



# The Key To Selling Your Home



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Selling your home can be both an exciting and overwhelming process that's kind of outlines the steps that you and your Royal LePage Realtor will follow to help get you to the quickest sale at the highest value for your property.

## Price Your Property

The most important decision you will make with your Royal LePage Realtor is determining the right asking price for your property in the current market conditions.

## The Benefits Of Pricing Right

1. Your property sells faster, because it's exposed to more qualified buyers.
2. Your home doesn't lose its "marketability".
3. The closer to market value, The higher the potential volume of offers received.
4. Oh well-priced property can generate competing offers.
5. The real estate community will be enthusiastic about presenting your property to buyers.

## The Result Of Overpricing

Many sellers believe that if they price their home high initially, they can lower it later.

Often, when a home is priced too high, and experiences little activity. Gradually, The price will come down to market value, but by that time it's been for sale too long and some buyers will be weary and reject the property.

You may think that interested buyers "can always make an offer", but if the home is overpriced, potential buyers looking in the lower price range will never see it.

On occasion, The price is dropped below market value because the seller runs out of time. The property sells for less than it's worth.

## The Importance Of Early Activity

As soon as the home comes on the market, there is a flurry of activity surrounding it. This is the crucial time when potential buyers sit up and take notice.

If the home is overpriced, it doesn't take long for interested parties to Move on. By the time the price drops, A majority of buyers are lost.

## Define Your Marketing Plan

Your property is not something you sell every day. In fact for most people it is the largest asset. I house is very complex to market in the process needs to be well organized. To do this job properly, a plan is needed.

Your Royal LePage Realtor can prepare a personal is planned for you containing all activities required to market your property, including listing on the MLS, creating marketing materials, traditional an online advertising, and networking with other members of the real estate community.

## Signing A Listing Agreement

The first foremost up in marketing your property is to enter into a Listing Agreement with your Royal LePage Realtor- A contractor commits them to actively market your home for a specific period of time. It also commit you to a pre-established marketing fee that is to be paid upon successful closing of the sale. Your Realtor may require the following documents:



### **Plan of survey a location certificates**

A survey of your property that outlines the lot size and location of buildings as well as details of encroachments from neighbouring properties.

### **Property tax receipts**

Most listing agreements require that the current annual property tax assessments be shown.

### **Other documentation**

this may include annual heating, Electric and water expenses, as well as any recent home improvement costs.

*Note: in many provinces, you will be required to sign a property condition disclosure statement.*

### **Conditions**

Offers can be "firm" which means that the buyers are willing to buy the home exactly as it is. Or, The offer could be "conditional" on things like the property inspection, approval of financing or the sale of their existing home. The home may not be sold until all agreed upon conditions have been met.

## **The Major Elements Of An Offer**

### **Price**

Depending on the market in local conditions, The price offered may differ from the asking price.

### **Deposit**

The deposit shows the buyers good faith and will be applied against the purchase price of a home when the sale closes. Your Realtor can advise you on the suitability of the deposit being offered.

### **Terms**

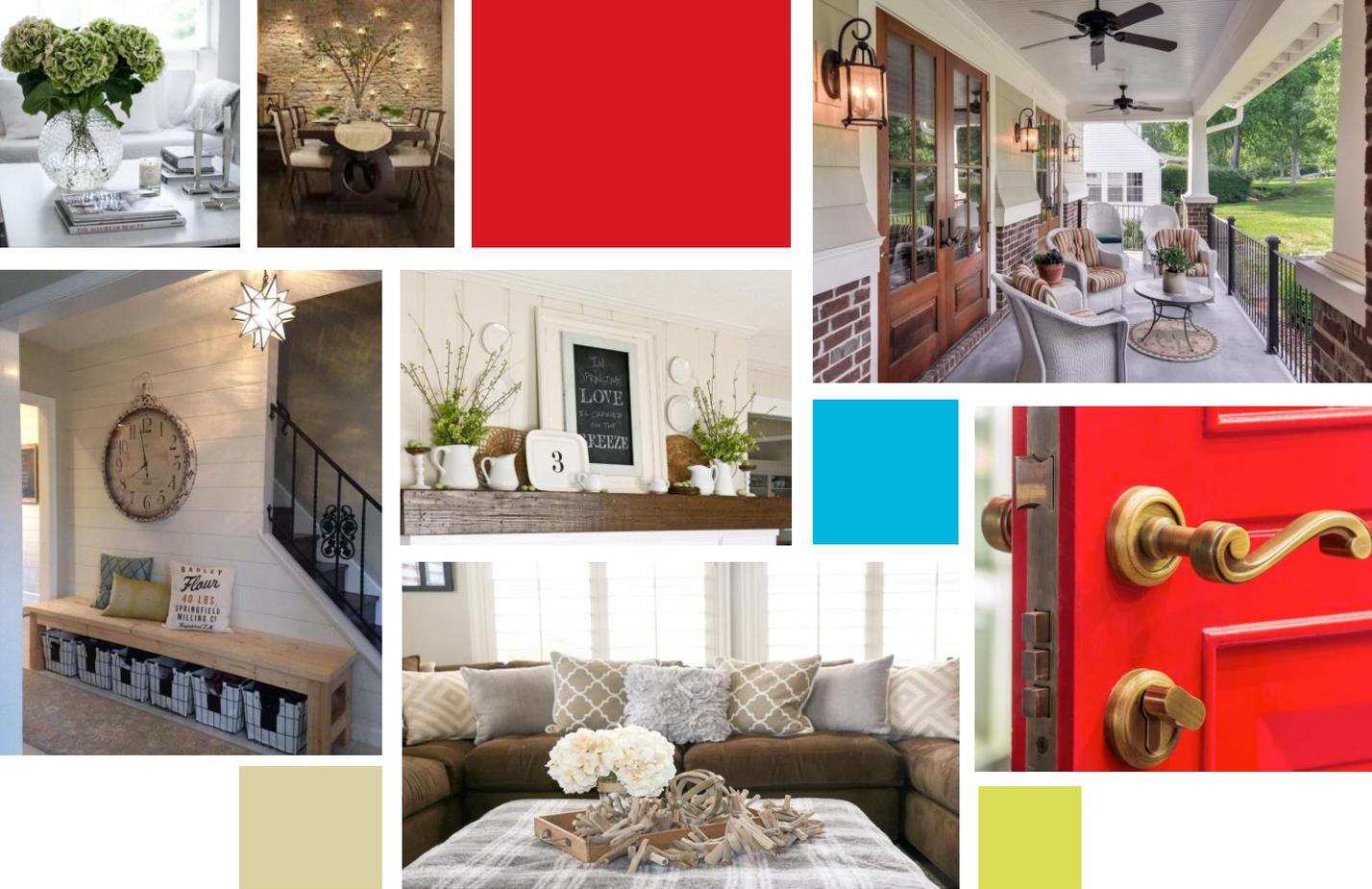
Includes the total price of the buyer is offering, as well as the financial details. The buyer may be arranging their own financing or may I ask you to assume your existing mortgage if you have an attractive rate.

### **Inclusions and exclusions**

These might include appliances in certain fixtures or decorative items, which would be included(or excluded) in the purchase of the property, such as window coverings, light fixtures, or mirrors.

### **Closing or possession date**

Generally, The day the title of the property is legally transferred and the transaction of funds is finalized, unless otherwise stated. The regulations surrounding closing and possession dates vary by province, your Royal LePage Realtor Will be familiar with the rules in your area.



## With You at Every Step

Royal LePage Realtors bring invaluable knowledge and expertise to the home buying experience and are dedicated to your needs from the property search and purchase, to your relocation. Please do not hesitate to call your local Royal LePage Realtor if you have any questions.

For more information about buying your new home, visit [wollerealty.com](http://wollerealty.com)

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