L|S
REAL ESTATE

Selling Your Home

A Guide for Homeowners

kw PLATINUM
KELLERWILLIAMS. REALTY

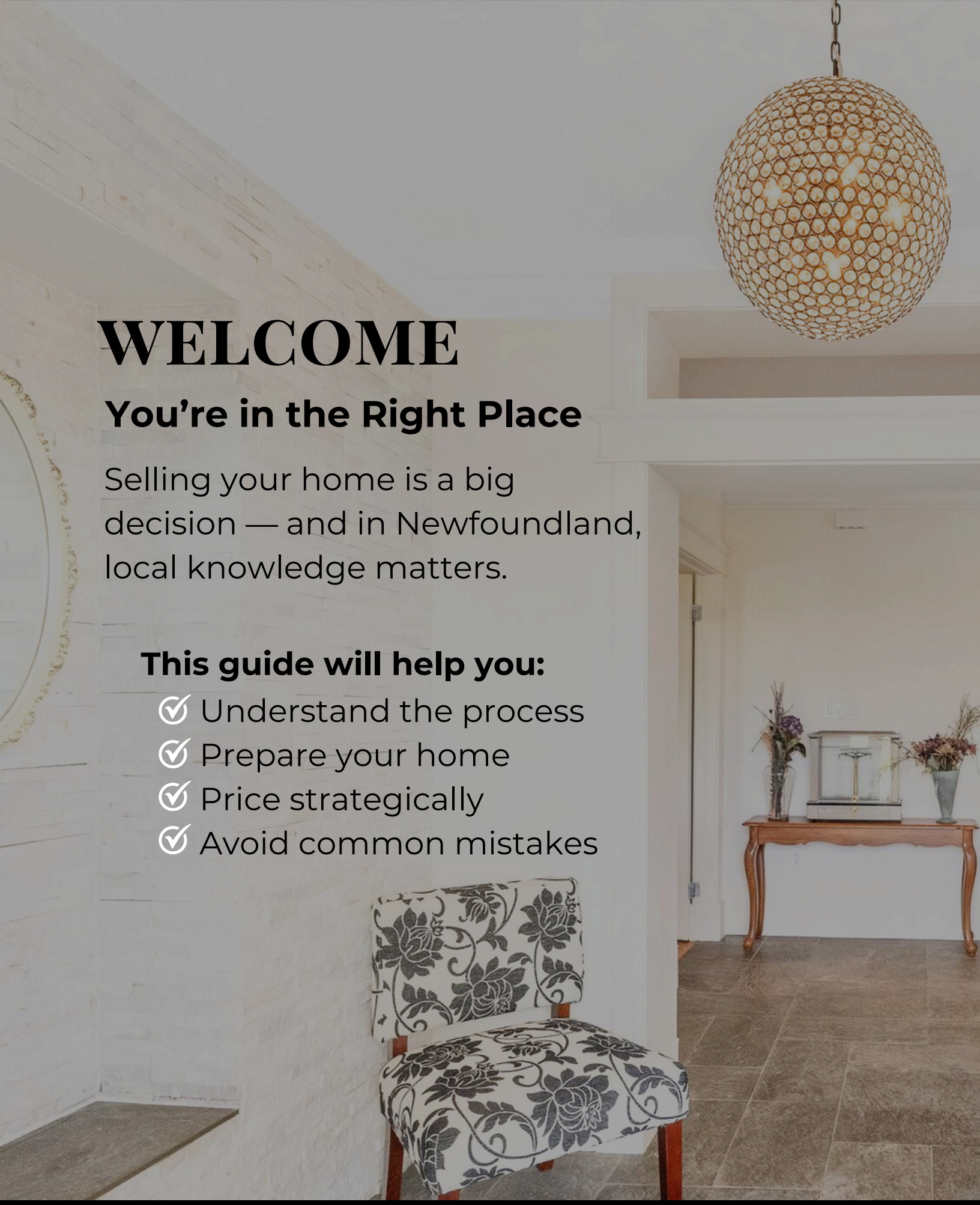
WELCOME

You’re in the Right Place

Selling your home is a big decision — and in Newfoundland, local knowledge matters.

This guide will help you:

- ☑ Understand the process
- ☑ Prepare your home
- ☑ Price strategically
- ☑ Avoid common mistakes



Clear, calm, and stress-reducing.

THE NEWFOUNDLAND MARKET

What Makes Selling Here Different

- Location & lifestyle
- Heating type & efficiency
- Weather and seasonality
- Condition and maintenance
- Land, views, and privacy

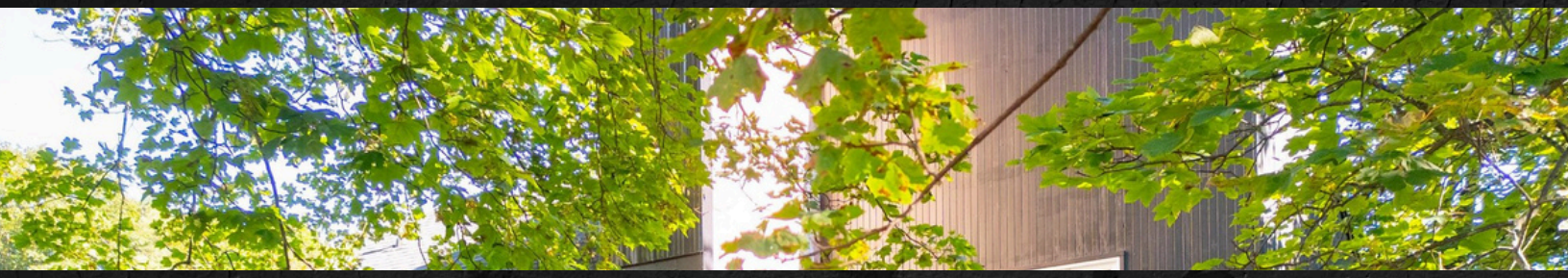
Local strategy protects your value.

Why Choose L|S Real Estate?

Local Market Knowledge.
70+ Five Star Reviews.

PRICING YOUR HOME

Pricing Sets Everything in Motion



Market value is based on:

- Recent comparable sales
- Current listings
- Your home's condition and location

Price Impacts:

- Buyer interest
- Time on market
- Negotiation power

The right price creates momentum.

Preparing your home

Buyers decide quickly.

Focus on:

- Clean, clutter-free spaces
- Small repairs completed
- Neutral, bright rooms
- Easy access and curb appeal

First Impressions Matter

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MARKETING YOUR HOME

Marketing Is More Than a Listing

Strong marketing includes:

- Professional photography
- Clear, compelling descriptions
- Online exposure where buyers are searching
- Local and out-of-province reach

Your home should stand out — not blend in.

SHOWINGS & OFFERS

What to Expect Once You List

Showing Tips

- Flexibility helps
- Short notice is common
- There may be several showings in one day
- Keep house tidy

Sellers Directive

This is a deadline for when any offers will be reviewed by the Seller(s). Typically occurs 4-6 days after listing. Used strategically based on property and scheduling to get multiple offers and/or allow flexibility for response.

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CONDITIONS & CLOSING

From Accepted Offer to Sold

Most offers include conditions such as:

- Financing
- Home inspection

Once conditions are met:

- Lawyers prepare documents
- Funds are transferred
- Ownership changes on closing day

You're guided every step.

Selling Costs

These are estimated expenses you may incur when you sell your home. It is best to review these with your real estate agent, accountant, mortgage company and lawyer for accuracy.

Pre-Inspection	**$600 - $1,000 + HST**
Legal Fees	**$900 - $1,500 + HST**
Survey Costs	**$700 - $1,400 + HST**
Staging (Optional)	**$500 - $3,000 + HST**
Mortgage Discharge	Often a set rate or a percentage of interest. Confirm with lender.
Repairs & Prep Costs	Painting, maintenance, landscaping, professional cleaning, minor repairs, etc. Plan to budget for these costs.
Other Considerations	Real Estate commissions, capital gains taxes, moving costs, etc.

Common Seller Mistakes

Mistakes to Avoid:

- Overpricing
- Skipping preparation
- Letting emotions drive decisions
- Ignoring local market realities

Next Steps

Your next step doesn't have to be a commitment.

We can:

- Review your home's value
- Talk timing and strategy
- Answer questions honestly

Ready to Sell?
Let's Chat! ☕

Text: 1-709-749-7729

Call: 1-709-771-4448

www.LSRE.ca

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