

Seller's GUIDE



MARLA FERRARO
-REALTOR®-

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Welcome! I understand that selling a Home can be a stressful and emotional process, and I pride myself on providing exceptional Customer Service and Clear Communication throughout the transaction.

My goal is to make the selling process as smooth and stress-free as possible, while ensuring that your needs are met every step of the way. Whether you are a first-time seller or a seasoned investor, I am committed to achieving your Real Estate goals and exceeding your expectations!

I look forward to meeting and working for you!



@marlaferraro

MEET

Me



MARLA FERRARO

REAL ESTATE AGENT

As a Seasoned Real Estate Agent with over a Decade of Experience in the Industry, I am your go-to Realtor®. My expertise in Pricing, Marketing, and Negotiating has helped me to consistently achieve top dollar for my clients.

My professional background includes Banking, Management, Team Leadership, Human Resources, Sales and Business Administration.

**I have a passion for helping others! I am a Mom to an Amazing Son, a 2x Cancer Survivor and Professional Organizer! I am a very active and connected Community Volunteer with Winnipeg Harvest, Siloam Mission, Cancer Care, Children's Hospital, Southdale C.C and Heart and Stroke
I love Decluttering and Organizing! I can definitely help you prepare your Home for Optimal Results, whether it's to Stay or Sell. I look forward to helping you!!**

THE *Process*



HOME SELLER'S *Roadmap*



Marla
FERRARO

- REAL ESTATE AGENT -

Determining FACTORS

WILL MY PROPERTY SELL?

FACTOR 1 *pricing*

When presenting a home to buyers, it's important to price the home correctly. This sets realistic expectations and attract serious buyers, ultimately leading to a successful sale for the seller.

FACTOR 2 *how it works*

I Make sure your home is ready for showings and online by:

- ✓ Completing repairs that need to be done
- ✓ Decluttering & removing personal items
- ✓ Ensure your home is clean and smells fresh
- ✓ Neutralizing spaces and walls

FACTOR 3 *marketing*

I offer PROVEN MARKETING STRATEGIES to help get your home sold quickly and for top dollar.

✓ PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, our co-op agents, and past clients.

✓ COMMUNICATION

You can expect me to actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

✓ MARKETING

The moment you sign with me, I start marketing your home, using such tools as COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING, to ensure your home is seen by the most potential buyers in order to maximize your selling price.



BEFORE *Listing*



OUR TEAM ADVANTAGE

✓ PROFESSIONAL STAGING ADVICE

- 85% of staged homes sold for 6-25% more
- Most staging tasks are completed during our appointment

✓ BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. I will ensure to take the extra steps to get maximum exposure for your home by providing a wealth of information and quality photos to prospective buyers.

✓ PROFESSIONAL PHOTOGRAPHY PROVIDED

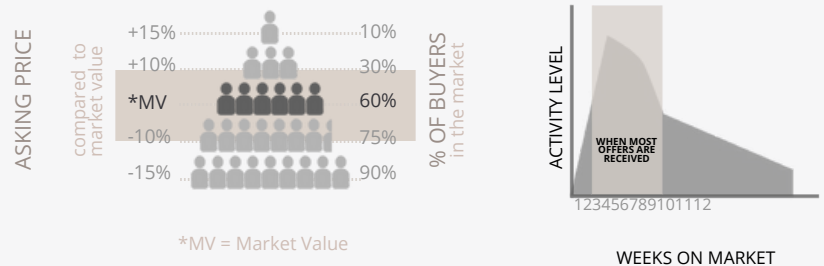
Listing STRATEGY

PRICING STRATEGY



I will provide you with a market analysis in your area, to ensure I price your home fairly, so that it sells quickly and for top dollar.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first week.



PROFESSIONAL STAGING

To make sure your home is shown in the best possible light, I will provide a professional staging consultation to ensure your home is ready to hit the market and appeal to the maximum number of potential buyers.

PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the photos of your home are of the best quality to catch the buyers attention and stand out from the competition.

AGENT MARKETING

I am part of a very large agent network, that I can utilize to see if your home might be a great fit for one of their buyers. This agent network is key, as 88% of residential sales involve real estate agents.

ADVERTISING & MARKETING

Correctly marketing a property is imperative to a successful sale. I focus most of my attention on this. I use my expertise to increase brand awareness and attract all buyers.



Preparing TO LIST

MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help you to achieve that “wow” factor.

EXTERIOR

- Wash or paint the home's exterior/front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences

INTERIOR

- Remove personal items, excessive decorations & furniture
- Clean or replace carpets
- Get rid of clutter & organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures. Minimize and clean pet areas in the home
- Ensure that all light bulbs are in working order

FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. If you can swing it...DO IT
- If you can't paint the entire home, paint the trim.
- Update exterior light fixtures to help give your home an updated look



THE ART OF *Staging*

Staging a home can have numerous benefits when selling. Staging can make rooms feel more spacious and functional. This helps buyers visualize themselves living in the home, increasing the likelihood of a sale. Staged homes tend to photograph better, which attracts more online interest and showings. Ultimately, staging helps your home stand out and potentially command a higher sale price.

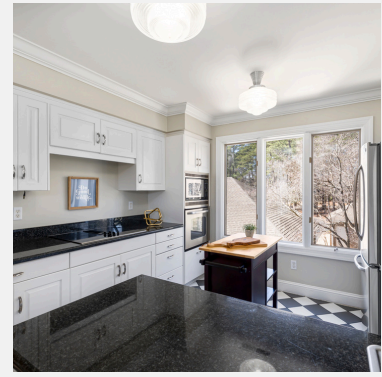


STAGED HOMES
SPENT **90%** LESS
TIME ON THE
MARKET

STAGED HOMES
INCREASED SALE
PRICE UP TO
50%

BENEFITS OF STAGING

- ✓ LESS TIME ON THE MARKET
- ✓ INCREASED SALE PRICE
- ✓ HIGHLIGHTS THE BEST FEATURES OF THE HOME
- ✓ DISGUISES FLAWS
- ✓ DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- ✓ DEMONSTRATES THE HOMES FULL POTENTIAL
- ✓ CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT



Real estate photography

A PICTURE SAYS A THOUSAND WORDS

Having professional photos of your home is imperative in the selling process. High-quality photos can showcase your home's best features, attract more potential buyers, and ultimately lead to a quicker sale at a higher price point. Showings and photos are the first impression of your home. As your agent, I will ensure that your home will be shown in its best light.



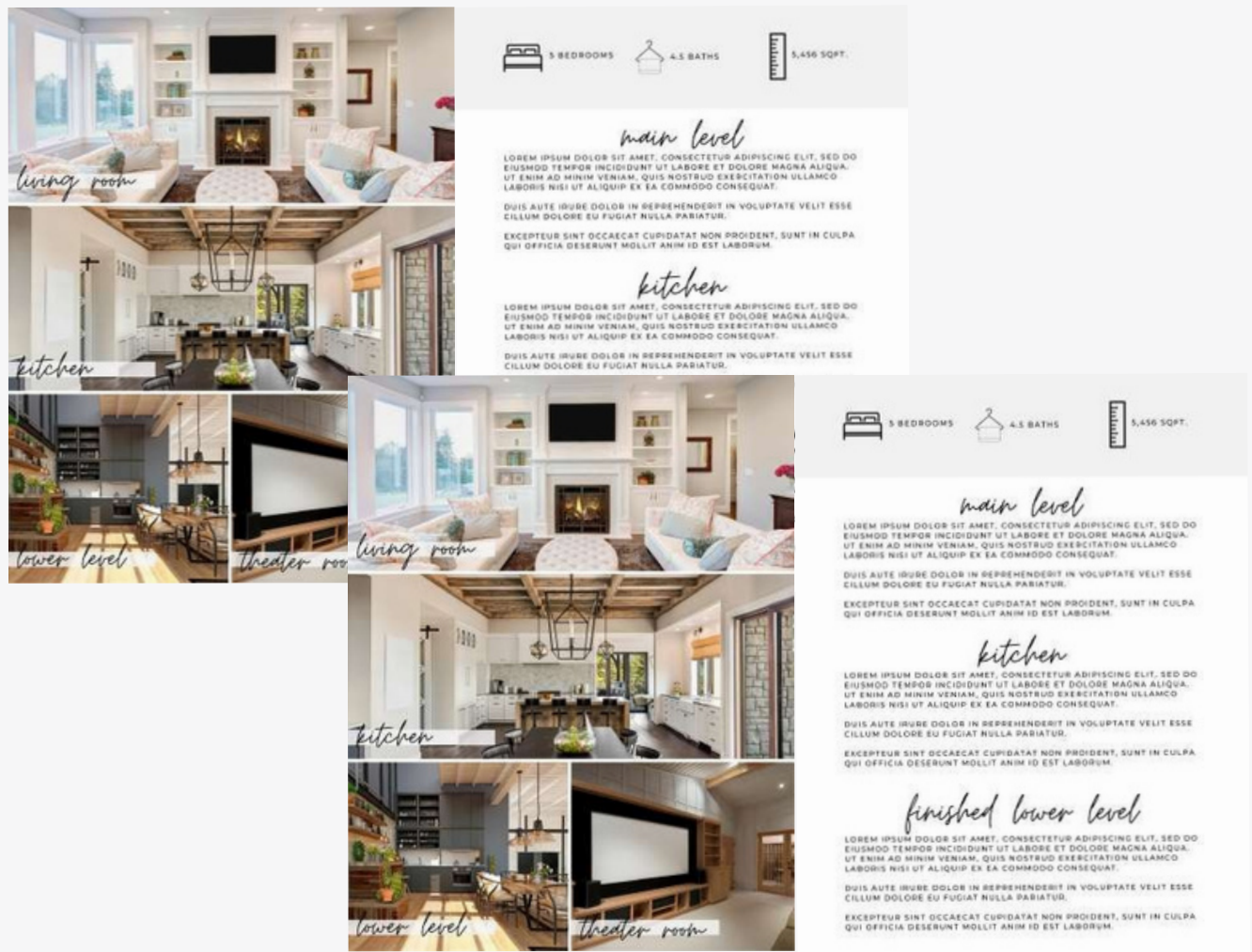
QUALITY PHOTOS
ENJOY **118%** MORE
ONLINE VIEWS

PROFESSIONALLY SHOT
LISTINGS CAN SELL FOR
UP TO **19K** MORE

POTENTIAL BUYERS LOOK
AT PROFESSIONALLY
SHOT PHOTOS **10 TIMES**
LONGER THAN NON
PROFESSIONAL PHOTOS

INTERESTING FACTS

Property BROCHURES



Property brochures can have numerous benefits when selling a home. They provide buyers with a tangible and detailed representation of the property, including high-quality photos, detailed descriptions, and relevant information. Brochures can also showcase any unique features or upgrades of the home that may be overlooked in online listings. They serve as a leave-behind for buyers to reference after touring the property and can be shared with others who may be interested.



I've got you COVERED

✓ A SECURE LOCKBOX WILL BE USED

Only licensed Real Estate Agents can have access to the lockbox. It is a secure coded lockbox with the keys. Access is only granted by myself and often located near the front door.

✓ STOW AWAY VALUABLES

Before showings make sure that all valuables are put away and out of sight. This includes mail, items of value such as jewelry, artwork, cellphones, and gaming systems etc

✓ DON'T ALLOW ANYONE IN WITHOUT AN APPOINTMENT

Now that your home is online, many know that it is for sale. For your safety, NEVER let a stranger into your home. Ask them politely to call me, as I handle all showings.

✓ REMOVE PRESCRIPTION DRUGS & MEDICATION

Clean out your medicine cabinets and any other place you may store medications and hide them away.

✓ PUT AWAY BILLS & OTHER MAIL PIECES

With identity theft on the rise it is important to put away all mail pieces with your information on them.

✓ BE EXTRA VIGILANT ON KEEPING DOORS LOCKED

Often times a home for sale means home owners are not at home. Be sure to always keep your doors and windows locked.

✓ KEEPING YOUR HOME SAFE

Once your listing goes live, I provide hand sanitizer, protective gear, and friendly reminder signs for all of your showings.

Listing YOUR HOME



Marketing PLAN

NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

Buyers in today's market start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.

LOCKBOXES

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

EMAIL MARKETING

An new listing email will be sent to our current buyer database and agents with thousands of buyers searching for properties within this criteria.

PROPERTY FLYERS

High quality property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

OPEN HOUSES

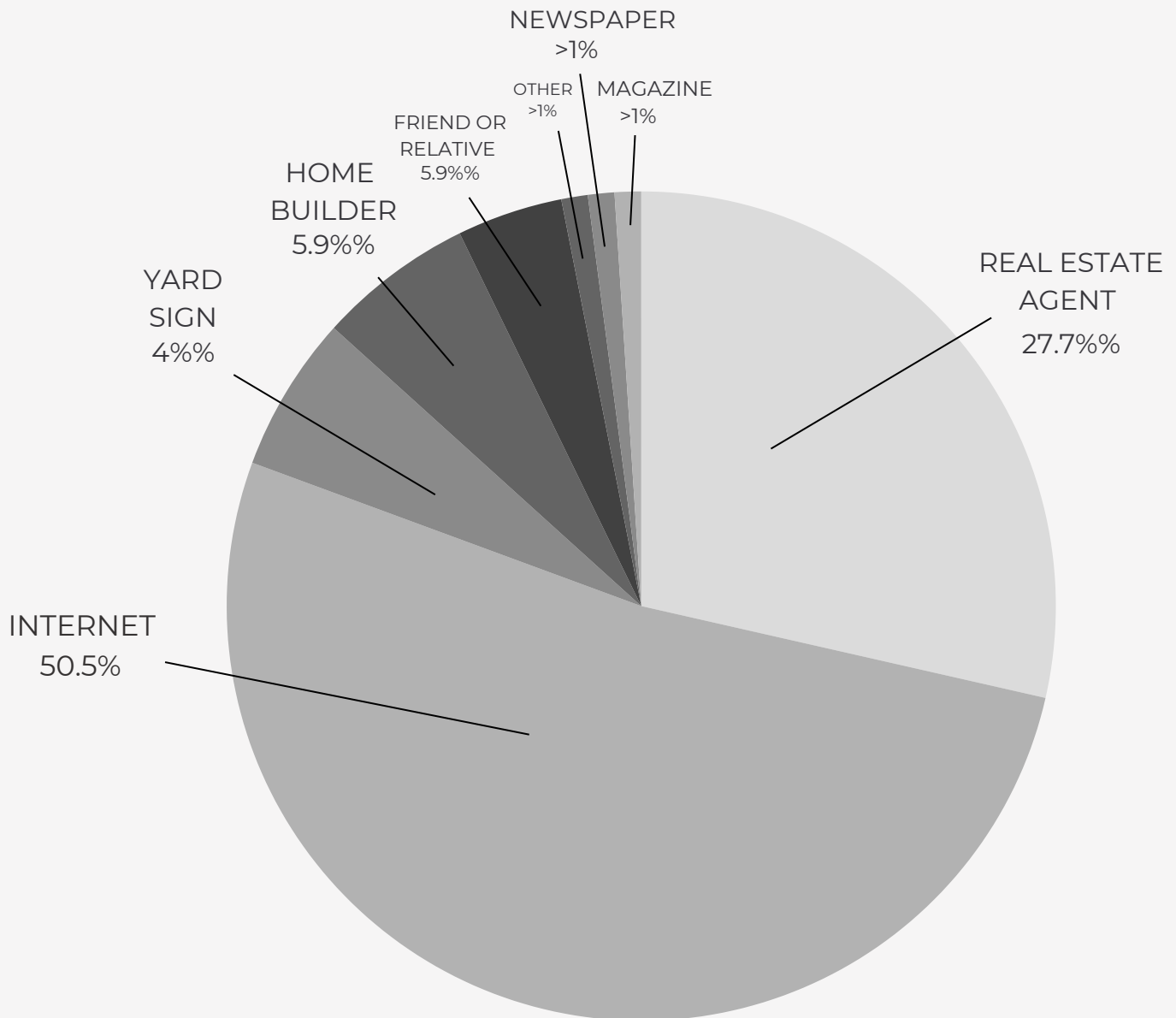
I have discovered a proven open house system that attracts serious buyers and helps your home achieve maximum exposure to potential buyers.

SOCIAL MEDIA MARKETING

I practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, and TikTok.



Where do buyers FIND THEIR HOME?



*2022 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

Home SHOWINGS

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having any missed opportunities.

INFORMED

Make sure everyone in the home is informed when showings are scheduled to ensure personal spaces are clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

FURRY FRIENDS

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

NATURAL LIGHT

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

TRASH

Empty trash cans to avoid any odors. Try to the night before.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



Offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors to consider.

CONDITIONS

The fewer conditions on an offer the better. Shorter time periods are also valuable.

ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

PRE-APPROVAL

Assures a home seller that the buyer can get the loan they need.

LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers.

CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing date to allow time for your next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



BUYER LETTER

A buyer letter is usually a sort of introduction of the buyer(s) and helps the seller get to know the buyer with any specifics to their situation.

REPAIR REQUESTS

If your home is "turn key" or recently remodeled, there may be little to no repair requests. Some repair requests can be expensive. It's important to know what is best for you.

OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the best offer for you.



Negotiations

WE CAN:

- ACCEPT THE OFFER
- DECLINE THE OFFER
If the offer isn't close enough to expectation and there is no need to negotiate.
- COUNTER-OFFER
A counter-offer is when you offer to accept the buyers offer subject to different terms.

THE BUYER CAN THEN:

- ACCEPT THE COUNTER-OFFER
- DECLINE THE COUNTER-OFFER
- COUNTER THE COUNTER-OFFER
You can negotiate back and forth as many times as needed until you can reach an agreement or someone copts out.

OFFER IS ACCEPTED:

Sign the purchase agreement and you are now officially under contract and in! There can be some conditions attached to the offer that need to be satisfied before a certain date.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

Contract TO POSSESSION



Home APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is in fact worth the loan amount. As a seller, we want the property to appraise for at least the sale amount or more. I will point out the best features of the home to the appraisal to ensure they don't miss anything of extra value.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can be begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Request buyer to cover the difference & renegotiate terms
- Cancel, & re-list
- Review any back-up offers



Closing THE SALE

WHAT TO EXPECT

Closing is the point in the transaction when the buyer, seller, and all participating parties have fulfilled their legal obligations to one another. The lawyer will look over the Offer to determine what payments are owed by who, prepare documents for closing, perform the closing, & make sure all payoffs are completed. Now the buyer's title is recorded and you receive payment.

YOUR COSTS

SELLER COMMONLY PAYS:

- Mortgage balance & penalties (if applicable)
- Any claims against your property
- Unpaid assessments on your property
- Real estate agent commission
- Lawyer Fee

WHAT TO BRING

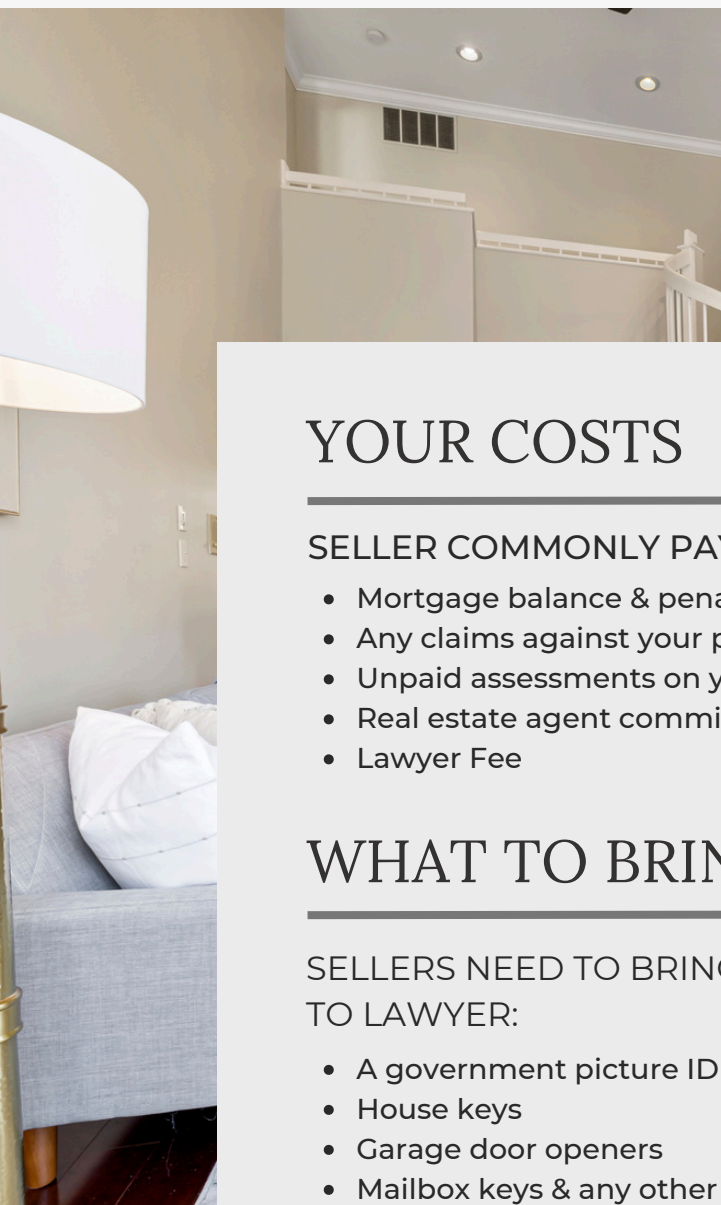
SELLERS NEED TO BRING TO LAWYER:

- A government picture ID
- House keys
- Garage door openers
- Mailbox keys & any other spare keys

AFTER CLOSING

KEEP COPIES OF THE FOLLOWING FOR TAXES:

- Copies of all closing documents
- All home improvement receipts



Final STEPS

FOR SELLERS



✓ CANCEL POLICIES

Once transfer of title has occurred, contact your insurance agent to cancel your policy so you can receive a refund, if applicable.

✓ CLOSE ACCOUNTS

Cancel utilities and close those accounts of transfer if necessary.

✓ CHANGE ADDRESS

Let everyone know you have a new address. Submit a change-of-address form to the post office.

✓ TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

✓ CLEAR OUT PERSONALS

Move your personal belongings out completely.

✓ CLEAN

Ensure that your home is completely clean. Clean the cabinets, refrigerator, and other appliances inside and out.

Thoroughly clean out the garage. Schedule trash pick up prior to the day of possession.

Leave your home the way you would like it if you were the buyer.

✓ ACCESS

Leave all house keys, remotes, gate keys, pool keys, guest house keys, shed/storage keys, and mailbox keys on the counter in the kitchen.

✓ GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, warranties, and copies of any upgrades or work that was done to the home.

✓ LOCK UP

Ensure all blinds are closed, and lock the windows and doors.



What to EXPECT

GREAT COMMUNICATION

HONESTY & TRANSPARENCY

INTEGRITY & RESPECT

LOCAL MARKET KNOWLEDGE

REACH YOUR REAL ESTATE GOALS

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