



SELLERS GUIDE



Prepared for you by

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WELCOME HOME YEG - REAL ESTATE

THE HOME SELLERS CHECKLIST

GETTING READY TO SELL YOUR HOME?

Deciding whether or not to sell your home may be one of the biggest decisions you'll ever make.

It can seem like a complicated process, but it doesn't have to be.

This checklist is designed to help you navigate your way through the selling process with minimal stress.

HERE ARE 6 STEPS:

1. Getting Started
2. Researching the Market
3. Preparing for a Sale
4. Negotiating Offers
5. Closing an Offer
6. The Final Stages



1. GETTING STARTED



FIND A REALTOR

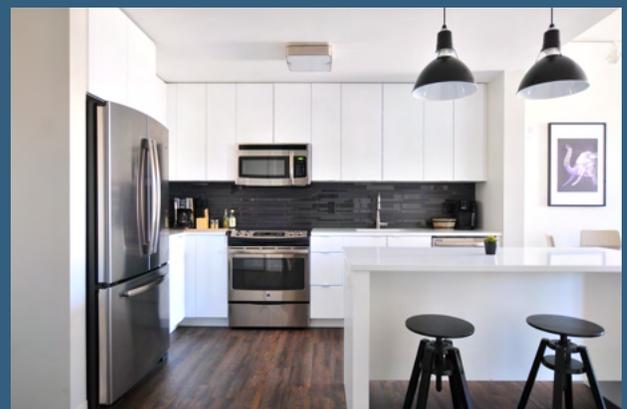


- You can interview several Realtors to see if their personality and expertise matches your needs and wants.
- Great Realtors have these qualifications:
 - Local market knowledge.
 - Positive reviews and testimonials
 - Financial Knowledge.
 - Great Realtors are punctual and communicative.

- Do they communicate in a way that you understand and that you feel comfortable with?
- Does your Realtor have network connections? Great Realtors work with other Realtors on a regular basis
- Ask about their marketing processes: How are they marketing other properties?
- Are they utilizing social media?
- Create a list of things you LOVE about your home and share this with your Realtor.

PLAN YOUR TIMELINE

- Determine when would be the best time to put your house on the market with your Realtor.
- Meet with your Realtor to discuss the best listing strategy based on the local market.
- Have an idea of where you'd like to move Before you put your home on the market.



2. RESEARCHING THE MARKET

WALK THROUGH



- Walk through your home with your Realtor.
- Show them things you love about your home.
- Ask your Realtor for advice on repairs, upgrades, and staging.
- If you are unsure, ask your Realtor if a general pre-inspection should be scheduled before the sale.

DETERMINE THE LISTING PRICE & MARKETING PLAN



- Work with your Realtor to determine the best listing price - every home is different. If you overprice a property, it could potentially hurt your chances of getting top dollar for your home.
- Review a comparative market analysis with your Realtor, which determines price point based on the sale price of similar homes in your neighborhood.

3. PREPARING FOR A SALE

DID YOU KNOW?

The listing price of your home is based on many factors. This includes the lot size, the square footage, location, home's condition, when it was built, and many others.

PREPARE YOUR HOUSE FOR SHOWINGS



- Clean, Declutter & Depersonalize
- Hide anything that might be considered "clutter".
- Keep your decor as neutral as possible - potential buyers need to be able to imagine themselves in this space.
- Remember, Less is More
- Deep clean forgotten places (baseboards, light switches, etc.) OR hire a cleaning crew - a few hundred dollars on cleaners can help get you thousands in the sale
- Improve Curb Appeal
- Maintain landscaping
- Clear out the side yard area
- Hide eyesores like trash cans or compost bins.
- Hire a professional stager or ask your real estate agent for suggestions.

MARKET YOUR HOME

- Discuss your Realtor's marketing plan with them to create the best strategy for your home.
- Your Realtor should schedule high-quality real estate photography for your home. Professional photography can get you higher offers.
- Your Realtor can offer a hosted video tour of your home.
- Schedule a time with your Realtor to do the pre-listing marketing they need - video walkthroughs, social media blasts, etc.

SHOWING YOUR HOME

- Decide whether you want to have a lock box or schedule appointments.
- Give your Realtor any times that may not work for buyer showings.
- Avoid strong smells in the home.
- Store important financial documents and valuables in a safe place away from the public eye.



4. NEGOTIATING OFFERS

NEGOTIATE PURCHASE OFFERS

- Your Realtor will present any offers to discuss with you.
- Prepare for possible multiple offers.
- Ask all your questions to make sure you understand every part of the offer(s).

PRO TIP

Don't get hung up on only the offer price! There are many terms within an offer that should be taken into consideration.

SIGN THE ACCEPTED PURCHASE SALE AGREEMENT

- After selecting the strongest offer, sign the purchase sale agreement and any additional paperwork.
- Buyers will provide a deposit in trust.
- Discuss the timeline of the transaction with your Realtor based on the accepted offer.



5. CLOSING AN OFFER

BUYER'S DUE DILIGENCE PERIOD

- Be prepared to allow the buyer reasonable access to your home and property for them to conduct inspections, if required.
- If the buyer submits a request for repairs, work with your Realtor to negotiate a solution between both parties.
- If any receipts for repairs were required in the accepted offer, provide the buyer with them.

BANK ORDERED APPRAISAL

- The buyer's lender may conduct an appraisal of your home to verify that the market value of the home supports the contract price. Expect to provide access to your home.



THE HOME STRETCH

- Once the buyer has Waived conditions and their deposit is locked in, complete any requested repairs before closing.
- The buyer may schedule a final walk-through right before possession. They will verify that the condition of the property is the same as when they made the offer. It also allows the buyer to ensure that any agreed upon repairs have been completed.

6. THE FINAL STAGES

CLOSING THE DEAL

- You will schedule an appointment with your lawyers to review and sign paperwork, about 10 - 14 days prior to possession.
- Both parties will pay any settlement fees and documents are recorded.
- Titles are eventually transferred to the new owners.

CELEBRATE

Congratulations! You sold your home!



THE HOME SELLERS CHECKLIST



GOT QUESTIONS?

The home selling process can be confusing and stressful, but we're here to help!

We strive to make the process as seamless with minimal stress as possible as we will guide you through the transaction from start to finish.

Let us know how we can help YOU with the home selling process!



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LET'S CHAT!

