



# The Home Sellers *Handbook*



*Heidi Brown*

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Selling your home is a big decision and requires careful consideration and expert advice along your journey. Being informed and tapping into expert advice to guide you, will help bring you the highest dollar for your home, as quickly and easily as possible.

To help inform your pathway to selling your home, I have prepared this handbook for what's involved in preparing, pricing, marketing and showing your home, leading to a successful sale. This handbook is a starting point, to an exciting path.

As part of the Rod Frank Team at Remax, together we have a winning combination of knowledge and expertise and proven success to help you sell your home quickly and for the best price possible!

Let the journey begin!

Heidi Brown

Real Estate Sales Representative

Remax Escarpment Frank Realty, Brokerage

(416) 898-4565

[heidi@heidibrownhomes.ca](mailto:heidi@heidibrownhomes.ca)

[www.heidibrownhomes.ca](http://www.heidibrownhomes.ca)



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Step

1

# Making the decision to sell your home

Deciding to sell your home is a big decision. Your home is likely one of the biggest assets you will ever sell...and may be the most complicated transaction you will have undertaken so far. With some education and trusted advisors at your side, you can have a profitable road to the successful sale of your home. Here are some important things to consider as you embark on the journey to sell your home...

## WHEN LIFE CHANGES ....

Your family is growing, or maybe your kids have left the nest, or perhaps you just need a change. When it comes to the decision to sell your home, sometimes you might just "know".

However, if you are on the fence if it is time to sell, here a few questions to consider...



## QUESTIONS TO ASK YOURSELF...

- Have you calculated your costs to sell and are you happy with the outcome?
- Have you explored your existing mortgage and considered your future mortgage needs that work for you?
- Are you ready to move to a bright new future and leave the memories of this home behind you?
- Are you in a financial position to make this move?



*I'm here to help!*

*Heidi Brown*

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## KNOWLEDGE IS KEY

So where do you start? You're already off to a great start by further educating yourself on the home selling process here. You can learn the ins and outs of selling your home online, but nothing beats the advice and guidance of experts in the home selling process. This advice and guidance will have you better equipped to make a smart and profitable sale of your home.

## NOT REALLY SURE? REQUEST FREE MARKET EVALUATION

If you are feeling some hesitation, consider obtaining a home evaluation to know what your home is worth can help inform your decision. You can find online estimators, for a quick answer, however, it is a good idea to obtain a full market assessment on your home from a trusted real estate professional (REALTOR®) who offers this service for free.

Curious on the  
the value of  
*your home?*

Call me and I can provide you  
with a market assessment of your  
home in person or virtually!



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Step

# 2

## Choosing your team of experts

Selling your home involves timing, strategy, legal and financial transactions, and more. It is important these items be taken care of properly, to avoid potential mishaps or costly errors along the way. Be sure to enlist a trusted team of professionals that will manage the many details and protect your best interests. Here's where to start...

### YOUR LENDER

If you have an existing mortgage with a lender, now is the time to verify the conditions around your mortgage. This may include any penalties for paying off the mortgage or if you can transfer your existing mortgage to a new property. Now is time to negotiate terms with your existing lender, or shop around to see what other lenders will offer you. And you will have a sense of the budget for your new home.

### YOUR REALTOR®

Your next critical team member is your real estate sales representative (REALTOR®). Although some sellers elect to sell their home on their own, most sellers choose to use a real estate sales representative. A REALTOR® will protect your best interests, and help ensure your home sells quickly and for competitive price all while making the entire process as seamless and as stress-free as possible.



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## YOUR LAWYER

The selling of your home requires various legal documents, searches, financial transactions and more. Look for a lawyer that is very familiar with real estate transactions, and ideally in or close to the city of your new home as they are familiar with local information.

## HOME RENOVATORS

Time to look at any repairs or updates to do to your home before you list it for sale. Your REALTOR® can help identify if any items need updating to help showcase your home in the selling process. Be sure to weigh the expense vs impact of upgrade to achieve the best results.

## YOUR FINISHING TOUCH TEAM

Your REALTOR® will work with you to consider any services that could enhance the showings for your home.

This could include stagers and cleaning services, and some REALTORS® may include this in their suite of services.



Your REALTOR® can recommend expert advisors for your team to the successful sale of your home. Call me to chat about the possibilities!



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# Step 3

## Setting the right price

Setting a price for your home depends on many factors, and information and advice are very critical at this point. Working with your REALTOR® will help you understand the current market conditions to help determine the best pricing strategy for your home. As the seller, you will be making the final decision on what price you will ask for your home, so working with your REALTOR® who will offer expertise and guidance is key.

### STEP 3 -

#### SETTING THE RIGHT PRICE

Pricing your home right from the start will help ensure the highest exposure, showings, offers and ultimately the highest price for your homes. When determining the price of your home, setting a realistic price is key.

- If you price your home too low, you run the risk of having less money left for you at the end of the sale.
- If you price your home too high, you run the risk of turning away buyers
- Overpricing simply helps competitive homes sell faster
- Add in the factor of homeowner emotional attachment, it is important to put the emotions aside and set the right price based on current market data.

Does this sound complicated? I would be delighted to help you determine the true market value of your home and help you price it just right.



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# Step 4

## Getting your home showroom ready

Once you've set the price for your home, the next step in your journey is preparing your home to make a great impression of your home to all prospective buyers right from the moment they drive up.

Taking care to put your best rooms forward will appeal to buyers and help bring a quicker and higher sale price. Taking care of chips, leaks, clutter, and stains – is time and money well spent, as often potential buyers tend to focus on those things.

### THE TOP 3 THINGS TO GET YOUR HOME SHOWROOM READY:

#### REMOVE

Remove as much clutter, furniture, and personal belongings as you can. This is a great time to have a garage sale, or even put extra items from your home in temporary storage. A clutter free home shows better and makes your home look larger and more appealing.

#### REPAIR

Now is the time to fix all of those things you have been meaning too. Have your REALTOR® help identify those things you've maybe just forgotten about or gotten used and repair them to help make your home shine.

#### RENEW

Now it's time to clean, clean and clean again. Since you have spent time to declutter and remove excess furniture, take the time to make each room sparkle. A fresh coat of paint (in a neutral colour) can go a long way to dramatically improving the look, and is one of the best ways to increase the appeal of your home.





**Your goal in preparing your home is to repair, clean, and create open space, free of your personal photos to have potential buyers see this as their new home.**

### **YOU MAY CONSIDER STAGING**

Remember seeing those beautiful designed furniture showrooms and magazine features?

That is an example of staging. There are a number of local stagers that offer services in person or virtually, with various levels of service from straight consulting with you doing the bulk of the work, to full staging with furniture brought in, or something in between.

Staging often helps homes sell quicker and for more money, so something you may wish to consider. Your REALTOR® can point you in the direction if this is a consideration for the sale of your home. If you list your home with us at the Rod Frank Team, we include staging as part of our services to you!

*Does this sound overwhelming?*

I can help guide you on the best things to tackle and even have the name of a great stager, and handyman or two!



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# Step 5

## Marketing your home for results

Once your home is ready, it's time to show it off! The sale of your home deserves an extensive and customized approach to marketing plan. A strong marketing plan should utilize digital marketing, print marketing along with outreach to potential buyers and the buyers of other local agents. The goal of this campaign is to create a buzz, maximize exposure and captivate buyers' attention online and offline that will lead to a successful sale.

Here are just a few things you should ensure your REALTOR® has incorporated in the marketing plan for your home...

### **CUSTOMIZED MARKETING PLAN**

No two homes are exactly alike and your home deserves a solid customized plan to showcase your home in the best light to as many potential buyers as possible. A strong REALTOR® will do what is needed to ensure everyone in your community will know about your listing.

### **PROFESSIONAL PHOTOGRAPHY AND VIDEO**

First impressions are important today with over 90% of properties being viewed online first. From professional photos and beautiful video – great images and videos are showstoppers that generate more in-person showing requests than most.

### **SOCIAL MEDIA ADVERTISING CAMPAIGNS**

A solid social media strategy will strategically target the right demographic for your home through organic postings and ad campaigns to maximize social views and more eyes on your listing, and encourage interest that helps lead to a sale.

### **PRINT MARKETING**

Along with digital marketing, print marketing should be utilized from things like local postcard announcements, door hangers, and magazine quality feature sheets. A strong REALTOR® will do what is needed to ensure everyone in your community will know about your listing.





## PROACTIVE OUTREACH

Using email, text, phone, and social channels is another effective technique. A good REALTOR® will tap into an ongoing network of active buyers as well as local and out-of-town agents to highlight your home and spark interest from a larger pool of potential buyers.

## WOW FACTOR LISTINGS

Listings not only visually appealing, but they also leave no question unanswered when it comes to what buyers want to know. The location and type of home should be shared with listing services far and wide. You've got one shot to make a great first impression, a great REALTOR® will help make your home look and sound amazing online and off!

## VIRTUAL AND IN PERSON OPEN HOUSES

When your home is ready to show, utilizing in person and virtual open houses are a great way to market all your home has to offer. These tactics have been evolving and are a great way to showcase your home to both agents and potential buyers instantly and safely.

To learn about the marketing techniques to best profile your home for sale, just drop me a line.



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# Step 6

## Showing your home

Your home is sparkling, your REALTOR® has launched a fantastic marketing campaign and there is great interest in your home! With a focus on digital images and video to highlight your home, many prospective buyers have a good sense of all your home has to offer, before they even enter your home.

To maintain the safest showing conditions for your home, here are a few showing protocols and recommendations to highlight your home...

### PRE-QUALIFICATION OF ALL BUYERS

Step one, before anyone views your home in person, it is encouraged that all prospective buyers view a virtual viewing and undergo pre-qualification to ensure the potential buyer is serious about their intentions and are qualified to buy.

### PRE-SCREENING

Once potential buyers are pre-qualified and want to view your home, each person entering should be pre-screened based on the current COVID-19 Health Guidelines to ensure they are not required to be in quarantine or isolation.





## HOME TOUR SAFETY KITS

To facilitate safe showings, a supply of home tour safety kits should be readily available at your home including hand sanitizer, gloves and masks for all prospective buyers and their agents.

## TOUCHLESS VIEWINGS

To minimize the amount of touching on the surfaces and features of your home, it is a good idea to leave all interior and closet doors open, lights on in each room, primary kitchen/pantry cupboards open to limit contact on surfaces and door handles.

## LAST BUT NOT LEAST...MAKE YOUR HOME INVITING

It has been proven that the more inviting your home is, the more likely a buyer is to fall in love with it. Keeping things bright with lights on, windows coverings open, even consider baking cookies or a pie, putting on the fireplace, and lighting candles. Creating an ambiance makes all the difference.



If you have any questions about the showing process, please reach out and I can show you how this process can be safe and stress free.



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Step

# 7

## Negotiating your deal

Now your home has been seen by a number of qualified prospective buyers, GREAT NEWS, your REALTOR® informs you that an offer is on its way. Depending on market conditions, chances are, when an offer arrives, it will be higher or lower than your asking price. Don't be concerned or offended, it's normal. Your REALTOR® will go over the offer with you.

There are three things which you can do when you receive an offer and begin negotiations:

- Accept - sign the offer as presented
- Reject - decide not to accept
- Counter - make changes and return to potential buyer for reconsideration of your terms

Negotiating is a skill and it is important to have the support of your REALTOR® by your side, who is working in your best interest to negotiate your best deal. Keep these things in mind when negotiating:



### COUNTER-OFFERS ARE NORMAL

An offer may go back and forth before it becomes an official agreement. Don't be alarmed, this is often part of the negotiating process.

### MOMENTUM AND TIMING IS IMPORTANT

Things can happen fast at the offer stage, so it is important to have a REALTOR® you can trust that can keep an eye on the details and deadlines and negotiate your best offer.

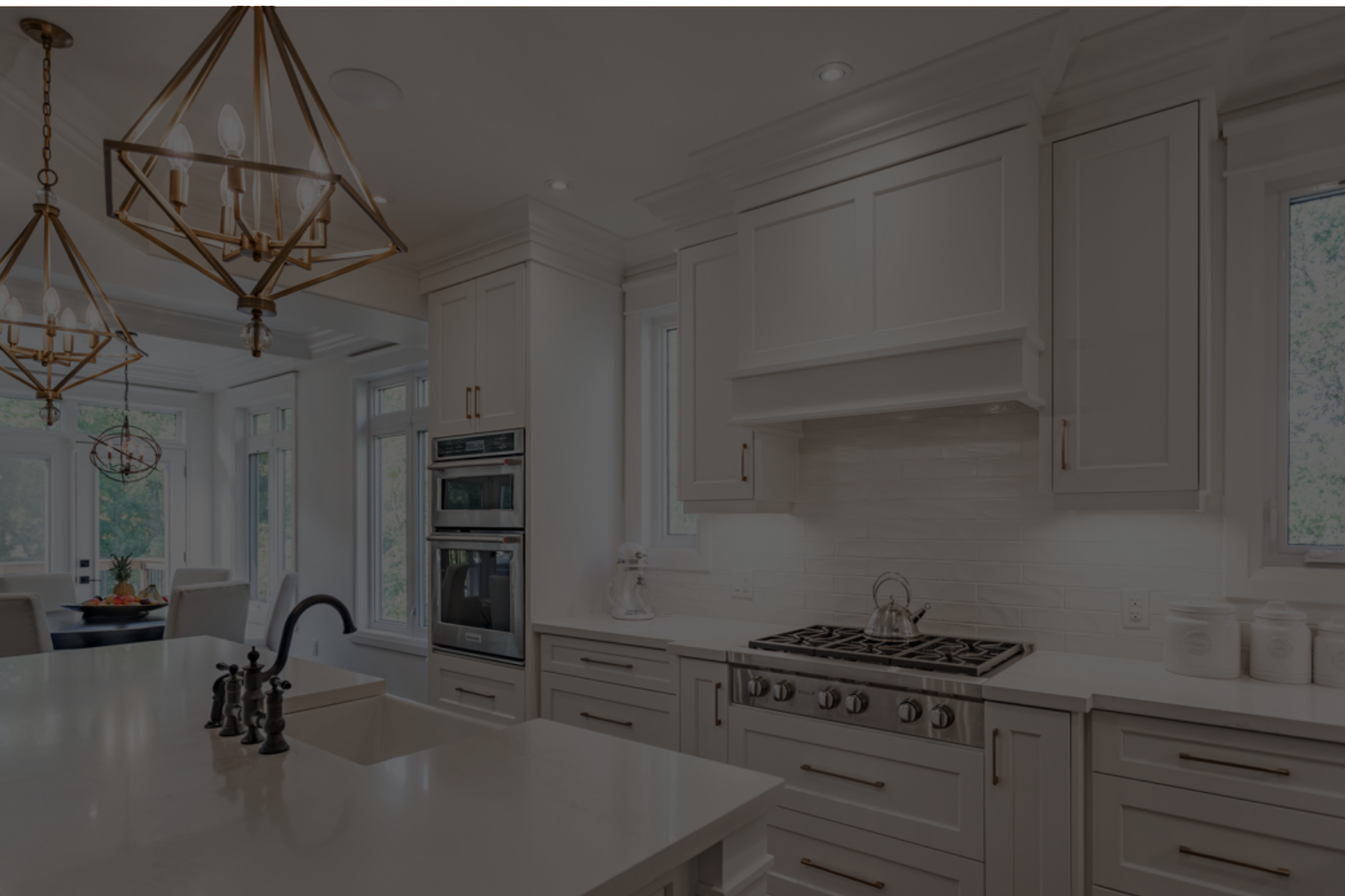
## PRICE ISN'T THE ONLY THING

You can negotiate on price, offer conditions, assets, dates and deposits. The expertise of your REALTOR® will walk you through the details of the offers, make recommendations on how to proceed, keep the process moving on your terms, and helping keep your emotions in check.

**The offer is acceptable to both you and the buyer, you both sign and...  
CONGRATULATIONS! YOUR OFFER IS ACCEPTED!**

This is definitely a milestone, but there is still work to be done. After the negotiation, and you have settled on a deal, the buyer is required to provide a deposit on this transaction which will be held safely "in trust" until all conditions of the offer are met, and the transaction is complete.

If there are conditions to be met, usually within a specific time frame, your REALTOR® will manage all of the details and ensure a waiver is signed and your sale is firm awaiting the closing day.



*Hedi Brown*

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# Step 8

## Closing and your next steps

Your deal is on its way to closing and now it's time to take care of the final details. It is time to calculate your net proceeds from the sale for your home and decide on your next steps and housing requirements if you haven't done so already.

**Here are a few typical closing costs for you to consider.**

### LEGAL | TITLE FEES

You will need to consult your real estate lawyer to represent you and manage the legal details of the closing details of your home. Your lawyer is responsible for ensuring the successful transfer of title of your home to the new buyers. Title must be free and clear of all mortgages including liens which will be paid out by your legal representation on closing. You will need to factor legal and related fees into your closing costs.

### MORTGAGE PAYOUT

Hopefully, early on in the journey to you discussed your mortgage options and potential fees before listing your home for sale. Your lender should have been able to provide an estimated cost to pay off your mortgage or if there is an option to transfer (port) your mortgage to a new property if that makes financial sense.

Most often, lenders do charge a discharge fee to remove the mortgage from the title, and it is possible there is a penalty for repayment based on your current mortgage terms. At closing, your mortgage will need to be paid off or transferred to another property you purchase so that title can transfer free and clear to the new owners.



## UTILITIES, MORTGAGE INTEREST, PROPERTY TAX & OTHER ADJUSTMENTS

This is the time to cancel your home services and utilities as necessary and arrange to have any final bills forwarded to your new address. The lawyer/title company will ensure that any overpayment or deficiencies on rent, condo fees, mortgage interest, utility deposits, and property taxes will be adjusted for on closing when you are presented your Statement of Adjustments and final bill from your lawyer.

## MOVING COSTS

Moving costs vary based on location and the amount of possessions being moved. If you are moving on a popular end of the month or over a weekend, plan to book a mover well in advance. If you're moving yourself, you should factor gas, rental vehicles, and moving supplies. And pizza for the volunteer moving crew!



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As you've discovered, selling your home can be an exciting and rewarding journey when you're informed and do things right from the start.

I hope this handbook has been helpful for you and is really just the starting point. Nothing replaces the advice and guidance of a licensed REALTOR® to help you along the way.

I would be pleased to answer any questions you may have and I would be delighted to provide you with a complimentary market evaluation of your home. Reviewing the information about your home in person or with the use of one of my digital tools, I will provide a current market assessment and my comprehensive marketing plan to get your home sold for the most we can.

Thank you

Heidi Brown  
Sales Representative  
(416) 898-4565  
[heidi@heidibrownhomes.ca](mailto:heidi@heidibrownhomes.ca)  
[www.heidibrownhomes.ca](http://www.heidibrownhomes.ca)



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*This handbook has  
been a snapshot of  
what it takes  
for a successful sale  
of your home.  
This is just a starting  
point, so please reach  
out as I would be  
delighted to help.*

*Alex Brown*

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**Remax Escarpment Frank Realty, Brokerage**  
**1595 Upper James Street**  
**Hamilton, ON. L9B 0H7**

**heidi@heidibrownhomes.ca**

**Call/Text: 416-898-4565**



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