

PROPERTY.CA SELLER'S GUIDE

property.ca





ABOUT BRAM SANDOW

In a past life, Bram worked in a forensics lab, and now he brings that curiosity and keen eye for detail to serving his real estate clients. A deep determination to get deals done and a passion for architecture and design make him an ideal agent – one who's got the knowledge and the drive to make his clients' property dreams come true.

Bram has a highly independent personality and loves that the real estate industry lets him work autonomously, all while connecting with a wide variety of people and delivering exceptional customer service. He puts his client's needs first every time.

Bram is a devoted father, music lover and hip hop aficionado. He also loves playing basketball, and looks forward to returning to Muay Thai in the near future!

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CHOOSING THE RIGHT REALTOR®

Choosing the right REALTOR® can be an overwhelming decision because they play an integral part in the selling process and there are many to choose from. It's a good idea for you to have a full-time, specialist agent who has the skills, tools, and expertise to help you navigate today's competitive marketplace.

THE PROPERTY.CA DIFFERENCE:

Skill & Experience: Find a REALTOR® who can bring to the table certain skills that you don't have. Negotiation, property assessment, market insight and legal knowledge are a few examples. We strongly believe in educating our clients along the way too, which can help make the selling process as stress-free as possible. With all the opinions and insight available to the public through the media and internet it is easy to get confused. Our REALTORS® are here to help make everything clear.

Neighbourhood & Building Specialists: We hire and train neighbourhood and building specialists at our brokerage, so your agent is guaranteed to have the best insight and knowledge of trends and the direction of the market in the neighbourhood you are selling in.

Team Support: With our in-house team, your agent has the tools and support needed to focus on promoting your home to as many buyers as possible. Our inside sales team assists with paperwork, deadlines, marketing, and much more. We also have a network of industry professionals to assist our clients, including lawyers, home inspectors, movers, and staging professionals.



THE PLAN OF ACTION



WE BELIEVE PRESENTATION + PROMOTION = PRICE

EXPOSURE

More than 92% of buyers start their home search online. With Property.ca and Condos.ca, we can get your listing 10x more exposure to buyers than any other website. Condos.ca alone generates over 5 million page views each month and has a database of over 500k registered users.

MARKETING

Our approach to marketing follows a simple process – plan, produce, promote. Our team of in-house marketing professionals will create a custom marketing plan for your home, produce marketing materials that engage buyers, and promote your home's story across our exclusive web platforms, leading social media outlets and our weekly digital newsletter.

EXPERIENCE

We are here to help, right from the start. From analyzing market data to choosing an offer, we are there with you every step of the way. Our expertly trained REALTORS® specialize in specific areas of the city, so we are intimately knowledgeable of the market in your neighbourhood.

THE FULL PACKAGE

Home staging, beautiful marketing materials, extensive online exposure, and skilled REALTOR® expertise will present and promote your listing better than any else in the building and neighbourhood.



THE PROCESS OF SELLING

STEP 1: THE DECISION TO SELL

Why are you selling your property? The answer to that question will help your REALTOR® strategize for the best possible outcome, whether you should sell in spring or fall, whether you should market to local buyers or the international market, ensuring a seamless process that gets you the best possible price.

STEP 2: CONSULTATION, STRATEGY & PRICING

Your skilled and licensed Property.ca REALTOR® will discuss in-depth the right marketing and pricing strategy for you and your home. We'll take the time at our consultation to get to know you and your specific needs and understand your motivation for selling.

We'll review comparable properties in the neighbourhood and create a market evaluation to begin discussing pricing strategy. We will create a detailed marketing plan that includes everything from small repairs and decluttering to industry leading photos and digital marketing designed to get you Top Price and the best exposure to qualified buyers.

SEVEN KEY FACTORS WHEN SETTING THE PRICE:

1. COMPARABLE SALES

Comparable sales are sales of similar properties in the same neighbourhood or within close proximity. This is especially easy for condos where the same floor plan is replicated on every floor.

2. UPGRADES & RENOVATIONS

You need to consider if your property has any upgrades or renovations compared to the comparable sales, as they will increase your value over other sales. If a comparable sale has upgrades, then you would deduct from that sale price.

3. MARKET CONDITIONS

You must consider current market conditions and how they have changed since the previous comparable sales transacted. A Property.ca REALTOR® will always be able to tell you if the market is up or down in your neighbourhood or building.

4. PARKING & LOCKER

Depending on where one lives parking could raise the value of a home from \$25,000 to \$150,000 over a similar home without.

5. OUTDOOR SPACE

The availability and size of outdoor space is also a desired feature that will add value to one home over another.

6. LOT SIZE (FOR HOUSES)

Lot size is important for a couple of different reasons. Yes, you own more land and would have a bigger yard. However, this is an important factor for builders as the bigger the lot the larger the future home that could be built on the property.

7. NEIGHBOURHOOD & BUILDING REPUTATION

The reputation of a neighbourhood and its schools, parks, available transportation, and safety are all important factors that may add or reduce value from a home. For condos, the reputation of the original developer and how the building has been managed may also impact value.

DEPENDING ON MARKET CONDITIONS THERE ARE TWO MAIN PRICING STRATEGIES:

1. LIST SLIGHTLY ABOVE MARKET VALUE

The most common strategy that works well under most market conditions is to list slightly above the current market value. In this strategy, we would review offers as soon as they are received and try to work out a deal. Setting the price slightly above what you really want gives you room to negotiate with buyers, as most buyers will want to negotiate for the lowest possible price.

2. LIST BELOW MARKET VALUE TO CREATE MULTIPLE OFFERS

In a strong sellers' market, it can be strategic to list below current market value to drive up the appeal of your property in the eyes of prospective buyers. In this strategy, we would set a date (typically 7-8 days after the property is listed) to review multiple offers on one night. Working the offers against each other, we hope to drive the price up above market value. This tactic always sounds exciting, but there is higher risk involved.

During our consultation sessions, we can also discuss a roll-out schedule including a list of home repairs or staging requirements to ensure your home shows at its best.

Be prepared to ask questions. When you feel you're ready to take the next step, we'll sign a Listing Agreement and get started!

PREPARING YOUR HOME FOR SALE

Our agents have great relationships with stagers, movers, storage companies, cleaners and contractors, and we will take care of arranging and organizing any necessary 3rd party contacts so that this part of the process remains as easy and seamless as possible.

WHAT YOU NEED TO DO:

Repairs & Renovations

Necessary or choice repairs and renovations can be a great value add to your property prior to listing. Consider replacing worn out carpet with laminate, vinyl, or hardwood flooring, and switch out old kitchen countertops with a natural stone alternative. A face lift for your home can be quick and inexpensive.

Declutter

Creating a sense of space is very important when preparing your property for showings. Consider separating your belongings into 1) donations, 2) storage, or 3) landfill. You can also store items in your condo locker or rent a personal storage space while your property is listed.

Depersonalize

Potential buyers are trying to picture themselves living in your space, so make it as easy as possible for this to occur. Some buyers may in fact dislike your property because of what they think of your tastes, beliefs, or lifestyle. Take your time and look through your condo and try to eliminate anything that is overly personal or individual to you.

Pro Cleaners

Consider hiring a professional cleaner and request the "deep clean." Specialist cleaners will do everything from the interiors of your appliances, getting into all those nooks and crannies, to the grout and other areas of your bathroom, and finally all the neglected spaces in your bedrooms and windows.

Painting & Touch-Ups

A fresh coat of paint is one of the best ways to freshen up your property and gives you the biggest bang for your buck. Bold colours are usually a turn-off to prospective buyers, so to appeal to the most people go for neutrals like a welcoming "Greige." Lose that electric blue bedroom and neon green bathroom.

Curb Appeal

A great first impression is crucial to capture and hold a buyer's interest. Landscaping & yard work can go a long way if selling a house in the spring and summer. Clean the garden, cut the grass, set out patio furniture, and tidy the garage if you have one. Once inside the front door, a large character mirror, to a beautiful piece of art, to a clear uncluttered sightline of the view, can all help focus the buyer on the best attributes of the property to get that WOW factor.

Home Staging Consultation

Staging can create a warmth and welcoming atmosphere which simply can't be replicated in the empty shell of a vacant unit. Some of the main benefits of staging are that it allows a buyer to see where they can potentially place their furniture, how to use a space, and how much space there is once furniture is in place. Replacing current furniture with hand-picked trends for your home can also help accentuate its appeal.

STEP 3: MARKETING & EXPOSURE

Our customized **Marketing and Design Services** are all done in-house with our team of specialists, from senior graphic designers to photographers and digital marketing professionals.

Making your property stand out is critical for getting the best possible price. We create custom materials to make your listing and your home look amazing!

Photography, brochures, ads, post cards, emails, virtual tours, videos, floor plans, signage, digital and print marketing, and much more.



PHOTOGRAPHY

HDR Photos for Print & Web

Our team of photographers are the industry's best with high-dynamic-range (HDR) imaging and wide-angle lens perspectives that capture the fullest range of light-to-dark, then layered into a perfectly balanced picture that showcases the beauty of your home for print and the web.



GRAPHIC DESIGN

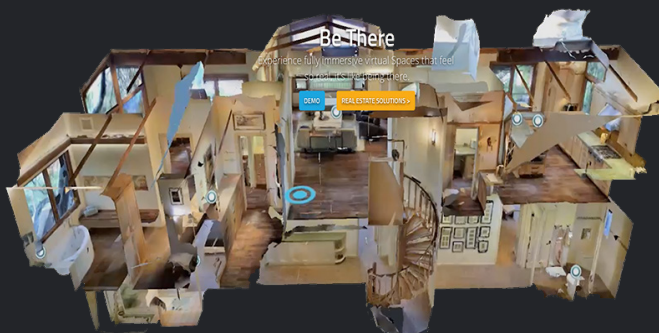
Marketing Materials

Our feature sheets, brochures and post cards are loaded with beautiful property photography and essential listing information. Printed on high gloss, double-sided stock, the feature sheet showcases 10 striking photos, while the listing brochure includes photos, a centrefold floor plan, and contact information for a take-home booklet.

PRESENTATION

Floor plan & Staging

A detailed floor plan with dimensions is a great addition to any property marketing campaign. We also offer a FREE home staging consultation with a professional stager to present your home in top condition.



VIRTUAL TOUR

3D Interactive Model

Discover the industry's best 3D virtual tour. The Matterport tours offer an incredible "dollhouse" view experience which is the most interactive feature provided by any virtual tour service.

Exposure is absolutely key to finding the right buyer. Our access to qualified buyers starts with our top websites that have thousands of new leads generated each month. Between our site users, email marketing to our database of over 500k users, digital advertising and social media, we can maximize your exposure well beyond only posting to MLS and Realtor.ca.

WEBSITE & BROKERAGE STATS: PROPERTY.CA & CONDOS.CA



1.8M+

Sessions each month



\$1B+

In volume over the last year



1M+

Registered users

STEP 4: LISTING YOUR HOME & SHOWINGS

This would be the time to finalize all home renovations and staging. Home staging has proven to be increasingly more popular due to users browsing properties online.

The plan, produce and promote stages are complete or underway, so it's time for your REALTOR® to list your home live on our websites.

YOUR REALTOR® CHECKLIST:

- ✓ Activate listing on MLS, Realtor.ca, Property.ca & Condos.ca
- ✓ Schedule open house
- ✓ Promote listing on the Condos.ca and Property.ca social media accounts and email newsletter
- ✓ Promote to buying agents
- ✓ Book showings
- ✓ Follow-up with all showings for feedback
- ✓ Create market for offers

STEP 5: OFFERS & NEGOTIATION

By this point, your REALTOR® will have finalized all of your terms and conditions with you, so together you're ready to review and negotiate all incoming offers.

The offer is also known as an **Agreement of Purchase and Sale** and will contain some important points of negotiation: deposit structure, final price, closing date, irrevocable time and date, any and all conditions, and inclusions or exclusions.

When you receive an offer, you can either:

ACCEPT THE OFFER — so you've just sold your home!

MAKE A COUNTER OFFER — send back with changes and negotiations

REJECT THE OFFER — walk away

STEP 6: CLOSING

"Closing Day" is when the buyer officially takes ownership and is handed the keys. All closing costs need to be paid by or on the closing day.

Closing Costs

Includes balance of purchase price, inspections, legal fees, insurance, taxes, mortgage penalties, adjustments and more.

CLOSING CHECKLIST:

- ✓ Sign all final paperwork and drop off keys with your lawyer
- ✓ Book movers
- ✓ Notify your home insurance and all utility providers
- ✓ Notify the city for taxes, water and waste management bills
- ✓ Utility meters should have a final reading on day of closing
- ✓ Forward mail to your new address
- ✓ If in a condo, inform property management

Working with a Real Estate Lawyer

to sell your property, you'll also need a real estate lawyer. Your Property.ca Sales Representative can recommend a trusted lawyer.

THE POWER OF STAGING YOUR HOME

Our team offers a FREE home staging evaluation from a professional home stager, with tips proven to help improve your property value by presenting your home in top condition. The staging process includes furnishing, decorating and repainting the home to show off its best features. **First Impression Is Everything!**

PRESENTATION = TOP PRICE



BEFORE



AFTER



BEFORE



AFTER



THE COSTS OF SELLING

SALE PRICE:	\$800,000
Staging and Home Prep:	\$2,000-\$5,000
Lawyer Fees:	\$1,500
Moving Fees:	\$400
2.5% (+HST) Listing Brokerage Fee:	\$22,600
2.5% (+HST) Co-operating Brokerage Fee:	\$22,600



TERMINOLOGY

Terms that REALTORS® often use:

THE LISTING AGREEMENT

A sales contract that commits you to working with your REALTOR'S® brokerage for a specified number of months and allows them to act on your behalf to list, market, and sell your home.

AGREEMENT OF PURCHASE & SALE

A written contract between the seller and the buyer for the purchase of a property. The agreement outlines everything from the agreed purchase price and closing date to any conditions that need to be met by either party in order to satisfy the terms of the deal.

IRREVOCABLE TIME

The time at which the offer expires, and the buyer is no longer committed.

PRE-EMPTIVE 'BULLY' OFFER

A quick sale that can occur when a buyer makes a 'pre-emptive' offer (before the seller's designated date to receive offers) and the seller accepts.

CHATELS & FIXTURES

Items that are physically attached to the structure of your home (appliances, light fixtures, etc.) which will be included in the purchase price, unless otherwise stated.

CONDITIONS

Clauses which can either be waived or fulfilled by an agreed time for the sale to be finalized. Common conditions may include:

1. The agreement is conditional on the purchaser arranging financing.
2. The buyer is allowed a home inspection within the first week of acceptance of offer.
3. For Condominiums there will almost always be a condition of Status Certificate Review. It is the seller's responsibility to order and pay for the Status Certificate. However, when Property.ca represents you we take care of it.

CONDITIONAL PERIOD

The time when a buyer is able to do their due diligence and have the opportunity to waive their conditions. Standard is 3 to 5 business days for inspection and financing. It is longer for a Status Certificate, which can take up to 10 days to receive from the Property Management.

CLOSING DATE

The transfer of ownership and the assumption of risk with respect to the property. For example, the seller is responsible for the property up until midnight the night before the closing date.





