

# SELLERS GUIDE

*Thank you for choosing the Kingsbury Realty Team*



## READY TO SELL?

*Selling your home is not a step to take lightly. It can be a time-consuming and stressful process. The Kingsbury Realty Team have prepared this guide to help you through the process of selling your home, whether you are downsizing or looking for a larger family home.*

## WHO WE ARE?

*The Kingsbury Realty Team started selling real estate in 2018. Courtney started her career in real estate working in the Gardiner Realty Royal LePage office, before transitioning into sales. Clint became a licensed REALTOR® in 2018. He was named Royal LePage Rookie of the year for Atlantic Canada for his 2019 sales. Our commitment to our clients is the driver of our success. We focus on communication, guidance and teamwork to excell in the business and help our clients achieve their goal for homeownership.*



## CHOOSING A REALTOR® AND PRICE

*Selling your home is a major transaction and there are a lot of fine details to attend to in the process, not to mention all the paperwork! Having a professional in your corner can take the pain out of selling your home and provide you with a stress-free experience.*

# WHAT TO LOOK FOR IN A REALTOR®

*The following are some factors to keep in mind when looking for a listing REALTOR®:*

**How can they help you?:** *Selling your home is a complex and complicated process that is constantly changing. You want to make sure that you're working with someone who can take this burden off of your shoulders and get you the results that you're looking for. With The Kingsbury Realty Team you get a whole team of professionals working for you! Our professional team work together, using our diverse specialized skills and knowledge - all focused towards selling your home for the best possible price.*

**Constant Learning:** *One of the most important factors in choosing a real estate professional is their willingness to continually educate themselves about the ever-changing real estate industry. Our team is continuously updating their training and education, allowing them to be among the most knowledgeable in the field.*

**Experience and Expertise:** *You want a full-time REALTOR® who is familiar with your area and the type of property you intend to sell. Do they employ a diverse range of marketing and advertising strategies? How tech-savvy are they? Let our expertise work towards the stress-free sale of your home.*

**Availability and Commitment:** *Your REALTOR® should be capable of prompt and decisive action during the course of selling your property. They should be able to keep in touch with you via phone, email, text message, etc and should be readily available in case of emergencies or even for the simplest questions. Our Team is always available for you during the home selling process to address any questions or concerns that you may have. We communicate with our clients through text, email, over the phone, FaceTime and in person. We will communicate with you in whichever way you are most comfortable!*

**Rapport:** *You want an REALTOR® to take the time to listen to your goals and clarify your needs. They should understand your unique situation and be genuinely concerned about the outcome of the process. Our team will be your coach and partner in this crucial decision, so it is important for you to feel comfortable with us.*



# WHAT IS YOUR HOME WORTH?

*Without a professional REALTOR®, most independent property sellers tend to overestimate the value of their property. There are dangers to overestimating your properties value that may cause your property to sit on the market for a longer period of time and could eventually cause your property to sell below market value:*

- *Fewer buyers are attracted and fewer offers are received, if any*
- *Marketing momentum from the initial listing is lost*
- *The property attracts 'lookers' and helps competing houses look better by comparison*

*You can avoid these pitfalls by consulting with an experienced real estate listing salesperson.*

*The Kingsbury Realty Team believe that every home sale should be handled with the utmost responsibility and care. We believe that the selling process should be exciting, comfortable, informative and stress-free.*



## PREPARE TO SELL

*When preparing your home to sell there are a lot of things that you can do to increase the appeal of your property and create a lasting impact on potential buyers. And most of them don't cost any extra money!*

### ***What To Do To Prepare***

*The following are some key factors to keep in mind when listing your property for sale:*

#### ***1. CURB APPEAL***

*Keeping your landscape pristine and adding creative touches to your yard (such as colourful annuals or hanging baskets) and doing a simple clean up such as: cutting the lawn, removing garbage & debris and putting away recycling boxes, can create an immediate impact on passers-by and potential buyers.*



## **2. PROPERTY REPAIRS AND UPDATES**

*Perform minor repairs & updates as needed, simple things such as repairing foggy windows and putting a fresh coat of paint in the most frequently used rooms will instantly brighten up the property.*

## **3. CLEANLINESS AND STAGING**

*We can't stress this enough: Keep your property uncluttered, sweet-smelling and well-lit from top to bottom. Pay attention to details: put away kitty litter, place a vase of fresh flowers near the entryway, pop a batch of cookies in the oven, have your carpets cleaned.*

## **4. SHOWTIME**

*Ensuring that your home is 'Showing Ready' is something that you'll need to keep in mind once your home is on the market, you never know when a new Buyer might want to book a showing! So it's best to always be ready! Here are a few basic things that you can do to ensure your home is always ready:*

- **Neat and Tidy:** *Make sure that the home is tidy and uncluttered, that means toothbrushes put away, no dishes in the sink, coats in the closet, etc. De-personalize as much as you can, putting away family photos, memorabilia etc.*
- **Temperature:** *Make sure your home is set to a comfortable temperature; not too cold in the summer or too warm in the winter. If the house is too cold or too hot, potential buyers will be turned off of your home.*
- **Lighting:** *Proper lighting always helps to show your tidy home in the 'best light'. That means turning on all the lights at night or opening all curtains and blinds during the day. Turning the fireplace on in the winter is also creates a cozy feel! Consider replacing light bulbs with white LED style for more impact.*
- **Stay Out of the Way:** *The last, and arguably most important rule of thumb when it comes to showings, is to make sure that you leave the property whenever showings are scheduled. Don't sit outside the home in your car, or watch from the park across the street. Having the home owner present during showings can put buyers on edge and taint the whole viewing experience. You want a prospective buyer to feel comfortable while viewing your home so that they can picture themselves actually living there!*

*Buyers feel more comfortable discussing the property with their REALTOR®, if you are not there. Moreover, our team will know what information will be most useful in representing your interests when speaking with prospective buyers.*

# ACCEPTING AN OFFER

*The negotiating process is crucial. Having an experienced professional in your corner can pay off in terms of getting you a higher final price for your home, as well as in negotiating favorable contract conditions.*



## THE PRICE IS... NOT ALWAYS RIGHT

*“The higher the price, the better the offer” Do not let yourself be fooled by this popular misconception. Price is not always the determining factor when accepting an offer for several important reasons: the initial offer is usually not final and there are a number of terms and conditions that may influence the final outcome of a price. You can trust our team to help you thoroughly evaluate every proposed offer without compromising your marketing position.*

## NEGOTIATING THE RIGHT WAY

*We take the ethical responsibility of fairly negotiating contracts very seriously. It is our job to find a win-win agreement that is beneficial to all parties involved. You may even have to deal with multiple offers before focusing on the one you judge to be the most suitable for you - and as your REALTOR®, we will guarantee a thorough and objective assessment of each offer to help you make an informed choice.*



# THE OFFER PROCESS

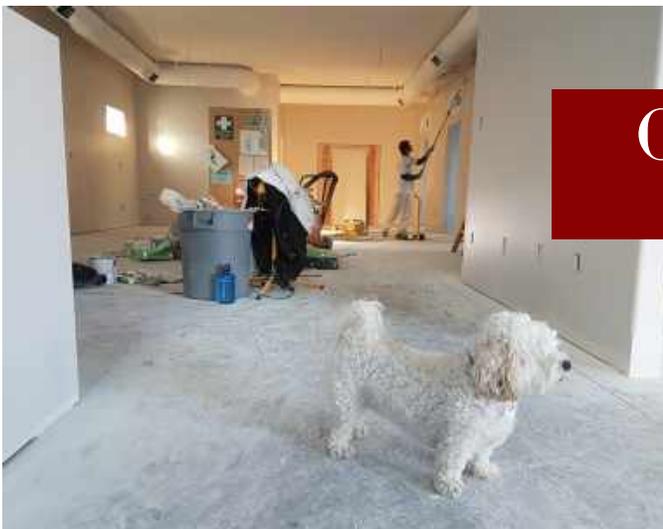
*Once a buyer decides that your home is the right one for them, they will put in an offer. At this point your REALTOR® will discuss with you the terms of the offer and advise you on what to do next, based on your situation and needs. You may even receive several offers at once, in this situation your REALTOR® will guide and advise you but it is ultimately your decision when determining which offer you'd like to work with.*



*Typically offers will go back and forth a few times between the buyers and the sellers as you try to agree on price and terms. Any changes from the original offer will be documented in writing, although sometimes negotiations will continue verbally until they can be documented in writing. This is where your REALTOR®'s negotiation skills and experience really go to work for you!*

*Some Important tips to keep in mind to streamline the process:*

- Keep written records of everything for the sake of clarity. We will draft all of the paperwork for your sale and make sure that you have copies of everything.*
- Stick to the schedule Now that you have chosen your offer, you and the buyer will be given a timeline to mark every stage in the process of closing the real estate contract. Meeting the requirements on time ensures a smoother flow of negotiations and also ensures that each party involved is not in breach of their agreements. During the process we will keep you constantly updated so you will always be prepared for the next step.*



## CONDITIONS AND INSPECTIONS

*Once an Offer to Purchase has been accepted, the agreement enters the conditional period. Now is the time when all of those conditions laid out in the contract must be fulfilled in order for the deal to go forward. Once all conditions are filled, the deal is said to be firm.*

# THE CONDITIONAL PERIOD

*Once the offer is accepted the conditional period begins. All of the conditions in the offer must be met before it can become firm and the deal finalized. Most offers contain the following conditions:*

- *Finance: Mortgage approval for the purchase will need to be obtained by the buyers for this condition to be met.*
- *Appraisals: Expect an appraiser from the lender's company to review your property and verify that the sales price is appropriate.*
- *Inspection: A professional home inspector will thoroughly check the home and let the buyers know if there is anything to be concerned about. The inspection will be scheduled by the buyer's REALTOR®.*
- *Insurance: Buyers who are obtaining a mortgage, are required by their lender to purchase insurance on the property.*

*And sometimes:*

- *Sale of Purchasers Property (SOPP) If your buyers are purchasing a property and still need to sell their current property they might make this condition part of their offer. We will guide you and help you decide whether to accept an offer with this condition or not and what type of timeline you will allow if you do accept it.*

*Depending on the outcome of the inspections, one of two things may happen:*

- *Either each milestone is successfully met and the conditions will be removed, bringing you one step closer to the closing; or*
- *The buyer, after reviewing the property and the papers, requests a renegotiation of the terms of the contract (usually price).*

*How do you respond objectively and fairly to the buyer when a renegotiation is demanded, while acting in your best interests? This is when a professional REALTOR® can make a real difference in the outcome of the transaction. Having dealt with various property sales in the past, we guarantee our expertise and total commitment to every customer, no matter what their situation is. When all of the negotiations have concluded, conditions have been met and the appropriate paperwork is signed and submitted the offer is considered firm.*

# A FIRM OFFER

*Now that all of the conditions have been met the offer is firm, congratulations you just sold your house! All that's left to do is to get ready to move on closing day.*



## CLOSING

*You've come a long way, through a lot of hard work, negotiations the sale of your home is in sight! There are just a few more things to take care of.*

## FINAL WALK THROUGH

*More of a formality than anything else, the final inspection takes place anywhere from a few days before closing to the day before; The buyer visits the now vacant property to verify that all is in working order, everything is the same as when the buyer last viewed the property and that there are no extra items left behind.*

## CANCEL HOME SERVICES & UTILITIES

*We will provide you with a list of useful numbers for you to contact for the termination of home services & utilities before closing day.*

## BE PREPARED

*We are ready to assist you should an unforeseen glitch pop up, even at this last stage. If something at the property breaks down, or some other minor issue arises - there is no need to worry! We have encountered these problems before so we know how to handle them efficiently and in a stress-free manor.*

## CLOSING DAY

*The biggest misconception when it comes to closing is that come closing the new owners get the keys right away and can start moving in, although this would be ideal it's simply not the way things work. In order for the keys to be passed from the seller to the buyer you have to wait for the title to be transferred. The title transfer is handled by your lawyer, who is your biggest ally on closing day. Your lawyer will notify you after the title has transferred.*

*What a lot of people aren't aware of is that as soon as the title has transferred, legally the house is no longer yours this is why we encourage you to have everything packed and moved out prior to the final walk through. Because you can never be sure what time the title will transfer this will save you a lot of time and a lot of stress*

*Once the title has officially transferred, it's time to celebrate; your house has officially sold and you can move on to your next stage your home ownership adventure!*