



BD

SELLER'S GUIDE

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MEET YOUR *agent*

BLAKE DERMOTT

A HOLISTIC APPROACH

One of the distinguishing factors of my practice as a realtor is my holistic approach to real estate. I do not subscribe to instilling fear in the market to drive transactions merely for personal gain. My priority is the financial well-being of my clients; I aim for them to thrive, enjoy a comfortable retirement, and support their children's aspirations if that is important to them. Occasionally, this means advising against buying or selling real estate—an unconventional perspective in the industry. I believe it is essential for my clients to make decisions based on their personal goals, free from external pressures.



LET'S STAY CONNECTED!



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VISIT OUR SOCIAL MEDIA



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~~9 steps~~ TO SELLING A HOME

There are 9 key steps that are taken when it comes to selling your home. I will help guide you through each of the stages and explain each of the processes we will take. Below are the steps we will cover in this home seller guide.

- 1 UNDERSTANDING THE MARKET & INFORMATION GATHERING
- 2 LISTING STRATEGY & PRICING YOUR HOME
- 3 PREPARING TO LIST
- 4 LASTING IMAGE
- 5 OUR MARKETING PLAN
- 6 SHOWINGS AND OPEN HOUSES
- 7 OFFER PROCESS
- 8 CLOSING DAY
- 9 FINAL STEPS



THE INFORMATION GATHERING STAGE

1 The Market

A firm understanding of the current market provides vital insights about your listing. To start we will get you familiar with:

- How much homes in your area sell for
- How long they take to sell
- Sales to new listing ratio (Buyer or Seller Market)
- How interest rates and inflation are affecting the market
- How economic conditions are affecting buyer motivation
- How any new government or bank rules might affect buyer motivation

2 Property details

After touring your home I'll need to collect more information than just the dimensions of your living room. Be prepared to provide:

- Utility Bills, Tax Bills, rental contracts, warranties on appliances or renos
- Status Certificate information (condo), survey (if available)
- Mortgage details
- Details of any renovations
- List of any ongoing issues with the home. If there are any defects in the home, it's best to identify them before a potential buyer does. Remember that some home disclosures are legally mandated, and I will provide guidance on this matter.

3 Understanding the costs

Talk with your mortgage lender and financial advisor. Ask about:

- **Mortgage portability** (the ability to transfer your existing mortgage to a new home)
 - Prepayment penalties? Mortgage discharge fee?
 - lock in an interest rate
- **Bridge Financing** (can you take possession of your new home before your current home closes)

Other Expenses to consider:

- Lawyer fees, Real Estate fees (plus HST), home inspections, moving costs
- Home staging- repairs, cleaning, professional stagers, off-site storage

MENTAL PREPARATION IS KEY

Selling your home can be a daunting experience, no matter the circumstance. Viewing the sale of your home as a business transaction, rather than parting with a treasured possession you've cared for over the years, can help simplify the process. It's completely natural to feel attached to your home, filled with memories and hard work, but keep in mind that buyers may not view your property in the same light.



TAKE TIME FOR SELF CARE

Why do I have to sign so many documents?

Real estate transactions come with an extensive amount of legal documents that require careful reading, comprehension, and signatures. I will guide you through each document, ensuring that you grasp all the legal requirements without feeling overwhelmed. Don't worry about the complex legal terminology; I break it down into simple terms.

I mostly use secure electronic signatures for document signing, which makes everything easily accessible on your computer. I often use video calls and screen sharing to review documents together. Once I confirm your understanding, I will email you the documents. Upon opening them, you'll find the signing process incredibly straightforward with signing software that automatically navigates you to each signing block, allowing you to complete it with just a click of the mouse.



LISTING
your home



YOUR LISTING

strategy

PRICING STRATEGY

As your realtor, I will help establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.

STAGING YOUR HOME

We will help you to strategically stage your home to attract the most attention from potential buyers, so they can envision themselves living in your home. Staging a house prior to selling it is one of the best investments you can make to ensure it gets a quick offer for the highest value.

PROFESSIONAL PHOTOGRAPHY

We will take a variety of high-quality photos of your home, which will be used to market the property. Similarly, we will take advantage of modern resources such as virtual tours and areal photography to market your home more effectively.

ADVERTISING & MARKETING

With Right at Home's Properstar network your listing will appear on 97 of the worlds largest listing portals. I will additionally create physical marketing campaign; brochures, postcards, and deliver them in your local area to stir up local buyer interest. With over 6000 agents I will promote your home within the Right at Home online community and utilize social media to get the most amount of eyes on your home.



PRICING

your home



PRICING YOUR home

The listing price plays a crucial role in achieving a successful sale. Many sellers think that starting with a high price allows them to reduce it later on. However, when a home is priced too high, it tends to attract less interest. Although the price may eventually drop to align with market value, the extended time on the market can cause some buyers to be cautious and ultimately turn away from the property.



TOP 4 PRICE FACTORS

1 THE MARKET

Your local area's current housing market conditions will play a large factor in helping to determine the best price at which to list your house.

2 THE COMPETITION

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area. Pictures can be misleading. I'll visit these homes personally to see how your home stacks up.

3 YOUR TIMELINE

We will establish your urgency and flexibility for selling your home to set the best listing price to meet your goals.

4 CONDITION

Updates and quality renovations add value. A dated home with good "bones" that is well maintained will still fetch a fair price. However, homes lacking maintenance tend to sit on the market longer.

WHAT HAPPENS TO HOMES THAT SIT ON THE MARKET?

Once a home hits the market, viewings usually spike before gradually declining. It's reasonable to anticipate offers within the average days on market for your area, assuming the pricing is set correctly. A lack of offers significantly beyond this average may suggest the price is too steep for the current market. While extended market periods can be stressful, keep in mind that it only takes one interested buyer to close a deal, and you never know when they might arrive.



preparing TO LIST

PREPARING TO LIST

YOUR HOUSE FOR SALE

WHY SHOULD YOU PREP YOUR HOME FOR SALE?

Selling a house is already a lot of work. You have showings to deal with, you have to keep it clean and deal with paperwork, inspections, appraisals, etc. Why should you put in more effort before your home's even on the market?

For one, it helps you command a higher sale price. Homes that are clean, appealing, and in top shape simply sell for more than properties in less desirable conditions.

First Impressions

When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property ... or even if they will be interested in buying at all.

Cleanliness

Buyers are easily distracted and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to distract them from the value of your home, which could mean a lower offer amount and more time on the market for you.

TIPS!

DONATE AND SELL UNWANTED ITEMS

RENT A STORAGE LOCKER

DEPERSONALIZE: LESS IS MORE

CREATE A SPA-LIKE FEEL WITH COZY SCENTS AND WARM LIGHTING



PREPARING *your home*

INTERIOR



- **Declutter** - Refresh your space by removing personal items and replacing bulky furniture with smaller, more aesthetically pleasing pieces.
- **Address Minor Issues** - Attend to those annoying scratches, holes, and leaks. Prospective buyers often overestimate the costs of repairs, so it's beneficial to resolve these issues beforehand.
- **Stage Rooms** - Highlight each room's unique features and intended purpose to showcase the property at its best.
- **Clean Thoroughly** - Engage in a comprehensive cleaning of every corner, as buyers will likely explore closets and cupboards. Presenting a spotless environment will leave a lasting impression.
- **Bigger Issues** - The mechanics of your home matter a lot! Furnace, A/C, plumbing, electrical, roof, windows and doors. It might be time to hire a pro for repairs. I'll guide you on optimal spending for repairs and necessary disclosures.

Additionally, consider updating fixtures, applying a fresh coat of paint to the walls, or replacing hardware. We will discuss the costs and benefits associated with these valuable upgrades.

PREPARING *your home*

EXTERIOR

Curb Appeal - The porch, door, walkway, gardens; these will set the tone for how a buyer feels about your home. Give it the attention it deserves.

- Ensure your garden is well manicured
- Address driveway cracks or stains
- Clean interior and exterior windows
- Check the gutters are clear
- Clean or paint the front door
- Tidy or remove outside furniture
- Touch up exterior paintwork
- Rake and remove fallen leaves
- Repaint or stain the patio
- Mow lawn and trim edges

PRO TIP

Emphasize the exterior of your home as an **extension** of your living space. By staging your patio for social gatherings, entertaining, and cooking, you can create an inviting atmosphere that makes your home feel more spacious and attractive.

A clean, neutral, and streamlined look helps buyers to imagine what their life would be like in your home. Use these points to enhance the aesthetic appeal of your home.



Creating a
**LASTING
IMAGE**

PROFESSIONAL *videography*

REACH MORE PROSPECTIVE BUYERS

Undoubtedly, video is the most powerful tool that real estate agents can leverage in their marketing strategies to attract more leads and boost sales. Depending on the type of property, there are several videography options available to effectively highlight your home. I will suggest the best choices, ensuring they are always of the highest quality.

Virtual Tours

Virtual tours have proven to draw more attention and generate more leads compared to just text and static images. We will integrate virtual tours, including 3D Matterport, into your digital marketing strategy, providing you with a competitive edge through this innovative technology.

However, smaller homes, condos, or properties needing repairs may not gain as much from virtual tours.

Aerial Imaging

Drones can deliver breathtaking visuals of different properties and capture footage from a new perspective, which can help elevate a real estate company's marketing and sales performance. Homes on smaller lots in dense areas may not benefit as much from aerial images.





YOUR MARKETING *plan*

MARKETING PLAN

STRATEGY FOR MAXIMUM EXPOSURE

When we list your home, your listing will receive maximum exposure using our extensive marketing techniques by providing fresh marketing strategies when selling your home.



Brochures

Informative & creative brochures / flyers will be created



Open House

Hold open house events 1-2 weeks after listing your home



Photographs

Use professional quality and high resolution photography



Emails

Sent to current databases with buyers searching



Social Media

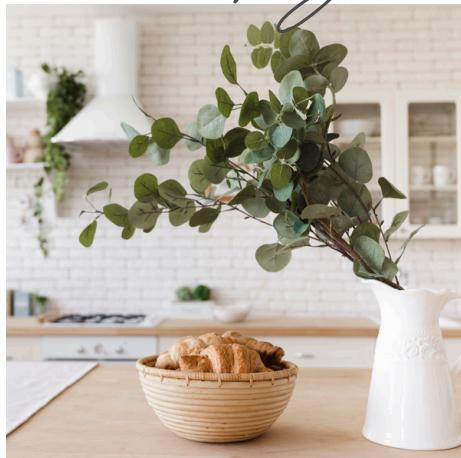
Set up a variety of social media campaigns to promote your home



MLS Listing

Featured in the MLS listing and major 3rd party real estate sites

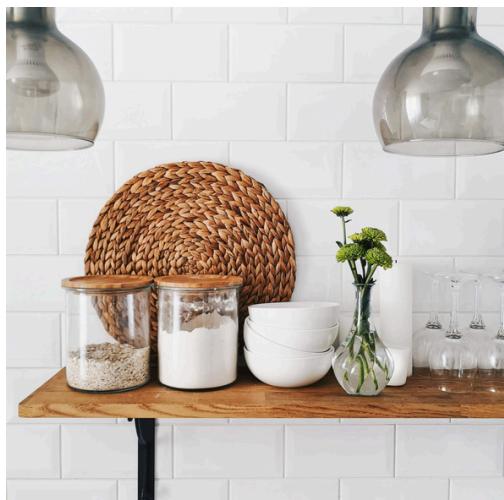
it's time to list your home!



6

HOME SHOWINGS

OUR SHOWING TIME APP NOTIFIES YOU OF ALL SHOWINGS, AND YOU CONTROL YOUR HOME'S VIEWING AVAILABILITY.



FLEXIBLE

Be as flexible and accommodating to the buyer's schedule as possible. We want to avoid having missed opportunities if at all possible.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

ODORS

Avoid strong-smelling foods; keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Not everyone is a pet person and it may hinder potential buyers' ability to picture themselves living in your home.



EMPTY TRASH

Empty trash cans to avoid any orders. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

6

OPEN HOUSE

HOSTING OPEN HOUSE EVENTS

Hosting an open house is an excellent strategy to generate interest in your property sale and attract numerous potential buyers simultaneously.



HOW WE PREPARE FOR YOUR OPEN HOUSE!

1

ONLINE MARKETING

Post on popular real estate websites,

2

YARD SIGNS

Put up multiple "Open House" signs in the neighborhood on key corners

3

SOCIAL MEDIA

Highlight your open house event on our social media platforms, such as Facebook & Instagram

4

MARKETING

Print out postcards and flyers to hand out to potential buyers driving them to your open house

Securing Your Home

I will utilize a lock box and an online booking system that tracks visits. I recommend packing away fragile items that could be accidentally knocked over during showings. I also recommend the use of security cameras along with packing away valuables for added peace of mind.

THE OFFER PROCESS

AFTER AN OFFER IS SUBMITTED

1

We can

- Accept the offer
- Decline the offer
- Counter the offer.

(You can only counter 1 offer at a time!)

2

The Buyer Can

- Accept the counter offer
- Decline the offer
- Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or until someone walks away.

3

Offer Accepted

You will then sign the purchase agreement and you are now officially under contract! Homes can be sold firm or have a conditional period.



OFFER ~~negotiations~~

Once you receive an offer, there are still several items that have to be handled properly. Making sure you properly disclose and obey all the terms of the contract are just a few important items. When we have an accepted agreement your lawyer will handle the closing process.



FACTORS TO TAKE INTO ACCOUNT WHEN REVIEWING OFFERS

Disclosures

The law requires the seller to disclose certain information to prospective buyers. The disclosures are designed to let buyers make informed decisions about purchasing a property. If a seller fails to disclose the appropriate information, the penalties can be severe. I will walk you through any required disclosures.

Conditions

It is important to understand the conditions in the offers that are received. Some offers may contain several pages worth of conditions. Buyers are trying to protect their interests the same as you. Sometimes a firm offer at a lower price can be more appealing than a slightly higher offer stacked with conditions, it is important that your agent is skilled in helping you review the risks and benefits of **ALL** aspects of the offer.

Closing Date

The closing date can significantly influence the price you receive for your home and may even affect the transaction's feasibility. Potential buyers might favor a longer closing period if they need to sell their current home first, or they may opt for a shorter closing if their sale is already complete. Additionally, take into account your own expenses; a longer closing can lead to various costs, such as a bridge loan from your lender, which can be quite expensive.

CLOSING *day!*

WHAT YOU SHOULD EXPECT

Closing refers to the process where funds and documents are exchanged to officially transfer property ownership to the buyer. Your attorneys will review the contract to determine outstanding payments, prepare the necessary documents for closing, facilitate the closing process, ensure all payoffs are settled, record the buyer's title, and confirm that you receive any payoffs owed to you.

YOUR COSTS

- Real estate commission: This is typically the largest closing cost for sellers and is usually a percentage of the selling price.
- Legal fees: You'll need to pay a lawyer to handle the legal aspects of the sale.
- Property taxes and utilities: You may need to pay a prorated portion of property taxes/utilities to the buyer. The buyer may also owe you prorated amounts, this will be handled by your lawyer
- Mortgage discharge fees: If you have any outstanding.

THINGS TO BRING!

- A valid government-issued photo ID
- All house keys
- Garage openers
- Mail box keys



congratulations

YOUR HOME HAS SOLD!

Give yourself a pat on the back – and start settling into your new phase of life.

Final Steps

CHECK FOR FORGOTTEN ITEMS

Do one more check throughout the home to make sure you're not leaving anything behind. One exception: You may want to leave unused or leftover paint cans in the colors currently used in the home and any manuals/warranties for appliances.

CHANGE ADDRESS

Let everyone know your new address. Submit a change of address to the post office. Change the address on your drivers license. Update other legal documents including your will.

DOCUMENTS

Review and secure all closing documents. Put together a packet of manuals, receipts, and any warranties as well.

FINAL TIDY

Try to ensure your home is left in a tidy broom swept condition, repair any damage made by movers

CLOSE ACCOUNTS

Cancel utilities and close/transfer the accounts. Ensure your insurance company is notified.

LOCK UP

The day before the settlement, make sure to close window coverings and lock the entry doors





Blake Dermott

YOUR REALTOR

WWW.BLAKEDERMOTT.CA

