Skybrooke Realty Corp. Brokerage

THE ULTIMATE

Sellers GUIDE

Your Home, Your Equity, Our Expertise.

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WELCOME

WELCOME TO SKYBROOKE REALTY

Selling your home is one of the most important financial decisions you'll make. Our mission is to make the process seamless, stress-free, and profitable. This guide is designed to walk you step-by-step through every part of the selling journey and show you how your Skybrooke agent will advocate for you and maximize your results.

UNDERSTANDING THE HOME SELLING PROCESS

Step 1: Determine Your Selling Goals

- Why are you selling? Upgrade, downsizing, relocation, or investment?
- Decide on your timeline: immediate sale vs. flexible.
- Consider your target sale price and minimum acceptable offer.

Step 2: Prepare Your Home for Sale

- Declutter, depersonalize, and deep clean every space.
- Conduct repairs or renovations that increase value.
- Stage rooms for maximum visual appeal—Skybrooke agents can provide recommendations or professional staging.

Step 3: Pricing Your Home

- Your Skybrooke agent will:
  - Perform a Comparative Market Analysis (CMA).
  - Strategically price your home to attract serious buyers and optimize offers.
  - Adjust pricing based on market trends and demand.

Step 4: Marketing & Listing Your Home

- Professional photos, videos, and virtual tours.
- MLS listing, Skybrooke website, social media promotion, email campaigns.
- Skybrooke may leverage off-market channels for maximum exposure.

Step 5: Showings & Open Houses

- Schedule private showings and open houses.
- Ensure home is clean, lit, and inviting for potential buyers.
- our agent will gather feedback to adjust strategy if necessary.

Step 6: Offers & Negotiation

- Review all offers with your Skybrooke agent.
- Negotiate terms: price, closing date, inclusions, contingencies.
- Ensure contracts are legally sound and protect your interests.

Step 7: Closing The Sale

- Your agent coordinates with your lawyer, buyer, and lender.
- Complete all paperwork, disclosures, and closing documents.
- Receive proceeds from the sale and hand over keys.

THE ROLE OF YOUR AGENT

Your Skybrooke agent is your advocate and guide throughout the entire selling process:

What Do They Do For You

01 **Strategic Guidance:** Price, market, and negotiate your home effectively.

02 **Marketing Expertise:** Ensure your property gets maximum exposure.

03 **Professional Network:** Connect you with photographers, stagers, lawyers, mortgage professionals and inspectors.

04 **Transaction Management:** Oversee timelines, paperwork, and closing coordination.

05 **Support & Advocacy:** Represent your interests and maximize your net proceeds

FINANCIAL CONSIDERATIONS

COSTS ASSOCIATED WITH SELLING A HOME

Item	Approximate Cost
Real Estate Commission	Typically 2.5-5% of sale price (negotiable)
Legal Fees	$1,000 - $2,500
Staging Costs	$500 - $3,000
Photography/ Videography	$250 - $750
Pre-Sale Repairs	Varies depending on work
Mortgage Payout / Penalties	Remaining balance + early payout fees if applicable
Moving Costs	$500 - $3,000

PROCEEDS CALCULATION:
SALE PRICE - COSTS & FEES - MORTGAGE BALANCE = ESTIMATED NET PROCEEDS

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PROFESSIONALS YOU'LL WORK WITH


Real Estate Lawyer / Notary


Home Stager / Photographer / Videographer


Appraiser


Mortgage Broker / Bank Advisor


Movers


Cleaner/ Contractor

Real Estate Lawyer / Notary: Handles contracts, title transfer, and closing.

Home Stager / Photographer / Videographer: Ensures your home is presented at its best.

Appraiser: Sometimes required for mortgage or market analysis.

Mortgage Broker / Bank Advisor: Coordinate payout of existing mortgage.

Movers: Will handle all of the relocation of all of your property in a safe and efficient manor.

Cleaner: Professional hired to clean your home in order to ensure it presents well.

Contractor: Professional hired to fix, repair and update any damage or deficiencies that could otherwise affect the value of your home.

TIPS FOR A SUCCESSFUL HOME SALE

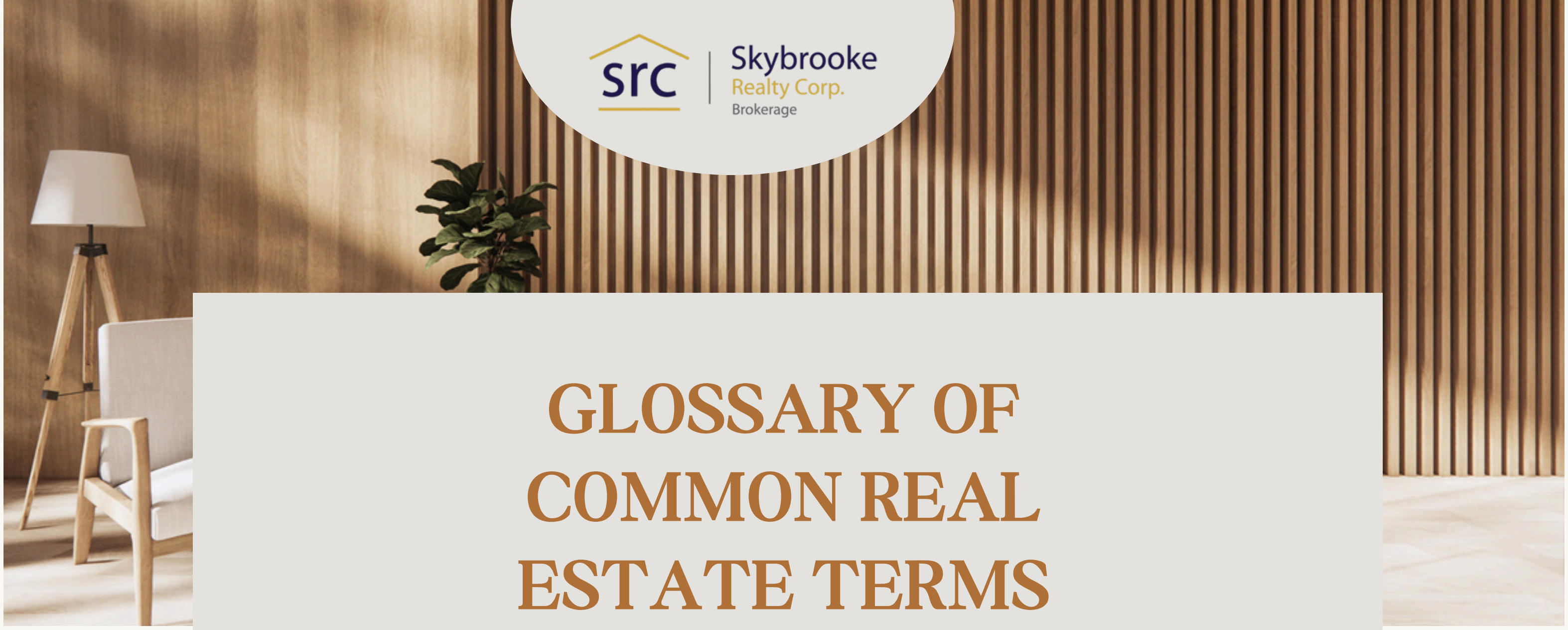
01 Keep your home clean and tidy for showings.

02 Be flexible with showing times to attract buyers.

03 Rely on your agent's advice for offers and negotiations.

04 Price strategically and be prepared to adjust based on market feedback.

05 Avoid emotional attachment- view the sale as a business transaction.



GLOSSARY OF COMMON REAL ESTATE TERMS

CMA (Comparative Market Analysis): Assessment of similar homes' prices.

Closing: Legal transfer of property ownership.

Contingency: Condition that must be met for contract to be valid.

Listing Agreement: Contract with your agent authorizing them to sell your home.

Net Proceeds: Amount received after selling costs and mortgage payout.

Staging: Preparing your home to be visually appealing to buyers.

CHECKLISTS & WORKSHEETS

- ○ Define your goals and timeline
- ○ Declutter and deep clean home
- ○ Complete repairs or upgrades
- ○ Stage rooms for presentation
- ○ Professional photos & marketing
- ○ Schedule showings and open houses
- ○ Review and negotiate offers
- ○ Complete closing with lawyer

COSTS & PROCEEDS WORKSHEET

Expenses	Cost
Sale Price	
Real Estate Commission	
Legal Fees	
Staging / Marketing	
Mortgage Balance	
Repairs / Renovations	
Moving Costs	
Estimated Net Proceeds	
Total:	

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