

HOW TO SELL YOUR HOME IN 2021

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INTRODUCTION " 6 STEP SALE SYSTEM™ "

This **Sellers Guide** was created with one thing in mind: To clear the noise and simplify the selling process & get the most **money** for your property.

See, nowhere is there a simple, easy to digest, useful information on what needs to happen for you to sell your home. Studies show that the average Canadian moves approximately every 5 years, so if you've done it before, the market has probably changed since the last time.

If it's your very first time, the whole process can indeed seem intimidating. The following are a just few questions that will be answered by the end of this guide.

- How do I find a good Realtor?
- Do I need to get my home staged?
- How is Nrth Real Estate different?
- Do you work in a team? How big?
- What price should I list my home for?
- What needs to be done before I sell?
- Do I need to do repairs? If so, what kind?
- What are my options when selling?
- What EXACTLY is the 6 STEP SALE SYSTEM™

This guide is going to save you time, energy AND money. Your home is an investment, and it should be treated as such, and with the hoards of information available (some great, some complete rubbish) you deserve to have a resource you can refer to immediately should you need to sell your home **today** or 6 months from now.

– Victor Le-Nguyen
Realtor®



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PICKING AN AGENT: QUESTIONS TO ASK YOUR AGENT

There is a way to determine who is most likely to succeed in getting your home sold. The key is knowing the right questions to ask. Select a Realtor based on criteria specific to the company, the competence of the person, and the service provided. Never base your choice on price.

1. How long have you been in the business full-time?
2. How many listings do you take in the average month? How many sales do you have monthly?
3. How long have you been working in this area?
4. Do you have a written marketing plan, specifically designed to get my property sold? What major marketing programs have you designed to ensure that my home gets sold?
5. Will my property be on the Multiple Listing Service? How will you set my listing apart from the crowd? In what ways will you encourage other agents to sell my property?
6. Will you produce a professionally typeset flyer of my property which will include as a minimum an exterior photo?
7. Will I receive a marketing update of my property on a weekly basis?
8. How many potential buyers do you talk to on an ongoing basis? How many hours a day of prospecting do you do?
9. What is my property going to sell for? What should I be listed at? How did you arrive at that price?
10. What ongoing education have you enrolled in over the past 12 months to improve your level of service to your clients?
11. How will you assist me in my relocation plans locally or out of the city (if that is necessary)?
12. How do you rank among your peers - are you among your company's top realtors?



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GETTING YOUR HOME READY: CLEANING & DECLUTTERING

Interior

- Everything from floors to windows must be spotless. Remember to clean the oven and other major appliances (skylights should be crystal-clear, too). Kill the offensive odors. They're the first thing buyers notice, and often a permanent turnoff.
- Eliminate clutter.
- Put away small kitchen appliances and other items that are sitting on countertops and tables.
- Remove photographs from table-tops.
- Organize the closets.

Exterior

- Clean the drain gutters. Buyers almost always comment if gutters are full of leaves and it makes them question other maintenance issues.
- Store or organize items that make the yard look messy.
- Make your front entry inviting. Decorate it, paint the door or buy a new door. It's the first look at your house, so make it a good one

COMPLIMENTARY HOME CLEANING

Look, I know cleaning is the last thing you want to worry about. It's not exactly the most glamorous thing about Real Estate. That's why we working with a team of professional cleaners to not only take the stress out of selling your home, but it ensures your home is looking its best for prospective buyers.

Every home listed with us gets a **complimentary** home cleaning as part of our 6 Step Selling Process.

STAGING CONSULTATION

Staging transforms homes and makes them look brand new. It highlights the home's best features and demonstrates the home's potential. It has a big impact on how buyers see your home. The goals of home staging is to make the home appear move-in ready and help buyers visualize themselves living in it. This service is highly recommended for vacant homes.

When listing with us, we have a number of reputable home staging companies that we work with. As part of our 6 Step Listing Package, we will pay for **HALF** of all stagings costs. This can range anywhere from \$2000 - \$6000 for first 30 days + 50% furniture rental fee applies thereafter. Keep in mind the owner may incur storage charges if exiting furniture can not be used and must be moved from the property. Overall, it definitely requires some work but in the end homes that are staged always sell for more.



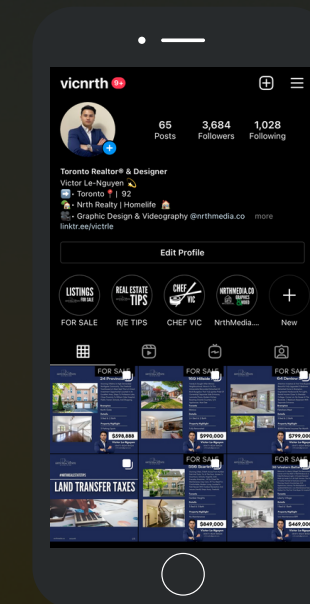
PROFESSIONAL PHOTOGRAPHY & VIDEOGRAPHY

Social Media & Video is THE most effective content type in today's digital marketing environment. These services are all INCLUDED as part of our Proven 6-Step Selling Method.

We work with an in-house photo, video & graphics team to offer a truly custom experience tailored to every individual client. With attention to every detail we will showcase your property the way it was meant to be seen. When listing with Victor at Nrth, we will provide up 40 Professional Photos for MLS, Youtube Virtual Tour & Branded Brochures All Included

Once your home is decluttered, cleaned, staged, we can book the videographer for a 1-3 hour session depending on the size of the property.

On average the videos will be anywhere from 1 - 3 minutes depending on the size of the property. Turnaround time for videos given weather conditions is as fast as next day.



- Victor Le-Nguyen

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THE **HOMELIFE** ADVANTAGE

NRTH Real Estate is under the parent company Homelife Woodbine. With over 50 agents at & over 100 Million in sales year-to-date – myself doing over 4 Million this year alone, its no surprise why our office is ranked among the top offices in Canada.

Weekly meetings are hosted for every listing. We sit down in the board room & think who are the buyers for your home? Family, young couple, students etc. Well develop a client profile & use targeted Facebook ads to find the perfect buyer for your home.

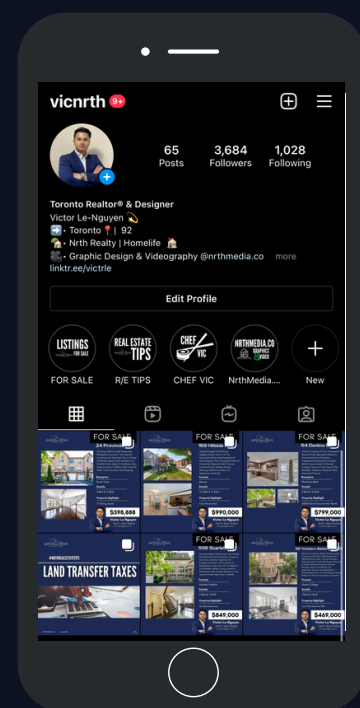
ONE week before every listing goes live, we door knock & flyer canvafss as a **team** in your area to give neighbours "priority access" & potentially find a buyer before it even hits the market. Step 5 in our 6 Step Sale System.



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SOCIAL MEDIA EXPERTISE

NRTH Real Estate has an in-house social media team that markets your home in over 4 different platforms.



Followers: 3,600
Views: 1-5k
Daily Content
Targeted Ads



Followers: 800
Page Visits: 120
Daily Content
Targeted Ads



Subs: 25
Views: 10k+
Bi Monthly



Followers: 10
Views: 2k
Quarterly

PRICING STRATEGIES

At the end of the day, the list price will be entirely up to you! Here are three different strategies we can use to price your home accordingly. I would highly recommend option number 3 in today's market.

1

Listing **Higher** Than Market Value

Listing high can result in less people viewing the property. Although it's possible someone comes in, not doing market research and buys but very unlikely.

2

List **Fair** Market Value

Listing at fair market value can get a good amount of showings & activity. This strategy works in a seller's market.

3

List **Under** Market Value

Every agent & prospective buyer in the city will see such a low price that they will be more likely to book a showing or tell their friends about.

MOVING DAY - STRESS FREE

Moving is always the worst part. Ive personally been through over ten myself so I can understand the stress & complexity of moving. Getting boxes, packing & taping are all thing you're still going to have to do but this time around, because you're working with me, I am going to personally **pay for all your moving expenses** so you wont have to lift a single box or heavy couch.

– Victor Le-Nguyen
Realtor ®

Certain conditions apply *




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SUMMARY & RECAP

This entire PDF was created with the simple intention of educating sellers in the GTA area. Is everyone who reads this guide going to want to work with me? Maybe not -and that's okay! Heck, if you want to use this information to aid you in selling your home yourself, by all means, please do so! Use this guide, and refer to it often and if you think there can be more added in there, by all means let me know, because this will be a constant work in progress to continue educating the residents of The GTA. If you're ready to sit down and have a discussion about your upcoming sale - see my contact information below. Your meeting with me will be educational, informative and as always, hassle free with no obligations.

6 STEP SALE SYSTEM™

- 1) PROFESSIONAL CLEANING
- 2) STAGING CONSULTATION
- 3) PROFESSIONAL PHOTO / VIDEO / GRAPHICS
- 4) HOMELIFE TEAM WORK
- 5) SOCIAL MEDIA EXPERTISE
- 6) STRESS FREE MOVING DAY

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