your real estate agent to determine the best listing price - every home is different! If you overprice a property, it could potentially hurt your chances of getting top dollar for your home. Underpricing it could leave money on the table. An experienced full-time REALTOR® can help you find the right price point for your home.
- Review a comparative market analysis with your agent, which determines price point based on the sale price of similar homes in your neighbourhood.

DID YOU KNOW...?

The listing price of your home is based on many factors. This includes the lot size, the square footage, location, home's condition, the year the home was built, local amenities, schools, and many others.



PREPARING FOR A SALE

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PREPARE YOUR HOUSE FOR VIEWING

- Clean & Declutter
- While we love the memories that your home represents, we suggest hiding anything that might be personal and things you don't use on a regular basis.
- Try to keep decorations as neutral as possible – we want potential buyers to be able to imagine themselves in this space.
- Deep clean forgotten places (base boards, light switches, etc.) OR hire a cleaning crew – a few hundred dollars on cleaners can help get you thousands in the sale!
- Improve Curb Appeal – trim bushes, repair exterior damage, clean up debris.
- Maintain landscaping.
- Clear out the side yard area.
- Hide eyesores like garbage bins or compost bins.
- Hire a professional stager or ask your real estate agent for suggestions.

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MARKET YOUR HOME

- Discuss your agent's marketing plan with them to create the best strategy for your unique home.
- Have your agent schedule high-quality real estate photography for your home. Professional photography can get you thousands more in a sale!
- Schedule a time with your agent to do the pre-listing marketing they need – video walkthroughs and pictures for social media blasts, etc.

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SHOWING YOUR HOME

- Ensure the house shines for showings.
- Turn on all lights so the home looks bright and inviting.
- Store important financial documents and valuables in a safe place away from the public eye.



NEGOTIATING OFFERS

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NEGOTIATE PURCHASE OFFERS

- Discuss the offers with your real estate agent.
- We'll use current market data to support your asking price and help you negotiate the best overall offer for your family.

PRO TIP:

There's more to an offer than just the offer price. There are many terms within an offer that should be taken into consideration which might be worth more to you.

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SIGN THE AGREEMENT OF PURCHASE AND SALE

- After selecting the strongest offer, sign the Agreement of Purchase and Sale and any additional paperwork.
- The buyer will provide a deposit, typically within 24 hours of acceptance.



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CLOSING AN OFFER

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BUYER'S DUE DILIGENCE PERIOD

- Be prepared to allow the buyer reasonable access to your home and property for them to conduct inspections.
- After the home inspection, do not be alarmed if the buyer wants to schedule specialists like electricians or plumbers to come in and inspect the home.
- If the buyer submits a request for repairs, work with your agent to negotiate a solution between both parties.
- If any reports were required in the accepted offer (e.g. survey, well water test), provide them to the buyer.

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BANK ORDERED APPRAISAL

- The buyer's lender will conduct an appraisal to verify that the market value of the home supports the contract price.
- Sometimes this is virtual and sometimes it's a physical inspection of the home.

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THE HOME STRETCH

- Once the buyer has fulfilled their conditions and their deposit is locked in, complete any requested repairs before closing.
- Expect the buyer to schedule a final walk-through, where they will verify that the condition of the property is the same as when they made the offer. This also allows the buyer to ensure that any agreed upon repairs have been completed.



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FINAL STAGES

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CLOSING A DEAL

- Your lawyer handles the statement of adjustments and registers the transfer.
- Title is officially transferred to the new owners.
- Mortgages are registered and discharged where applicable.

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CELEBRATE!!!

- Congratulations! You sold your home!

Have any questions?

Selling your home can be confusing and stressful, but we're here to help! We strive to make the process as fun and exciting as possible as we guide you through the transaction from start to finish.

Let us know how we can help you sell your home and make your next move!

Let's Chat!



Meadowtowne Realty
Brokerage

Andrew Roach, Broker | Lisa Roach, Sales Representative
Royal LePage Meadowtowne Realty, Brokerage
475 Main Street East, Milton, ON L9T 1R1
Office: 905-878-8101 | Direct: (289) 270-1719
homes@itsfamily.ca | roachfamilyrealestate.ca

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Seller QUESTIONNAIRE

TELL US ABOUT YOUR HOME (e.g. type, # of bedrooms/bathrooms, finished basement)

WHERE ARE YOU MOVING TO? WHY?

TIMELINE

INTERIOR FINISHES AND UPGRADES

EXTERIOR FINISHES AND UPGRADES



@roachfamilyrealestate



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