

REAL ESTATE  
*Margolis*  
& CO.

SELLER'S  
GUIDE

**kw** KELLERWILLIAMS.  
COMMUNITY REAL ESTATE  
EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED





MARQUIS REAL ESTATE & 

TEAM MEMBERS  
ARE COMMITTED TO SERVING YOU!

contact

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profile

The Marquis Real Estate & Co. team members have all lived in and grew up in both Durham Region and Northumberland County, living in Bowmanville, Oshawa, Cobourg, Port Hope, Colborne, Gores Landing, Castleton, Warkworth, Peterborough and Kawartha Lakes. We know the communities very well and are committed to supporting local businesses and finding opportunities to give back.

Our team's combined skill sets range from a background in Interior Design, project managing a new house build, creating floor plans, waterfront properties, flip properties, dealing with permit approvals and inspections for home renovations, as well as, previous experience in emergency services. All of these skill sets, along with excellent communication and customer service provide an immense value to clients when it comes to their homes, when either purchasing or selling. We respect the trust clients place in us and don't take it for granted. We as a team are Designed To Move You and help you accomplish your real estate goals!

*commitment* to excellence:

- Consistently go above and beyond for clients to create a stress free and smooth process in finding and negotiating the purchase of client's dream homes.
- Honesty and Integrity are integral as part of the Realtor / Client relationship.
- Continuous education to stay on top of current market trends and always improving skill sets to better serve clients.
- Real estate is about connecting with others, creating a deeper understanding of client's current needs and striving to help them achieve their real estate goals.

*customized* to fit your needs:

- Waterfront Properties
- Investment Properties
- Flip Properties
- Residential Properties
- Rural Properties

*proven* and consistent success:

- Enjoy working with repeat clients
- Creating connections and demonstrating integrity with clients has lead to high success in word of mouth referrals.
- Established relationships with vendors and contractors who provide services to clients.

# AGENT RESPONSIBILITIES

## Expert Guidance

- Research the comps in your area & complete a comparative market analysis to determine the best list price for the sale of your property
- Make recommendations on potential repairs and cleaning of your property, in order to make your home more attractive to buyers
- Suggest quality professionals, including attorneys, handymen and inspectors
- Guide you in making informed decisions leading to a satisfactory sale
- Present and respond to all offers in a timely manner
- Negotiate the best price & terms available, always keeping your specific needs in mind

## Responsiveness

- Act in good faith at all times
- Adhere to your instructions & concerns
- Return calls & emails promptly
- Closely track dates & deadlines

## Accounting

- Track all earnest money deposits received
- Receive and deliver all documents in a timely manner
- Review final settlement statements

## Loyalty

- Keep your personal information strictly confidential
- Ensure you are fully informed
- You are our priority!



# SELLING IN TEN *easy* STEPS

1

## DISCOVERY & RESEARCH

We will tour your home and give our insights on what will help your sale. We discuss the process and develop initial marketing strategies.

2

## LISTING APPOINTMENT

We discuss the value of your home, review the calendar of expectations, sign documents and enter into contract. You're then ready for staging, photography and videography.

3

## PRE-LAUNCH

All of our marketing materials are collected. From photography to lock boxes on your home, we make sure everything is prepared for launch day.

4

## LAUNCH DAY

It's time!  
Your home's profile is posted online. A yard sign is placed on your property. Any and all marketing materials we've agreed upon will be rolled out.

5

## BUYER PROSPECTING

Consistent exposure of your home is spread across the marketing platforms. All scheduled events are completed until we reach a sales agreement.

6

## SALES AGREEMENT

Once an offer has been made, we will review all terms and conditions and respond as needed.

7

## INSPECTIONS

The buyer will probably hire a Home Inspector to review your home. The Inspector is likely to recommend repairs or upgrades and we will negotiate on your behalf.

8

## LOAN COMMITMENT

The buyer's loan is underwritten and appraisal is performed. All buyer's documentation is verified and we wait for the Notice of Fulfillment, which makes the deal firm!

9

## CLOSING PREPARATION

The lender's requirements have been met and the documents have been ordered. Closing has been scheduled. We will review next steps with you and the buyer may have a final walk through of your home usually 24-48 hours prior to closing.

10

## CLOSING

The last step! Documents are signed, keys are exchanged and proceeds received. You may cancel your utilities and insurance, and your yard sign is removed from your property. We are there to help after the sale of your home - whenever you need us!



# 4 FACTORS THAT AFFECT THE *saleability* OF YOUR HOME

## Price Point

Pricing your home for the current market is important for maximum exposure and ultimately, a satisfactory sale.

- Factors that determine a property's value:  
*location, design, amenities, competing properties, economic conditions*
- Factors that have little or no influence:  
*price the seller originally paid, amount spent on improvements*

## Market Conditions

The real estate market is always fluctuating, and as your Trusted Real Estate Advisors, we will be able to discuss the pros and cons of listing during varied market conditions.

## Property Condition

The condition of your property will have a lot to do with the selling price and how quickly it will sell. If there are repairs needed, or if professional staging is required, we will be there to assist and offer our guidance and network.

## Market Exposure

We will focus on what we're able to control - market exposure and negotiating offers. We want to get the most qualified buyers into your home, in the least amount of time, and with minimal inconvenience. With a comprehensive marketing plan, your home will get noticed in any market.



# INFORMATION *prep*

Once your home is on the market, it's very important to have information ready to go in case the buyer or lender requests it.

Below is a list of items that buyers, lenders and title companies might request during this phase of selling your home.

- Manuals for appliances
- Receipts of work done to the home - including all major & minor renovations
- All keys and garage door openers
- Surveys previously done
- A list of utility providers & average costs per month
- Alarm instructions

## Condo Communities -

Check in with the Condo Board to see if there are any restrictions or policies when listing your condo/townhome

If you have any known information regarding assessments, certification letters or covenants, have those available for buyers

# NEGOTIATING THE DEAL

*successfully*

Disclose everything. Be proactive to disclose all known defects to buyers - avoid legal problems later.

Remember your priorities, but also respect the buyer, as this will be their next home & they are nervous about the unknowns.

Ask all of your questions. Offers may include complicated terminology, which can be clarified for you.

Respond quickly. The mood for the buyer to buy is exactly when the offer is made - don't delay.

Meet halfway if there are disagreements about small expenses - split the difference and move on.

Stay calm, even if the situation is tense.

**HAVE YOU FOUND  
THE RIGHT  
BUYER?**

**Make the deal happen.**



# UNDER CONTRACT

process



## ACCEPTED OFFER

Now that you've decided on an offer, it's time to start the under contract process. There are a few dates and deadlines to be aware of - financing, appraisal, home inspection and any other timelines which may present within the agreement. The *under contract* process can normally take anywhere from 30-60 days before closing.

## HOME INSPECTION

The buyers elect to do this if they choose. The buyer's agent will request a time that works for the buyer to have the inspector perform a full inspection on your home. You will be asked to leave during this time and should take between 1-4 hours. After inspection, the buyer's agent will send an inspection objection requesting specific repairs, replacements, or price reduction, if needed. We will then negotiate on your behalf the terms being presented.

## HOME APPRAISAL

An appraisal will be required by the lender if the buyer is obtaining a loan. The appraisal could come in low, high, or at value. We will guide you through the process on the right moves to make if the appraisal comes in low. We then wait for the financing conditions deadline where the buyer will provide a Notice of Fulfillment, Waiver, or Cancellation of Agreement.

# C L O S I N G

## **SCHEDULE UTILITY TRANSFER**

Prior to closing you should change or cancel all utilities.

On closing day be sure to read the water meter and report that back to your township so that you don't pay for the new owners water usage.

## **FINAL WALK THROUGH**

Prior to closing the buyer may have a final walk through of the property if the Purchase Agreement allows for a visit and they have not previously used them up. While walking through they want to check for any outstanding items which were removed or left, as well as no extensive damage or water issues with the property.

## **CLOSING PROCESS: WHAT TO EXPECT**

The Attorney's office will look over the purchase contract to: identify what payments are owed and by whom; prepare documents for the closing; conduct the closing; make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure the Seller receives any money due.

## **CLOSING PROCESS: YOUR COSTS**

Some of the most common fees include:

- Attorney fees
- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as current or past due unpaid property taxes
- Real estate commission + HST
- Survey, if applicable

## **CLOSING PROCESS: WHAT TO BRING**

- A valid government issued photo ID

## **AFTER CLOSING**

- Keep copies of all closing documents
- Keep copies of all home improvement receipts on the home you sold, for possible future tax purposes



## SHOW HOME READY IN *one* HOUR.

- Make the beds**
- Grab a basket and put personal items of clutter in your car**
- Make sure the bathroom towels are clean, straightened and match**
- Wipe down toilets and put the lids down**
- Wipe down all counter tops and sinks**
- Open all blinds & turn on all the lights in the house**
- Make sure the house temperature is comfortable**
- Make sure the house smells good but don't over do the air freshener**
- Vacuum all carpeted areas & sweep all surfaces**
- Clean all mirrors**
- Sweep the front doorway and wipe off the mat**

# prep your home *for photography*

## 01 GENERAL.

- Test all lights and replace bulbs as needed.
- Leave all lights on and all fans off.
- Touch up paint and fill holes or scratches in walls.
- Declutter as much as possible, removing excess furniture and family items.

## 02 BEDROOMS.

- Make beds and tidy the rooms.
- Put all clothing, toys and valuables away.
- Remove family photos and any inappropriate artwork.

## 03 BATHROOMS.

- Clear countertops of all personal items.
- Clear shower stalls and bathtubs of all personal items.
- Clean mirrors and glass surfaces, empty garbage and hide bins.
- Hang towels neatly and remove rugs.
- Remove plungers and cleaning items.
- Keep toilet seat and lids down.

## 04 KITCHEN.

- Clear countertops of all appliances if possible.
- Empty sinks and put away all dishes. Put all sponges, brushes and dish soap under the counter.
- Empty garbage and move cans & bins to garage.
- Remove all artwork and magnets from refrigerator. Remove all items from the top of the fridge.
- Put animal dishes and kennels out of sight.
- Remove rugs, potholders, trivets and dish towels.

## 05 EXTERIOR.

- Lawn should be freshly mowed & edged, and bushes trimmed.
- Neatly coil hoses.
- House numbers should be clean and visible (not faded.)
- Pressure wash driveway.
- Manicure gardens.
- Move or remove any yard clutter.
- Organize patio furniture and children's toys.

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choose

A TRUSTED REAL ESTATE ADVISOR WITH THE EXPERTISE TO HELP SAVE YOU MONEY!

your Dream home | IS WITHIN REACH.

considering

BUYING OR SELLING?

Navigate the real estate market with the proper guidance -

- ✓ a proven marketing plan
- ✓ experienced negotiation
- ✓ tips on staging your home
- ✓ constant contact
- ✓ professional photography
- ✓ honesty & integrity



visit us online

contact US

TO SET UP AN APPOINTMENT



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customer testimonials

JORDAN B & STACEY A.



"Working with Amy Marquis was fantastic! She helped my fiancé and I buy our first house back in September! She was so knowledgeable and informative. Amy even followed up after we had moved in to make sure everything was going ok and to see if she could help in any way. I highly recommend working with Amy."

SHANNON



"Steph was an amazing Realtor! She went above and beyond any agent I have used before. I would recommend Steph as your agent because she truly cares about you as a client and will do anything to make sure the process goes smooth."

MELISSA & GENE D.



"Amy has an unparalleled talent for home renovation and décor projects. She truly has an eye for design.....Amy recommended very reasonable and skilled contractors, which we used. She understood our budget and made fantastic suggestions for the new layout. My husband and I simply could not see or would not have thought on our own... Trusting her suggestions provided us more cabinet space and a more useful kitchen for our family. We are absolutely thrilled with our new kitchen and it would not have been possible without Amy."

