



Home Seller

GUIDE

YOUR GUIDE TO HOME SELLING

DALJIT DHANJAL
647-200-6712



Home Selling Made Simple

Daljit Dhanjal
Realtor ®
Royal LePage
Meadowtowne
647-200-6712
daljit@daljitdhanjal.com

Deciding to sell your home is a significant choice—one of the most important decisions you'll ever face. Although the process may appear complex, it doesn't need to be.

This “Home Seller’s Guide” was designed to simplify the process & guide you seamlessly through to closing day.



Meet With Your Real Estate Professional

- Interview several agents and get a “feel” for their personality, work ethic and knowledge. You want to make sure they “click” with you and your family needs!
- Share a list of some of the top features you LOVE about your home.
- Set up a consultation and walkthrough to discuss the next steps

Initial Consultation

- Coordinate with your agent to establish the optimal time to list your house for sale
- Explore and decide on a strategic listing and marketing approach tailored to the local real estate market.
- Conduct a comprehensive home walkthrough alongside your agent.
- Seek advice from your agent regarding repairs, upgrades, and staging for enhanced market appeal.
- Review a comparative market analysis to determine the appropriate price based on similar neighborhood home sales.
- Establish the best listing price to ensure it aligns with your home's unique features, avoiding potential drawbacks associated with overpricing

DID YOU KNOW?

The listing price of your home is based on various factors such as lot size, square footage, location, condition of the home, the year it was built, and many others



Prepare Home for the Market

- Clean and Declutter
- Depersonalize everything
- Replace or professionally steam clean carpets
- Give a fresh coat of paint to walls, trim and ceilings if needed.
- Deep clean OR hire a cleaning company
- Complete any repairs necessary
- Minimize and clean pet areas in the home
- Keep the grass freshly cut
- Remove all yard clutter
- Improve Curb Appeal
- Hire a professional stager or ask your real estate agent for suggestions

IT'S A FACT:

Securing the highest market value and distinguishing your home from others in the same price range frequently boils down to **first impressions.**



List Home For Sale

- Review your agent's marketing plan to best market the unique features of your home.
- Schedule a time for the Photographer and Videographer to come in and capture your home in it's best light
- Schedule time for Open House

Showings and Open House

- Maintain the cleanliness and organized home environment
- Keep valuables stored away in a safe space
- Discuss how you would like to facilitate showings and open houses
- Vacate the premises during showings



Offers and Negotiations

- Depending on the market, you may set a offer presentation date and time
- Discuss the offers with your real estate agent.
- Prepare for multiple offers
- You may accept, reject or sign back on the offers you receive
- Sign the Agreement of purchase and sale and all other additional paperwork.
- Buyers will make their deposit within 24 hours of acceptance

Buyer Due Diligence Period

- Allow access to buyer and their agents for potential inspections
- Allow time for buyers will fulfill their conditions during this time period
- Be prepared for buyers to attempt to re-negotiate the terms of the agreement post-inspection
- The buyer's lender may conduct an appraisal to verify that the market value of the home supports the contract price. * this is not considered to be one of the buyer's revisit.



Final Details

- You will need an excellent lawyer for the closing of your sale.
- Allow reasonable time for buyer revisits prior to closing; allowing the buyers an opportunity to ensure all repairs requested have been made, and the condition of the home is the same as when they made the offer
- Cancel/Transfer your utilities and services
- Change your address to redirect your mail

Closing Day

- The lawyers for both parties will prepare the closing paperwork
- Both parties will pay any settlement fees
- The transfer of ownership will take place; your lawyer will transfer and disperse funds.

Celebrate!!
Your Home has been SOLD!





Ready to get the Process Started?

We are devoted to delivering unparalleled personalized and professional service. By focusing on understanding your unique needs and aspirations, we work tirelessly to help you reach your goals and transform your real estate dreams into reality.

Call Us Today.

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@daljitdhanjalrealestate